TRENDS
and Implications
from the

2008 ENVIRONMENTAL SCAN

Illinois Valley Community College
www.ivcc.edu
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PREFACE

The trends identified in this report are the result of more than two months of research by teams of Illinois Valley Community College (IVCC) faculty and staff. They worked on eight teams – competition, demographics, economics, education, lifestyles, politics, technology and workforce – to identify forces of change that would impact the Illinois Valley area in the next three to five years. The rationale to support those trends and the resources the teams considered are included in this report. The IVCC teams also identified the implications for IVCC of the trends.

The trends identified by the IVCC teams were reviewed by 33 community leaders from the IVCC district who participated in a forum on campus and by the eight members of the IVCC Board of Trustees (includes the Student Trustee). This report includes their responses to the trends and the implications they saw for the community. An additional 11 community leaders were interviewed individually; their comments are integrated into this report, and a summary list of trends they identified is also included. As this report reveals, all of the trends identified by the IVCC teams were supported by the community leaders; many were supported by 90 to 100 percent of them.

Trends from the first environmental scan at IVCC, in 2004-05, are included at the end of this report to provide a comparison.
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Core Trends
Identified by the Strategic Leadership Planning Council

• IVCC will continue to see an increase in the number of under-prepared students it serves.

• The state of the national and local economy will heavily impact the discretionary dollars of potential students.

• “Green” energy will create new job opportunities and require training for employees.

• The number of jobs requiring additional training beyond high school will increase. Higher levels of education will continue to play an essential role in obtaining high paying jobs that are increasing in demand.

• Online offerings will continue to increase as demand grows not only in the U.S. but globally.

• The need for high levels of technological skills will increase as specialized knowledge becomes the norm not only to acquire a job but to retain a job.

• State and federal government will require increased accountability from community colleges and their students.

• Federal, state and local sources of revenue will remain flat with federal spending likely to remain flat or increase slightly and state spending likely to be flat or cut.

• Students will connect to learning resources differently than past generations.

• The healthcare sector will continue to see job growth especially in the areas of RN, LPN, CNA, physical therapy assistants, respiratory therapists, medical lab technicians, medical assistants, home health care aides, and medical billing and coding.

• Economic growth in Illinois and the Illinois Valley region is uncertain.
List of All Trends from 2008 Scan

**Competition Trends**

1. The state of the national and local economy will heavily impact the discretionary dollars of potential students.
2. Online learning will continue to increase.
3. Illinois colleges and community colleges will rely increasingly on alternative funding especially grant funding.
4. Continuing education programs targeting boomers will increase, especially with for-profit enterprises.

**COMPETITION TREND ADDED BY COMMUNITY REPRESENTATIVES:**
- The IVCC area will see increased presence from for-profits, technical, trade schools and non-accredited sources. Employers will use internal and internet-based education specific to the industry.

**EMERGING ISSUES (Impact not yet clear – may become trends):**
- Satellite locations for colleges are increasing
- More community colleges are offering housing for students
- Customer service is becoming more of a concern as people demand quality service from all providers.
- Colleges and community colleges are “going green”: constructing “green” buildings as well as offering green technology programs.

**Demographic Trends**

1. The proportion of one or two person households in the IVCC district will continue to increase slightly with the overall average household size declining.
2. Population changes for the IVCC district will be minimal or flat through 2012 except for an increase in the age group of 55 or older.
3. The proportion of Hispanics in the IVCC district as well as in Illinois will continue to increase even though the population as a whole remains flat.
4. Aging baby boomers are returning to community colleges for second careers.

**DEMOGRAPHIC TREND ADDED BY COMMUNITY REPRESENTATIVES:**
- Baby boomers are returning to community colleges for personal development.

**Economics Trends**

1. Economic growth in Illinois and the Illinois Valley region is uncertain for the next three to five years.
2. The credit crisis will have a negative impact on the Illinois Valley.
3. Poverty will increase at least slightly in LaSalle County.
4. IVCC enrollments will remain flat although early entry and online classes will increase.

ECONOMIC TREND ADDED BY COMMUNITY REPRESENTATIVES:
• IVCC enrollments will increase as IVCC develops and markets programs of value to the community it serves.

Education Trends

1. IVCC will continue to see an increase in the number of under-prepared students it serves.
2. Dual credit/dual enrollment credits are becoming increasingly popular.
3. Emerging groups in the Illinois Valley (Hispanics, veterans returning from combat, adult learners) will increase and will have unique educational needs.
4. Between 2008 and 2012, online offerings in post-secondary education will increase as the demand for online courses and distance learning continues to grow, not only in the U.S. but globally.
5. The number of jobs requiring additional training beyond high school will increase.

EDUCATION TRENDS ADDED BY COMMUNITY REPRESENTATIVES:
• The quality of secondary school graduates will gradually improve. K-12 will improve college preparedness of their students and will accept accountability for those who are not.
• Schools will enroll an increasing number of students with special needs.
• Educators will continue to improve their skills as the curriculum becomes more challenging.
• Student security issues will increase.
• More emphasis in schools on reading as schools attempt to meet No Child Left Behind criteria.

Lifestyles, Social, Values Trends

1. The Illinois Valley will continue to experience growth in diversity with respect to ethnicity, culture, and persons with disabilities.
2. Obesity will continue to increase among all age groups.
3. Family structure, composition and cohesiveness (childfree, single parent, multi-generational, gay, blended) continues to change, indicating more diverse and less traditional families in the future.
4. Current social and economic upheaval will continue to impact negatively the psycho-social well-being of the people living in the Illinois Valley.
5. Domestic violence, including child abuse and intimate partner violence, will continue at its current rate or increase slightly in the Illinois Valley area.
6. Substance abuse, including alcohol, heroin, and methamphetamine will continue to increase in the Illinois Valley area.
LIFESTYLES TREND ADDED BY COMMUNITY REPRESENTATIVES:
• Teen pregnancy will increase
• The Illinois Valley will continue to offer opportunities for residents.
• People will become more health conscious as they become better educated.

Politics Trends

1. Federal, state and local sources of revenue will remain flat with federal spending likely to remain flat or increase slightly and state spending likely to be flat or cut.
2. State and federal government may pressure colleges to lower or control the costs of higher education for students.
3. State and federal government will require increased accountability from community colleges and their students.
4. Local, state and federal governments will expand the role of community colleges in providing educational services to the community.

POLITICS TREND ADDED BY COMMUNITY REPRESENTATIVES:
• Local sources of revenue will continue to increase.

Technology Trends

1. The need for high levels of technological skills will increase as specialized knowledge becomes the norm not only to acquire a job but to retain a job.
2. Outsourcing is becoming an accepted business practice, requiring employers to rely on more progressive technologies to support a globalized workforce.
3. People will access information and communicate using systems that are more mobile, interactive and personalized.
4. The infrastructure and applications to support communication and social networking technologies will continue to evolve.
5. Exposure to sophisticated home and leisure technologies will alter student and worker expectations.
6. Internal data loss prevention and the increased use and expansion of Web-based services will require enhanced comprehensive security technologies.
7. Students will connect to learning resources differently than past generations.
8. Technology will transform the traditional workplace paradigm.
9. Green energy technology will be at the forefront of industry in Illinois requiring training for employees.

TREND ADDED BY COMMUNITY REPRESENTATIVES:
• Tourism will increase and will provide job opportunities.

EMERGING ISSUE (Impact not clear – may become a trend):
 a. The gap between mind and machine is closing.
Workforce Trends

1. The healthcare sector will continue to see job growth for the next three to five years especially in the areas of RN, LPN, CNA, physical therapy assistants, respiratory therapists, medical lab technicians, medical assistants, home health care aide positions, and medical billing and coding (health information technicians).
2. The continued growth of the warehousing and transportation industry in the Illinois Valley area will continue to drive the need for trained truck drivers and warehousing/logistics workers.
3. Jobs in retail sales, business services and customer service positions will be flat, although total employment numbers in those areas will remain high.
4. The manufacturing and industrial sector will continue to show steady job growth for the next three to five years, especially in areas such as general manufacturing and production, electronics/electrical technicians, industrial maintenance, and welding.
5. The U. S. labor force and the IVCC district labor force, composed of those aged 16 – 24 and 45 – 64 will increase through 2012 and decrease for those 35 – 44.
6. The share of the U.S. labor force and of the Illinois labor force consisting of Hispanics and women will increase through 2012.
7. The current and future labor force will require additional training, from mastery and application of basic skills to post-secondary education, including associate degrees and higher in some fields. Higher levels of education will continue to play an essential role in obtaining high paying jobs that are increasing in demand, such as engineering, industrial technology and information technology.
8. The aging of and retirements in the workforce in the Illinois Valley area will be the greatest source of job openings in manufacturing, health care and education.
9. “Green” energy will create new job opportunities.

EMERGING ISSUES  (Impact not yet clear – may become a trend):
   a. In the long term, growth of the tourism industry in the Illinois Valley may drive job growth in the hospitality, food service and housekeeping areas.
   b. Outsourcing of work will change traditional employer/employee relationships.
Competition Trends, Rationale, Resources, Implications

Competition Trend 1:

The state of the national and local economy will heavily impact the discretionary dollars of potential students.

Trend supported by community leaders and Board of Trustees (100% agree).

See also Economics Trends 1, 2, 3

Rationale:

The credit/economy crisis is negatively impacting most people and is predicted to do so for some time. Potential college students and their families are and will continue to be impacted.

Resources:

Poverty Soars in Illinois posted April 16, 2008 www.reuters.com/article/pressrelease
  Number of poor increases by 19 percent in last five years
Credit Crunch Squeezes Franchises, posted in the Wall Street Journal Sept. 29, 2008
U.S. Auto Sales Plunge by Chris Isidore posted on CNNMoney.com, October 1, 2008
Buzzi Unicem Announced Curtailment posted in the News Tribune, Sept. 26, 2008
Gale Force Chicago and Green River Lines, www.greenriverlines.com
Redefining SEM for Community Colleges, posted from The Catalyst, Spring 2007 by Susan Hallenbeck
Learn to Keep Learning by Thomas L. Friedman posted in the New York Times Dec. 12, 2006 solutionsforourfuture.org
Business Leaders See Community Colleges as Linchpin of Competitiveness –AP
Washington www.ccweek.com Community College Week

Implications for IVCC

- Higher education competes with family expenses, housing, entertainment, church, etc.
- When gasoline prices are high, distance from the campus may influence decision to enroll at IVCC.
- Satellite campuses may help respond to increased transportation costs.
• IVCC will need to be creative to meet student needs/demands.
• Partnership/collaborative arrangements with other institutions, agencies, churches can meet local needs more economically.
• Students who might have attended a 4-year college during better economic times may turn to IVCC or other community colleges.
Competition Trend 2:

Online learning will continue to increase.

*Trend supported by community leaders and Board of Trustees (98% agree, 2% uncertain).*

*See also Economics Trend 4 and Education Trend 4.*

Rationale:

Online courses and the satisfaction with those courses are increasing. From 2006 to 2007, student enrollment in online courses grew 12.9 percent, according to a study released by the College Board. One-fifth of all American students in higher education took at least one online course in fall 2007.

Nearby community colleges are increasing their online offerings. Over 25% of community colleges in Illinois already offer AA and AS degrees entirely online.

The Minnesota State College and University System and the Minnesota Governor recently announced a goal of having 25 percent of all MSCUS credits earned online by 2015; in the past year 9.2 percent were earned online.

Western Governors University is a private, not-for-profit online school that uses a competency-based approach and charges less than the for-profit University of Phoenix and private four-year colleges. WGU’s enrollment grew 40 percent in 2006 and 2007.

Resources:

Illinois Worknet Center  www.illinoisworknet.com Statistics Distance Learning and www.ivcillinois.edu
Marketing the For-Profit Way by Goldie Blumenstyk posted in the Chronicle of Higher Education
Online Universities are Gaining Acceptance, Pollster Says by Goldie Blumenstyk August 12, 2008 Chronicle of Higher Education
Go Western, Young Man: The Best Relatively Cheap University You’ve Never Heard Of, November 24, 2008. Time.
Implications for IVCC

- Growth of online courses and degrees could mean more competition for IVCC since it is just as easy to sign up with an institution halfway around the world.
- Students may be encouraged to enroll in online courses rather than commute due to gasoline prices and the uncertain economy.
- Creation of entirely online versions of IVCC's AA and AS degrees might be necessary. IVCC would need to invest additional resources in faculty training and development, upgrading supportive technologies, and marketing and promotion. An entire distance education department might be created, with a Director leading and overseeing the advancement of online programming.
- Totally online programs have social and workforce implications: less personal, perhaps contributing to less personal-service oriented workforce.
- IVCC might explore additional partnerships with senior institutions to offer seamless transfer into baccalaureate-level online degree programs.
- Baby boomers and others may not be comfortable with online technology and require more support.
**Competition Trend 3:**

*Illinois colleges and community colleges will rely increasingly on alternative funding especially grant funding.*

*Trend supported by community leaders and Board of Trustees (78% agree 5% disagree, 17% uncertain).*

*See also Politics Trends 1 and 2.*

**Rationale:**

As state and federal funding tightens, colleges are searching for alternative sources of funding. Many Illinois colleges are focusing more efforts on grant writing, establishing grant offices and hiring grant writers.

