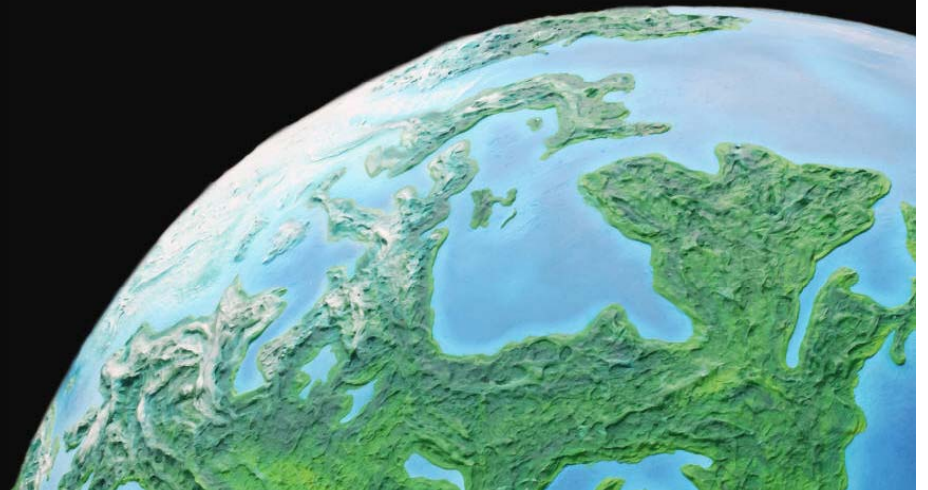
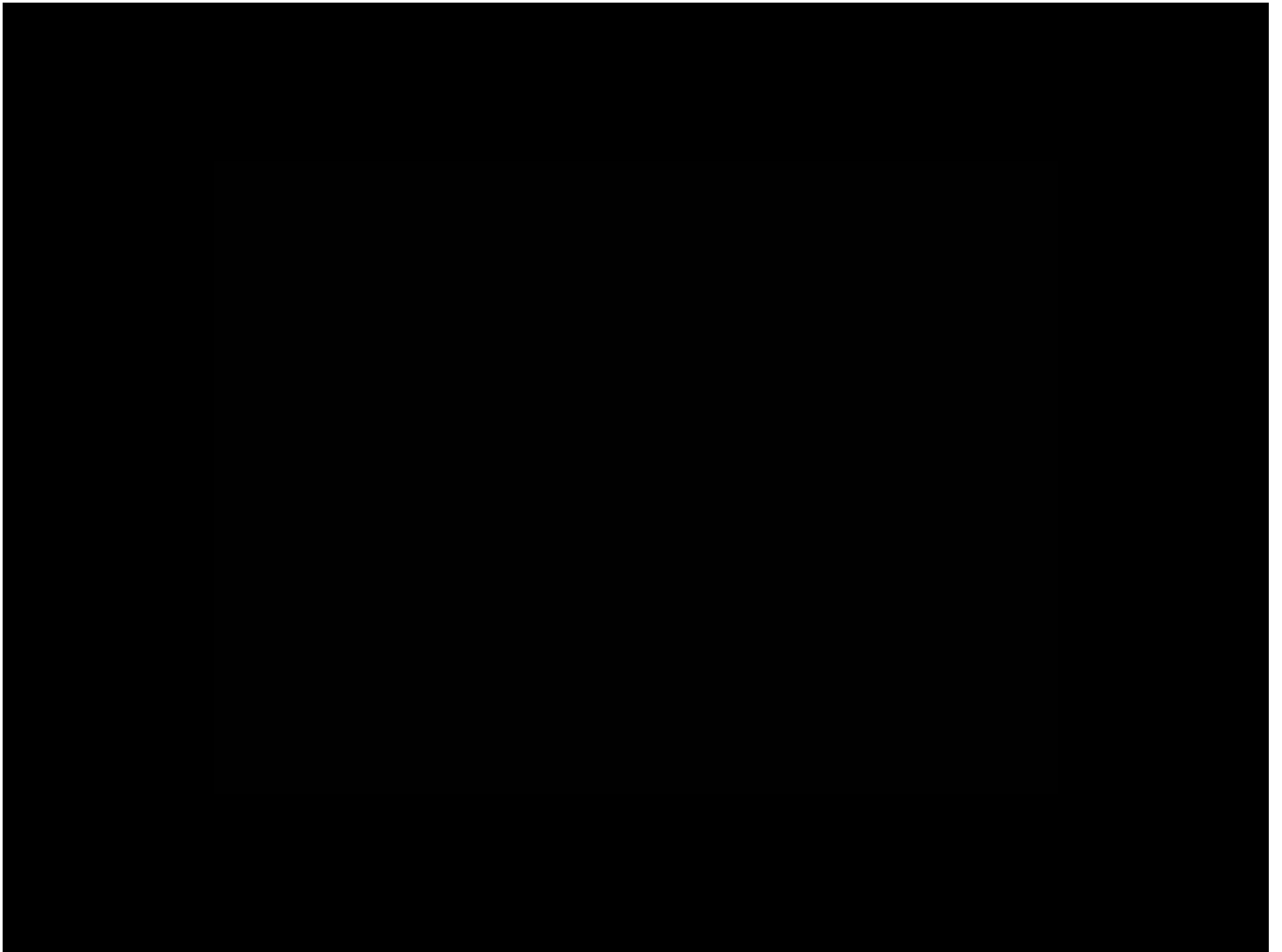


