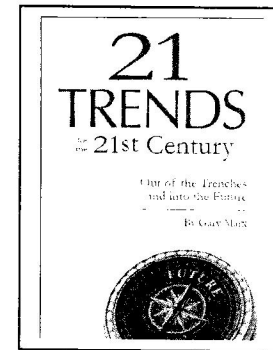


Twenty-One Trends for the 21st Century: Out of the Trenches and into the Future

A book by Gary Marx

*Published by Education Week Press, Editorial Projects in Education,
www.edweek.org/go/21Trends*

In this new book, author, international speaker, education leader, and futurist Gary Marx presents individual chapters about an array of massive trends that have profound implications for everyone, including our students, schools, colleges and universities, communities, states/provinces, and nations. He also suggests ways to address them. Those trends include:



Demographic Sphere:

- **Generations:** Millennials will insist on solutions to accumulated problems and injustices and will profoundly impact leadership and lifestyles.
GIs, Silents, Boomers, Xers → Millennials, Generation E
- **Diversity:** In a series of tipping points, majorities will become minorities, creating ongoing challenges for social cohesion.
*Majority/Minority → Minority/Minority Diversity = Division ↔ Diversity = Enrichment
Exclusion ↔ Inclusion*
(Worldwide: Growing numbers of people and nations will discover that if we manage our diversity well, it will enrich us. If we don't manage our diversity well, it will divide us.)
- **Aging:** In developed nations, the old will generally outnumber the young. In developing or less-developed nations, the young will generally outnumber the old.
Younger → Older Older → Younger

Technology Sphere:

- **Technology:** Ubiquitous, interactive technologies will shape how we live, how we learn, how we see ourselves, and how we relate to the world.
*Macro → Micro → Nano → Subatomic Atoms → Bits
Megabytes → Gigabytes → Terabytes → Petabytes → Exabytes → Zettabytes (ZB)*
- **Identity and Privacy:** Identity and privacy issues will lead to an array of new and often urgent concerns and a demand that they be resolved.
*Knowing Who You Are ↔ Discovering Who Someone Thinks You Are.
What's Private? ↔ What's Not?*

Economic Sphere:

- **Economy:** An economy for a new era will demand restoration and reinvention of physical, social, technological, educational, and policy infrastructure.
*Industrial Age Mentality → Global Knowledge/Information Age Reality
Social and Intellectual Capital → 21st Century Products and Services*
- **Jobs and Careers:** Pressure will grow for society to prepare people for jobs and careers that may not currently exist. *Career Preparation ↔ Employability and Career Adaptability*

Energy and Environmental Sphere:

- **Energy:** The need to develop new sources of affordable and accessible energy will lead to intensified scientific invention and political tension.
Energy Affordability, Accessibility, Efficiency ↔ Invention, Investment, and Political Tension.
- **Environmental/Planetary Security:** Common opportunities and threats will intensify a worldwide demand for planetary security.
*Personal Security/Self Interest ↔ Planetary Security,
Common Threats ↔ Common Opportunities*
- **Sustainability:** Sustainability will depend on adaptability and resilience in a fast-changing, at-risk world.
*Short-Term Advantage ↔ Long-Term Survival
Wants of the Present ↔ Needs in the Future*

(over)

International/Global Sphere:

- **International/Global:** International learning, including relationships, cultural understanding, languages, and diplomatic skills, will become basic.
Isolationist Independence ↔ Interdependence
(Sub-trend: To earn respect in an interdependent world, nations will be expected to demonstrate their reliability and tolerance.)

Education and Learning Sphere:

- **Personalization:** In a world of diverse talents and aspirations, we will increasingly discover and accept that one size does not fit all.
Standardization → Personalization
- **Ingenuity:** Releasing ingenuity and stimulating creativity will become primary responsibilities of education and society.
Information Acquisition → Knowledge Creation and Breakthrough Thinking
- **Depth, Breadth, and Purposes of Education:** The breadth, depth, and purposes of education will constantly be clarified to meet the needs of a fast-changing world.
Narrowness → Breadth and Depth

Public and Personal Leadership Sphere:

