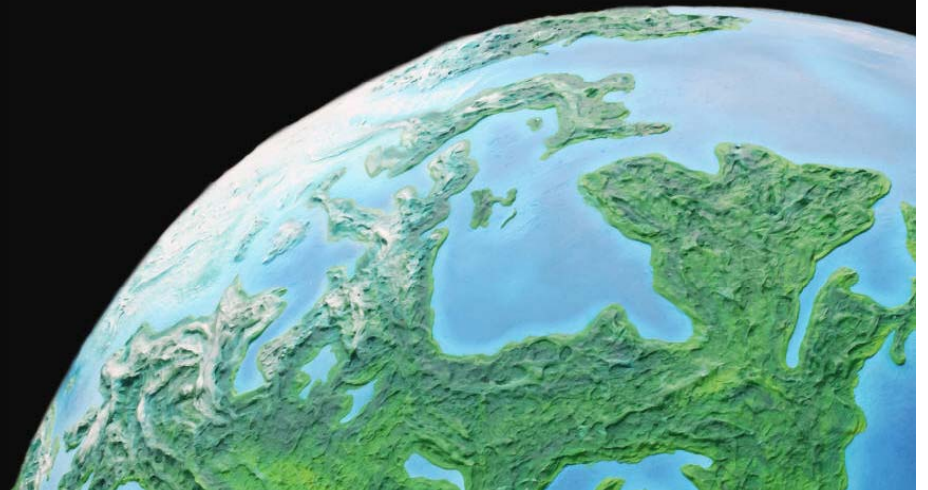


**The digital, global society
is here**

**Is your district
ready?**

Dr. Scott McLeod
CASTLE



ACT 1

Our tools
have
changed










"If you'd asked someone 10 years ago about the necessity of a cell phone for a 5-year-old, they'd have laughed and walked away; now you can buy that at Target"
- CNET, January 22 2007



If given the choice between keeping their TV or mobile,
US and UK children pick their mobile

Carphone Warehouse Connected World Report 2008





300
feet

30 sec
0 mph

18:03
400 ft

Fulbright Ln

tomtom



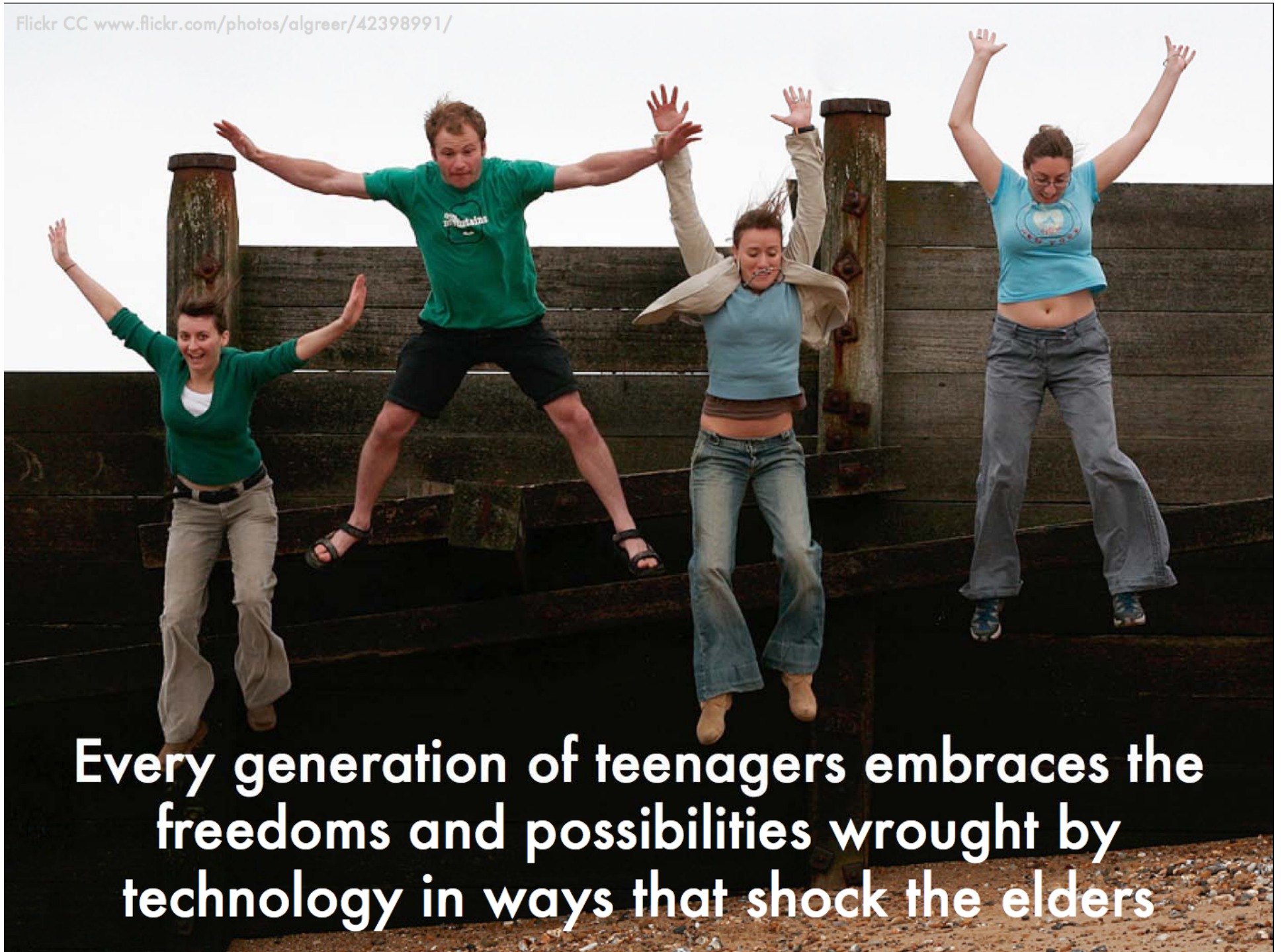




facebook



myspace
.com



Every generation of teenagers embraces the freedoms and possibilities wrought by technology in ways that shock the elders

“Groups of friends crave connectedness, and they achieve it by swapping photos, music, and video clips, immersing themselves in a **shared chronicle of daily life**”

- Business Week, December 4 2006





CLUB PENGUIN®

Waddle around and meet new friends!



GANZ

[Bulletinz](#) [Help](#) [Parent's Area](#) [Privacy Policy](#) [User Agreement](#)

Webkinz®

Come in and Play!

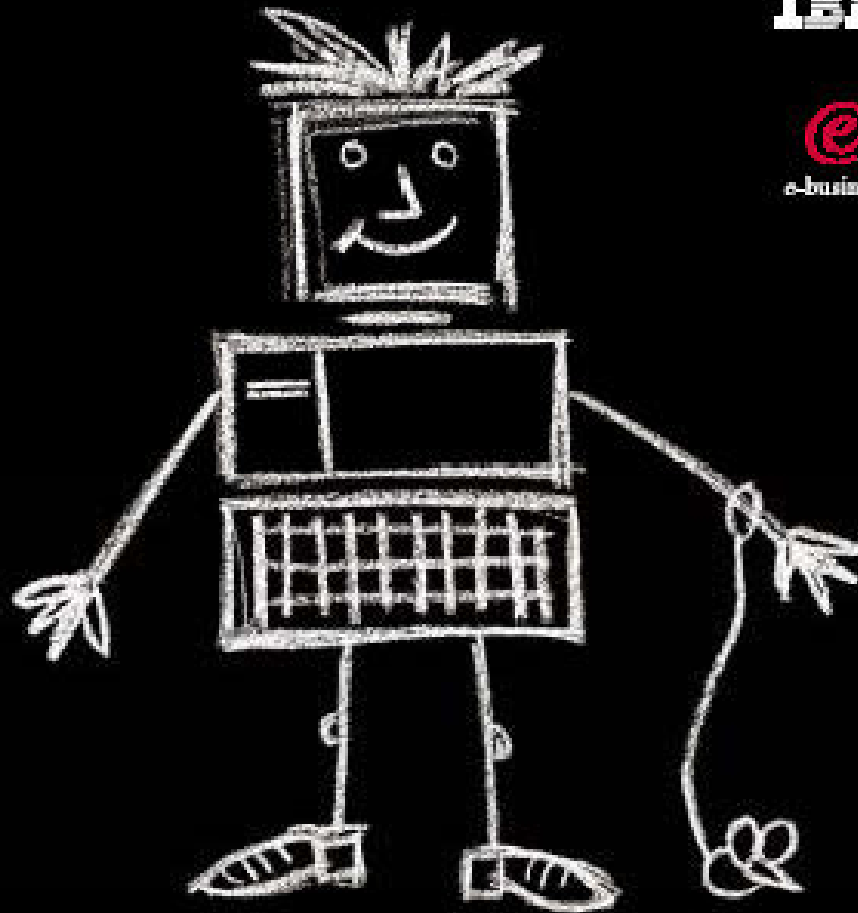


LOG IN
NEW MEMBER

- | | | | |
|---------------------------------|---------------------------------|----------------------------------|-------------------------------|
| Take a Tour | Webkinz Catalog | Store Locator | International |
| Crafty Critterz | Trading Cards | Customer Support | Help |
| | | Parent's Area | |