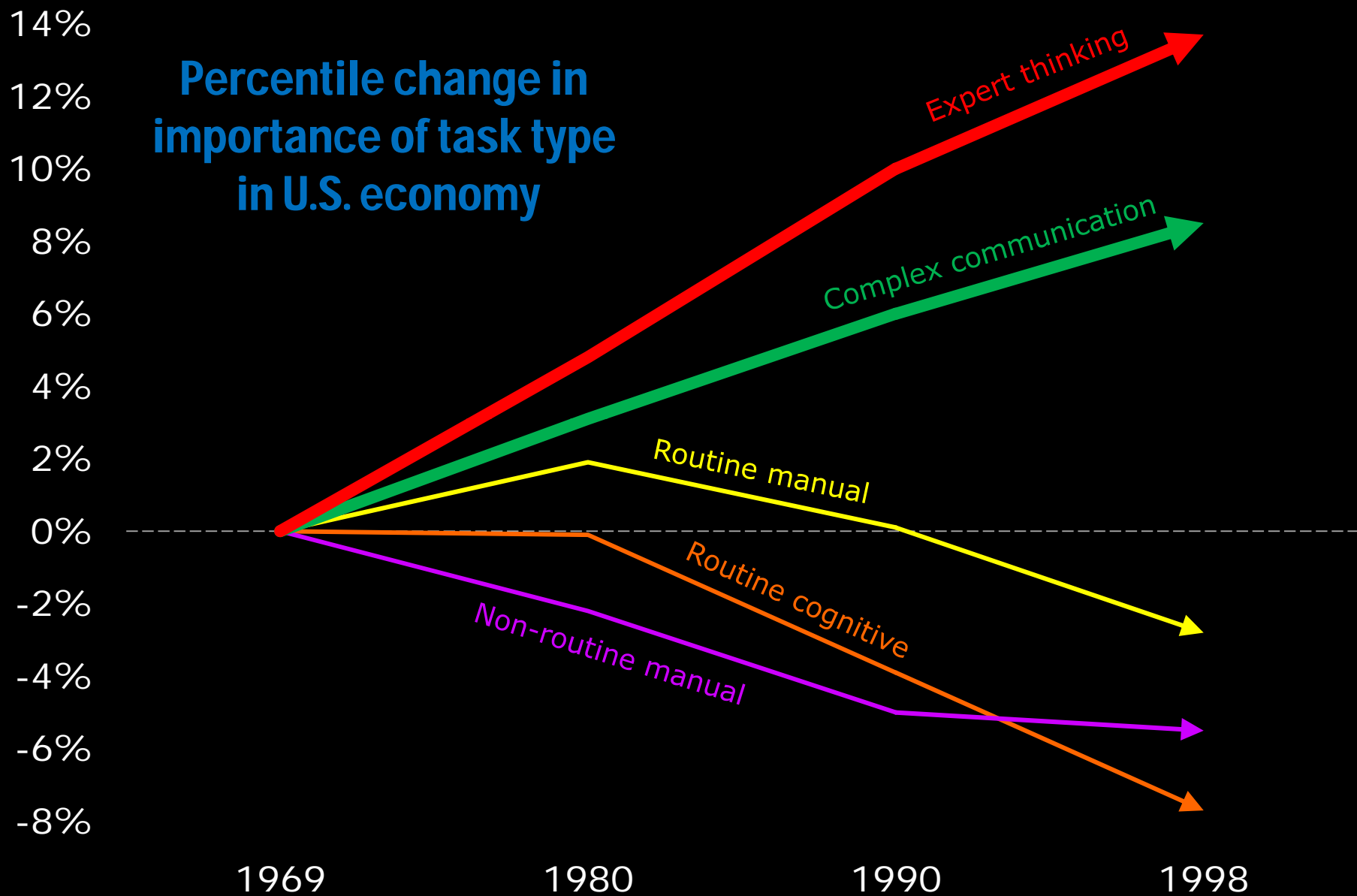
# The information society is **here**

**Is Iowa up to  
the task?**

Dr. Scott McLeod  
