

CAROC MARKET WATCH

(A Monthly Trends & Forecasting Report)
November 1, 2002

BIG FUTURE IN TINY SPACES

- Nanotechnology (nano means billionth of a specific unit) is assembling matter from the “bottom up”, one atom at a time. A whole world of products is waiting to be invented moving nanotechnology from the laboratory into the marketplace. Nanotubes are being used in molecular circuits smaller and faster than today’s semiconductors. Researchers are building structures that are one-thousandth the diameter of a human hair for medicines and other materials. Nanotechnology workers will be a core of the American economy in the next decade. [Newsweek](#), September 23, 2002

BRIGHT LIGHT BIG INDUSTRY

- In this flat economy, renewable energy is creating jobs for entrepreneurial types. Solar energy, technology to generate electricity from sunlight, is creating jobs in engineering and marketing. Solar panels are being used to power refrigerators. Solar shingles are sold at Home Depot. Engineers are working on solar “paint” and rolls of plastic coated with electricity generating film, applications which may get to stores in five year. [Newsweek](#), September 23, 2002

GRAY MARKET FOR GADGETS

- There is gold in helping the old! Developing tech solutions that enhance independence and keep people in their homes longer may be the hottest software gig of the next decade. Assistive Tech is the use of artificial intelligence in devices to help the elderly with routine chores like opening jars or higher-level tasks like monitoring their health. The 75 million baby boomers will be a big market. [Newsweek](#), September 23, 2002

THE ULTIMATE JOB: SECURITY

- Biometrics is the field of identifying people by their unique physical characteristics like fingerprints, retinas, odor and voices. Biometrics could help address the country’s need for unimpeachable security. The biometrics industry is likely to grow sharply after the government chooses one or a combination of biometrics as an unofficial standard. [Newsweek](#), September 23, 2002

BIOTECHNOLOGY

- Biotechnology, the industry, is made up of small firms trying to develop medicines based on large molecules like DNA and proteins, generally ignored by the big pharmaceutical firms. With so many drugs in trial stage, new jobs are opening up. Firms that have passed their trials are hiring factory workers and are no longer just about lab work. One hundred thirty drugs have already received FDA approval. [Newsweek](#), September 23, 2002

BIOTECH'S FUTURE LOOKS MUCH BRIGHTER

- The Internet is old news, phone companies are in debt and the personal computer business is struggling. The technology-based industry that is poised to grow will be biotech. It is expected to take another nine or 12 months for the biotech industry to recover in the stock market. But step away from the stock-market bloodbath, and the outlook for biotech isn't so gloomy. Revenue is growing and with the maturing of the industry many more companies have products on the market or are closer to obtaining regulatory approval for new products. [The Wall Street Journal](#), October 14, 2002

INTEREST SURGES IN STATE SCHOOLS

- The college application season is just gearing up, but there are indications the competition landscape will be different this year. With their college funds shrinking after two consecutive years of stock market losses, more families are considering cheaper schools. Public universities have already seen a surge in interest. An increase in applications to public schools could affect how some private colleges set their tuition for next year and how much financial aid they offer. [The Wall Street Journal](#), October 15, 2002

IS THERE A BONUS THIS YEAR?

- Despite the weak economy, a wide range of companies are doing well enough that they expect to pay bonuses this year. While prospects don't look so great if you work on Wall Street or in Silicon Valley, employees in healthier sectors from health care to some retailers and the automotive industry are expected to receive a bonus. [The Wall Street Journal](#), October 22, 2002

TECH WILL BE BACK AS INNOVATORS REVIVE IT

- Will the battered technology industry – an engine of growth in the U.S. economy and the stock market – ever regain its strength? History offers a convincing answer: Yes,

but it could take years. Three times in the past quarter-century, tech has faced downturns and an uncertain future. Each time new ideas, along with relentless improvements of existing products, brought the industry back to life. One new intriguing innovation is Wi-Fi technology, a set of standards created to provide wireless office computer networks. In addition, hard-core videogamers are pushing the limits of computer performance. Also, many other embryonic technologies are drawing a robust stream of funding from venture capitalists. [The Wall Street Journal](#), October 18, 2002

TEN TRENDS:

SHAPING A FUTURE FOR STUDENTS AND SCHOOLS

- While we are busy dealing with critical issues du jour, massive trends are shaking the very foundations of society. The world is in motion, changing at dizzying speed, and nowhere will these seismic shifts have greater impact than in our schools.

The status quo has become a ticket to obsolescence, and those organizations that spend most of their time defending it will find themselves out of the loop. People will simply go over, around, or through them. It is, after all, the age of the end run. In fact, as we burst into a new millennium, the exciting task of constantly creating a future is one of the most critical leadership challenges we face. Not only will schools be forced to function within a new environment, but they will also be expected to prepare students for a profoundly different future.

As schools and communities study each of the following trends, they should ask, "What are its implications for how we operate our schools and for the type of education we offer our students?"

Trend #1: For the first time in history, the old will outnumber the young.

Trend #2: The United States will become a nation of minorities.

Trend #3: Social and intellectual capital will become the primary economic value in society.

Trend #4: Education will shift from averages to individuals.

Trend #5: The Millennial Generation will insist on solutions to accumulated problems and injustices.

Trend #6: Continuous improvement and collaboration will replace quick fixes and defense of the status quo.

Trend #7: Technology will increase the speed of communication and the pace of advancement.

Trend #8: Knowledge creation and breakthrough thinking will stir a new era of enlightenment.

Trend #9: Scientific discoveries and societal realities will force widespread ethical choices.

Trend #10: Competition will increase as industries and professions intensify their efforts to attract and keep talented people.

California ASCD FORWARD! (Gary Marx, Center for Public Outreach),
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HOT SPOT!

WHAT'S HOT IN VIDEOGAMES: A JOB!

- The videogames industry is emerging as a bright spot in an otherwise gloomy economy. Game creators including Activision, Inc., Electronic Arts, Inc., and Lucasfilm Ltd.'s game unit all say they are hiring. U.S. videogame sales are up more than 20 percent in the first half of 2002 from the same period a year ago; last year, the industry's sales surpassed domestic box-office movie receipts. Wall Street Journal, September 25, 2002

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