**Resources:**

Survey of college web sites and interviews with human resource officers at:

- Blackburn College-www blackburn edu/FutureStudents/FinancialAid asp
- Bradley University-bradley edu
- Carl Sandburg College-www sandburg edu
- Eastern Illinois University-www eiu edu/~found/
- Illinois Central College-www icc edu/iccFoundation/waystoGive_plannedGiving asp
- Illinois College-www ic edu/admission/finaid/outsidescholarship asp
- Illinois Valley Community College-www2 ivcc edu/foundation/
- Illinois Wesleyan University
- John Wood Community College-www jwcc edu
- Lake Land Community College-www 2 lakelandcc edu/nora/events/iuser/grants/indes asp
- Lewis & Clark Community College-www lc edu/financial-aid/institutionalfoundation- scholarships aspx “Institutional/Foundation Scholarships”
- Lincoln Land Community College-www llccfoundation org/indes html
- Midstate College-www matchcollege com/college/cid/147165 html
- Richland Community College-www richland edu/foundation/about
- Spoon River College-www src edu/index phpmodule+news module&action+view&id=10
- University of Springfield-www uis edu/pressreleases/feb05PR/02_01_05 html
- University of Illinois at Urbana/Champaign
- Western Illinois University-www wiu edu/foundation/donors/?action+showDonor&id=5

**Implications for community**

- Increased reliance on public and private partnerships.
**Implications for IVCC**

- As grant funds decrease, grants are becoming more competitive, more difficult to acquire.
- Staff may require more grant-writing training.
Competition Trend 4:

Continuing education programs targeting boomers will increase, especially with for-profit enterprises.

Trend supported by community leaders and Board of Trustees (78% agree, 2% disagree, 20% uncertain).

Rationale:

Separate programs aimed at the large group of “baby boomers” have emerged. For-profit enterprises have recognized the value of this market and are going after it.

Resources:
- First Boomer Programs Tried posted in LERN Magazine (Learning Resources Network) July-August 2008
- Osher Grant, continuing Education Partner to Increase Educational Programs for Seniors www.bradley.edu/continue/administration 9/05/2008
- BNET Business Network
- Adult Learners Key to Staying Competitive by Matthew Dembicki Adult Learning in Focus: National and State-by-State Data’ available at www.cael.org/stat_indicators.htm

Implications for community

- The economy is leading people to work longer.
- Lifelong learning is not just entering the mainstream, it is fast becoming a part of American culture.

Implications for IVCC

- Need to identify baby boomer education needs.
- Need to market to reach boomer audience.
Competition Trend added by community representatives:

The IVCC area will see increased presence from for-profits, technical, trade schools and non-accredited sources. Employers will use internal and internet-based education specific to the industry.

Competition emerging issues (may become trends):

1. Satellite locations for colleges are increasing.
2. More community colleges are offering housing for students.
3. Customer service is becoming more of a concern as people demand quality service from all providers.
4. Colleges and community colleges are “going green”: constructing “green” buildings as well as offering green technology programs. (See also Technology Trend 9 and Workforce Trend 9.)
Demographic Trends, Rationale, Resources, Implications

Demographic Trend 1:

The proportion of one or two person households in the IVCC district will continue to increase slightly with the overall average household size declining.

Trend supported by community leaders and Board of Trustees (83% agree, 17% uncertain).

Rationale:
- America’s Families and Living Arrangements: 2003, US Census Bureau
  1. In 2003, the number of households in the US reached 111 million up from 63 million in 1970. This is due to the rise in single-parent families and people living alone.
  2. This is supported by IVCC district specific trends showing that although district population is projected to increase only .58%, the number of households is expected to rise 2.01%. Household growth from 2000 to 2004 was 2.30%.
  3. Of the 59,460 households in the IVCC District, 36,786 households or 62% are one or two person households. By 2009, one or two person households will be 37,991 or 62.5% of households.
  4. Several demographic trends have affected the shift from two parents to one parent families. A larger proportion of births occurred to unmarried women in the 1990s than in the 1960s and 1970s increasing the proportion of never married parents. Another factor was the growth in divorce among couples with children.
  5. 82% of children under 15 identified as living with a single parent and his or her unmarried partner were also identified as living in a POSSLQ (People of the Opposite Sex Sharing Living Quarters).
- US Census Bureau Fact Finder
  1. Average household size for Bureau, LaSalle and Putnam County decline between 2000 and 2007.
- Center for Governmental Studies – NIU
  1. Average household size for the IVCC District continue to decline between 2000 and 2012.
  1. Adults with no children – Illinois 63% and U.S. 64%
  2. Adults with children – Illinois 37% and U.S. 36%
Resources:
Center for Governmental Studies – NIU. IVCC District Specific Demographics. 2007.

**Implications for the community**

- Increased need for daycare – both before and after school.
- More dependency on social agencies.

**Implications for IVCC**

- There will be an increase in students attending college who come from a single-parent household.
- An increase in single-parent families could lead to an increased need for financial assistance, daycare, social agency support.
Demographic Trend 2

Population changes for the IVCC District will be minimal or flat through 2012 except for increases in the age group of 55 and older.

_Trend supported by community leaders and Board of Trustees (80% agree, 7% disagree, 12% uncertain)._ 

See also Workforce Trend 5.

Rationale:
- IVCC District Specific Demographics. NIU Center for Governmental Studies
  1. Population for the district from 2000-2004 decreased 0.44%.
  2. Population for the district from 2004-2009 is projected to increase 0.58%.
  3. Population for the district from 2007-2012 is projected to increase slightly more than 0.35%.
  4. Population for Putnam, LaSalle and Bureau County will remain relatively flat.
  5. Increase of 300 population change from 2008-2013 according to the EMSI Complete Employment for spring 2008.
  6. Populations in Bureau, LaSalle, Marshall and Putnam County are older than the state average.

Resources:
Harger, Brian. IVCC District Specific Demographics. NIU Center for Governmental Studies. EASI Analytics, Inc., 2004.
Harger, Brian. IVCC District Specific Demographics. NIU Center for Governmental Studies, EASI Analytics, 2007.

Implications for the community
- ‘Youth flight’ -- Younger people will continue to leave the area, including those who do not return after completing college – leading to a ‘brain drain.’
- Communities need to increase efforts to stem the youth flight and brain drain. Need for cultural activities, educational and entertainment opportunities.
- Increased need for health care for older population.
- Need for transportation system, especially for the older population.
• Population changes will vary throughout the Illinois Valley area. East and north east sections may see population growth.

**Implications for IVCC**

• There will be little or no increase in high school graduates to recruit as the population stays flat.
• There will be little or no increase of potential continuing education students, except for those 55 and older.
• Educational opportunities for professionals who do return to the area will be needed.
Demographic Trend 3

The proportion of Hispanics in the IVCC district as well as in Illinois continues to increase even though the population as a whole remains flat.

*Trend supported by community leaders and Board of Trustees (85% agree, 2% disagree, 12% uncertain).*

See also Education Trend 3 and Workforce Trend 6.

Rationale:

- CC Benefits Inc. – Demographic Projection
  - LaSalle County:
    - Ethnicity: Non-White Hispanic shows the largest increase of 19%.
  - Bureau County:
    - Ethnicity: Asian and Pacific Islander show largest increase of 15%.
  - Putnam County:
    - Ethnicity: White Hispanic shows largest increase of 20%.
  - Grundy County:
    - Ethnicity: Non-White Hispanic show largest increase of 26%.
  - DeKalb County:
    - Ethnicity: Non-White Hispanic show largest increase of 20%.
  - Marshall County:
    - Ethnicity: White Hispanic show largest increase of 17%.
  - Livingston County:
    - Ethnicity: Asian and Pacific Islander show largest increase of 17%.
  - Lee County:
    - Ethnicity: Non-White Hispanic show largest increase of 20%.

  - Hispanics will have the most growth of all groups.

- Demographic Trends and the Demographic Makeup of Illinois in 2010.
  - Between 2000 and 2010, the fastest growing group in Illinois will be Hispanics, who as a group will grow by 25.7% over the period.

- State of Illinois Board of Higher Education, Committee on Access and Diversity.
  - Future Student Demand and the Capacity of Illinois Higher Education
    - The Hispanic population (all races) is projected to increase by 74%. Hispanics will represent 14% of the total Illinois population in 2020 up from about 8 percent in 1990.

- News Tribune article - *In Search of Medical Care*.
  - Hundreds of Hispanics living illegally in the Illinois Valley.

  - Hispanics in Illinois 14%. Hispanics in U.S. 15%.
Resources:
Center for Governmental Studies – NIU. IVCC District Specific Demographics. 2007.

Implications for the community

- Institutions may need to change their approaches and practices to address the Hispanic culture: need for community dialog, need for more bi-lingual staff and services.
- Greater need to emphasize the value of education, especially the connection between learning and earning.

Implications for IVCC

- There will be more Hispanics in the district in need of education and/or services.
- Possible increased need for vocational/technical training.
- More need for internships.
- Increased need for flexibility for vocational students.
Demographic Trend 4

Aging baby boomers are returning to community colleges for second careers.

*Trend supported by community leaders and Board of Trustees (73% agree, 7% disagree, 20% uncertain).*

**Rationale:**
- Baby boomers are going back to college for second careers. Community colleges reacting to demographic change.
- Baby boomers, for various reasons, are returning to school or encore careers. Community colleges need to find ways to serve them and overcome barriers to entry.
- 71% of Americans aged 25 to 70 said they hope to continue working past their expected retirement age (2006).
- 41% of adults aged 55 and older will still be in the workplace.
- Changing demographics of adults aged 55 to 70 retooling for new careers.

**Resources:**

**Implications for the community**
- Fewer job openings for younger people.
- Increased health care needs.
- Need for flexible work schedules.
- Possible increase in business start-ups.

**Implications for IVCC**
- Opportunities for IVCC to target pre-retirees.
- Opportunities to offer more workplace skill programs.
- Boomers are putting off retirement by going into a second career.
Demographics Trend added by community representatives:

Baby boomers are returning to community colleges for personal development.
Economics Trends, Rationale, Resources, Implications

Economics Trend 1:

Economic growth in Illinois and the Illinois Valley region is uncertain for the next three to five years.

*Trend supported by community leaders and Board of Trustees (93% agree, 2% disagree, 5% uncertain).*

*See also Politics Trend 1.*

**Rationale:**
1. Illinois is still relatively prosperous compared to other states, but is struggling to grow economically at the national pace.
2. Illinois’ national ranking in GDP (gross domestic product), a key measure of economic activity, dropped during the mid 2000’s.
3. Job losses are most since 2003, with unemployment rates ranging from 4% to greater than 8% throughout the state, averaging between 5% and 6% in the Illinois Valley Region. And actual jobless numbers don’t tell the full story. National rate is currently hovering around 6%.
4. The Labor Market Services Area Profile shows a low (if steady) growth in all occupations.
5. Some new industry is appearing in the Illinois Valley
   - An Ethanol plant in Annawan is nearing production in ’08.
   - Beer distributor Euclid broke ground in Peru in ’08.
   - Commercial growth in Ottawa has actually increased dramatically in the current year, with development scheduled to continue in ’09.
   - Caterpillar is looking at record sales due to increase in demand of their products from China.
6. On the other hand, some industry in Illinois (including the Illinois Valley Region), is experiencing trouble.
   - Normal’s Mitsubishi plant has an uncertain future.
   - Buzzi Unicem of Oglesby is laying off workers due to the fact that they are no longer producing cement
   - Manufacturing companies, in general, have suffered their worst fall off since 2001.
   - Few entrepreneurs locally are taking advantage of downtown TIF funds.
6. Community leaders said the climate (legal and political) in Illinois is unfriendly to business/industry establishing here: liability issues, high worker’s comp., taxes, etc.
Resources:
Welber, Lindsey. “NCICG” helps cities reach economic goals.” News Tribune, 10/25/08.
Labor Market Services Area Profile. Summary of LWA 12.
McDonald. “Caterpillar Looks for Record Sales on China Demand.” News Tribune, 8/28/08.