- **Polarization:** Polarization and narrowness will, of necessity, bend toward reasoned discussion, evidence, and consideration of varying points of view.
Narrowness ↔ Open Mindedness Self Interest ↔ Common Good
- **Authority:** A spotlight will fall on how people gain authority and use it.
Absolute Authority → Collaboration Vertical ↔ Horizontal
Power to Impose ↔ Power to Engage
- **Ethics:** Scientific discoveries and societal realities will force widespread ethical choices.
Pragmatic/Expedient → Ethical
- **Continuous Improvement:** The status quo will yield to continuous improvement and reasoned progress. *Quick Fixes/Status Quo → Continuous Improvement*

Well-Being Sphere:

- **Poverty:** Understanding will grow that sustained poverty is expensive, debilitating, and unsettling.
Sustained Poverty ↔ Opportunity and Hope
- **Scarcity vs. Abundance:** Scarcity will help us rethink our view of abundance.
Less ↔ More What's Missing? ↔ What's Possible?
- **Personal Meaning and Work-Life Balance:** More of us will seek personal meaning in our lives in response to an intense, high tech, always on, fast-moving society.
Personal Accomplishment ↔ Personal Meaning

These trends were identified by author Gary Marx, president, Center for Public Outreach, Vienna, Virginia, 703-938-8725, gmarxcpo@aol.com. Web Site: GaryMarxCPO.com.

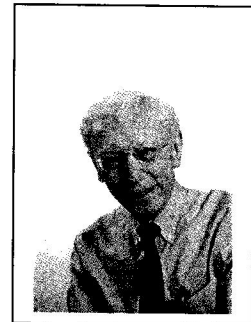
His book, *Twenty-One Trends for the 21st Century: Out of the Trenches and into the Future*, includes observations from a distinguished international Futures Council 21. Copies are available from:

Education Week Press--www.edweek.org/go/21Trends (print and electronic)

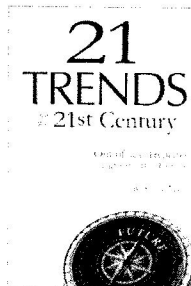
A Guide version of the book for broad distribution to staff and community is available at <http://www.edweek.org/ew/marketplace/books/a-guide-to-twenty-one-trends-for-the.html>

Amazon--<http://www.amazon.com/Twenty-one-Trends-21st-Century-Trenches/dp/1939864046> (print and Kindle)

Barnes & Noble--<http://www.barnesandnoble.com/w/twenty-one-trends-for-the-21st-century-gary-marx/1119436648> (Nook)



Twenty-One Trends That Will Require Inspirational Leadership



Virginia Association of School Superintendents
Roanoke, Virginia
**VASS Annual
Spring Conference**
Mar 8, 2017

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Social Media: #21trends

Twenty-One Trends

Demographic Sphere

- Generations
- Diversity
- Aging

Technology Sphere

- Technology
- Identity and Privacy

Economic Sphere

- Economy
- Jobs and Careers

Energy and Environment Sphere

- Energy
- Environmental/Planetary Security
- Sustainability

International/Global Sphere

- International/Global Trends

Education and Learning Sphere

- Personalization
- Ingenuity
- Depth, Breadth, and Purposes of Education

Public and Personal Leadership Sphere

- Polarization
- Authority
- Ethics
- Continuous Improvement

Well-Being Sphere

- Poverty
- Scarcity vs. Abundance
- Personal Meaning and Work-Life Balance

Source: Gary Marx, Author, *Twenty-One Trends for the 21st Century*

*We are of this world...
not separate from it.*

**An interesting thing happened on
the way to achieving
our plan.**

The world changed!

Gary Marx, President, Center for Public Outreach, Vienna, Virginia, USA

Twenty-One Trends

The Future is in school today.

- A five-year old kindergartener who started school in 2016 will turn 65 in 2076.
- An 18-year-old high school senior who will graduate with the Class of 2017 will be 65 in about 2064.

Gary Marx, President, Center for Public Outreach

Twenty-One Trends

The Future is in school and at WCC today.

Let's ask:

How are fresh generations learning?

How do they get their news?

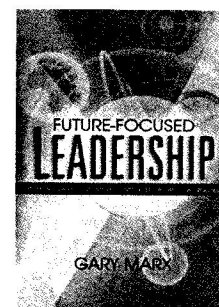
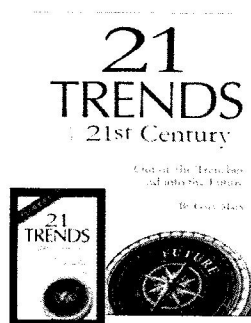
What are they asking? Curious about?

What gets and keeps their attention?