IBM


e-business

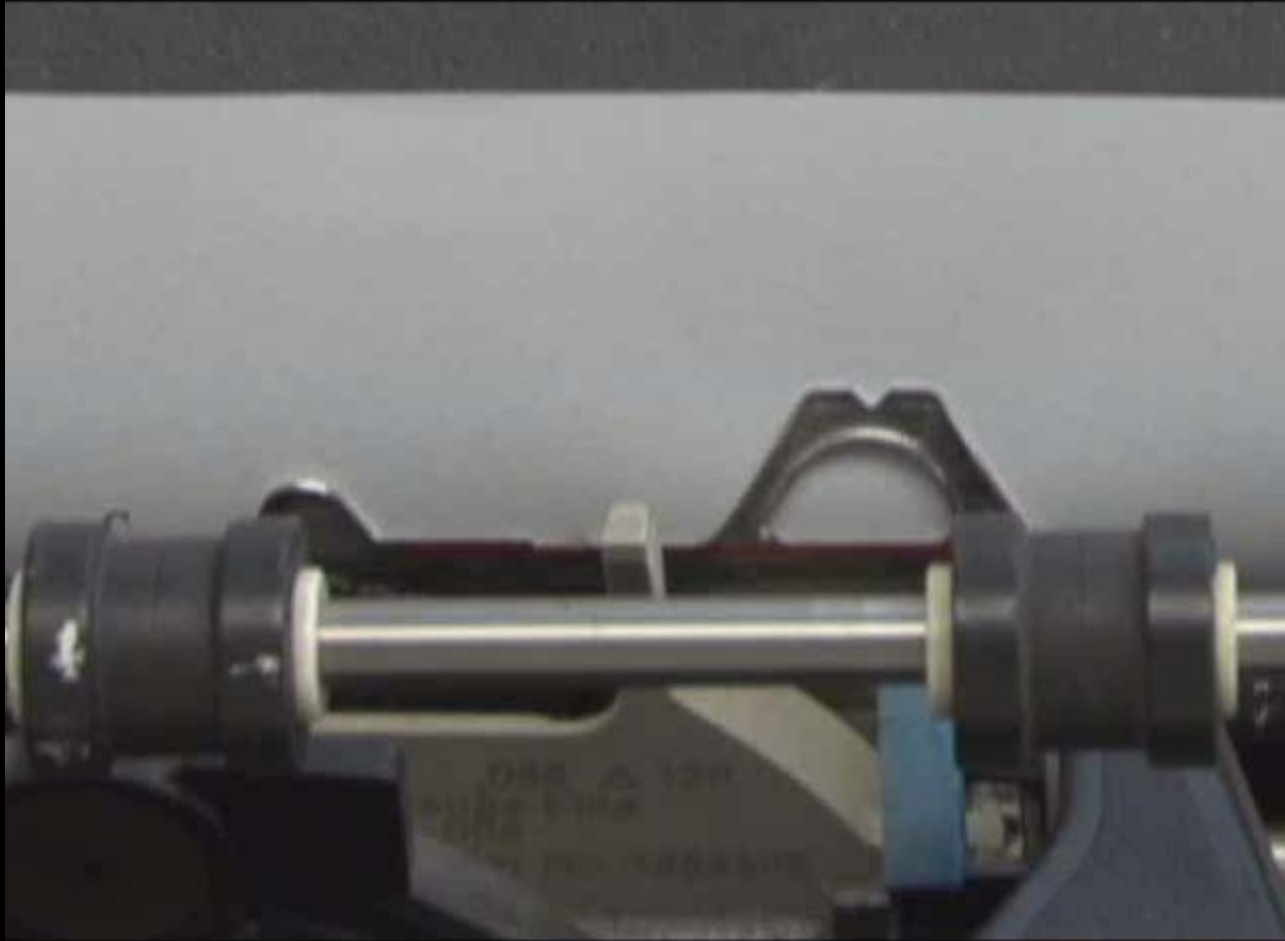


**Computing is about People,
Not Machines**

www.ibm.com/easy

ACT 2

Information
has
changed





Growing up assuming you can publish whatever you want to say, to whoever you want to say it, is going to make people different - Russell Davies





**WEB 2.0 "It's not an audience,
it's a community"**



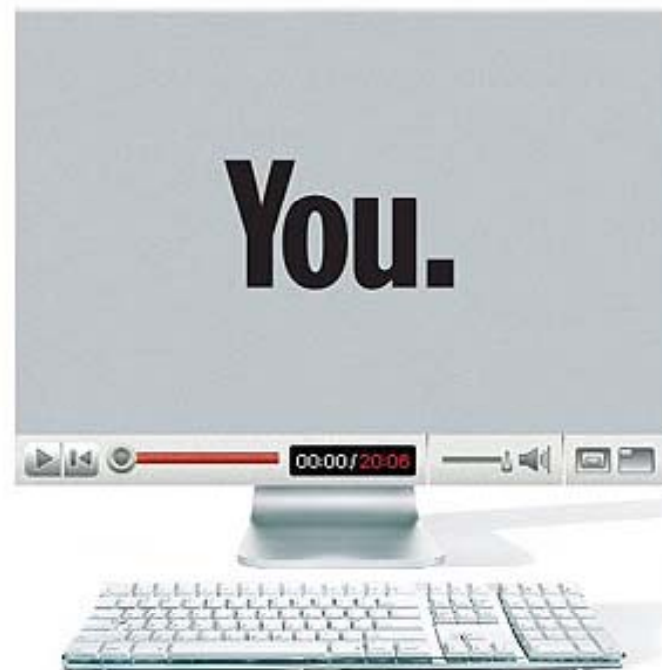
If you generally think of the Internet as a place to “look up stuff” you’re missing the best part

DECEMBER 25, 2006 / JANUARY 1, 2007

www.time.com

TIME

PERSON OF THE YEAR



Yes, you.
You control the Information Age.
Welcome to your world.

“To find something comparable, you have to go back 500 years to the printing press, the birth of mass media ... Technology is shifting power away from the editors, the publishers, the establishment, the media elite. Now it’s the people who are taking control” - Rupert Murdoch, quoted in Wired, July 2006



ACT 3

Jobs
have
changed

UPDATED AND EXPANDED



The World Is Flat

A BRIEF HISTORY OF
THE TWENTY-FIRST CENTURY

Thomas L. Friedman

"No company today, no matter how large or how global, can innovate fast enough or big enough by itself. . . . Wikinomics reveals the next historic step—the art and science of mass collaboration where companies open up to the world. It is an important book."—A. G. Lafley, CEO, Procter & Gamble