Implications for the Community
• Higher paying jobs remaining flat or decreasing will have an adverse impact on the local economy.
• Businesses will be reluctant to invest in growth.

Implications for IVCC
• Encourage participation by employees in the “No Place Like Home” campaign presented by NCI Works
• Increase the number of online offerings
• Increase collaboration with IVCC and businesses
• Explore internships and mentoring
• May see an increase in developmental, adult education and ESL courses
• Increased unemployment means increased enrollments
• May see increase in the number of vocational programs
• Students need to be more resilient, have the ability to learn from adversity
• Students need basic household budgeting and financial skills.
Economics Trend 2:

The credit crisis will have a negative impact on the Illinois Valley.

Trend supported by community leaders and Board of Trustees (88% agree, 7% disagree, 5% uncertain).

See also Lifestyles Trend 4 and Politics Trend 1.

Rationale:
1. In 2007, the first hit of subprime mortgages created foreclosures as home prices plummeted.
2. LaSalle County foreclosures setting record level in 2008, national filings up 71% in 3rd quarter.
3. Housing construction industry continues decline with tightening credit.
4. Financial bailout to shore up the economy and ease the credit crisis.
5. Credit card debt now replacing home equity credit and the effect is a 35% increase in bankruptcies in the first half of 2008.
6. High gas prices impacting housing market and movement to suburbs.
7. Fed funds rate is cut to hold off a recession.

Resources:
Tribune News Services. “Weakening foundation for housing.” Chicago Tribune, October 18, 2008: Section 18

**Implications for the Community**

- Economic problems will have a negative impact on families and children (impacting their education).

**Implications for IVCC**

- Increased enrollment due to shrinking savings
- Decreased enrollments due to inability pay via credit card (maxed out)
- Increase in use of payment plan
- Increase in the number of applications for scholarships
- Increase in the number of students who are dropped for non-payment
- Increase in the number of financial aid applications
- Increase in the number of bad debts
- Referendum increasingly more difficult to pass.
Economics Trend 3:

**Poverty will increase at least slightly in LaSalle County.**

*Trend supported by community leaders and Board of Trustees (83% agree, 2% disagree, 15% uncertain).*

*See also Lifestyles Trend 4.*

**Rationale:**

1. Poverty in LaSalle County has increased from 9.1 to 9.7%.
2. Housing Authority for LaSalle County has seen an increase in requests for housing.
3. LaSalle County setting a record pace for foreclosures.
4. Area health clinics have seen a major increase in the underinsured.
5. Area food pantry has seen an increase in people needing help.

**Resources:**


**Implications for the Community**

- Families and children will be impacted, including negative impact on children’s education.
- Homelessness will increase.
- Number of homeless students will increase in local schools.

**Implications for IVCC**

- Increase in the number of students eligible for financial aid
- An increase in the need for grant funded programs
• Increase in students dropped for non-payment of tuition and fees
• Increase use of the internet by students to purchase textbooks
• Decrease in continuing education enrollments
Economics Trend 4:

IVCC enrollments will remain flat although early entry and online classes will increase.

*Trend supported by community leaders and Board of Trustees, but just a majority (51% agree, 22% disagree, 27% uncertain).*

*See also Competition Trend 2 and Education Trend 4.*

**Rationale:**
1. Credit hours from the past three academic years (2005 – 2007) have been relatively static.
2. Credit hours generated from courses on campus have declined while credit hours generated from Dual Credit and E² courses have increased.
3. Credit hours generated from online courses have increased.
4. Costs to attend state and private colleges have increased.

Community leaders who disagree with this trend believe the weak economy may result in increased enrollment at IVCC as students choose a community college versus more expensive four-year college.

**Resources:**


Implications for the Community

- Possibly a decline in the pool of qualified job applicants.

Implications for IVCC

- Increase in enrollment with little increase in funding
- Competition for non-traditional funding sources (grants) will increase
- Requests for non-traditional course offerings (online, blended) will increase
- High demand course sections will fill more rapidly
- Student enrollment and retention will correspond to the local economy
- Benefits (tuition reimbursement for classes) from local employers will decrease
- Evaluate efficiency and effectiveness in IVCC's processes
- More innovation required.
Economics Trend added by community representatives:

IVCC enrollments will increase as IVCC develops and markets programs of value to the community it serves.
Education Trends, Rationale, Resources, Implications

Education Trend 1:

IVCC will continue to see an increase in the number of under-prepared students it serves.

_Trend supported by community leaders and Board of Trustees (56% agree, 7% disagree, 37% uncertain)._ 

Rationale:

Local, state, and national data indicate that increasing numbers of high school graduates lack many of the basic academic competencies as well as higher order thinking skills needed for college or gainful employment. An overwhelming majority of those that are unprepared choose to attend 2-year public institutions upon graduation from high school.

Resources:


Implications for the community

- Students under prepared for IVCC are probably under prepared for work.
- As more students leave high school under prepared for college and work, competition will grow for entry-level, low paying jobs.
- High schools within the community may look to area colleges for help with preparing their students for college. More collaboration between IVCC and community schools may emerge.
- If awareness of under preparedness in the public grows, parents and stakeholders may demand even more accountability from high schools (and colleges, perhaps).
- Employers may grow increasingly dissatisfied with the type of worker available to them and recruit from different geographic areas.
- Further collaboration between area employers and IVCC may be needed to identify the skill set (hard and soft skills) that is actually needed, and is perhaps missing, in the local workforce.

Implications for IVCC

- Articulation needed from pre-K through 14. Requires significant communication and cooperation.
- Outreach into the schools may stem the tide of under preparedness.
- Under-preparedness requires more noncredit courses, meaning time and money.
- Developmental classes will increase in enrollment. IVCC will need space, instructors, and specialized techniques to assist these students.
- Under-preparedness has already moved IVCC to instituting reading and writing pre-requisites on some classes. As student skill level drops, more instructors may institute readiness levels for their classes, so those that enter can truly succeed. This may cause a large pool of students to be left in a never-ending spiral of developmental coursework.
- Students may arrive with better hands-on than academic skills.
- As more students show up under prepared for college level classes there will be a greater need to explicitly teach college success skills.
- College programs may have to focus increasingly on remediation.
Education Trend 2:

Dual Credit/Dual Enrollment credits are becoming increasingly popular, benefiting students of all backgrounds and creating a need for qualified instructors.

Trend supported by community leaders and Board of Trustees (78% agree, 22% uncertain).

Rationale:

High School students are enrolling in Dual Credit/Dual Enrollment courses in substantial numbers. Not only are the best and brightest students enrolling in Dual Credit/Dual Enrollment courses at their High School, but so too are at-risk students. Because of such a high demand from various groups of students, there is also a need for additional qualified instructors to stay consistent with rapid growth.

Resources:


Implications for the Community:

- IVCC’s relationships with high schools will strengthen and build.
• IVCC may become a key force in not only offering students a college education, but preparing them effectively for college as well.
• If more students take advantage of dual credit classes, more high school graduates will be ready for the world or work and college.
• More students may graduate from college early if they take enough dual credit classes. This may cause less of a strain on family pocketbooks. It may also change the age demographics in the workplace.

**Implications for IVCC:**

• As more students become interested in dual credit programs, the need for qualified instructors will grow.
• IVCC’s curriculum development will need to match the needs and demands of high school students.
• By remediating some skills early, while students are still in high school, students will be better prepared for college.
• Dual credit courses that reach a wide variety of high school students, not just honors level students, may be beneficial, since early college involvement has benefits for at-risk students.
• Dual credit programs may need more funding to meet the demand.
• Vocational-technical programs may need to increase.
Education Trend 3:

Emerging groups in the Illinois Valley (Hispanics, veterans returning from combat, adult learners) will increase and will have unique educational needs.

_Trend supported by community leaders and Board of Trustees (90% agree, 2% disagree, 7% uncertain)._ 

See also Demographics Trend 3 and Workforce Trend 6.

_Rationale:_
Growing populations of Hispanic individuals, veterans returning from combat, and adult learners need to be considered distinct groups with unique needs. For all, cultural and experiential differences can affect the need for specialized outreach, understanding, and education.

_Resources:_


Implications for the community

- “Boutique style” rather than “Big Box” may be the key for institutions: consider the specific needs of those served to make programs work.
- IVCC may produce a more diverse workforce for the Illinois Valley area.
- Eventually, the community may see a greater value in post-secondary education and education in general as groups who were previously underserved come to college.
- As more people receive training, the Illinois Valley may see a decrease in unemployment rates.
- As training opportunities increase, new businesses may emerge in the area.
- Veterans training does not equate to certifications required in the Illinois workforce.

Implications for IVCC

- More students of diverse cultures and backgrounds may look to IVCC as a place for remediation, training, and re-training. Non-traditional students may increase.
- The need for academic, social, and emotional support services will increase.
- Need for prior learning credit opportunities.
- Awareness and understanding of the needs of these stakeholders will increase success and retention.
- Increased focus needed on learning styles, teaching styles, cultural differences.
- IVCC may benefit from greater student diversity.
- IVCC may see an increase in first-time college students.
- Basic, college-success-oriented classes may increase retention for students in these sub-groups (Hispanic students, older students, returning veterans).
Education Trend 4:

Between 2008-2012 online offerings in U.S. Post-Secondary Education are projected to continue increasing as the need for on-line courses and distance learning continues to grow not only in the United States but globally.

Trend supported by community leaders and Board of Trustees (98% agree, 2% uncertain)

See also Competition Trend 2 and Economics Trend 4.

Rationale:
Research has supported that as online education has continued to grow nationally and globally, student satisfaction has increased, student interaction has increased, student interaction is provided through a variety of realistic and virtual experiences, more technology provides other resources for experiences and student interactions, and instructor satisfaction has also increased. At IVCC 10th day enrollment shows an online increase of 323.12% from Fall 03 to Fall 08, end of term enrollment shows an online 254.73% increase from Fall 03 to Fall 07, and blended classes on 10th day enrollment have increased 190.36% from Fall 07 (first year separate data kept for blended classes) to Fall 08.

Resources:
IVCC. “Online Course Reports, 10th day enrollment/credit, End of Term enrollment/, Fall Blended.” Enrollment. (Oglesby, IL), 2008. Electronic.
Implications for the community

- Area businesses could help IVCC anticipate workforce needs, locally and globally, in regard to technology.

Implications for IVCC

- Instructors need to use best practices and up to date technology for online courses
- Students need adequate orientation to effectively obtain full benefit from online instruction.
- Student and instructor satisfaction are greater when education provides more realistic marketable skills and practice.
- IVCC and area educational K-12 systems need to collaborate to develop community awareness and understanding about technology in today’s world and employment market
- IVCC needs to collaborate with area industries and businesses to develop programs that will meet companies’ future employment needs, including those companies who also do business internationally.
- IVCC and the Illinois Valley community need to become more diversified to compete in the global market and economy.
- As online class availability grows, so may IVCC’s enrollment, or online alternatives may impact IVCC negatively
- Need for online quality control.
Education Trend 5:

The number of jobs requiring additional training beyond high school will increase.

*Trend supported by community leaders and Board of Trustees (90% agree, 2% disagree, 7% uncertain).*

See also Technology Trend 1 and Workforce Trend 7.

Rationale:

There will be job growth in the labor force for jobs requiring more than high school, less than a college degree. Education beyond high school will continue to be essential in obtaining high paying jobs.

Resources:


“Hot Stuff [Hospitality degrees are smokin’].” Chicago Tribune 18 Sept. 2008, section 1A sec.: 1+.


Implications for the community

- Unemployment may increase if area workers do not have needed skills for the new job market. More community members will look to IVCC for their training needs.
- Concept that students are either K-12 or college bound needs to change to a minimal K-14 concept. A values shift is needed to support the change in thinking: a baccalaureate degree is not the only valuable outcome of college enrollment. Vocational-technical careers need to be recognized/endorsed more enthusiastically.
- Students may not have to travel as far or choose other schools as IVCC broadens its base of career preparation options.
- The current economic crisis will probably negatively impact the number of jobs available including those with additional training requirements.
Partnerships between IVCC and community businesses will become essential to program development and maintenance.

IVCC may be able to grow more of its own workforce, reducing the need for local employers to recruit from out of the district.

