SOCIETY 3.0 How Technology IS RESHAPING EDUCATION,
WORK AND SOCIETY



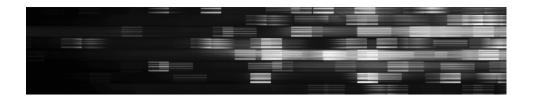
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## SECTION I

## SOCIETAL TRENDS

This section discusses key societal changes occurring in the family unit and how a new set of learners is participating in education and the workforce. Traditional family models are giving way to blended family structures in which caregivers include not just a mother and father but also single parents, samegender couples, siblings, grandparents, and the like. Balancing work and family is a priority for most Americans, and they look to their workplace environment to recognize this need.

Changing family structures have impacted the way Americans perceive higher education goals. Today, there are more nontraditional learners than ever before. They include first-time college entrants with part-time or full-time jobs, sole wage-earners with families, and adult learners extending their careers or—as is increasingly the case—taking on new careers well past traditional retirement age. Changing societal attitudes regarding work and family impact the reasons why people choose to pursue higher education programs. Higher education institutions must therefore factor these changes into the way knowledge is delivered and consumed.



## RUNAWAY CHANGES

A merica's "traditional" family unit for much of the 20th century—a husband as sole wage-earner, a stay-at-home mother, and two or three children—has radically evolved into multiple new forms. A lively nationwide patchwork of family arrangements and perspectives now thrives alongside the older model. Today's typical families include single-parent households, blended families with step- or half-siblings and stepparents, couples with adoptive or foster children (or children from a surrogate mother), mixed-race households, multigeneration groups with middle-aged caregivers tending elderly and younger members, unmarried or gay couples with or without children, and, of course, dual-parent households with biological children.

These new models have arisen over the past few decades in response to shifting cultural norms and urgent economic realities. In turn, they exert new influence and pressure upon society as their numbers rise and their needs become more pronounced. As the worlds of business, technology, and education respond to the way the members of these new units now work, communicate, and learn, society will come to reflect this diversity and support the American family in all of its many forms.