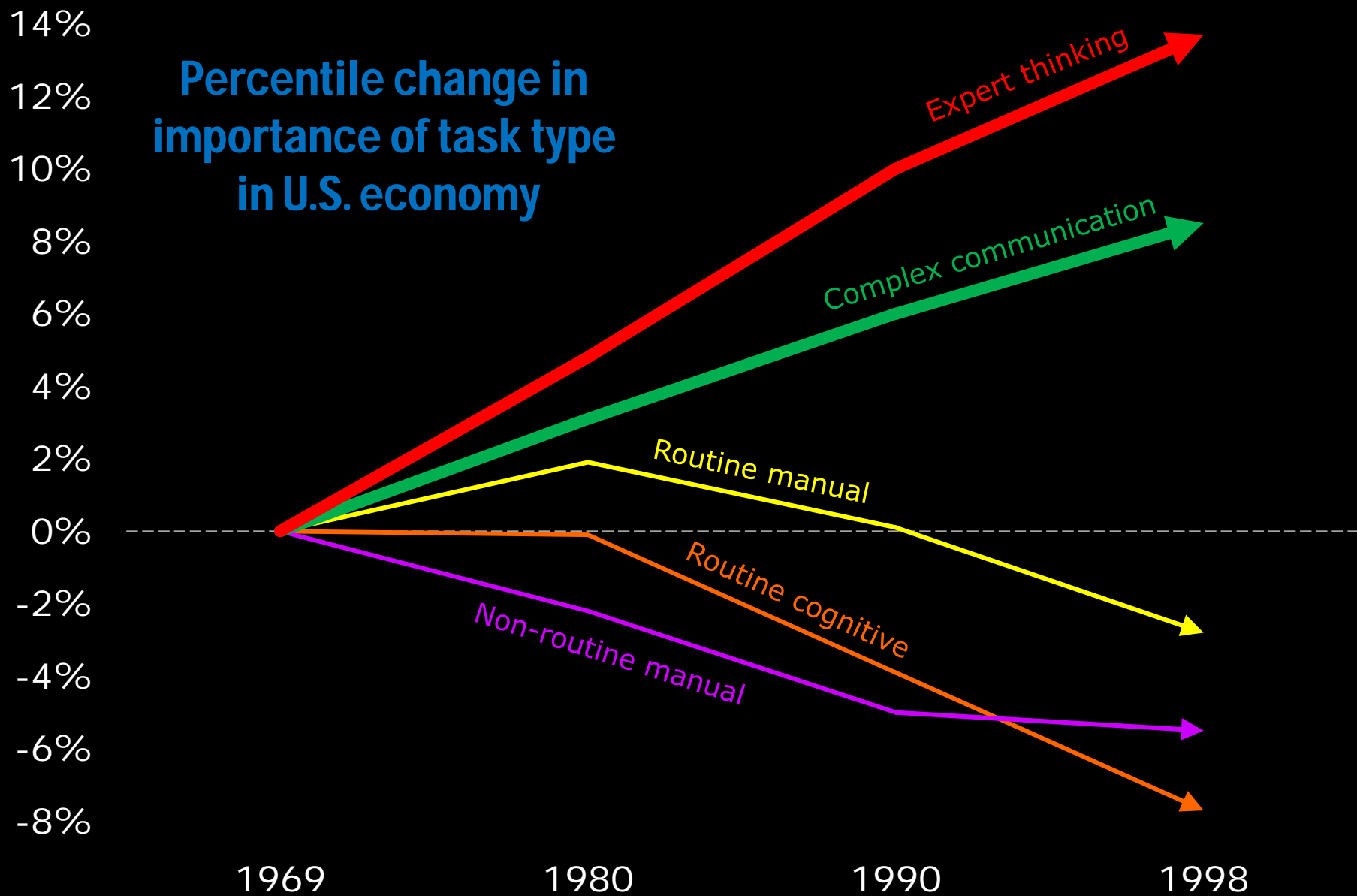
WIKINOMICS

*How Mass Collaboration
Changes Everything*

Don Tapscott

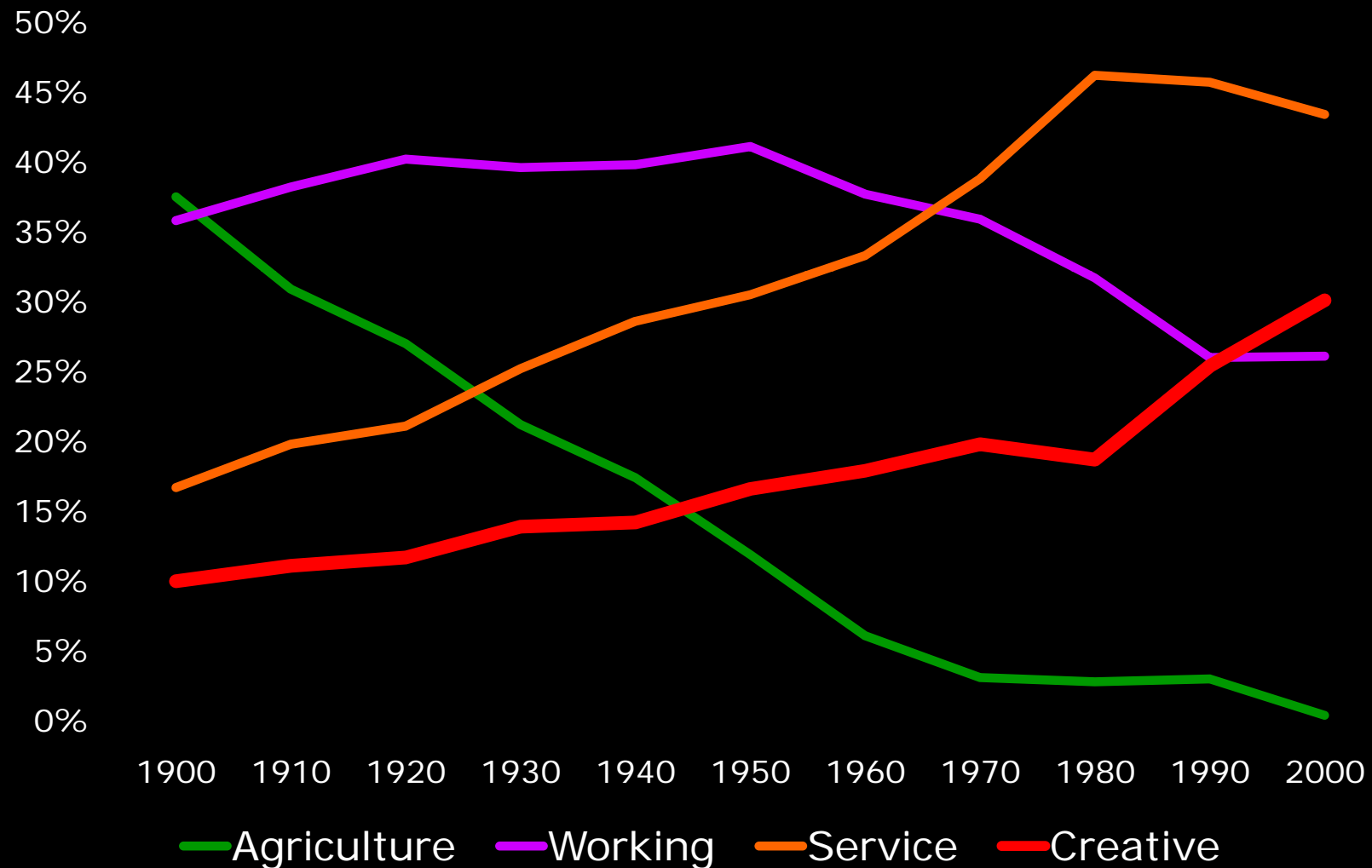
Bestselling Author of *The Digital Economy*

and Anthony D. Williams



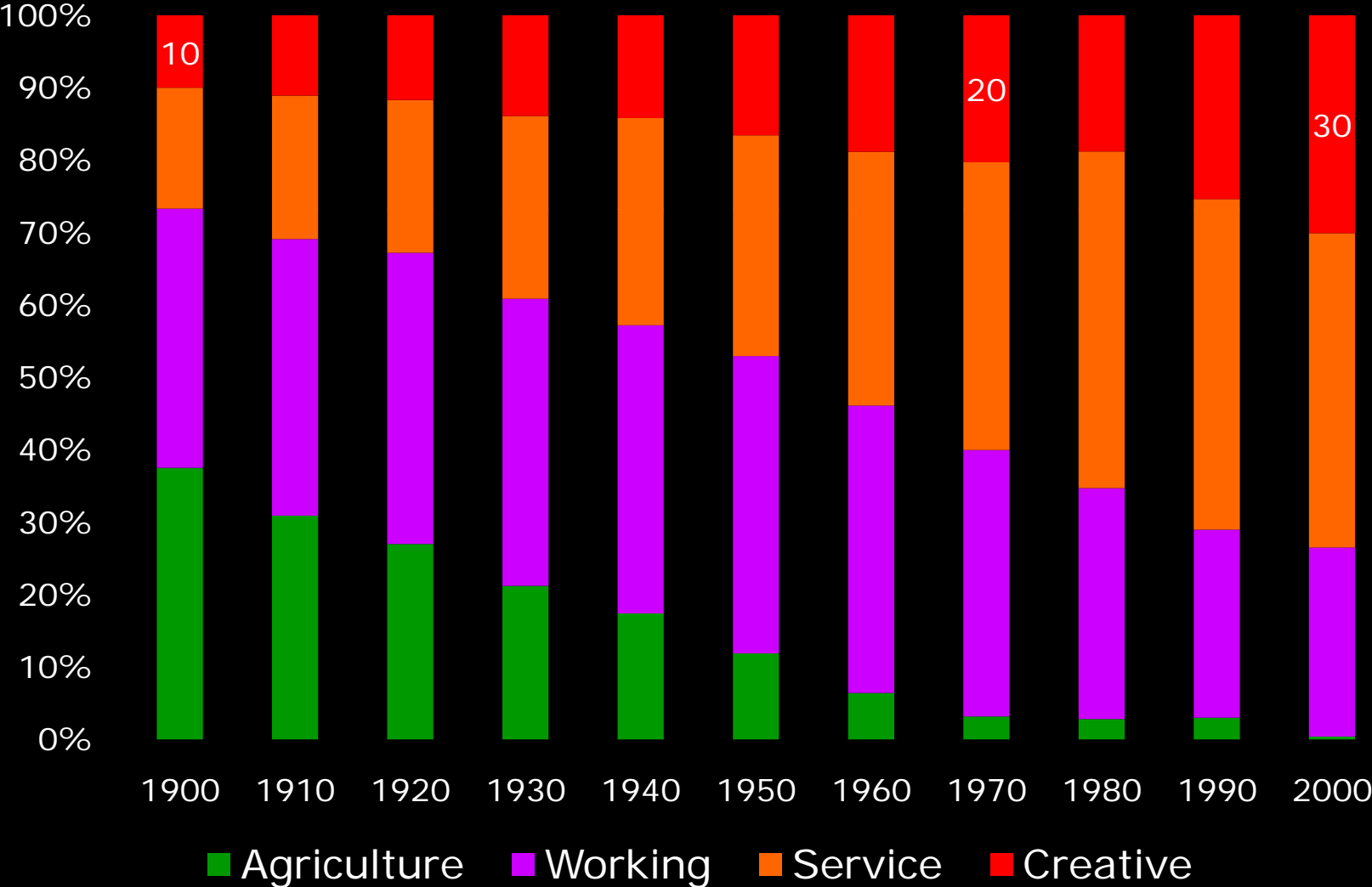
Autor, D., Levy, F., & Murnane, R. J. (2003). The skill content of recent technological change: An empirical exploration. *Quarterly Journal of Economics* 118, 4.

Growth of the creative class



Florida, R. (2002). *The rise of the creative class* (p. 332). New York, NY: Basic Books.

Growth of the creative class



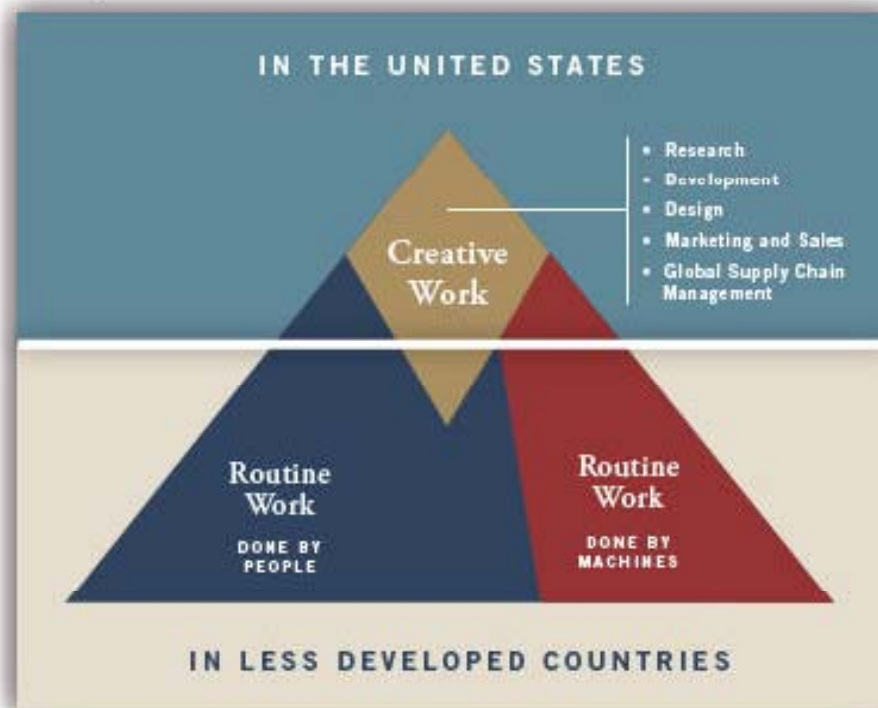
1. Can someone overseas do it cheaper?