More employers may pay for employees’ education.

Vocational-technical education needs to be supported politically and economically.

**Implications for IVCC**

- Articulation is needed from pre-K through 14.
- More dual credit / other alternative types of delivery may be needed.
- Number of non-traditional students may increase, as older workers need re-training or more training.
- Opportunities will exist to partner with four year colleges to bring lower-cost degree programs to the area.
- Support is needed for the population that has significant barriers to education (and work) such as lack of soft skills, health issues, transportation problems, etc.
- Program variety may expand to meet workforce demands.
- IVCC may have to recruit new personnel to teach these new courses.
- IVCC’s enrollment may grow as the college offers an ever-widening array of training programs.
- Equipment and classroom space may be required to support new programs.
Education Trends added by community representatives:

The quality of secondary school graduates will gradually improve over the next several years. K-12 system will improve the college preparedness of their students and will accept accountability for those who are not.

Schools will enroll an increasing number of students with special needs.  
*See also Lifestyles Trend 1.*

Educators will continue to improve their skills as the curriculum becomes more challenging.

Student security issues will increase.

Schools will place more emphasis on reading as they attempt to meet No Child Left Behind criteria.
Lifestyles, Social, Values Trends, Rationale, Resources, Implications

Lifestyles, Social Values Trend 1:

The Illinois Valley will continue to experience growth in diversity with respect to ethnicity, culture, and persons with disabilities.

Trend supported by community leaders and Board of Trustees (93% agree, 5% disagree, 2% uncertain).

See also Education Trend Added by Community Representatives.

Rationale:

- U.S. Census Bureau Projections for year 2024: Persons of Hispanic origin will increase to become the majority population.
- U.S. Census Bureau reports persons of Hispanic origin is the fastest growing population in the United States.
- Latino/Hispanic and African American populations are steadily increasing in the IVCC district.
- Need for diversity education exists as over 500 hate crimes were committed in the state of Illinois in a two-year period according to the Executive Summary of Crime in Illinois Report.
- IVCC has offered multiple trainings in multicultural education and diversity to faculty, support staff, and administrators as the need for this type of training has been recognized.
- Enrollments of various ethnic groups at IVCC continue to increase.
- IVCC has established institutional goals/objectives to address diversity and multicultural educational needs.
- There exist increased service needs and financial support for programs and services for persons with disabilities at IVCC.
- There is increased educational attainment of individuals from Hispanic origins. More Hispanics are obtaining baccalaureate degrees and high school diplomas.
- The percent of graduates with declared disabilities will increase according to the National Center for Educational Statistics, as more persons with disabilities are pursuing secondary education.

Resources:

Implications for the community

- Employers and institutions will have a need for greater awareness and understanding of diversity. More diversity training will be needed for leaders and employees.

Implications for IVCC

- The IVCC student population will become more diverse.
- IVCC may see an increase in the number of students with special needs.
- Opportunity exists for IVCC to provide multicultural education and diversity training.
- The IVCC staff will become more diverse.
Lifestyles, Social, Values Trend 2:

Obesity will continue to increase among all age groups.

_Trend supported by community leaders and Board of Trustees (76% agree, 7% disagree, 17% uncertain)._ 

**Rationale:**

Obesity will continue to increase among all age groups in the next decade. Childhood obesity has tripled in the past 25 years. Nearly one out of three American children ages 5 to 19, are overweight. More than half of them or 9 million are obese. Nearly two-thirds of U. S. adults are overweight, and about half have graduated into full blown obesity. Obesity has doubled in the last two decades and will continue to grow.

Demographic trends in the United States 2004-2014

- The Center for Disease Control and Prevention reports that obesity in the state of Illinois has increased 25%-28% from 1997 to 2007.
- This will cause numerous health concerns to overweight adults and children. Overweight children and adults are at increased risks for heart disease, cancer, diabetes and numerous other health risks.
- This will also create huge medical costs for individuals and employers. The total medial tab for illness related to obesity will be $175 billion and climbing by 2010.
- Obesity has risen disproportionately among minorities such as African-American and Hispanic children.
- Time Magazine reports two-thirds of U. S. adults are overweight. Children between the ages of 6-19, 15% are overweight. This is a significant increase from a decade ago.

Obesity Trends in the Illinois Valley Area

- Several schools have taken steps to combat childhood obesity by instituting wellness programs for their students.
- Numerous agencies have provided educational wellness programs for children and adults throughout the Illinois Valley area.

**Resources:**

A Nation at Risk: Obesity in the United States Statistical Sourcebook

_American Heart Association_, 2007.

Obesity in the United States, Center for Disease Control, 2007.

Fredris, Emil Y. “Kraft, CDC say more needed to combat childhood obesity, from marketing to government”. Chicago News Tribune, Sept. 23, 2008.


“Obesity in America Has Doubled Over the Past Two Decades,” by Fred Cromartie, _United States Sports Academy_, 2/11/05.

**Implications for the community**

- Health care issues and health care costs will increase.
- Need for health care services will increase.
- Companies will face increased health care costs.
- Increased emphasis on wellness programs.

**Implications for IVCC**

- IVCC employees may have increased health care needs.
- IVCC may face increased insurance costs.
- An opportunity exists for IVCC to be at the forefront by providing educational programs and services that empower individuals and groups to reverse this trend, including:
  - Providing educational wellness programs on-site and off campus for students, faculty, staff and community members.
  - Providing training for health professionals such as physical therapists, personal trainers, nurses and health care providers.
  - Establishing a network of professionals including: physicians, nurses, physical therapists, and teachers that would provide valuable knowledge and expertise.
  - Establishing partnerships with local businesses, educational institutions, and industry to provide economic resources that would establish a network of wellness programs that would provide resources.
Lifestyles, Social, Values Trend 3:

Family structure, composition, and cohesiveness (childfree, single parents, multi-generational, gay, blended) continues to change, indicating more diverse and less traditional families in the future.

Trend supported by community leaders and Board of Trustees (90% agree, 2% disagree, 7% uncertain).

Rationale:

- First time in U. S. history households headed by married couples drops below 50%. Traditional marriage no longer will play the central role as it has in the past.
- 25% of children born out of wedlock are to women in their 20’s and 30’s.
- Number of stay-at-home dads has more than doubled since 1999 according to U.S. Census Bureau. 37% of fathers say they would leave their jobs to stay with the kids if they could do it financially.
- Recent studies show that adoptive children are as advantaged as those in “traditional biological” families. Putting adoptive and biological families on same footing gives evidence for those wanting foreign adoptions and gay families wanting to adopt children.
- More than one of four working families with children is low income. 42 million adults and children struggle to get by.
- In Illinois, 25% of working families are low income; 29% of children live in low income families; 39% of minority working families are low income; 16% of non-minority families are low-income.
- In Illinois, low income working families with parents with no high school or GED are 32%; low income working families with parents with no postsecondary education is at 55%
- Never before has the number of single person households exceeded those of a husband/wife with children. Never before in history have so many people lived alone.
- In 2007, the N.Y. Times proclaimed that 51% of American women were living without spouses.
- By 2015, minorities will reach 40% of the U.S. population. One in three Americans is now a member of a minority group.

IVCC district statistics:

- Families with children under 18 and a female householder numbered 3,233 in 2007. It is expected to increase by 7% by the year 2012.
- Families with children under 18 and a male householder numbered 1,134 in 2007. It is expected in increase by 9% in 2012.
- The Hispanic population grew 12% from 2005 to 2007. In 2012, predictions are for 5,439 people who speak Spanish in the home.
Resources:

IVCC District Specific Demographics, NIU Center for Governmental Studies, Sept. 2007.
Roberts, Brandon, Povich, Deborah, Working Hard, Still Fall Short.
www.workingpoorfamilies.org data from U.S. Census Bureau’s American
The Futurist, World Trends & Forcasts. Two-Parent Families: Adoptive vs. Natural,
July-August 2007.
Foderaro, Lisa W. Gay Families Find the Bronx is a Place to Call Home, The New York
Wagner, Cynthia. Thinking Globally, Acting Locally, Living Personally. The Futurist,

Implications for the community

- Lack of family cohesiveness will have a negative impact on children.
- Need for better transportation system.
- Need for social agency support for single parents.
- Need for domestic partnership benefits for employees

Implications for IVCC

- IVCC students who are single parents will need support: financial assistance,
daycare, social agency support.
- Increased need for accessible counseling (flexible hours).
- Increased Adult Education and Continuing Education services.
- Need for domestic partnership benefits for employees.
Lifestyles, Social Values Trend 4:

Current social and economic upheaval will continue to impact negatively the psycho-social well-being of the people living in the Illinois Valley.

*Trend supported by community leaders and Board of Trustees (76% agree, 12% disagree, 12% uncertain).*

*See also Economics Trends 1, 2, and 3.*

**Rationale:**
As the nation’s economy fluctuates and continues to spiral downward, people in the Illinois Valley are being negatively affected. These effects range from a heavier financial burden to experiencing increased feelings of stress, anxiety, sleeplessness, and depression.

Individuals may also experience difficulties with coping due to increased anxiety. Marilyn Elias wrote in USA Today that “the struggling economy is hurting many American’s mental health: anxiety, depression, sleep problems and money-rooted marital conflicts are growing.”

**Resources:**
AP and MTVU Poll Show How Stress, War, the Economy and other Factors are Affecting College Students’ Mental Health. PR Newswire, Feb. March 2008.
Elias, Marilyn. “Economy’s Stuck, But the Business is Booming at Therapists’ Offices,” USA Today, July 23, 2008. p. 01

**Implications for the community**
- Lack of job opportunities will increase family problems/issues.
- People will need psychosocial support from various agencies.
- Need to find funding for more psycho-social services.
- There will be more demand locally for social programs due to lack of federal and state initiatives.
- Opportunities exist for partnerships among various agencies and churches to provide support.

**Implications for IVCC**
- IVCC students will need psycho-social support.
Lifestyles, Social, Values Trend 5:

Domestic violence, including child abuse and intimate partner violence, will continue at its current rate or increase slightly in the Illinois Valley.

_Trend supported by community leaders and Board of Trustees (68% agree, 2% disagree, 29% uncertain)._ 

Rationale:

Reports of abuse and violence from national, state and local sources are continuing at their current rates or increasing.

Resources:


Implications for the community

• Need for social agency support will increase.
• Need for heightened awareness of domestic violence
• There will be more demand locally for services due to lack of federal and state initiatives.

Implications for IVCC

• IVCC students who are victims of domestic violence will need support.
• Need for counselors and agency personnel to work with victims and offenders will increase.
• Crisis services on campus need to be enhanced
• Orientation and training for students, staff and faculty need to be expanded.
• Make current awareness and prevention program more visible.
• Continue to review and update safety and protection regulations and practices.
Lifestyles, Social, Values Trend 6:

Substance abuse, including alcohol, heroin and methamphetamine, will continue to increase in the Illinois Valley area.

*Trend supported by community leaders and Board of Trustees (63% agree, 5% disagree, 32% uncertain).*

**Rationale:**

Demographic trends of substance abuse in the Illinois Valley area 2004 – 2014:
- Heroin arrests have risen from 10 cases per year to ten cases per month.
- Illinois Valley Community Hospital reported heroin overdoses have tripled within the last year and will continue to rise for the next 10 years.
- LaSalle and Bureau counties continue to have alcohol abuse rates that are higher than national norms

**Resources:**

Another arrest made in massive drug conspiracy, Morris Daily Herald, April 6, 2008.
Illinois Valley Community College Core Alcohol and Drug Survey Long Form, 2006.

**Implications for the community**

- Increase in crimes related to substance abuse (theft, home invasion)
- Increase in workplace issues: absence, health problems, inability to perform job
- Increase in students in the schools with substance abuse problems and/or in homes in which there are substance abuse problems.
- There will be more demand locally for services to address substance abuse due to a lack of federal and state initiatives.
- Increased need for mental health and substance abuse therapists/counselors.
- Establish partnerships for residential treatment services.

**Implications for IVCC**

- The IVCC student population will include some students with substance abuse problems.
- Increased need for mental health and substance abuse therapists/counselors.
Opportunity exists for IVCC to be at the forefront providing educational programs and services that empower individuals and groups to reverse this trend, including:

- Providing educational training and degrees for health care professionals who would specialize in substance abuse.
- Establishing a network of professionals including physicians, nurses, physical therapists, and teachers who would provide information and resources.
- Establishing partnerships with local businesses, educational institutions and industry to provide economic resources that would establish a network of substance abuse awareness programs that would provide resources.
Lifestyle Trends added by community representatives:

Teen pregnancy will increase

The Illinois Valley will continue to offer opportunities for residents.