**We need to get students ready for the future.
That's where they'll all be living.**

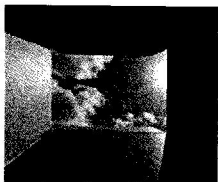
Gary Marx, President, Center for Public Outreach

Recent Books, Gary Marx



Twenty-One Trends

The Premise: A Search for Higher Ground
Out of the Trenches and Into the Future



The View from the Box

- ☐ Back off to the Big Picture, ...
- ☐ Seek Perspective/Context. ...
- ☐ Avoid becoming entrenched. ...
- ☐ Seize higher ground. ...
- ☐ Stay in touch or be out of touch.

These trends are our common ground.

Gary Marx, Author, Twenty-One Trends

Twenty-One Trends

Census

The Flow of Generations

GI Generation (Born 1901-1924)

Silent Generation (Born 1925-1945)

Baby Boom Generation (Born 1946-1964)

Generation X (Born 1965-1981)

Millennials (Born 1982-2003)

Generation E (Born 2004-?)

Presentation by Gary Marx, Author, Twenty-One Trends for the 21st Century

Reality

*Everything that happens in the world ...
has implications for our communities
and our schools and colleges.*

*Everything that happens
in our schools and colleges...
has implications for our communities
and the world.*

Gary Marx, President, Center for Public Outreach, Vienna, Virginia, USA

Twenty-One Trends

Public and Personal Leadership

Talent Scouts

- ◎ Leaders are talent scouts. They give people permission to develop their own greatness and pursue their skills, talents, abilities, and insights.
- ◎ True leaders are always preparing the next generation of leaders...those who will follow them.

Gary Marx, President, Center for Public Outreach

"We are sometimes lost with compasses in our hands."

Paul Selfo, Director of Foresight at DISCERN, Stanford

Twenty-One Trends, Next Steps What Can We Do Now?

**21
TRENDS**
21st Century



- ◎ Use trends as an external scan and intelligence report.
- ◎ Consider implications for policy, planning, programs, classroom instruction, resources, communication, and the education system we need to become.
- ◎ Do trend and issue analysis, flexibility/innovation analysis, reputation analysis, SWOT, scenarios, gap analysis.

Gary Marx, Author, Twenty-One Trends for the 21st Century

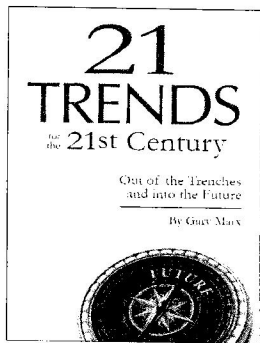
Twenty-One Trends, Next Steps What Can We Do Now?

**21
TRENDS**
21st Century



- ◎ Consider professional development plus inclusive community conversations and futures councils.
- ◎ Use information to stimulate active learning. Share ideas and information in articles and presentations.
- ◎ Be a future-focused leader. Be sure staying in touch is part of everybody's job.

Gary Marx, Author, Twenty-One Trends for the 21st Century



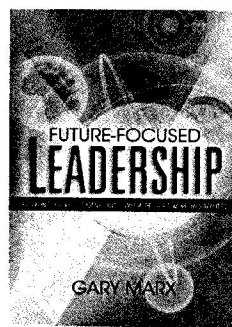
www.edweek.org/go/21Trends

Twenty-One Trends for the 21st Century

Gary Marx

Use These Tools to Plan and Shape the Future in a Fast-Changing World

Gary Marx, author of *Twenty-One Trends for the 21st Century* (published by Education Week Press), is president of the Center for Public Outreach in Vienna, Virginia,
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<http://www.ascd.org/Publications/Books/Overview/Future-Focused-Leadership.aspx>

Consider Possible Answers to These Questions

What are the implications of these trends for how we operate our schools, schools systems, colleges, universities, and our education system? For our organization? For our community?

What are the implications of these trends for what our students need to know and be able to do to be prepared for the future in a fast-changing world? (academic knowledge, skills, behaviors, and attitudes)

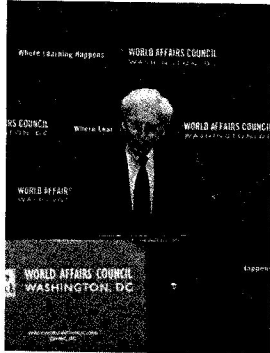
What are the implications of these trends for economic growth and development and quality of life in our community?