2. Can a computer do it faster?

3. Is what I'm offering in demand in an age of abundance?

PROTOTYPICAL U.S. INDUSTRY

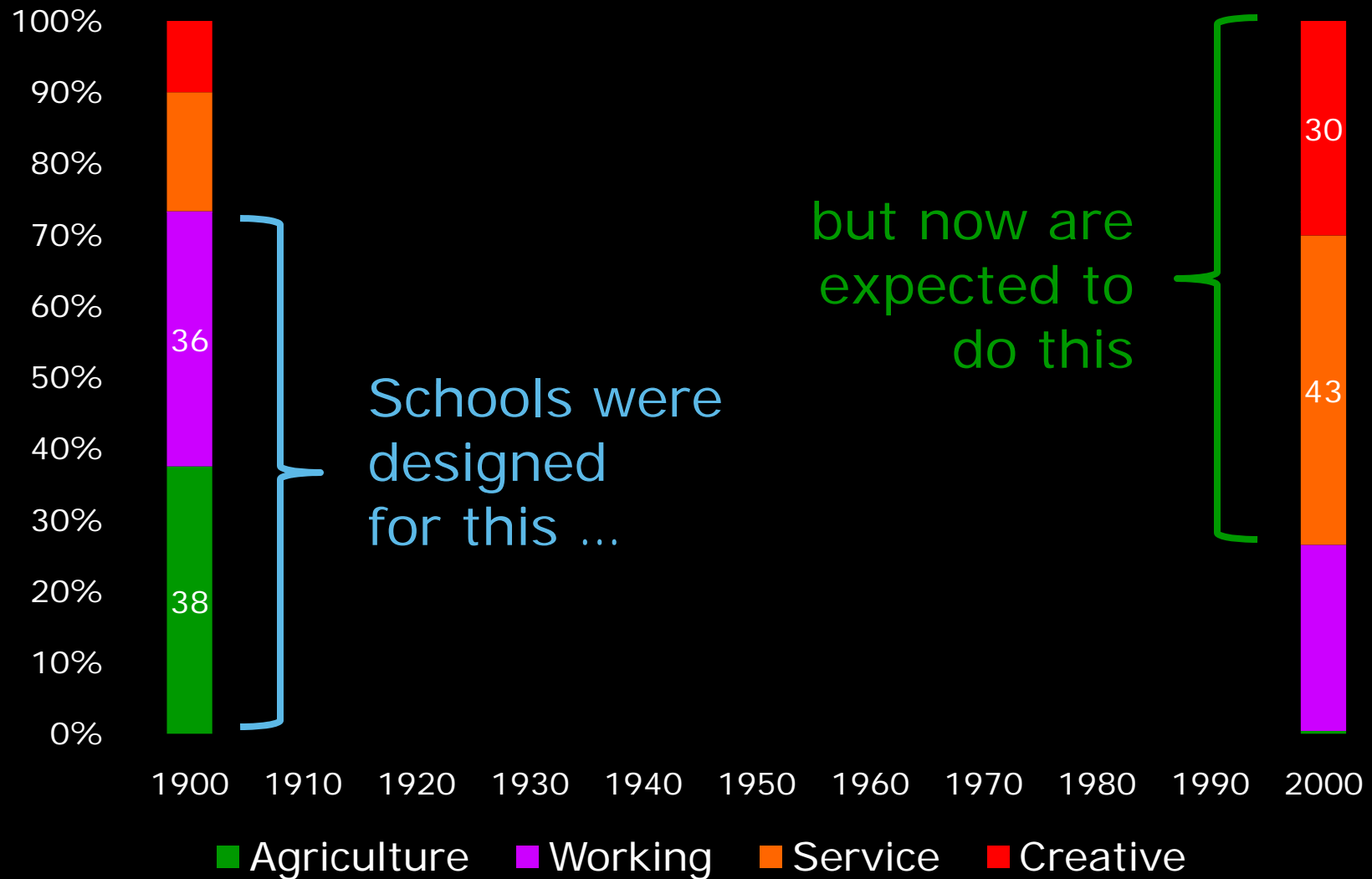
in 10 years if all goes well



ACT 4

Schools
have **NOT**
changed

The fundamental dilemma



TAPPING AMERICA'S POTENTIAL

The Education for Innovation Initiative

AeA

Business-Higher Education Forum

Business Roundtable

Council on Competitiveness

Information Technology
Association of America

Information Technology Industry
Council

Minority Business RoundTable

National Association of
Manufacturers

National Defense Industrial
Association

Semiconductor Industry
Association

Software & Information
Industry Association

TechNet

Technology CEO Council

Telecommunications Industry
Association

U.S. Chamber of Commerce

GOAL:

*Double the number of science, technology,
engineering and mathematics graduates by 2015*



Education For Global Leadership

The Importance of International Studies and Foreign Language Education for U.S. Economic and National Security



A Statement by the Research and Policy Committee of the Committee for Economic Development





Competitiveness Index: Where America Stands

Council on
Competitiveness

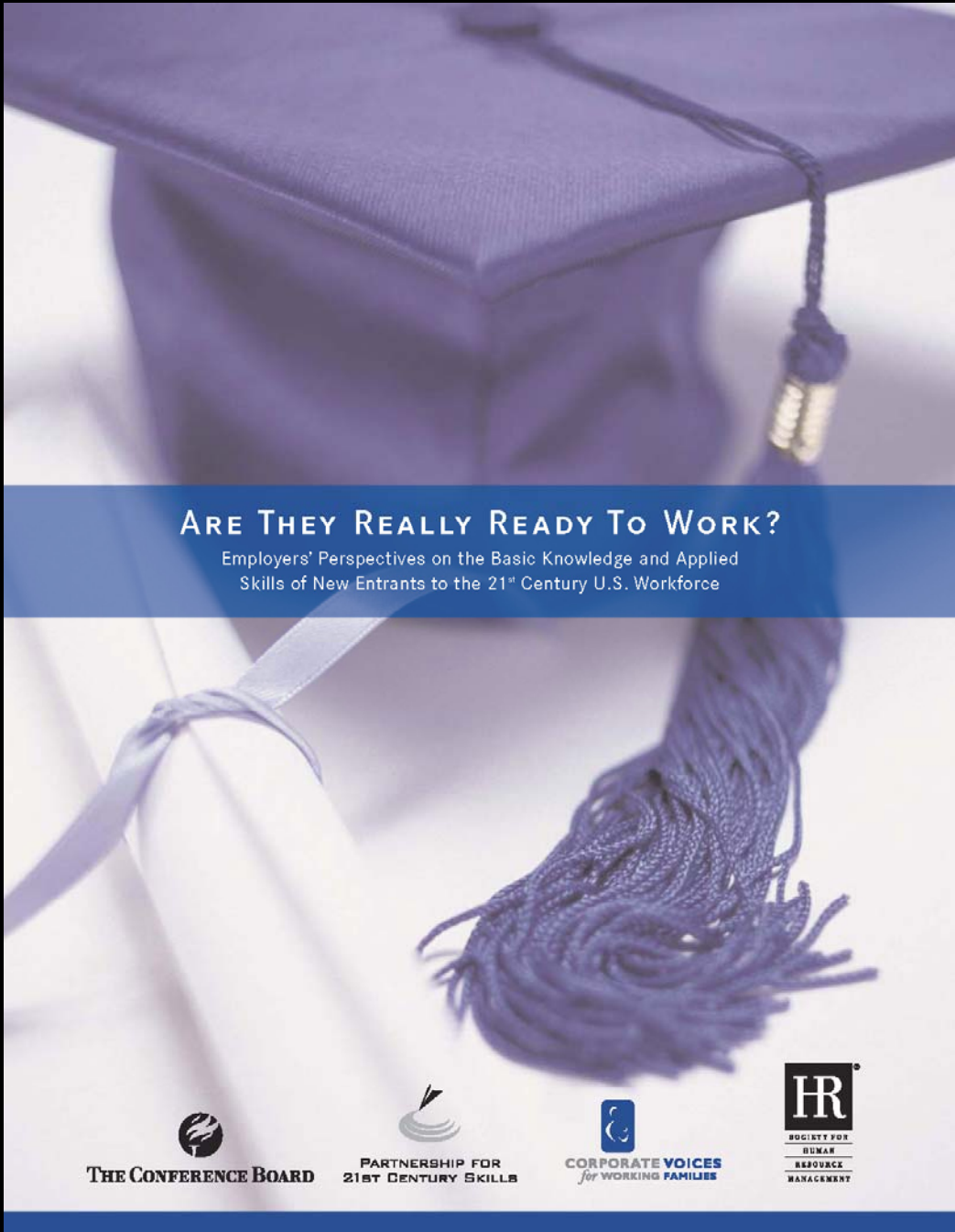
A vertical graphic of the American flag, showing the stars and stripes, positioned on the left side of the page.

EXECUTIVE SUMMARY

TOUGH CHOICES TOUGH TIMES

THE REPORT OF THE *NEW* COMMISSION ON
THE SKILLS OF THE AMERICAN WORKFORCE

NATIONAL CENTER
ON EDUCATION
AND THE ECONOMY



ARE THEY REALLY READY TO WORK?