People will become more health conscious as they become better educated.
Politics Trends, Rationale, Resources, Implications

Politics Trend 1:

Federal, state and local sources of revenue will remain flat with federal spending likely to remain flat or increase slightly and state spending likely to be flat or cut.

*Trend supported by community leaders and Board of Trustees (73% agree, 12% disagree, 15% uncertain).*

*See also Economics Trends 1, 2, 3.*

Rationale:

Revenue
Federal: Poor economy results in continuing federal budget deficits. The new Congress and White House have expressed plans for limited tax increases, but the slowing economy may result in limited returns.
State: Declining revenue with no tax increases likely. Tax increase plans proposed in the past have stalled in the legislature and been threatened with vetoes. Community leaders: “The state is broke and broken operationally.”
Local: Property tax referenda unlikely to be proposed or to pass during recession and decline of housing market.

Spending
Federal: Leaders of the new Congress and Obama White House plan to increase funding in higher education in a targeted way.
- Enhanced access to financial aid (grants, loans, and tax credits)
- Expressed recognition of the mission, position, and opportunities present in the community college system
- Specific program to direct federal grants to community colleges
- Streamline application process
  The Higher Education Act of 2008 included a “Maintenance of Effort” provision that reduces federal funding if state funding declines.
State: Slight increases for FY2008 and FY2009 are at or below inflation.
Higher Education funding increase in Illinois has been 5.6% since 2003
State backlog of bills continues to grow ($4 billion in Nov 2008, up to $5 billion by Spring 2009), payment delay could be 20 weeks by Spring 2009.
Programs are being cut.
Threatened and actual recessions for the past 2-3 as well as the current fiscal year Nationwide, state funding has increased, but at a level below inflation.
In anticipation of reduced funding for higher education, the National Governor’s Association has requested a waiver from a federal requirement to maintain funding levels
Resources:
Implications for the Community

- Less tax money, less services and quality of services will decrease
- Shift in funding will affect agencies that rely more on government funding disproportionately compared with others
- State funding shortfall threatens the viability of school district.
- Illinois’ inability to come up with a match in some areas means “leaving dollars on the table.”
- High real estate taxes in Illinois are impacting the dollars available to schools by inhibiting people and industries from moving here.
- Less money for students and individuals will shift the burden to employers and employees
- Streamlining and more efficient creative funding for businesses and the community
- Need to consider alternative method for funding schools.
- Alternative funding sources will become more important
- Greater opportunities for funding specialists and grant writers
- Increased competition for money
- Increasing referendums make the community tax base increase less attractive
- Will produce more outcome-generated businesses
- Tuition continues to rise
- Increased need for institutions to help themselves rather than rely on government.
• Unfunded school mandates become more difficult to address.
• Attracting businesses with TIF districts impacts educational funding negatively.
• Partnerships/collaborative arrangements among educational institutions, businesses, industries, churches could help control costs and make up for shortfalls.

Implications for IVCC

• Keep tightening belts: more for less
• Creative funding
• Educate public on impact of college on community
• Personnel support to obtain grant monies
• Pressure to increase tuition
• Need to be creative.
Politics Trend 2:

State and federal government may pressure colleges to lower or control the costs of higher education for students.

Trend supported by community leaders and Board of Trustees (80% agree, 2% disagree, 17% uncertain).

Rationale:

Students & Parents are pressuring legislators to lower the cost of Higher Education

Bills intended to reduce the cost of textbooks have been introduced into the Illinois Legislature in each of the past three years, similar bills have been offered (and, in some cases passed) in many other states.

Increased funding from non-tuition sources are unlikely (see Trend 1)

Parents are becoming more personally involved in students’ interactions with higher education.

Aid to students is increasing but trend in relation to inflation is unclear in light of recessionary pressures; restrictions on aid are increasing (see Trend 1)

Pell grants may increase slightly (increase may be focused on low-income, high performing students)

The recession and problems in the financial sector of the U.S. economy has made the student loan market tighten.

Degree completion time limits will continue to be imposed and may tighten.

Monetary Award Program (MAP) Grant funding for FY2009 was cut.

Student’s personal revenues are decreasing as the job market tightens and unemployment increases.

Costs are increasing.

Textbook costs are increasing.

Tuition is increasing as other sources of revenue decrease.

Resources:


Textbook Town Hall Forum Overview, flier for forum to be held at Kennedy-King College Theater, Chicago, IL, September 25, 2008.
“President signs HEA bill into law,” Community College Times, August 14, 2008.

Implications for the Community

- Increased pressure on employers to find alternative funding
- Larger classes
- Smaller enrollments
- Increased waiting lists—drive students out of the district
- Difficulty in attending 4-year schools – drive students into district
- Less services and employees
- On-line electronic texts become cost savers
- College will ask vendors to lower their costs as well
- Increased reliance on adjunct faculty
- Increased collaboration among colleges for resources

Implications for IVCC

- Need for good data: outcomes for student investment.
- Emphasis on articulation
- Promote affordability & quality
- Collaborate with employers, businesses
- More online/hybrid courses
- Thinking regionally vs. locally could avoid duplication of services
Politics Trend 3:

State and federal government will require increased accountability from community colleges and their students.

*Trend supported by community leaders and Board of Trustees (83% agree, 2% disagree, 15% uncertain).*

**Rationale:**

The accountability will come in the form of funding (to students and colleges) tied to performance measures (such as enrollment and completion rates). State and Federal agencies will demand more detailed reporting and increased access to records to determine if requirements are met.

Federal funding for K-12 schools and state funding of higher education (varies from state to state) is tied to indicators of student success such as:

- completion rates (may be within certain time frames)
- participation rates
- testing results
- placement success
- transfer rates
- registration & attendance (per-capita funding)

**Federal Actions**
The 2006 Dept. of Education Report on the future of higher education

- cited as a primary concern “a lack of clear, reliable information about the cost and quality of postsecondary institutions, along with a remarkable absence of accountability mechanisms to ensure that colleges succeed in educating students,”
- recommended that “Policymakers and higher education leaders should develop, at the institutional level, new and innovative means to control costs, improve productivity, and increase the supply of higher education.”

The Obama campaign indicated increased funding will be tied to graduation and transfer rates and issued position statements that paralleled the findings of the 2006 Dept. of Education Report

**Higher Education Opportunity Act of 2008:**

- Imposes new reporting and regulatory requirements on colleges and universities to track cost increases and other trends and makes information about higher education pricing and financial aid more readily available to students and families.
- Requires that colleges provide consumers more information about basic institutional characteristics so students can make informed higher education choices.
- Makes transfer of credit policies public to allow greater college credit mobility

**State Actions**

Illinois and other states have created P-20 councils to examine the state education system from preschool through graduate school with a goal of curriculum alignment,
transferability, and increased student success. One third of the states have performance funding. This has declined from around 40% in 2001, but the decline may be more related to declining state revenues than a desire for such programs. States are requiring higher education institutions to disclose agreements with private lenders, credit card companies, and other organizations that target students.

Resources:


Flynn, Bridget. “State treasurer tells ISU students he wants to keep credit card companies away,” Bloomington Pantagraph, September 10, 2008


“President signs HEA bill into law,” Community College Times, August 14, 2008.


**Implications for the Community**

- More jobs (data, resource specialists, researchers, etc.)
- Increased valuable data (using quality indicators) to attract students
- Document the success of the college
• Funds will flow to institutions that show they are accountable
• Employers will get better “products”—improve partnerships

**Implications for IVCC**

• Need for accurate, timely data
• Need to document student success & encourage completion of degrees
• Closer relationships with legislators
• Expand advisory groups
Politics Trend 4:

Local, state, and federal governments will expand the role of community colleges in providing educational services to the community.

*Trend supported by community leaders and Board of Trustees (80% agree, 2% disagree, 17% uncertain).*

**Rationale:**

- More dislocated workers resulting from economic decline
- More traditional students unable to afford 4-yr schools
- Local high schools seeking to meet requirements of NCLB
- More low-skill students directed to college by social service agencies
- Federal and state promotion of dual enrollment courses and programs

**Federal Actions**
The Obama campaign indicated intentions to:

- help high school students become aware of their readiness for college
- provide grants for community colleges to assess community needs
- implement new community college programs that cater to emerging industry and technical career demands
- increase direct access to financial aid through institutional loans

The 2006 Dept. of Education Report on the future of higher education indicated that institutions of higher education need to:

- address the needs of lifelong/adult learners
- develop new programs to meet the changing needs of society

**State Actions**
Illinois and other states have created P-20 councils to examine the state education system from preschool through graduate school with a goal of curriculum alignment, transferability, and increased student success.

A little over half of the states mandate that community colleges conduct entry-level testing, and slightly less than half require remedial placement.

One quarter of the states allow community colleges to offer baccalaureate degrees.

States require developmental/remedial programs to serve underprepared students

States are looking to community colleges to address teacher shortages by developing associate and bachelor degree programs as well as continuing education for in-service teachers

States are expanding community college workforce development programs

**Resources:**


Shifting Gears Evaluation, research project at the Office of Community College Research and Leadership, University of Illinois at Urbana-Champaign, web site accessed November 16, 2008.

The Adult Learner and the Applied Baccalaureate, research project at the Office of Community College Research and Leadership, University of Illinois at Urbana-Champaign, web site accessed November 16, 2008.


**Implications for the Community**

- More educational opportunities available locally
- More support for high schools in addressing the needs of low performing students
- More support for local educators (and other professionals) in continuing education

**Implications for IVCC**

- Possible enrollment growth at IVCC.
- Need to develop new programs
- Need to develop a means to scan for and identify areas of community need for technical and continuing education
- Need to work more closely will local preK-12 institutions to develop programs for students and professional staff
Politics Trend added by community representatives:

Local sources of revenue will continue to increase.
Technology Trends, Rationale, Resources, Implications

Technology Trend 1:

The need for high levels of technological skills will increase as specialized knowledge becomes the norm not only to acquire a job but to retain a job.

*Trend supported by community leaders and Board of Trustees (100% agree).*

See also Education Trend 5 and Workforce Trend 7.

**Rationale:**

“Today, companies are suffering from a shortage of technology professionals and baby boomer retirements will only add to the problem.”

“…Technical skills are still important, but businesses also want to hire students with management and industry training…” Wall Street’s collapse may be computer science’s gain, according to Patrick Thibodeau and Todd R. Weiss, September 26, 2008, Computerworld. Tech skills will be expected for all graduating students no matter what their major.

“Past forecasts have been fairly accurate over the years. There will be demand for these (IT) workers over the next decade.” According to “Got a knack for network systems? you’re in demand,” Todd R. Weiss, December 10, 2007, Computerworld, this trend is expected through 2016.

“Managers aren’t finding workers with the level of skills they need, and employers are being more conservative with resources than in the past,” according to Jim Lanzalotto, Opinion: Despite recession talk, it’s still a good time to be in IT, May 23, 2008, Computerworld. Lanzalotto further supports the concept that there is a shortage of workers with the technological skills needed.

**Resources:**


**Implications for the community**

- Employers will prefer candidates who have the technology skills they desire for the positions they need to fill.
- More employers will evaluate the computer literacy of job candidates.
- Employees and prospective employees who lack technological training will be at a disadvantage in the workforce.
- Employees and prospective employees in many different fields, from teaching to nursing to automotive service, will require an increased level of training in the use of technology.
- Older workers will need additional computer skills.
- Technology increases the workload and may shift priorities.

**Implications for IVCC**

- Increased need for technology offerings.
- Increased need for technology offerings for older workers.
- Challenge to keep up with technology
Technology Trend 2:

Outsourcing is becoming an accepted business practice, requiring employers to rely on more progressive technologies to support a globalized workforce.

*Trend supported by community leaders and Board of Trustees (83% agree, 5% disagree, 12% uncertain).*

See also Workforce emerging issue.

Rationale:

“Internet-based outsourcing to other countries has only just begun. Growth in this field will accelerate again as overseas service firms polish their English, French, and German and find even more business functions they can take on,” according to Marvin J. Getron and Owen Davies, of *The Futurist*. While India has been the leading provider for outsourcing (or “offshoring”), Laura Tiffany states that “other countries are looking to India as a model of economic growth,” and it is predicted that other countries, primarily China, will play an increasingly prominent role in providing outsourcing services. Om Malik notes that Cisco predicts that “Internet traffic is growing fastest in Latin America, followed by Western Europe and the Asia-Pacific region,” suggesting more regions for potential growth in the outsourcing market. Natasha Lomas concludes that “the trend is for increasing globalization of the market as more regions seek to cash in on the offshoring boom,” and the Deloitte groups predicts that, by 2010, “Offshoring, virtual teams and remote working should all become much more widespread, as technology allows firms to bring together the best people for any given task, no matter where they are in the world.”