Now, in six complete sentences, begin the process of describing the schools, school systems, colleges, universities, or education systems we need to get students ready for life in a Global Knowledge/Information Age...even an Age of Knowledge Creation and Breakthrough Thinking.

What Else Can We Do Now?

- ⊙ Read the *Twenty-One Trends* book. Use it as an external scan and intelligence report. As needed, refer to *Questions and Activities* and *Readings and Programs* at the conclusion of each chapter in the full book, plus references.
- ⊙ Consider implications of trends for policy, planning, programs, resources, communication, and conceiving of the education system, community, or other organization we need to become.
- ⊙ Do trend and issue analysis, flexibility/innovation analysis, reputation analysis, consensus building, scenario development, and gap analysis.
- ⊙ Consider doing all of this as part of professional development and as an inclusive community conversation or futures council. By taking this future-oriented leadership, you make your education system the crossroads and central convening point for your community.
- ⊙ Use the information in presentations, in articles, and in building a case.
- ⊙ Share copies of the full or *Guide* versions of *Twenty-One Trends* with board, staff, and community. Initiate discussions and book study groups. Discuss trends at board, administrative, faculty, parent, community, and school family meetings.
- ⊙ Make *Twenty-One Trends* a text for leadership, education, strategy, planning, and other key courses.
- ⊙ Use the content and processes to promote active learning. Blend novel and interesting information and ideas into classroom presentations.
- ⊙ Keep the book within reach as a top-of-the-desk guide for addressing trends and issues.
- ⊙ Make staying in touch and thinking about the future an expectation for everyone. Be a future-focused leader...whatever your position.
- ⊙ Promote futures studies and offer futures studies courses or units to all students, whatever their education or career objectives.
- ⊙ Keep in mind that if we don't constantly take the initiative to create the education system we need, someone else will, and they will simply announce it to us.

Profile
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Gary Marx, CAE, APR, is president of the Center for Public Outreach, an organization he founded in 1998, which provides counsel internationally on future-oriented leadership, communication, education, community, and democracy. He is an international keynote speaker, workshop leader, social commentator, author, and consultant.

Marx served for nearly 20 years as a senior executive for the American Association of School Administrators. His responsibilities ranged from serving as executive director of the association's Leadership for Learning Foundation to providing direction for all communication programs and conceiving of and leading numerous strategic initiatives.

During his professional career, Marx has combined his knowledge and expertise in education and communication to become an international leader in both. He has been called "an intellectual entrepreneur, who constantly pursues ideas," and "a deep generalist."

His latest book, published by Education Week Press in 2014, is *Twenty-One Trends for the 21st Century: Out of the Trenches and into the Future* (print and digital). Other recent books include *Sixteen Trends... Their Profound Impact on Our Future*, published by the Educational Research Service (ERS) and Education Week Press, and *Future Focused Leadership... Preparing Schools, Students, and Communities for Tomorrow's Realities*, published by ASCD. As a futurist, Marx has also directed studies such as *Preparing Students for the 21st Century* (1996), *Preparing Schools and School Systems for the 21st Century* (1999), and *Ten Trends... Educating Children for a Profoundly Different Future* (2000). All became influential publications.

Marx is a frequent speaker, workshop leader, and advisor on futures issues for school systems; colleges and universities; civic, community, career, and technology educators; business, professional, community, and government leaders; and state, national, regional, and international organizations, including the World Future Society and World Affairs Council. His presentations, books, articles, and counsel on trends and other issues stimulate thinking about how organizations and individuals can stay ahead of the curve as they plan for the future while staying strategically flexible in a fast-changing world. Marx frequently leads "Community Conversations" for education systems and communities to help them think about their futures and expand vision, ownership, and support. He is a decades-long professional member of WFS.

Marx, who has visited 81 countries, has done energizing, future-focused presentations in all 50 U.S. states and on six continents, including North America, Asia, Africa, Australia, South America, and Europe. He has provided counsel to organizations worldwide.

In recognition of his career-spanning contributions to education and leadership, Marx was presented the coveted Presidents' Award by the National School Public Relations Association and the Distinguished Service Award by the American Association of School Administrators (AASA). Both recognize his lifetime achievement. He served as 2014 president of the Horace Mann League and received the organization's Outstanding Friend of the HML award in 2016. Marx is one of a few people in the nation to be accredited by the American Society of Association Executives, the Public Relations Society of America, and the National School Public Relations Association.