Employers' Perspectives on the Basic Knowledge and Applied Skills of New Entrants to the 21st Century U.S. Workforce



THE CONFERENCE BOARD



PARTNERSHIP FOR
21ST CENTURY SKILLS



CORPORATE VOICES
for WORKING FAMILIES



SOCIETY FOR
HUMAN
RESOURCE
MANAGEMENT



U.S. DEPARTMENT OF EDUCATION



Answering the Challenge of a Changing World
Strengthening Education for the 21st Century

EXECUTIVE SUMMARY

RISING ABOVE THE GATHERING STORM

*Energizing and
Employing America
for a Brighter
Economic Future*

NATIONAL ACADEMY OF SCIENCES,
NATIONAL ACADEMY OF ENGINEERING, AND
INSTITUTE OF MEDICINE
OF THE NATIONAL ACADEMIES

America's Perfect Storm

Three Forces Changing Our Nation's Future



EDge

MARCH/APRIL 2007 • PHI DELTA KAPPA INTERNATIONAL

Volume 2 • Number 4

The Latest Information for the Education Practitioner

Education in the Flat World

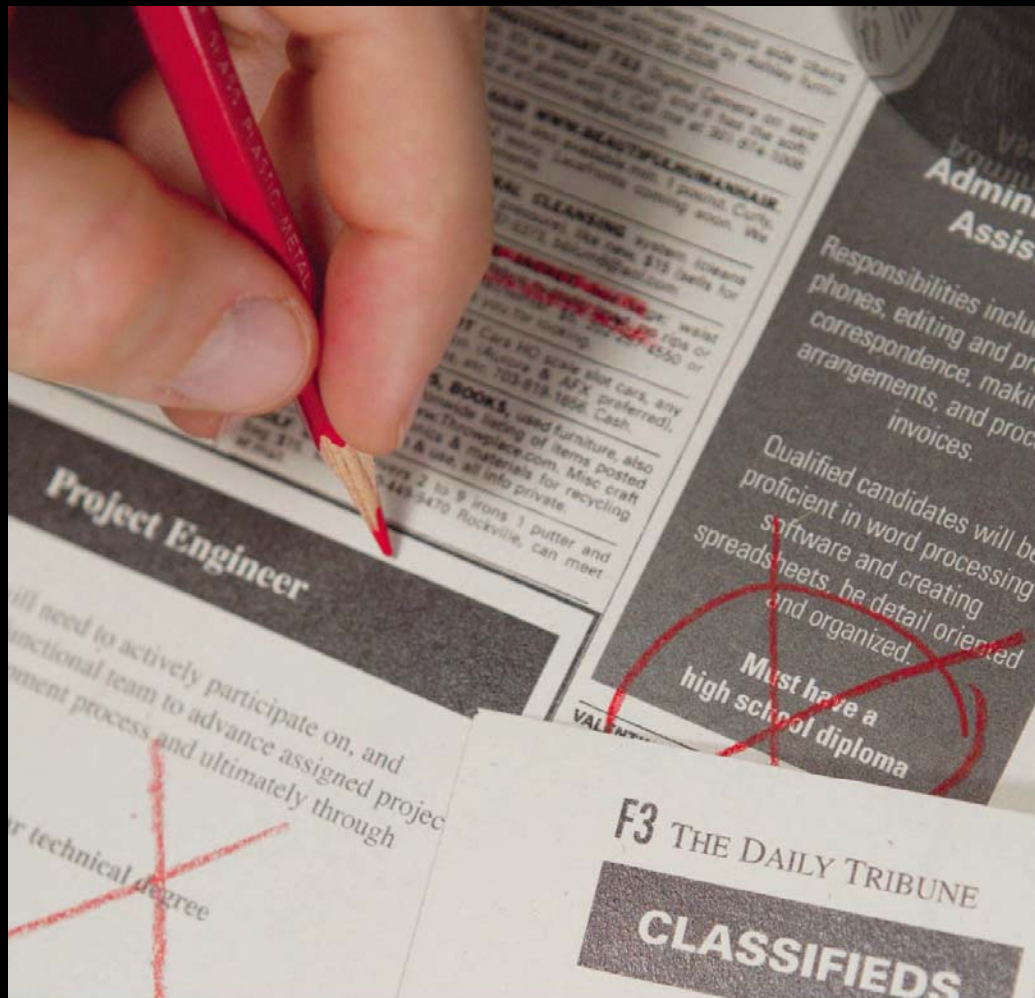
Implications of Globalization on Education

YONG ZHAO



LOOK INSIDE FOR

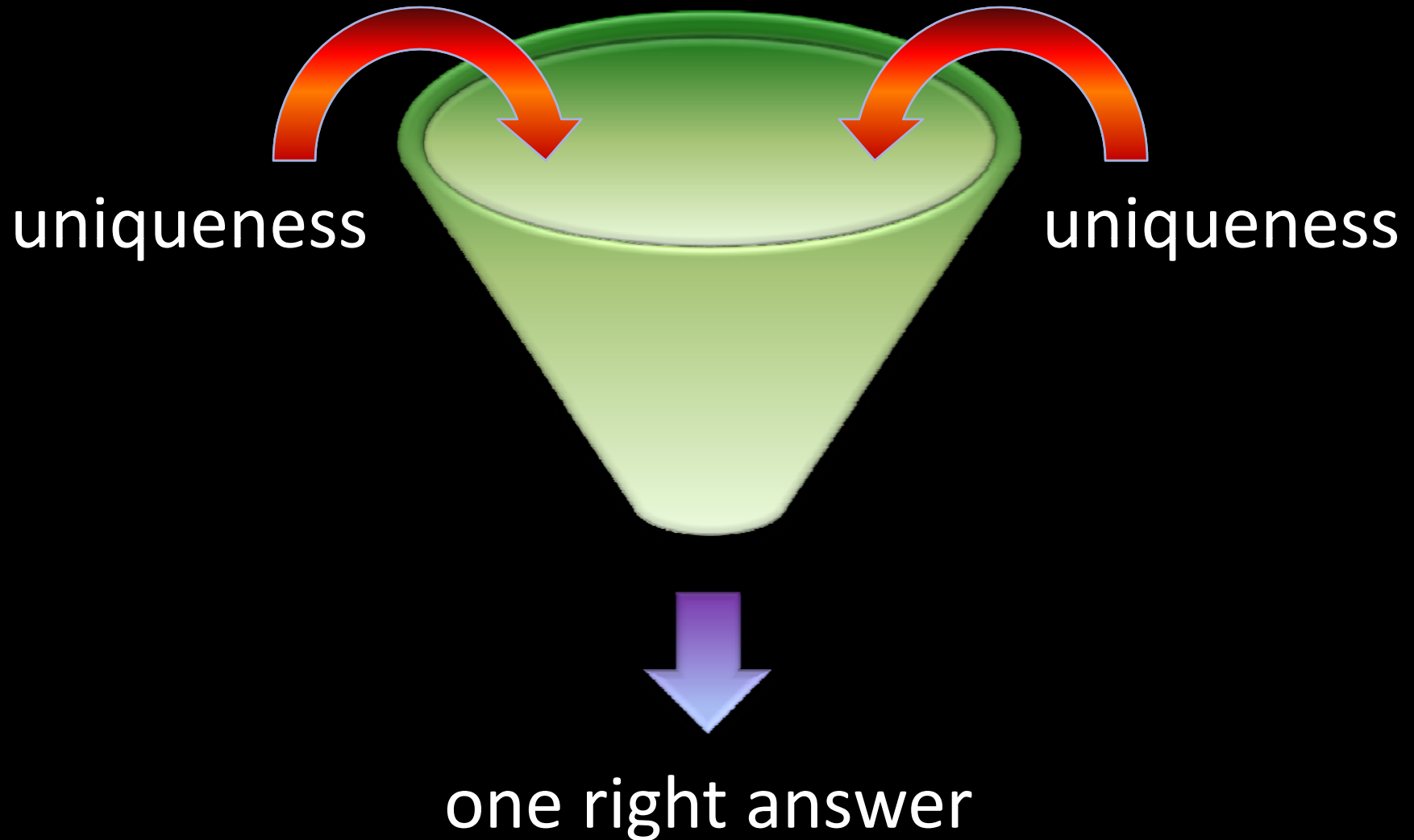
• **Executive Summary**



LEADERS AND LAGGARDS:

A State-by-State Report Card on Educational Effectiveness

What we have right now



**DALE'S FOURTH-GRADE
EDUCATION PAYS OFF.**

THE JOB YOU ARE
APPLYING FOR WILL
REQUIRE YOU TO KNOW
LONG DIVISION, STATE
CAPITALS AND CURSIVE
WRITING.