As outsourcing becomes a more common business practice, the types of services provided through outsourcing will become more diverse. Lomas notes that “according to a report by research company Evaluserve, offshoring has reached small businesses and even homes—a trend it dubs ‘person-to-person,’ or P2P, offshoring.” Services provided through such outsourcing include “online tutoring, Web and software development, and writing and translation services. Customers for these services can be small businesses or even individual consumers.” Tiffany describes the outsourcing services provided by the company Exit 41, which provides a call center with employees that take orders from drive-thru fast food restaurants and then send the orders in real-time to monitors at the restaurant. But outsourcing is not just growing in popularity for the service sector. Getron and Owen Davies note that “Western corporations are out sourcing a growing fraction of their R&D to foreign contractors, just as they do other functions. Much of this work goes to India, some to Russia, but the growth area is China.”

James M. Manyika, Roger P. Roberts, and Kara L. Sprague explain that the predicted growth in outsourcing is based on a business’s ability “to parcel out more work to specialists, free agents, and talent networks” that can provide the best service at the best
price. The “competitive advantage will shift to companies that can master the art of breaking down and recomposing tasks,” making outsourcing a necessity for the viability of many companies (Manyika, Roberts, and Sprague).

Resources:

Implications for community
- Outsourcing will contribute to loss of local jobs. Even smaller business may be outsourcing tasks to remain competitive.
- Outsourcing will pose technological challenges for local industries.
- Local residents may increasingly be facing competition for jobs from people outside of the area or even outside of the country.
- Skilled individual and effective businesses may have increasing opportunities to market their services globally.

Implications for IVCC
- Opportunities exist to provide training to employees in dealing with outsourcing required technology, cultural and communication issues
Technology Trend 3:

People will access information and communicate using systems that are more mobile, interactive and personalized.

*Trend supported by community leaders and Board of Trustees (100% agree).*

**Rationale:**

“Mobile data traffic will roughly double each year from 2008 through 2012,” according to Om Malik, and the Deloitte group predicts that “By [2010], it is likely that for the first time ever, half of the world’s population will have access to telecommunications services, most commonly via mobile telephony.” The sales of “smart phones,” or Internet-connected phones, are increasing rapidly. The market research firm Gartner reports that, “in North America, smartphone sales totaled 7.3 million units in the first quarter of 2008, a 106.2 percent increase from the same period last year.” Mike Elgan refers to how “Internet-connected smart phones are becoming the Mother of All Knowledge Replacement Devices. For general information, people head straight for Google or Wikipedia and to more specialized sites, which are increasingly mobile-friendly, for detailed, often job-specific information.”

The Deloitte group predicts that “the availability of a wider range of devices, networks and communications options in 2010 may encourage us to communicate more overall.” Today’s “standalone” devices “may have become connected and communications-ready by 2010,” such as “digital cameras with built-in picture messaging and e-mail,” “games consoles with instant messaging, laptops with embedded mobile cellular access systems and even cars capable of sending and receiving email.”

People are also likely to expect more interactive and personalized experiences with these communication devices. James M. Manyika, Roger P. Roberts, and Kara L. Sprague note that “technology tools that promote tacit interactions, such as wikis, virtual team environments, and videoconferencing, may become no less ubiquitous than computers are now.” Richard MacManus refers to the rise of an “attention economy,” which “is a marketplace where consumers agree to receive services in exchange for their attention. Examples include personalized news, personalized search, alerts and recommendations to buy.” Laura Holson of The New York Times reports how, in 2008, Web sites such as E! and TZM.com began offering subscribers cell phone text alerts about the latest celebrity gossip. Video broadcasts, either through television or the Internet, are likely to become more interactive as well: “voting, participating in competitions and other forms of interaction—particularly where conducted over mobile networks—may become increasingly substantial sources of revenue for program makers and broadcasters,” according to the Deloitte group. Marvin J. Getron and Owen Davies note how “Web 2.0 services are building communities nearly as complex and involving as those existing wholly in the real world,” citing as an example “Second Life,” “a 3-D virtual world entirely built and owned by its residents.”
Resources:
http://www.deloitte.com/dtt/cda/doc/content/UK_TMT_Eyetothefuture_06.pdf.
http://www.computerworld.com/action/article.do?command=viewArticleBasic&taxonomyName=education/training&articleId=9101638&taxonomyId=56&intsrc=kc_feat.

Implications for the community
• 24/7 availability will create new communication and business opportunities

Implications for IVCC
• Mobile technology interfacing between teacher and student is changing the relationship between teacher and student, changing the expectations of students and creating a need for continuing professional development for teachers.
• Students will expect to have a more interactive and more personalized experience as they access college and class information online.
• Students will expect to be able to use remote devices, including cell phones and handheld Internet devices, to access college and class information.
• Students will seek out places to securely re-charge their electronic devices.
• There will be an increased demand for electrical outlets in classrooms and student spaces.
Technology Trend 4:

The infrastructure and applications to support communication and social networking technologies will continue to evolve.

*Trend supported by community leaders and Board of Trustees (98% agree, 2% uncertain).*

**Rationale:**

“Online social networking is now so deeply embedded in the lifestyles of tweens and teens that it rivals television for their attention” (NSBA).

My Space and Facebook are among the top online communities for topical conversation (and video and image sharing), but Second Life is a multi-user environment for which users can also possess land ultimately creating a virtual world for multi-user interaction and sensory stimulation. “More than 60 schools and educational organizations have set up shop in the virtual world and are exploring ways it can be used to promote learning” (CNN). Northern Illinois University is among those who have adopted this technology, creating a virtual campus, for both credit and non-credit courses.

Multiverse, a potential competitor of Second Life, is a network of virtual worlds that not only allows an experience like Second Life, but also allows developers a place to create and test their products using the same “universal” browser; “…instead of fostering user-created content in a single world, Multiverse is a network of worlds accessible by the client software. It comes with e-commerce tools built into the system, so developers can earn an income” (Wagner). Indiana University Synthetic World Initiative (SWI), under the instruction of Edward Castronova, created a virtual world dedicated to Shakespearean studies called Arden within Multiverse. The initial response was low until modifications to add a gaming element drew ‘players’ to the space. This world provides interaction with the characters and role-playing (SWI).

“Through the use of online learning technologies, schools across the country need to acknowledge more competition for alternate delivery of quality instruction. If schools are not offering the latest tools for online classes, or using online learning to enrich the mix of curricula they are offering, they are officially behind the curve” (Dietz).

**Resources:**


Accessed 11/03/2008
Wagner James, *Second Life (finally) gets a direct competitor: Multiverse*. August 3, 2007


Wong, Grace, *Educators explore ‘Second Life’ online*, 13 November 2006. CNN.com


**Implications for the community**
- Emerging technologies are not understood by all age groups; older citizens are less likely to keep up.
- A widening gap is emerging between those who have and understand new technologies and those who do not.
- People who do not have and do not understand new technologies are increasingly disadvantaged.

**Implications for IVCC**
- IVCC faces a challenge of keeping area workers, area citizens, and its employees, especially teaching staff, up-to-date in technology. The demand for professional development opportunities will continue to increase.
Technology Trend 5:

Exposure to sophisticated home and leisure technologies will alter student and worker expectations.

*Trend supported by community leaders and Board of Trustees (90% agree, 2% disagree, 7% uncertain).*

Rationale:

A 2008 survey of 1,102 youth ages 12-17 conducted by the Pew Internet and American Life Project, and described as “The first national survey of its kind,” provides a glimpse of the students that colleges and universities will be serving in the next decade. Findings include that

“virtually all American teens play computer, console, or cell phone games and that the gaming experience is rich and varied, with a significant amount of social interaction and potential for civic engagement.

Game playing is universal, with almost all teens playing games and at least half playing games on a given day. Game playing experiences are diverse, with the most popular games falling into the racing, puzzle, sports, action, and adventure categories.

Game playing is also social, with most teens playing games with others at least some of the time and can incorporate many aspects of civic and political life.”

Resources:


Implications for the community

- Students with technology skills, from home use, will be better prepared for the technology requirements of school and employment.
- Younger generation raised with technology will lack social/person skills, preferring technology based communication. Oral communication skills or “bedside manner” will be lacking. “Service” will be impersonal.

Implications for IVCC

- 24/7 nature of technology creates an expectation of an immediate response which is demanding for teachers.
- Students expect classroom experiences to be exciting, entertaining, interactive.
- Greater need for oral communication, social and customer service skills.
- Need to continue with face-to-face education, but also offer a mix of learning delivery methods so students are fully rounded.
Technology Trend 6:

Internal data loss prevention and the increased use and expansion of Web-based services will require enhanced comprehensive security technologies.

Trend supported by community leaders and Board of Trustees (98% agree, 2% uncertain).

Rationale:

While data loss prevention strategies have traditionally focused on protecting data from external attacks, IT security experts agree that internal attacks are calling for an increased awareness.

- More than half (and as much as 80 percent) of security breaches are caused by insiders, with actions originating behind the firewall.
- FBI estimates the total cost of all data breaches in 2006, including corporate data, cost companies a total of $62.7 billion.
- Data loss prevention ensures regulatory compliance.

Deloitte’s 2006 Global Security Survey states:
- 49 percent of companies have experienced an internal security breach in the past year. Of those, 31 percent experienced a breach from a virus/worm incident, 28 percent through insider fraud and 18 percent by means of data leakage (19 percent experienced the breach through other means and 4 percent choose not to specify).
- A layered approach to security, one that combines strong perimeter protection in addition to other forms of blocking and tackling techniques, is necessary to protect an organization’s information assets.

Bradley R. Hunter, director of Technology Solutions, AHA Solutions, Inc. states:
- “To address the data loss problem, organizations need to focus now on content filtering and blocking of electronic communications leaving the network—and not just e-mail, but instant messaging (IM), Webmail, HTTP and FTP communications as well.”
- “Decision-makers should look to vendors with deep expertise in content scanning and select a best-of-breed DLP (data loss prevention) solution.”

Web-based services and the technologies used to execute those services continue to be a target of cyber threats.

Mark Harris, a global security threat expert and director of Sophos Labs advises:
- One new infected Web page occurs every 14 seconds and that four out of five Websites are hacked.
• The growth of Web threats is due to insecure Websites that are not patched or up-to-date.
• Two factor authentication is becoming the new standard since conventional username/password methods do not provide adequate level of security and remain extremely vulnerable.

Resources:


Implications for the community

• Greater need for security systems and personnel in institutions.

Implications for IVCC

• Greater need for security systems, personnel at IVCC
• Increased opportunities to offer programs in technology security.
Technology Trend 7:

Students will connect to learning resources differently than past generations.

*Trend supported by community leaders and Board of Trustees (95% agree, 5% uncertain).*

Rationale:

In a 2008 national survey of more than 27,000 college students, the Educause Center for Applied Research (ECAR) reports that

- 80.5% of students participating in the survey own laptops, compared to 65% in 2006
- 66% of students participating in the survey own Internet capable phones.
- 82.3% of students participating in the survey have used a content management system.

Steward Silverstein of the Los Angeles Times comments that “new gizmos, including gear with cutting-edge videogame or artificial intelligence technology, are on the way to provide more individualized instruction.” And while the ECAR survey also found that students continue to value face-to-face interactions with instructors and that they view information technology as a convenience in the educational process, Denise Carbajal, a 33 year old student interviewed by Silverstein shared a different perspective. “If a student is bored by a traditional lecture class, Carbajal said, ‘you have to sit there for hours and just take it.’ By contrast, she said, with online classes ‘you decide what you need to expand on’ without getting bogged down by questions from ‘someone in the back of the class who is totally clueless.’”

Kandace Harris calls our attention to social networking sites (SNS), noting that “SNS have become such a pervasive element in our students’ lives that they have restructured social practices within academic environments. A growing number of studies of social patterns among college students shows that SNS have become the common denominator among those who are actively engaged with college faculty and staff.”