CASTLE

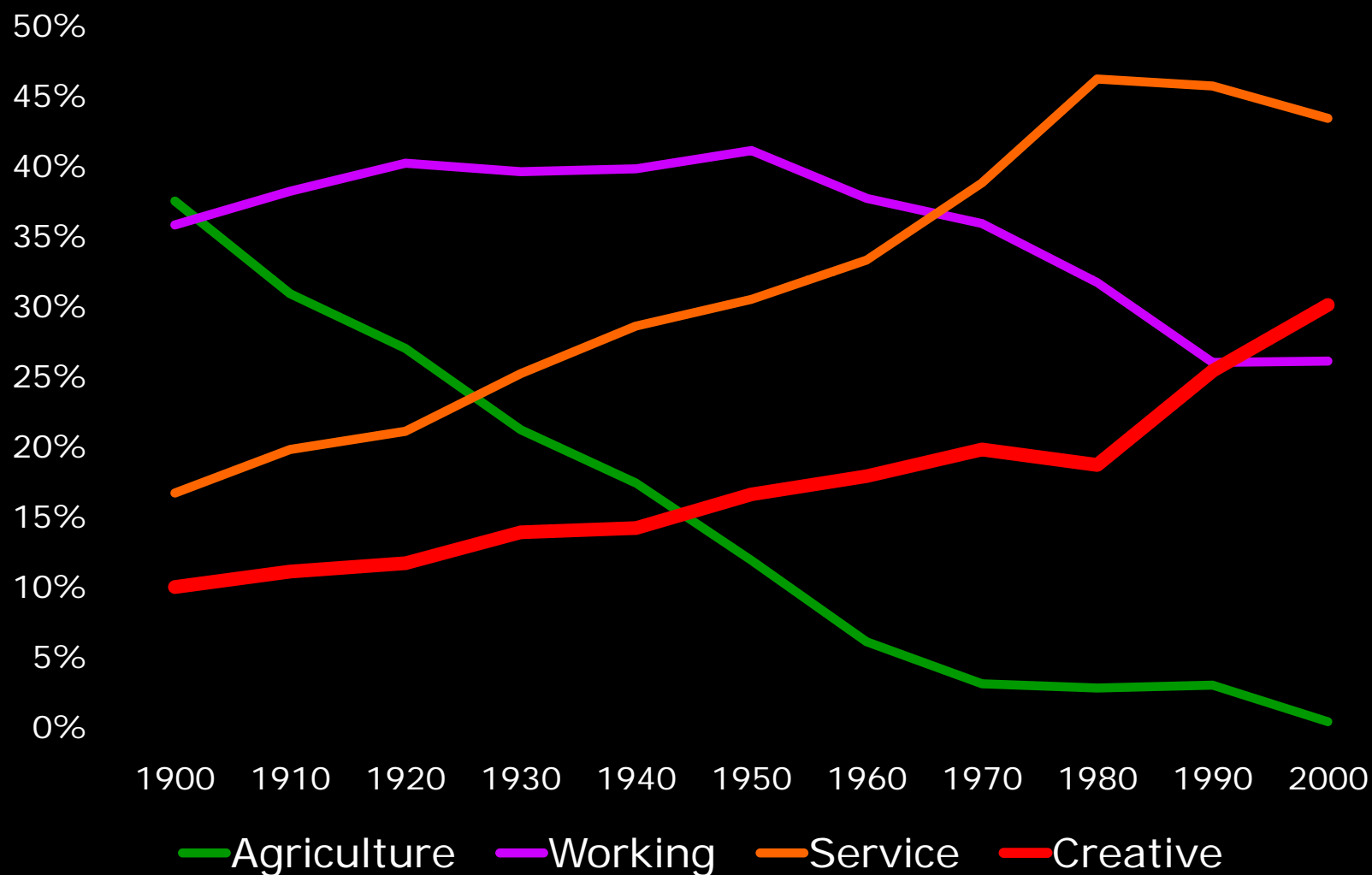






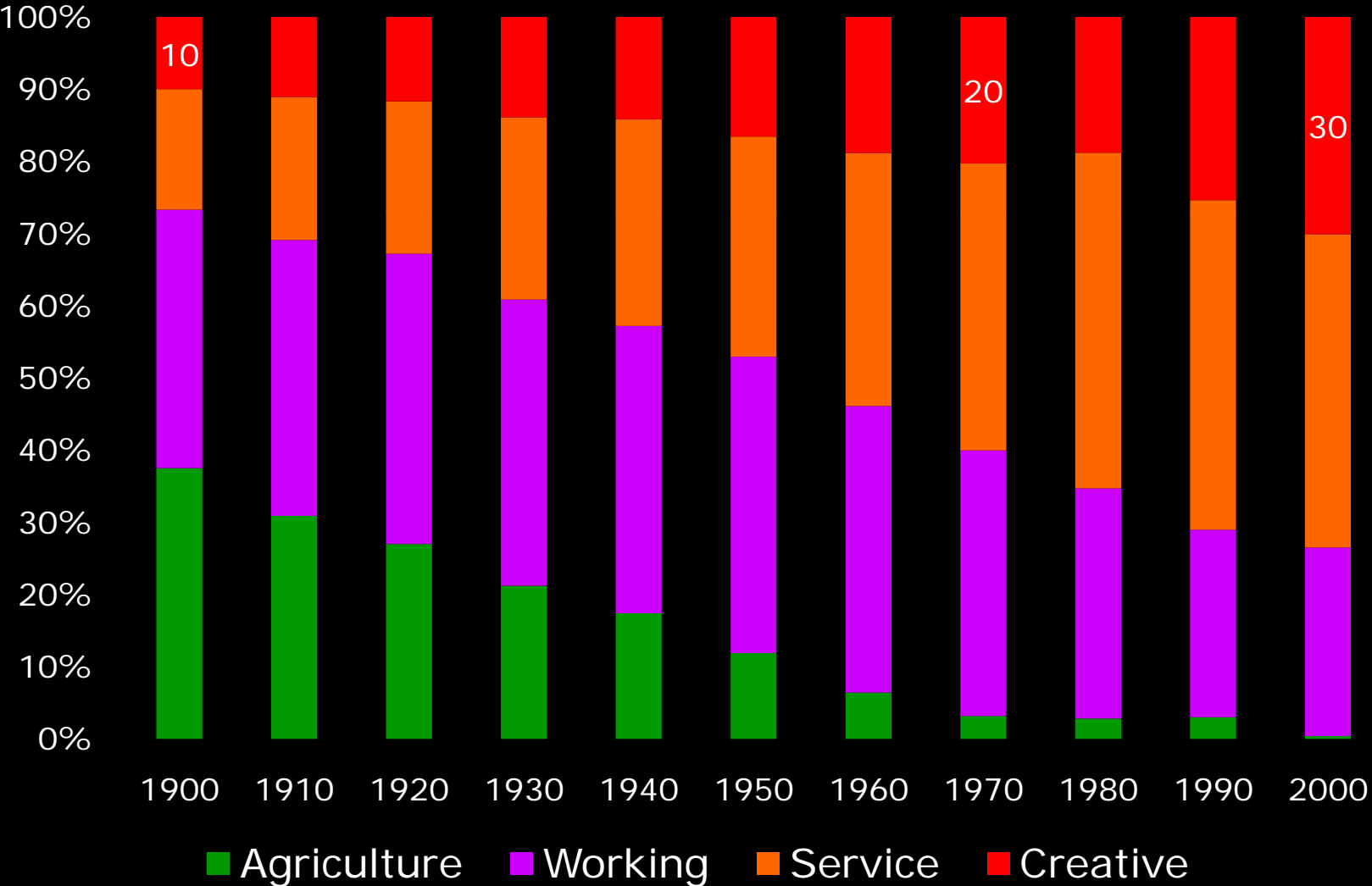
Autor, D., Levy, F., & Murnane, R. J. (2003). The skill content of recent technological change: An empirical exploration. *Quarterly Journal of Economics* 118, 4.