dangerouslyirrelevant.org

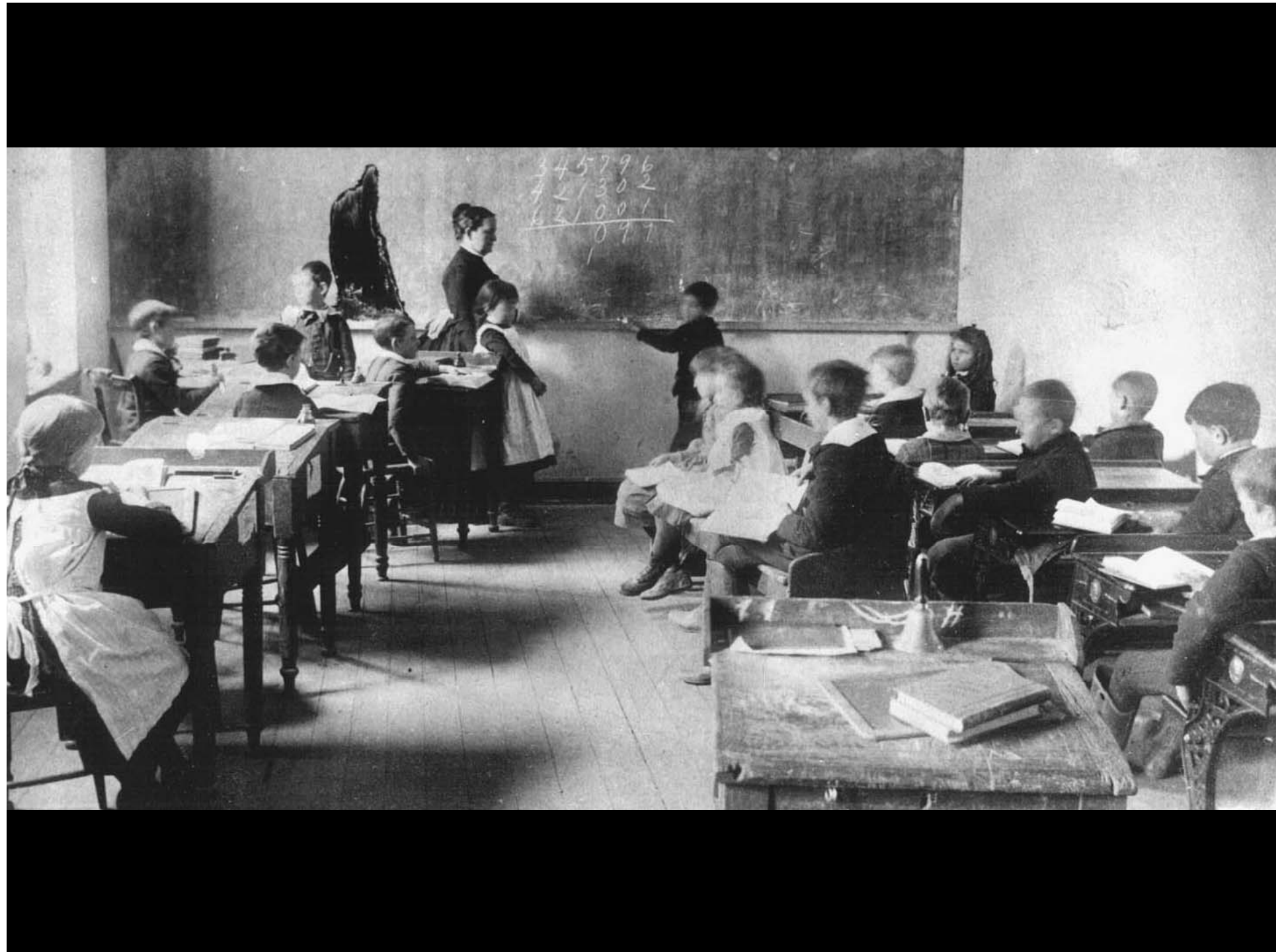


www.flickr.com/photos/katiew/2300035809



What are we going to ask on our tests, when our students are walking in with Google in their pocket? Are they going to be better questions than we ask today? David Warlick





DECEMBER 18, 2006

www.time.com



SPY STORY
A TALE OF POISON, POLITICS
AND REVENGE

**THE YEAR'S BEST
PICTURES**
HIGHS, LOWS & HEAD BUTTS



TIME



**How
To Build a
Student
For the
21st Century**

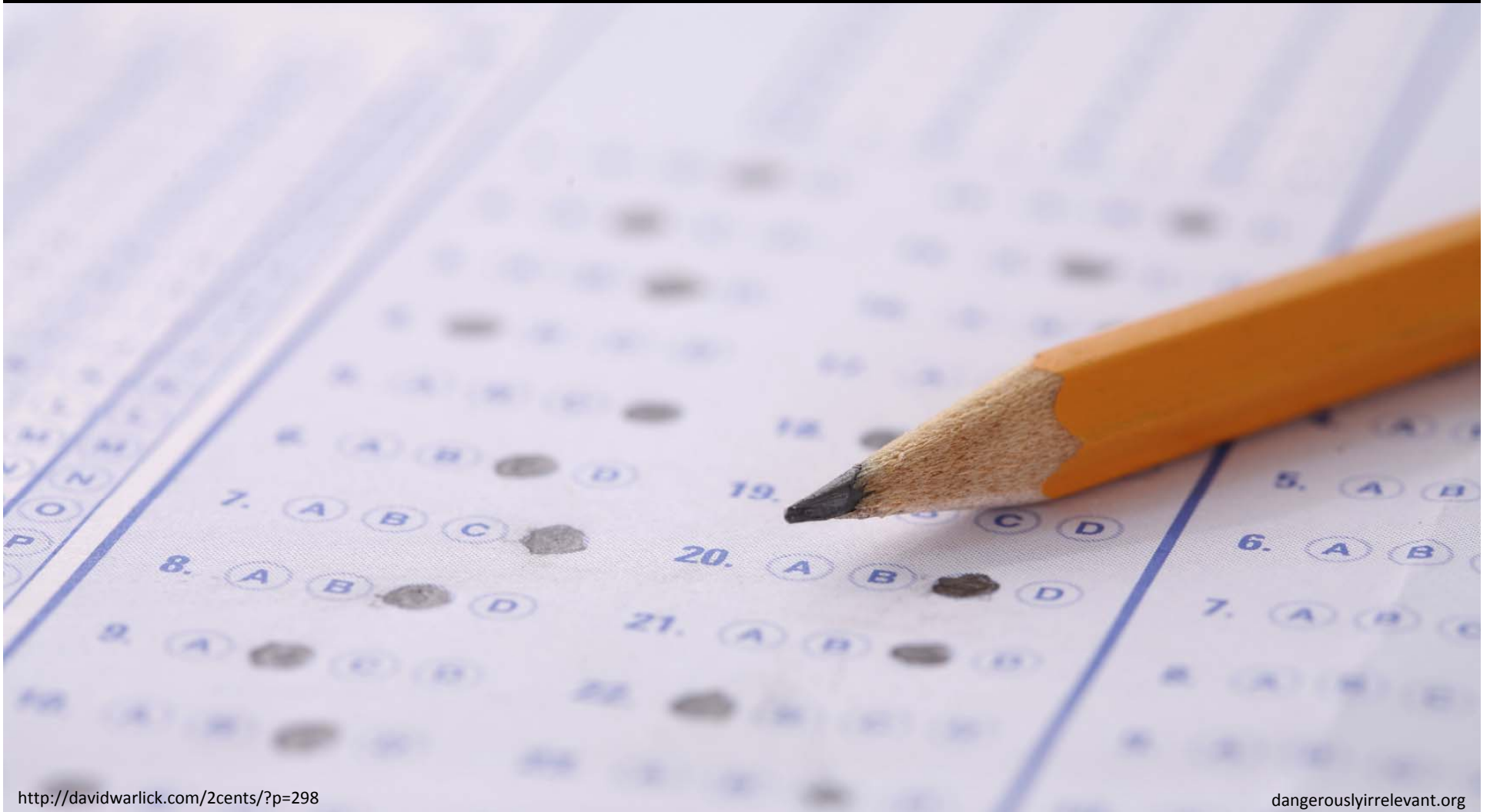
BY CLAUDIA WALLIS
& SONIA STEPTOE

While we teach whatever we teach at school, the kids go home and learn the skills they need to survive and prosper in an interconnected global economy.

- Clarence Fisher

No generation in history has ever been so thoroughly prepared for the industrial age.