According to Ruby Evans, “Information technology has changed life and learning, and it continues to significantly influence the infrastructure and delivery of formal education. While basic education still revolves around the three R’s, the environment in which individuals are expected to demonstrate competency has changed considerably. Beyond reading, writing, and arithmetic, researchers and scholars say that today's worker needs complex information fluency skills like critical thinking, information literacy and technology literacy.” Mitchel Resnik expands on this, saying, “…we need to transform curricula so that they focus less on ‘things to know’ and more on ‘strategies for learning the things you don’t know.’ As new technologies continue to quicken the pace of change in all parts of our lives, learning to become a better learner is far more important than learning to multiply fractions or memorizing the capitals of the world.”
The way scientific research is performed is also undergoing a transformation. A recent Wired magazine article about advanced computing power of the petabyte age indicates that the ability to rapidly analyze what is happening makes why it happens less important. Correlations are becoming acceptable scientific practice.

Even the textbook industry is experiencing significant change. Reha Borja reports that “The Association of American Publishers rewrote its mission statement recently to omit ‘textbook.’” And “Sales of digital instructional content by education publishers rose more than 52 percent in the United States from 2001 to 2005, from $152 million to $234.4 million, according to the AAP.”

Resources:

Implications for IVCC

- There will be increased demand for bandwidth.
- Educators will require continued training in the use of technology
- Students will expect a more interactive and personalized experience when accessing learning resources.
Technology Trend 8:

Technology will transform the traditional workplace paradigm.

*Trend supported by community leaders and Board of Trustees* (93% agree, 7% uncertain).

**Rationale:**

“So great will be the difference in the way people communicate, do business and seek entertainment in the near future that the results will go beyond ‘change’ to ‘transformation,’ according to technology trend forecaster Daniel Burrus. Moving from large, vinyl records to compact discs ‘was a change,’ Burrus noted, but putting content from a large number of CDs into a tiny MP3 player ‘was a transformation’ (Liddle).

Technology was once expected to increase productivity and reduce or eliminate sectors of workers. Tom Peter reports that a Pittsburgh company has developed a ‘tug’ to deliver meal carts. “Though the Pittsburgh company has elected to focus on hospitals for now, hotel owners could conceivably hire a call center in India to handle all room service orders and e-mail them to the kitchen staff, who would then load them onto a tug for delivery.” Aside from the automation of low-end tasks, today’s research and experience shows that technology can impact productivity both positively and negatively.

A 2008 study of information technology and worker productivity, published in MIT’s Sloan Review, found that “…while increased use of information technology by workers was correlated with increased revenue generation, IT use wasn’t correlated with completing projects more quickly. Contrary to theories about contemporary businesses operating at a quicker ‘Internet speed,’ the researchers found that IT use among recruiters was, in fact, actually correlated with their taking longer to complete projects.” They cite multitasking as a contributing factor, and went on to say, “…workers who were heavier users of information technology tools like e-mail tended to generate more revenue — but were not quicker at completing any given project, because they were working on more projects at the same time.”

Email, as it turns out, has become a significant burden. Clive Thompson reports in “The Great American Timesuck,” that “77 billion corporate email messages are sent every day, worldwide. By 2012, that number is expected to more than double.” He estimates that employees spend 1/5th of day dealing with messages.”

Appealing to the gaming generation also requires employer strategy to harness the opportunity. Indiana University Professor Edward Castronova says “A lot of times, the things that gamers do, when you look over their shoulders, look like rote work, pushing the same sequence of buttons 10,000 times.” “In other words, playing games often looks a lot like office work. But unlike gamers, office workers are seldom found hunched over their keyboards at 3 a.m., too engrossed to log off. Businesses could benefit if they find ways to use game technology to make repetitive work more entertaining, whether it's by
introducing a more interactive way of accomplishing tasks or adding a competitive
element to work” (Claburn).

Employer strategy goes beyond software to find the equipment that will increase
employee satisfaction and boost productivity. Citrix Systems Inc. is among a growing
group of companies that is providing stipends to employees to purchase their own laptop
and support plan. “Citrix said it generally had been spending $2500 to $2600 to buy and
manage a PC for each employee…so it comes out ahead with the $2100 stipend”
(Madkour). Even monitor size is being linked to productivity. “People using the 24-inch
screen completed the tasks 52% faster than people who used the 18-inch monitor; people
who used the two 20-inch monitors were 44% faster than those with the 18-inch ones”
(Worthen).

Resources:
Aral, Sinan; Brynjolfsson, Erik; and Van Alstyne, Marshall W. What Makes Information
Workers Productive: A brief synopsis of Information, Technology and
Information Worker Productivity: Task Level Evidence (working paper, October
2006) and Productivity Effects of Information Diffusion in Networks (working
Accessed October 6, 2008.
Claburn, Thomas. Gaming Technology and Business IT Begin to Meld. Information
Week, April 17, 2006.
=185302681
Liddle, A. Tech guru Burrus: ‘Transform your restaurant business or get left behind.’
Peter, Tom. Robots Set to overhaul service industry, job. Christian Science Monitor,
usgn.html.
http://blogs.wsj.com/biztech/2008/03/10/bigger-computer-monitors-more-
productivity/.

Implications for the community

- The distinction between work time and leisure time will continue to blur as more
  employees complete work tasks from a distance and devote more “off” time to
  work-related tasks, including communication via e-mail.
- The design of office buildings and other workplaces may begin to change as
  workers become less place-bound and engage in more “virtual” interaction using
  various technologies.
- Older workers may need assistance in adapting to the changes.
Technology Trend 9:

Green Energy technology will be at the forefront of industry in Illinois requiring training for employees.

Trend supported by community leaders and Board of Trustees (78% agree, 10% disagree, 12% uncertain).

See also Workforce Trend 9

Rationale and Resources:

“…eco-friendly practices have gone from being new-fangled selling points to becoming essential requirements… that promote green technology and business.”, “… the corporate world is scrambling to devise strategies to address sustainability…” According to Forward thinking, Thomas Kostigen, Dow Jones News Service, August 8, 2008 industry, students and governments are demanding green alternatives as a matter of course in conducting business.

“Massachusetts researchers have found a new method for capturing solar energy. They’re using heat from asphalt and other paved surfaces to produce electricity.” According to Capturing Solar Energy from asphalt pavements, by Roland Piquepaille in Technology Trends, using elements of the existing environment to produce energy is at the forefront of industry.

Resources:


Implications for the community

- Industry in the Illinois Valley will expand to include companies that produce green energy sources.
• Businesses filling the need for green technologies will require a workforce well-trained in the new technologies.
• There may be an increase in business owners and home owners investing money in new buildings or the remodeling of older buildings to incorporate green technologies.
• Going green will be expensive.
• Government support will be needed for green energy initiatives.

**Implications for IVCC**

• Opportunities to offer programs related to green technology, which will require a workforce well-trained in the new technologies: designers, builders, maintenance personnel, etc.
• Need for IVCC to adopt green initiatives.
Technology Emerging Issue  (impact not clear, may become trend)

- The gap between mind and machine is closing.
Workforce Trends, Rationale, Resources, Implications

Workforce Trend 1:

The healthcare sector will continue to see job growth for the next three to five years especially in the areas of RN, LPN, CNA, physical therapy assistants, respiratory therapists, medical lab technicians, medical assistants, home health care aide positions, and medical billing and coding (health information technicians).

Trend supported by community leaders and Board of Trustees (90% agree, 2% disagree, 7% uncertain).

Rationale:

Every source studied stated that the need for healthcare workers would continue to rise. Locally, the prospect of a VA hospital, as well as the expansion of the LaSalle Veterans Home would dramatically increase the already growing demand.

Resources:

Help wanted ads from local newspapers.
“Durbin, Obama support VA Medical Center”, Peoria Journal Star, 9/17/2008

Implications for the community

• Not only is demand for healthcare increasing, but due to the aging of the current healthcare workforce, the existing supply will soon decrease.
• The cost for training healthcare professionals will continue to rise.
• Hospitals and nursing homes will need to create career ladders that include nurse practitioners.
• As demand increases and supply is unable to keep up, quality of health care may suffer.
• The small size of the community will make it difficult to attract and retain doctors.
• Employer reimbursement needed for additional training.
• Need to recruit from within the community.
• Local healthcare agencies will compete for qualified employees.
• Healthcare agencies need to collaborate.
Implications for IVCC

- Will need to expand healthcare programs.
- Will need more healthcare instructors.
- As the current workforce nears retirement age, this may become a larger pool from which instructors/trainers may be recruited.
**Workforce Trend 2:**

The continued growth of the warehousing and transportation industry in the Illinois Valley area will continue to drive the need for trained truck drivers and warehousing/logistics workers.

*Trend supported by community leaders and Board of Trustees (93% agree, 7% uncertain).*

**Rationale:**

The recent completion of the Kohl’s distribution center in Ottawa, the expansion of the warehouse at Clover Technologies, and the continued demand for IVCC Truck Driver Training graduates supports the continued trend of growth in this industry. In addition, the proposed I-80 Railport in Seneca will only continue to drive demand for logistics jobs in the near future.

**Resources:**

- “SI-80 Railport now a part of Seneca,” Morris Daily Herald, May 7, 2008
- Scan of local help-wanted ads.

**Implications for the community**

- Fuel costs will have a direct impact on the local economy as trucking/warehousing continues to increase its share of the local economy.
- Local transportation infrastructure may become overextended.
- Impact on local economy may not be as positive since warehousing and logistics jobs are lower paying.
- Demand for warehouse/dock workers will increase, which will push wages higher.

**Implications for IVCC**

- Enrollment in truck driving will remain strong.
- The need for qualified supervisors will increase.
Workforce Trend 3:

Jobs in retail sales, business services and customer service positions will be flat, although total employment numbers in those areas will remain high.

*Trend supported by community leaders and Board of Trustees (71% agree, 2% disagree, 27% uncertain).*

**Rationale:**

Retail is third locally in number of employees. Currently, with the economy in recession, jobs will likely contract. The recent announcement of bankruptcy for Value City only reinforces this. According to sources, long-term growth will be rather flat, with most openings in the field being due more to turnover than growth. Entry level positions are generally low-paying, but retail management remains one of the good paying growth fields.

**Resources:**


“Value City files for Bankruptcy Protection” AP wire story from Forbes.com 11/3/08

“Retailers’ Sales Fall Sharply at Both High End and Low,” NY Times, October 9, 2008

**Implications for the community**

- Current economic conditions will lead to the consolidation of retail and job losses.
- Summer jobs for young people will decrease.

**Implications for IVCC**

- Management positions will continue to be the main living-wage job in the industry.
- Customer service skills and reliability (soft skills) may be the deciding factor in who is able to keep jobs.
Workforce Trend 4:

The manufacturing and industrial sector will continue to show steady job growth for the next three to five years, especially in areas such as general manufacturing and production, electronics/electrical technicians, industrial maintenance, and welding.

*Trend supported by community leaders and Board of Trustees, by a majority (54% agree, 20% disagree, 27% uncertain).*

Rationale:

Local manufacturing firms will continue to be a major economic engine for the area. Many of the openings in the next 3-5 years (and beyond) will be created by the retirements of current employees. While growth is not likely in significant amounts, projections are that current levels of employment will at least be maintained over the next 3-5 years.

Resources:

Job Ads from local newspapers
“Can the US Bring Jobs Back from China?” Business Week, June 30 2008

Implications for the community

- There will be keener competition for skilled workers.
- Companies will have to look for alternatives to retirement, such as phased retirement plans.
- Contracted maintenance will likely grow.
- Firms will need to promote manufacturing as an attractive career to junior high and high school students (and their parents).

Implications for IVCC

- Cross-training will be required.
Workforce Trend 5:

The U. S. labor force and the IVCC district labor force, composed of those aged 16 – 24 and 45 – 64 will increase through 2012 and decrease for those 35 – 44.

Trend generally supported by community leaders and Board of Trustees, but equally split between agreement and uncertainty (49% agree, 2% disagree, 49% uncertain).

See also Demographics Trend 2.

Rationale:

The labor force in the Illinois Valley is getting older. The median age in LaSalle County is almost 4 years higher than the state average. In 2007, the workforce over the age of 55 reached 20%.

Resources:

US Census Bureau – Longitudinal Employer-Household Dynamics
US Census Bureau – American FactFinder
Illinois Department of Employment Security – (Custom analysis prepared by local labor market economist)

Implications for IVCC

- Many who retire will need a 2nd career.
- Continual training (or retraining) will be needed for older workers.
- The younger workforce may not have the same work values as the retiring workforce. New supervisory strategies will need to be learned.
Workforce Trend 6:

The share of the U.S. labor force and of the Illinois labor force consisting of Hispanics and women will increase through 2012.