# Growth of the creative class

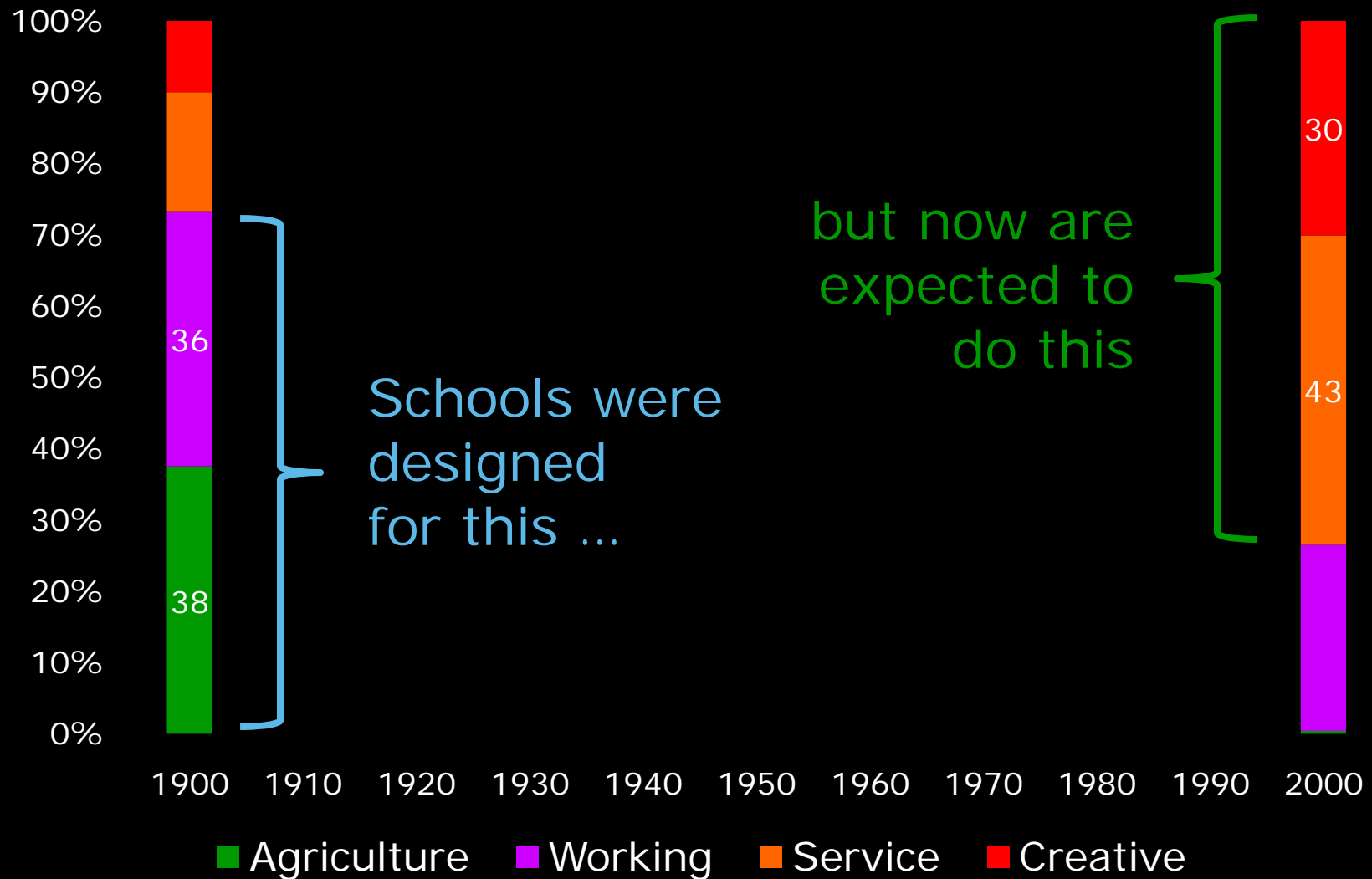


Florida, R. (2002). *The rise of the creative class* (p. 332). New York, NY: Basic Books.

