

California's Innovation Economy: Communication

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Ten Years Ago...

- You were likely using dialup at home.
- You accessed web pages built in frames using Netscape.
- The only thing you could do on your cell phone was talk, and you owned a Palm Pilot.
- You still kept “floppies”.
- “Social Networking” involved a bar.

Ten Years Ago...

- Distance Education occurred on cablevision.
- Video was captured and streamed over your VCR.
- Your campus' "T-1" connection seemed like a huge pipe.
- "Year" fields had only 2 characters.

The Internet

- Number of hosts:
 - 1999: 50 million
 - 2009: 700 million

Internet Users

- Number of Users:
 - 1999: 360 million
 - 2009: 1.7 billion
- Today, 25% of the citizens of our planet are users of the internet.

If You Were Feeling Lucky...

The logo for Google! BETA, with the word "Google!" in its signature multi-colored font and "BETA" in a smaller, grey, sans-serif font below it.

Search the web using Google!

Google Search

I'm feeling lucky

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Google

- Market Share, 1998: Zero.
- Today: Of the 137 billion searches performed in the US, 63.5% of them were “Googled”.
- Of all the growth in search volume, 90% was captured by Google, most from increasing the number of searches, not the number of people searching.

E-business: then

- Your main competition was your neighbor.
- Your main market was your neighbors.
- Your static website channeled your customers to your phone number.

E-business: now

- Your main competition can be anyone on the planet.
- Your main market is everyone on the planet.
- Your inefficiencies are discretely outsourced.

Pre 2001

- Web 1.0
 - 50k bandwidth
 - One-way content, static pages
 - Overhyped and overvalued companies: the bubble
- Lasting legacy: dark fiber and pervasive governmental deficits

Post 2001

- Web 2.0
 - 1mb bandwidth/broadband to the home
 - Decentralization of content/user in control
 - users as contributors; participation, not publishing
 - “radical trust” (wikis)
 - Standards, interoperability
 - Web is the platform: software on web vs. desktop
 - Leveraging data is king

Education

- Technology-aided delivery now expected
- Costs of entry/conversion high (CMS)
- Distance ed proliferation, 2008:
 - Growth in higher ed student population: 1.2%.
 - Growth in online enrollment: 17%.

CCC Transfer Volumes

<u>Sector</u>	<u>02-03</u>	<u>03-04</u>	<u>04-05</u>	<u>05-06</u>	<u>06-07</u>	<u>07-08</u>	<u>% chg</u>
CSU	50,746	48,321	53,695	52,641	54,391	54,971	8.3%
UC	12,275	12,539	13,114	13,510	13,874	13,909	13.3%
ISP	17,083	19,673	20,174	19,530	20,071	23,322	36.5%
OOS	11,638	12,618	13,140	13,399	13,952	14,464	24.3%

Transfers: In State (not CSU/ UC), 07-08

UNIVERSITY OF PHOENIX	8,825
NATIONAL UNIVERSITY	1,185
CHAPMAN UNIVERSITY	960
DEVRY INSTITUTE OF TECHNOLOGY	925
ITT TECHNICAL INSTITUTE	789
UNIVERSITY OF SOUTHERN CALIFORNIA	687
ACADEMY OF ART UNIVERSITY	597
AZUSA PACIFIC UNIVERSITY	505
CALIFORNIA BAPTIST UNIVERSITY	405
FRESNO PACIFIC UNIVERSITY	399

The Rise of The Phoenix

96-97	2,190
98-99	3,430
00-01	5,160
01-02	5,716
03-04	8,388
05-06	8,352
07-08	8,825

Who Transfers to Phoenix?

Ethnicity	<u>UC</u>	<u>CSU</u>	<u>Phoenix</u>
Asian	29.3%	14.2%	4.6%
African American	2.4%	5.2%	16.8%
Hispanic/Latino	13.6%	23.8%	28.6%
White	39.1%	43.6%	37.5%
Percent Hisp/ AfrAm	16.0%	29.0%	45.4%

Next Up

- Web 3.0?
 - 10mb bandwidth
 - Mobile broadband, wi-max as last mile
 - Full video capability, full multimedia
 - Mobile tech

Mobile Tech

- Computing and communication are as one; work/learn anywhere
- Integrate communication, content, collaboration, layered with location
- Social networking: the new learning community, the new community of practice
- All supporting lifelong learning