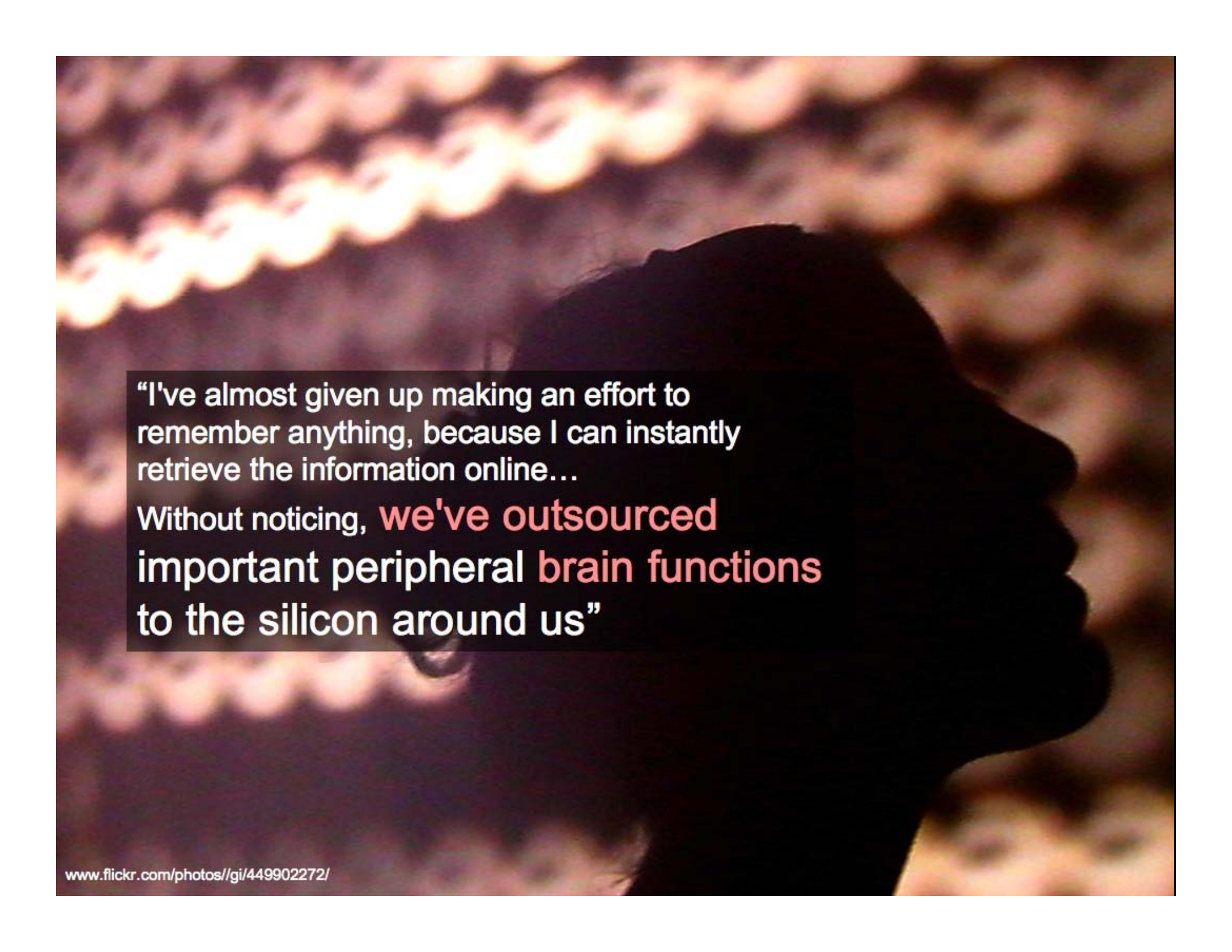
David Warlick





ACT 5

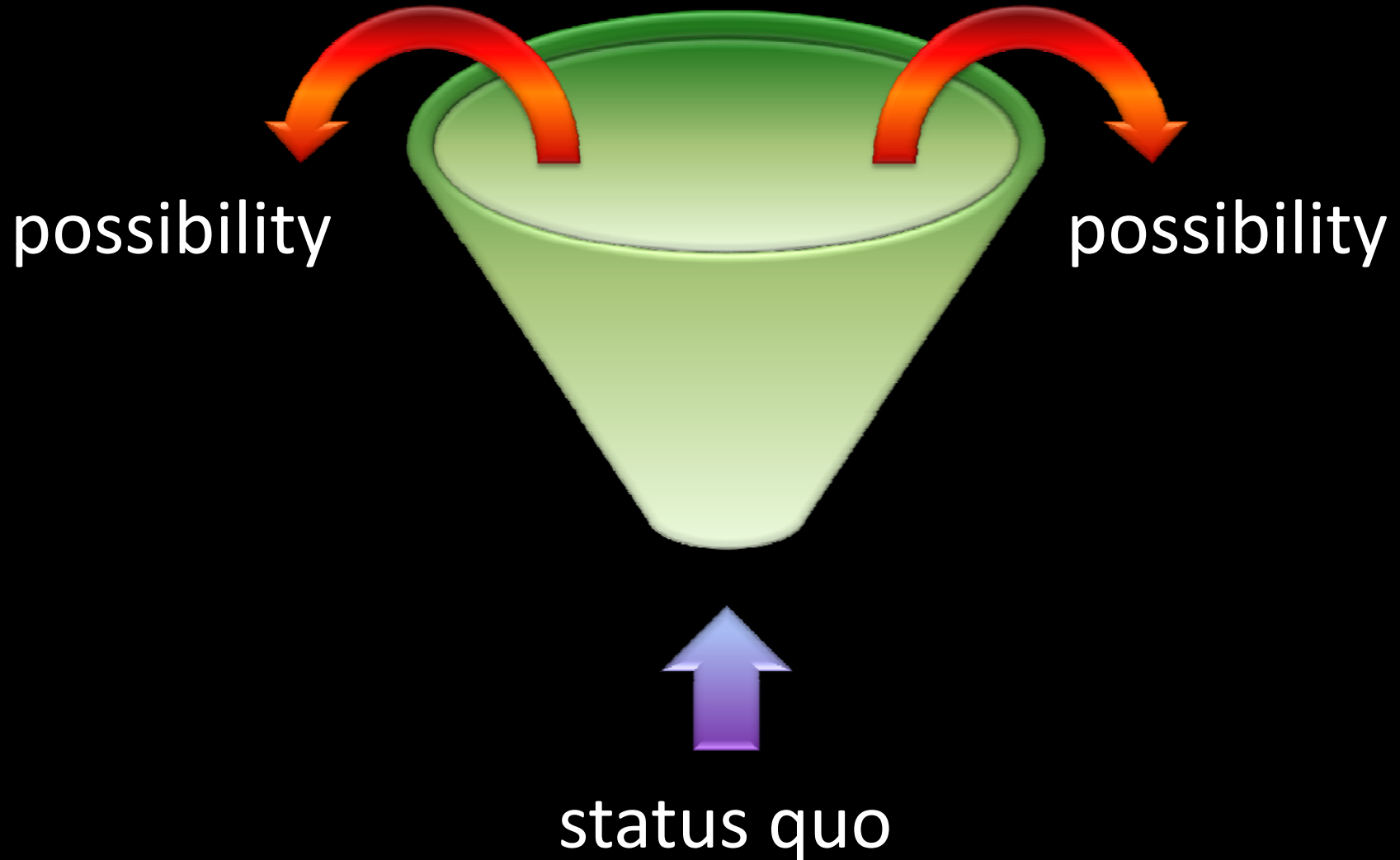
Time to
get moving!



“I've almost given up making an effort to remember anything, because I can instantly retrieve the information online...

Without noticing, **we've outsourced** important peripheral **brain functions** to the silicon around us”