# Growth of the creative class

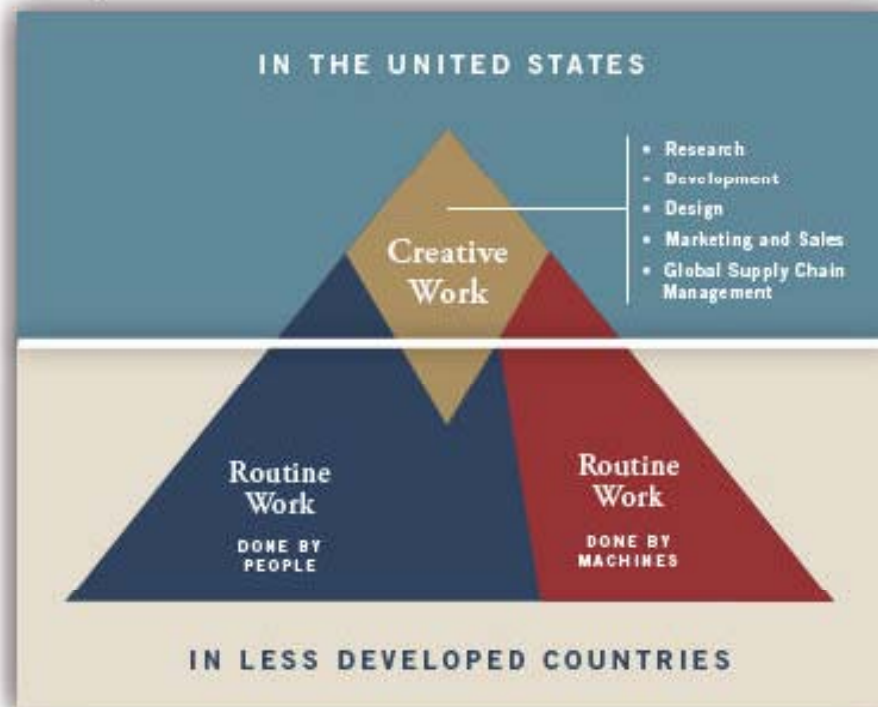


# The fundamental dilemma



## PROTOTYPICAL U.S. INDUSTRY

*in 10 years if all goes well*



global awareness

effective speaking

critical thinking

problem solving

adaptability

information literacy

collaboration

creativity

media fluency

analytical skills