Trend supported by community leaders and Board of Trustees (95% agree, 5% uncertain).

See also Demographics Trend 3 and Education Trend 3.

Rationale;

Both in Illinois and locally, women and Hispanics will continue to increase in the share of both local population and workforce. Women are a majority in LaSalle County currently, and this will continue to be the case. Hispanics in the area tend to be younger than other demographic groups. Hispanics, while comprising about 15% of the population in Illinois, accounted for 22% of births in the state in 2006.

Resources:

Illinois Department of Commerce and Economic Opportunity – Population Projections
US Census Bureau - Population Pyramids and Demographic Summary Indicators for States

Implications for the community

- ESL will become more important for employers. Employees and supervisors will need to improve their bilingual and bicultural understanding.
- Accessible and affordable day care will be required.
- Need for health care and social service support will continue to increase.
- Communication within organizations will become more complex.

Implications for IVCC

- Employers will need ESL and bicultural skills
Workforce Trend 7:

The current and future labor force will require additional training, from mastery and application of basic skills to post-secondary education, including associate degrees and higher in some fields. Higher levels of education will continue to play an essential role in obtaining high paying jobs that are increasing in demand, such as engineering, industrial technology and information technology.

*Trend supported by community leaders and Board of Trustees (95% agree, 2% disagree, 2% uncertain)*

See also Education Trend 5 and Technology Trend 1.

Rationale:

All sources reviewed and contacted emphasize the need for additional and higher education for high paying jobs, especially those that are in high demand.

Resources:

“Students See Multiple Majors as Future Job-Search Edge” – Campus Career Counselor July 2008
College Opportunity and Affordability Act - Public Law No: 110-315
Conversation with Bruce Chisman – Coordinator of Undergraduate Recruitment and Retention SIU Carbondale

Implications for the community

- Need to lower school drop-out rate.
- Need better degree completion: A.A. – B.A. – M.A.- Ph.D.
- Unless the jobs are created here, the skilled workers will leave the area.
- Higher unemployment
- Barriers to education including lack of mass transit, “soft” employment skills, substance abuse, etc. will need to be addressed.
- Gradual increase of university requirements needs to be addressed.
- Spousal employment opportunities are needed when recruiting professionals to the area.
Implications for IVCC

- Math and science will become more important for all students, not just “college bound”.
- Financial aid availability will be a key factor.
- Post-secondary preparation, not just “college” preparation will need to be embedded in local high school curriculum.
- College readiness will be an issue.
- Opportunities for collaboration among education, institutions, industries, agencies, churches.
- Need to team up with affordable universities.
Workforce Trend 8:

The aging of and retirements in the workforce in the Illinois Valley area will be the greatest source of job openings in manufacturing, health care and education.

Trend supported by community leaders and Board of Trustees (80% agreed, 2% disagreed, 17% uncertain).

Rationale:

Three of the highest-paying sectors in the area are also the three sectors with the most workers over the age of 55.

Resources:

US Census Bureau – Longitudinal Employer-Household Dynamics

US Census Bureau – American FactFinder

Illinois Department of Employment Security – (Custom analysis prepared by local labor market economist)

Implications for the community

- There will be increased opportunities for local college graduates to stay in the area.
- Employers in these industries may find it difficult to replace retirees with skilled employees.
- The younger workforce may not have the same work values as the retiring workforce. New supervisory strategies will need to be learned.

Implications for IVCC

- Many who retire will need a 2nd career.
Workforce Trend 9:

“Green” energy will create new job opportunities.

Trend supported by community leaders and Board of Trustees (80% agreed, 2% disagreed, 17% uncertain).

See also Technology Trend 9.

Rationale:

The expansion of wind farms in the area, and the Nova Biofuels plant in Seneca illustrate the growth of “green” technologies in the local area. During the presidential campaign, President-elect Barack Obama stated his intention to greatly expand the alternative energy initiatives already in place. As a result, the Community College Business Officers association is currently exploring the development of an Illinois community college initiative in green construction and green job creation.

Resources:

“Wind companies like Obama energy plan” by Mark Steil, Minnesota Public Radio November 12, 2008
“The Economic and Environmental Impacts of Clean Energy Development in Illinois” Energy Resources Center – University of Illinois-Chicago, June 2005

Implications for the community

• As wind energy grows, more lines will be needed to transmit power from remote areas.
• Taxing bodies will have to adjust as agricultural lands begin to include wind generation as well.
• Increased ethanol and biofuel industry development will impact farmers (positively), and livestock producers (negatively).

Implications for IVCC

• Grants and incentives will be available for construction and training in these fields.
• The newness of the industry will make it difficult at first to determine what are the skill sets necessary for success.
Workforce Trends added by community representatives:

Tourism will increase and will provide job opportunities.  (see Emerging Issue below)

Workforce Emerging Issues  (impact not clear, may become trends)

- In the long term, growth of the tourism industry in the Illinois Valley may drive job growth in the hospitality, food service and housekeeping areas.
- Outsourcing of work will change traditional employer/employee relationships.  (See also technology trend #2)
Summary of Trends Identified by Community Leaders in Interviews

- Disintegration of the family

- Economic problems will increase, impacting families, students, schools: real estate tax revenue will decrease, many families will drop to poverty levels, schools will need to implement lowest cost alternatives, retail operations will fail, well paid employees will compete for lower paying jobs.

- Need for workers with higher skills. Illinois Valley has relatively low appreciation for education. Need for IVCC to work with high schools to prepare students for careers.

- Customer service skills, good interpersonal skills, will become more valuable as more people compete for jobs.

- Regulations in Illinois make the state unattractive to business.

- Logistics/warehousing will grow AND manufacturing, logistics and service jobs will decline.

- Student security a growing problem.

- Special needs students will increase.

- Increase in teen pregnancy and parenting teens

- More emphasis in schools on reading as schools attempt to meet NCLB criteria.
Core Trends from 2004-05 Environmental Scan

IVCC is facing serious financial difficulties in the future as public funds support declines.

Substance abuse, including heroin and other serious drugs, will continue to increase in the Illinois Valley.

Online and wireless technology use in all aspects of society will continue to increase and play a bigger role in how people access information and communicate.

The Hispanic population is growing in the area, creating an increased demand for serving their educational needs.

Colleges will enroll an increasing number of students who are under-prepared.

Over the next three to five years, state and federal government will require increased accountability from community colleges and their students.

The use of technology to support higher education is growing dramatically as offerings and enrollments increase in distance learning courses and programs.
List of all Trends from 2004-05 Environmental Scan

**Competition Trends 2004-05**

1. Neighboring community colleges will increase offerings of on-line courses and courses at satellite locations.

2. Demand will increase for short-term training and personal use courses offered by corporations, professional organizations, and non-profit groups.

3. More students will take advantage of cooperative agreements to enroll in other community colleges especially in culinary arts, agriculture, and various medical specialization programs.

**Demographic Trends 2004-05**

1. Out-migration is projected to exceed in-migration in Illinois through 2020.

2. Between 2000 and 2010, Illinois will see an increase in Hispanic population (25.7%), and Asians, Pacific Islanders and Native Americans will increase 3.7% as a group.

3. The proportion of one or two person households in the IVCC district will continue to increase slightly.

4. Children living with two parents are consistently more advantaged than children in other types of living arrangements.

5. In Illinois between 1990-2020, the number and percent of Hispanics is projected to more than double from 904,000 to 1,878,000 (100%+); whites and blacks will grow at about the same rate (around 15%), while other races (Asians, Pacific Islanders, and Native Americans) will grow faster, about 43%.

6. Illinois’ population will increase about 16% in the next 30 years, which will be lower than the nation as a whole. Hispanics will have the most growth of all groups. Overall growth will slow at the end of the projection period as the population ages.

7. Between 1990 and 2020 in Illinois, the middle age group (40-54) will experience the fastest growth, the traditional college-age group (18-24) will experience average growth, and the 25 – 39 year old group will decrease.

8. Population changes for the IVCC District will be minimal through 2009.
9. In the IVCC district through 2010, the largest population increase will be people ages 25-29 and the largest decrease in people ages 40-49.

10. In the IVCC district through 2010, population increases will occur among the Hispanic and Asian/Pacific Islander ethnic groups with the largest increase occurring among Hispanics.

**Economics Trends 2004-05**

1. Economic growth is expected in Illinois in the immediate future primarily due to increased job creation and expansion of current industries.

2. The Illinois Valley Region is experiencing and will continue to experience slow, progressive economic growth.

3. Poverty will continue at its current rate in LaSalle County.

4. IVCC is facing serious financial difficulties in the future as public funds support declines.

5. IVCC is experiencing consistent enrollments with projected increases in the future.

**Education Trends 2004-05**

1. Between 2004-2009 online course offerings in U. S. Higher Education are likely to continue increasing as the need for non-linear and distance education continues to grow.

2. The Hispanic population is growing in the area, creating an increased demand for serving their educational needs.

3. Training needs for teachers will increase.

4. Training needs for paraprofessionals will increase.

5. A growing number of older students will attend college.

6. Colleges will enroll an increasing number of students who are under prepared.

**EMERGING ISSUE (May become a trend but not yet clear):**

As tourism increases in the area, demand will increase for educational programs: (a). training for careers in tourism and marketing, and, (b). programs offered for tourists.
**Workforce - Labor Force Trends 2004-05**

1. The healthcare sector will continue to see job growth for the next 3-5 years especially in the areas of RN, LPN, and CNA, physical therapy assistants, Respiratory Therapists, Medical Lab Technician, medical assistants, and medical billing & coding (health information technicians).

2. The continued growth of the warehousing and transportation industry in the Illinois Valley area will continue to drive the need for trained truck drivers and warehousing/logistics workers.

3. The growth of the tourism industry in the next 3-5 years in the Illinois Valley will drive job growth in the hospitality, foodservice, and housekeeping areas.

4. Retail sales, business services, and customer service positions will continue to see job growth in the next 3-5 years.

5. The manufacturing and industrial sector will continue to show steady job growth for the next 3-5 years especially in areas such as general manufacturing & production, electronics/electrical technicians, industrial maintenance, and welding.

6. The U. S. labor force, and the IVCC district labor force, composed of those aged 16-24 and 45-64 will increase through 2012 and decrease for those aged 35-44.

7. The share of the U. S. labor force, and of the Illinois labor force, consisting of Hispanics and women will increase through 2012.

8. The current and future labor force will require additional training, from mastery and application of basic skills to post-secondary education, including associate degrees and higher in some fields.

9. Higher levels of education will continue to play an essential role in obtaining high paying jobs in the future.

**Lifestyle, Social, Values Trends 2004-05**

1. America and the Illinois Valley area will continue to experience a greater awareness of cultural diversity.

2. Domestic violence, including child abuse and intimate partner violence, will continue at its current rate or increase slightly in the Illinois Valley area.

3. Changes in family composition (childfree, multi-generational, gay, blended, etc.) and cohesiveness indicate more diverse and less traditional families in the future.
4. Obesity has doubled in the last two decades and will continue to grow.

5. Substance abuse, including heroine and other serious drugs, will continue to increase in the Illinois Valley area.

**Politics Trends 2004-05**

1. Over the next three to five years, federal, state, and local sources of revenue will remain flat with federal spending likely to be flat or cut and state spending likely to increase slightly.

2. Over the next three to five years, state and federal government may pressure colleges to lower or control the costs of higher education for students.

3. Over the next three to five years, state and federal government will require increased accountability from community colleges and their students.

**Technology Trends 2004-05**

1. In the next three to five years, the number of jobs requiring moderate to high levels of technical skills will increase.

2. Outsourcing of information technology (IT) jobs to other countries, such as China and India, will continue to increase.

3. Online and wireless technology use in all aspects of society will continue to increase, and play a bigger role in how people access information and communicate.

4. Evolving home media technologies will continue to be purchased in increasing numbers.

5. Sophistication and popularity of video gaming is on the rise.

6. As technological advances increase in logistics, new job opportunities will emerge related to transportation in the Illinois Valley.

7. Challenges in securing personal information on data networks will increase.

8. The use of technology to support higher education is growing dramatically as offerings and enrollments increase in distance learning courses and programs.

9. In the next three to five years, state budgets will continue to decrease funding provided to higher education, forcing institutions to seek out alternative forms of revenue which will likely be tied to technology use.
10. New technologies to harness wind energy are making this renewable resource increasingly attractive and practical in Illinois.

EMERGING ISSUE (May become a trend, but not yet clear):

The digitization of information and rise of web blogs will affect teachers and students presenting serious challenges to learning.