What we need in a creative economy



global awareness

effective speaking

critical thinking

problem solving

adaptability

information literacy

collaboration

creativity

media fluency

analytical skills

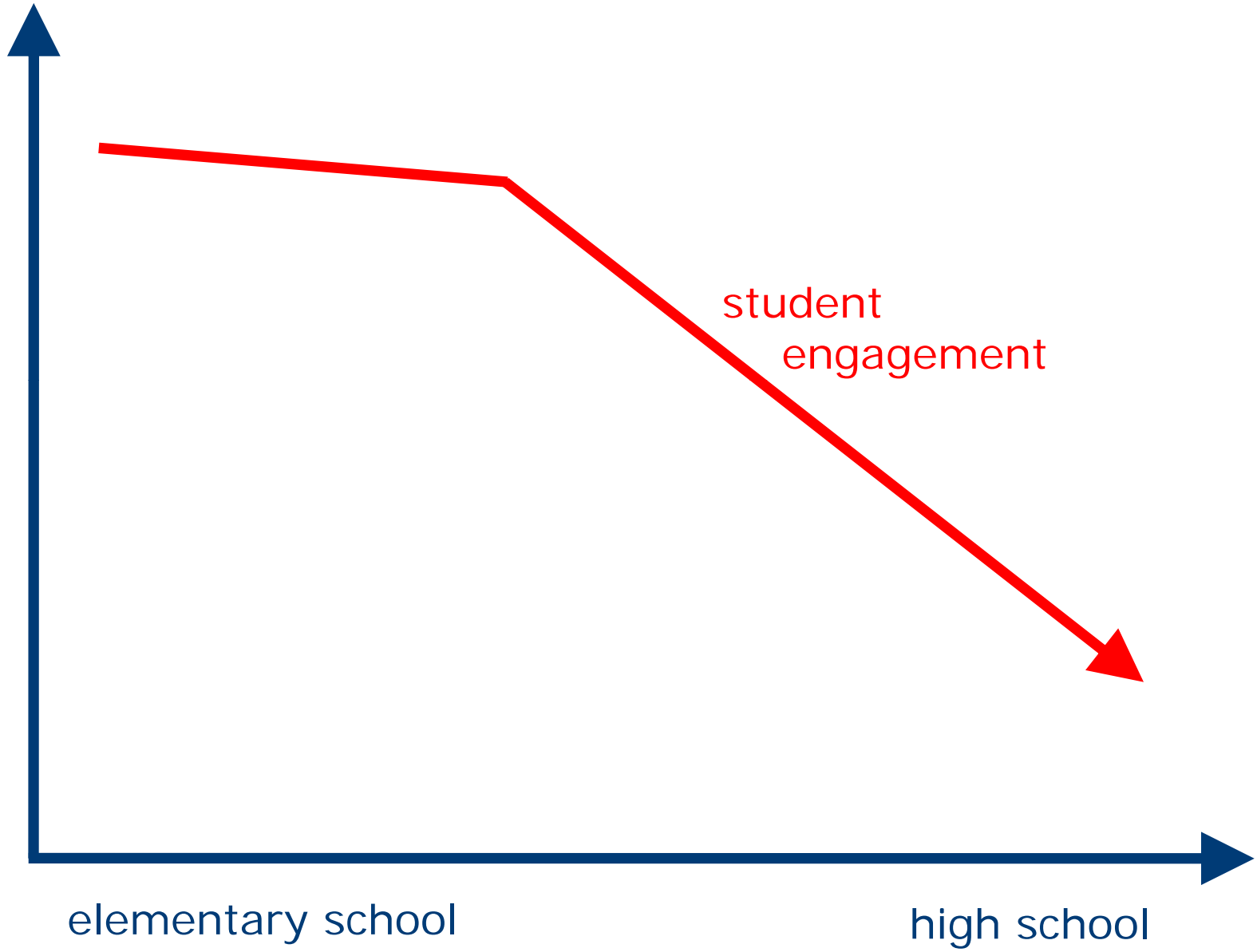
entrepreneurialism


innovation

effective writing

synthesis

curiosity

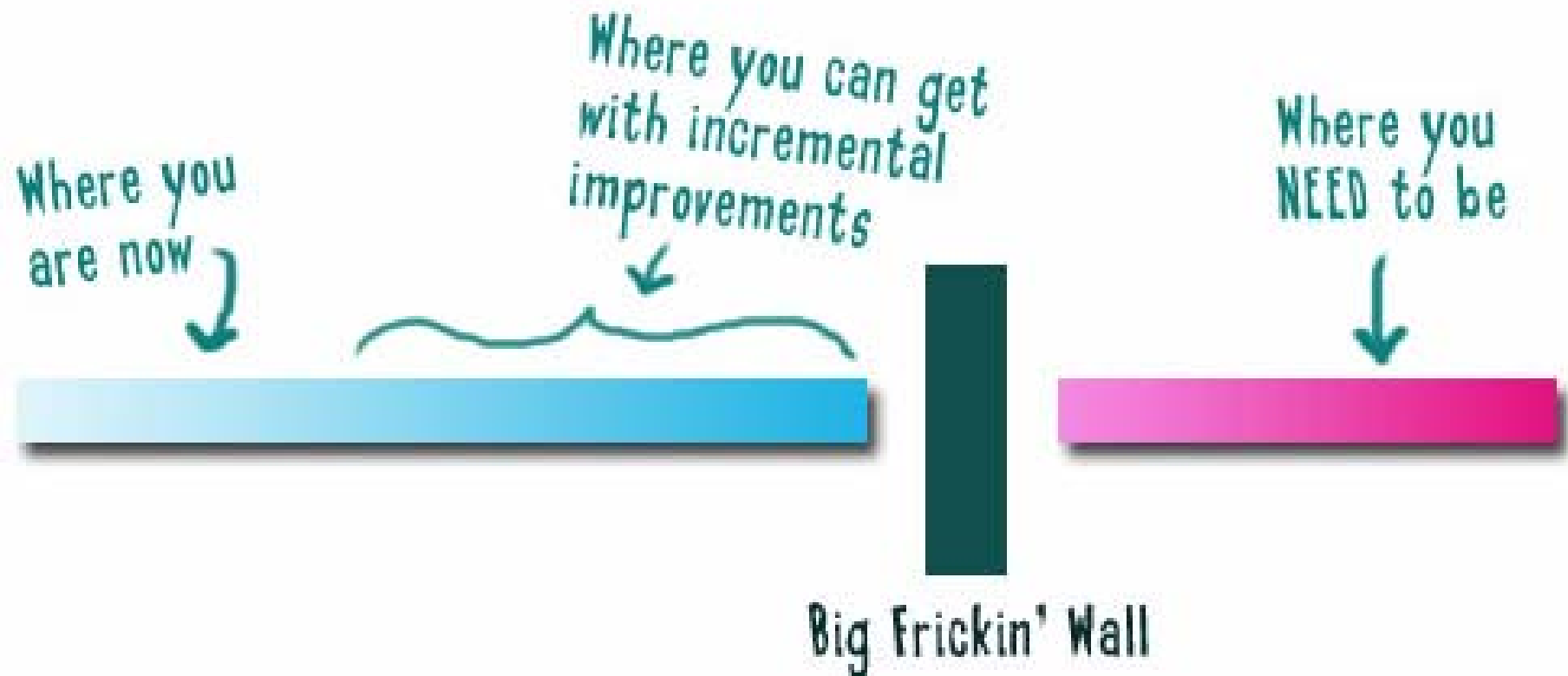


A photograph of three men on a stage. The man on the left is standing, wearing glasses and a dark jacket, holding a game controller. The man in the center is seated, looking towards the right. The man on the right is standing, wearing a dark jacket with yellow and white stripes on the sleeves, and looking towards the right. The background is a plain, light-colored wall.

“We are fast approaching the point where an ordinary gamer is more likely to have had a child than be one”

- The Guardian, October 20 2005

Incremental vs. revolutionary improvements...



leadership
v.
management

anticipatory

v.

reactionary

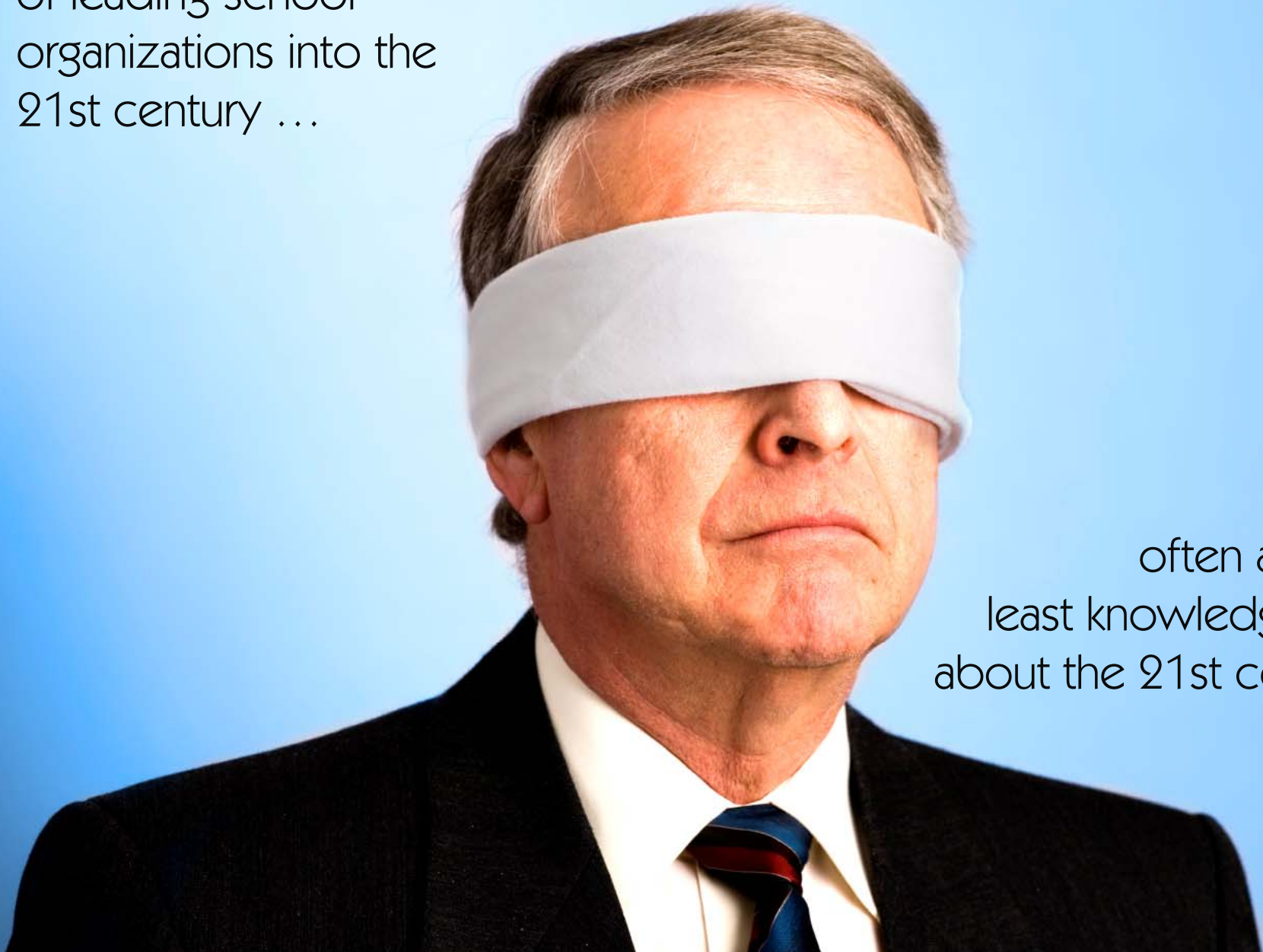
future-oriented
v.
compliance-oriented

To change is difficult.
Not to change is fatal

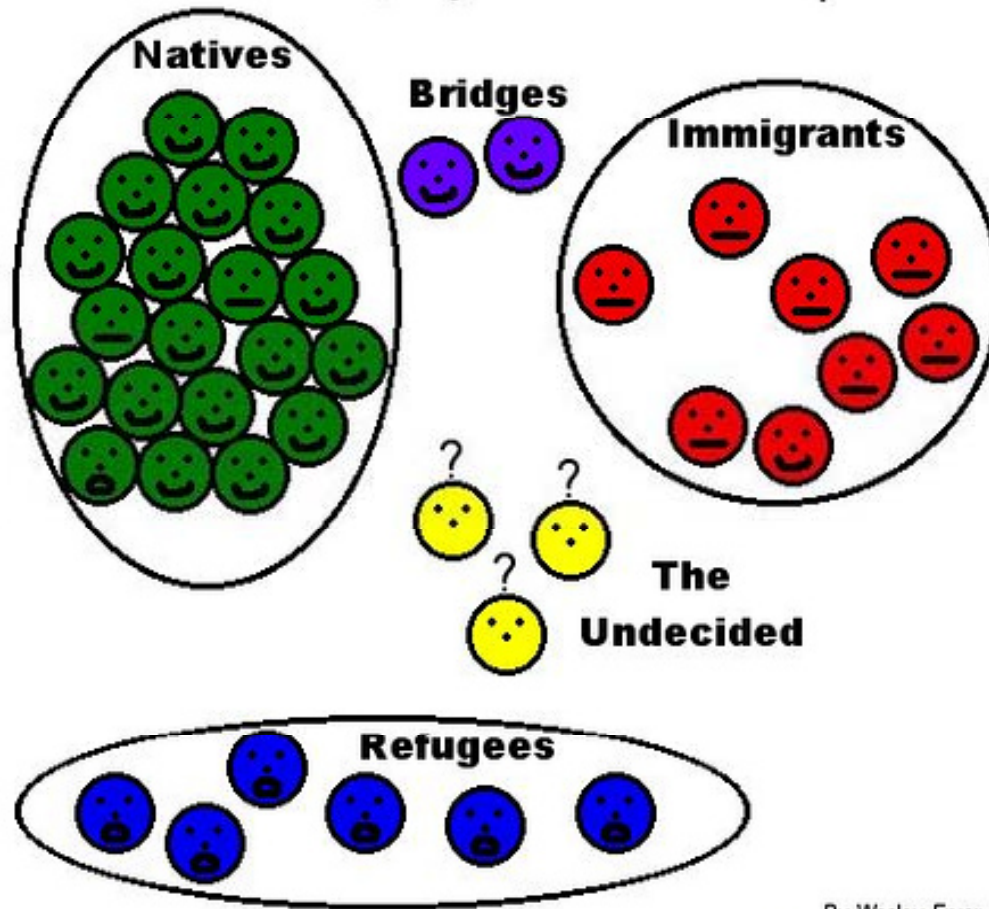


The people in charge
of leading school
organizations into the
21st century ...

often are the
least knowledgeable
about the 21st century.



☆ Our Digital Landscape





If the leaders
don't get it,
it's not going
to happen.





“It used to be said spending too much time on your computer was an escape from reality. Nowadays it is the other way round. If youngsters do not spend enough time online they may be missing out on life, as lived by their peers”

- The Guardian, June 1 2006



No one will thank you for taking care of today if you have failed to take care of tomorrow.

- Joel Barker



A+

RACELAND
ELEMENTARY SCHOOL



IRRELEVANT
TO CHILDREN'S
FUTURES

MATH

WRITING

Reading

Thank you!

Scott McLeod, J.D., Ph.D.

Director, CASTLE

scottmcleod.net