entrepreneurialism

innovation

effective writing

synthesis

curiosity







A+

RACELAND  
ELEMENTARY SCHOOL



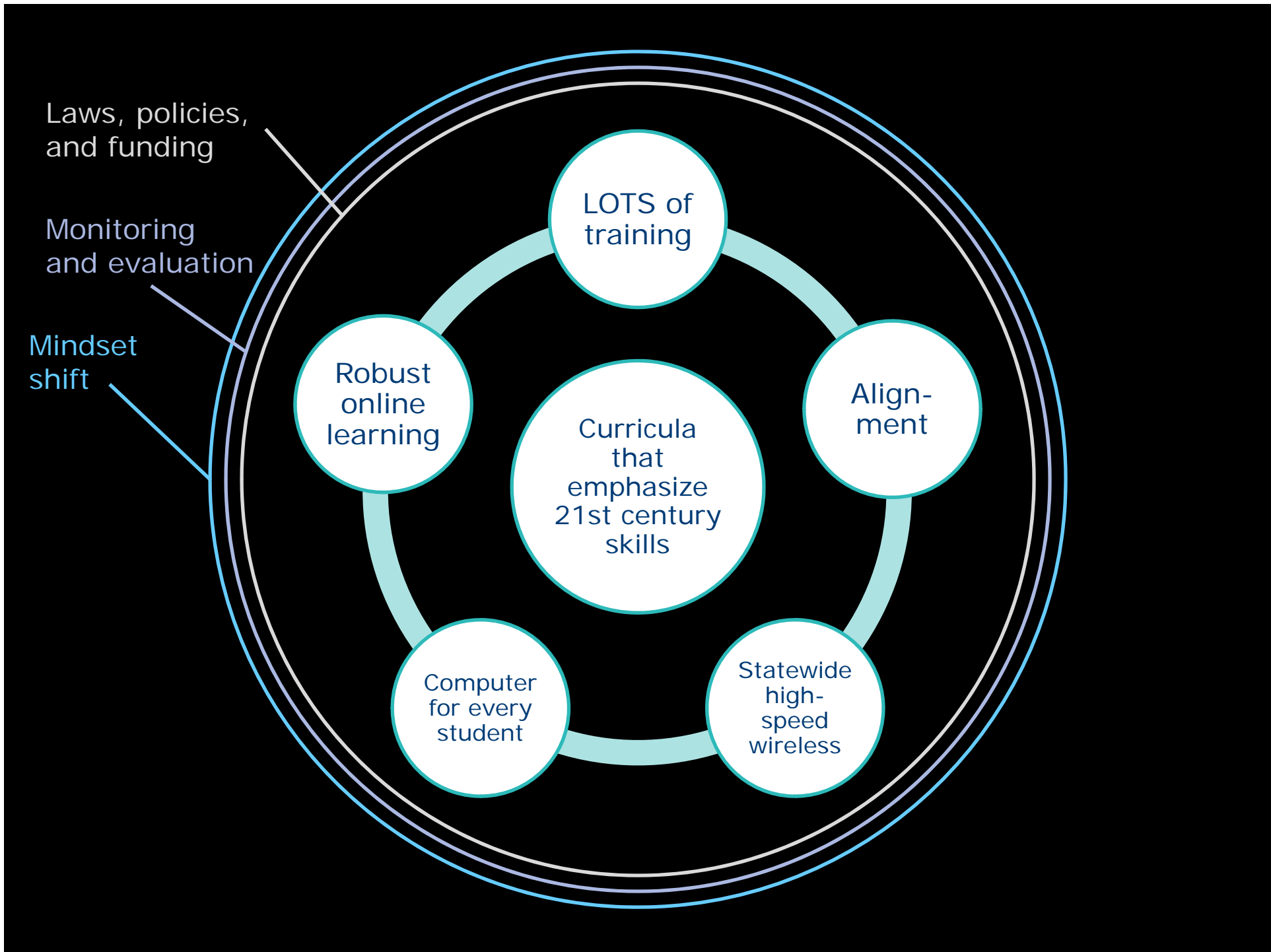
IRRELEVANT  
TO CHILDREN'S  
FUTURES

MATH

WRITING

Reading



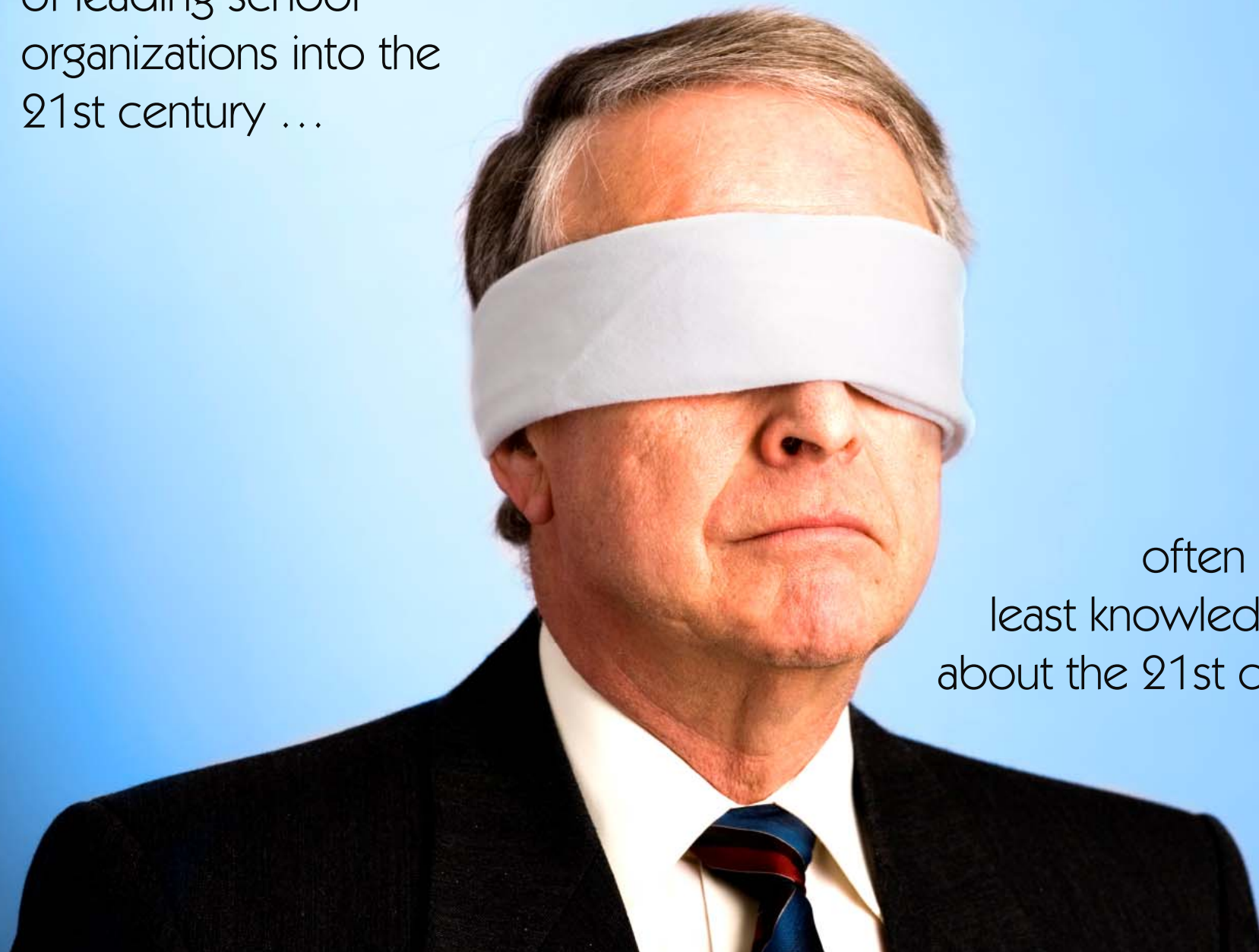


If the leaders  
don't get it,  
it's not going  
to happen.



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

often are the  
least knowledgeable  
about the 21st century.



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

- Joel Barker

# Thank you!

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

Director, CASTLE

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