THE FUTURE OF WORK
RURAL HIGHER EDUCATION

GIG

ECONOMY

PROJECTS

INDEPENDENT

WORKFORCE

SELECT

MIGHT

REDUCTIONS

SAVE

PROSPECTS

WORK-LIFE

ENVIRONMENT

TEMPORARY

INCREASINGLY

TREND

ENVIRONMENT

COMMON

WHATEVER

BEGUN

FORCED

AROUND

GENERAL

ANYWHERE

ABILITY

SEEN

MEANS

WORKING

INDEPENDENT

ONE

DIRECTLY

BALANCE

INCLUDE

FINANCIAL

SPACE

SHORT-TERM

WORK

ENTRANCE

GIFT

MILLENNIAL

FORCE

VOTE
GOALS FOR TODAY

• Some realities of the world today and tomorrow
• Where innovation trends are heading
• Economic trends
• What is the GIG economy?
• Where does rural America stand?
The central question of 2025 will be: What are people for in a world that does not need their labor, and where only a minority are needed to guide the 'bot-based economy?

— STOWE BOYD,
LEAD RESEARCHER AT GIGAOM RESEARCH
100 YEARS AGO, SOME PEOPLE WERE REALLY HOSTILE TO THE INTRODUCTION OF THE AUTOMOBILE OR “DEVIL WAGONS”

- No paved roads, gas stations, road signs, street maps, streetlights or traffic signals
- Noisy and stirred up dust
- Threat to pedestrians, bicyclists, horses
- Max speed was 30mph
- Broke down frequently
- Expensive ($825, or $18,000 today)
WORKFORCE REALITIES

• Today = 1,300,000,000 people without electricity
• Today = 2,400,000,000 people without toilets
• Today = 7,600,000,000 active cell phones
• Today = 1,600,000,000 people on Facebook
• Today = 1,000,000,000 people entering the middle class
• Today = 45% of the world’s workforce are contingent workers
• Today = 16,500,000 Virtual Reality VR headsets sold
WORKFORCE PREDICTIONS

• By **2020**, millennials will be 50% of the workforce.
  By **2025** they will be 75%
• By **2020**, 50% of US workforce will be freelancers
• By **2020**, Asia’s middle class will be 1,750,000,000
  (triple that in 2009)
• By **2025**, 4,000,000,000 people coming online
• By **2025**, 1 in 3 jobs will be robo-replaced, displacing
  400,000,000 workers
• By **2030**, demand for energy and water will increase
  by 50% and 40% respectively
• By **2030**, the UN projects that 4.9 billion people will be
  urban dwellers and, by **2050**, the world’s urban
  population will have increased by some 72%
A WORD ON AUTOMATION
Employment in agriculture has fallen to less than 2% of workers

- **Agriculture**
- **Manufacturing**
- **Rest of economy**

Data: McKinsey
Disconnect between productivity and a typical worker’s compensation, 1948–2014

1948–1973:
- Productivity: 96.7%
- Hourly compensation: 91.3%

1973–2014:
- Productivity: 72.2%
- Hourly compensation: 9.2%

Cumulative percent change since 1948

Economic Policy Institute
Well, I left you half! What are you, greedy?

The Bottom 90% (The Great Unwashed)
The Decline of Public Capital, 1970-2016


In 2015, the share of public wealth in national wealth in France was 3%, compared to 17% in 1980.
$1.4 Trillion in 2016

Cumulative student debt growth since 1999

- Cumulative growth of student loan debt
- Household debt less student loan debt

Student Loan Debt Has Surpassed Both Credit Card and Auto Loan Debt

Source: Federal Reserve Bank of New York
What Young People Make and What They Owe

Percent change from 2005 in median annual earnings of people 25-34 years old holding just a bachelor's degree and average student loan balance for people under 30 years old.

Earnings

Student debt

Source: National Center for Education Statistics (earnings); NY Fed (student debt) | WSJ.com
WHO IS THIS WORKFORCE?
A NEW GENERATION

1. Motivated by meaningful work
2. Challenge Hierarchical Structures
3. Want a Relationship with Their Boss
4. Are Tech Savvy, To Say The Least
5. Are Open to Change
6. Are Task (Not Time) Oriented
7. Have a Hunger for Learning
8. Crave Constant Feedback
9. Want Recognition
10. (Don’t Just) Want To Have Fun!
SO WHAT IS A GIG?
THINK OF MAKING A FILM

- Project-based
- People with unique skillsets come together to produce an outcome
- Then they take their skills to the next project.
- Workers have portfolios rather than resumes
- Virtual teams across time, space and organizational boundaries to collaborate using technology
- Networks and connections in the industry are vital to getting hired
We could be on the brink of the largest job creation period in humanity...

- Location doesn’t matter
- Work is competitive – no one will pay just for a degree. Based on merit, not location
- % of college degrees on the rise (college = new high school)
- Informal education is valuable
- Crowdsource vs individuals
- On-demand vs 30 year pension
- The word “career” is as outdated as “typewriter”
URBAN/RURAL REALITIES
Change in Rural and Urban Population Size: 1910–2010

SYMPTOMS OF RURAL POVERTY

Barriers to Upward Mobility

- Drug & alcohol use
- Mental health issues
- Low wages (no wealth)
- Huge wealth disparities
- Lack of skilled workforce
- Rampant nepotism
- Limited educational opportunities
- Limited access to broadband
- Limited expertise
- Limited activities for young people
- Limited access to health care
- Limited local businesses (dying main streets)
- Limited voting impact (ability to design laws)
- Exportation of wealth (banks)
- Exportation of natural resources
- Food deserts
- Traditional (manual) work
RURAL REVITALIZATION STRATEGIES

- Get people together around a common vision
- Asset Based Community Development (ABCD)
- Prioritize business creation
  - visible innovation spaces & events
  - organized mentor groups
  - incentivize community capital
- Invest in digital infrastructure
- Buy local (bypass extraction economy)
- Community ownership
- Collective action (in everyone’s strategic plan)
- Organize and lobby the state for more resources
- Seek out philanthropy
- Good old fashioned barn raising (ask!)
HIGHER EDUCATION
WHAT CAN HIGHER EDUCATION DO?

Community Colleges...

- Recognize that small businesses are asking for new-hire soft skills training
- Understand that the entrepreneurial mindset teaches soft skills
- Support the infusion of entrepreneurial skills for students across all programs
- Provide real-world experiential learning to reinforce technical and soft skills training

TECHNICAL SKILL + “SOFT SKILLS”+ EXPERIENCE = HIGH VALUE
REAL WORLD LEARNING

• Critical thinking
• Problem solving/troubleshooting
• Emotional intelligence
• Soft skills/marketing
• Design thinking

• Coding and machine learning
• Process management
• Economics and business
• The entrepreneur mindset
• Networking/Teambuilding

CAREER & TECHNICAL EDUCATION
PROMISING PRACTICES

• Solopreneur and entrepreneurship curriculum
• Focus on GIG economy industries
• Areas of excellence based on community strengths
• Industry partnerships, apprenticeships
• “No wrong door” strategies
  o Common diplomas
  o Distance learning
• Involve professionals in teaching
• Bootcamps and Hackathons
• Share and ask
• Don’t re-invent the wheel
We can’t solve problems by using the same kind of thinking we used when we created them.
Success Ahead