

Augusoft™ News

by Cem Erdem, President and CEO

Augusoft, Inc.

Lifelong Learning - A Weapon of Choice - Part I



Growing up in the '80s in a foreign, developing country, America represented hope for many people like me. It represented advancement, technology, better education and health care. It represented the equal opportunity to succeed and an unprecedented opportunity for personal advancement.

Everyone wanted a piece of America and dreamed of studying in this great foreign country. Those

who were lucky enough to study in the United States obtained better jobs when they returned and upgraded their position in society. As for myself, I have lived in this country since 1994, became an American citizen in the year 2000 and I am proud to be an American. Therefore, it saddens me to see that the

reputation of the United States abroad is tarnished. To many people, the United States now represents oppression, opportunism and ignorance.

As Americans, it is important to look at the reasons as to why this great country has been branded with this unfavorable reputation. America is consuming 23 percent of the world's natural gas, 23 percent of world's coal and 40 percent of the world's oil. Overall our nation consumes almost 26 percent of the world's energy and natural resources even though it constitutes only 5 percent of the world's population. In addition, Americans use about 15 times more energy per person than does the typical developing country. When you think about the 2 billion people still with no electricity, third world anger and envy are not hard to comprehend.

Whether we like it or not, the United States today is the world's largest empire. America now has military bases in almost every country in the world. Based on

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by Greg Marsello, Vice President

LERN (Learning Resources Network)

Data Driven

The Learning Resources Network (LERN), the leading association in continuing and community education programming surveyed members to determine overall performance of lifelong learning units. Our results determined that in the past year:

- 30 percent reported an increase in registrations
- 40 percent reported an equal number of registrations
- 30 percent reported a decrease in registrations

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the 2004 numbers, the U.S. military budget is 6 times larger than the second largest spender, Russia. Even if you add Cuba, Iran, Iraq, Libya, North Korea, Sudan, Syria, China and Russia together, their total military budget is only one-third of United States. Consider the fact that the U.S. military budget is as much as the rest of the world's military budgets combined.

No wonder the discretionary budget for the military constitutes over half of the nation's total budget. In contrast, our total education budget is only 7 percent. The current administration wants to increase the defense budget by 7 percent and homeland security budget over 8 percent while reducing the education budget by 23 percent in 2007. This approach of overwhelming military dominance in the world has taken a toll on our economy. Our national debt is growing rapidly and our economic leadership is being challenged from all sides. The rest of the world is catching up.

If we look at it from a technology and educational perspective, people living in other countries are already taking low-skilled jobs away from the United States because of the Internet and free markets. These are interestingly American innovations. In fact, between 2000 and 2004, Internet usage grew 125 percent globally, with only 105 percent of that growth in North America. In Europe, the growth was 124 percent, 186 percent in Africa and 209 percent in Latin America.

America, however, continues to have respect and protection for intellectual property and boasts the best education system in the world.

To date there are 4,000 colleges and universities in United States and 7,800 institutions of higher education throughout the world. In California alone, there are 130 colleges and universities. Only 14 other countries in the world have more than that number.

But the so-called "knowledge migration" to the United States has slowed down tremendously since 9/11 because of new government policies. America used to receive the brightest individuals from all over the world for higher education with many of them choosing to live and work here. America used to get many students

“Americans live in a new world where changes occur at accelerating speeds. This new world's playing field has been leveled, bringing on globalization and outsourcing that are changing the world at an increasing speed.”

who were educated and groomed by other nations and then sent here. Then the United States would give them higher education and keep many of them here. What a deal!

With the new government policies and America's slipping image in the world, our country is losing the brain power it used to attract. Today, international students are choosing other countries to study in over the United States. In 2003 the growth rate fell from 6.4 percent to 0.6 percent and in 2004 and 2005 there was negative growth rate. Meanwhile, countries such as Great Britain and Australia have seen a large jump in their foreign student growth rate. Moreover, now with the Internet, Indian, Bulgarian or Chinese citizens do not have to live in United States to get a job from Honeywell, IBM, Microsoft or even



from our company, Augusoft. They can now live in their own countries and do business in the United States freely.

Americans live in a new world where changes occur at accelerating speeds. This new world's playing field has been leveled, bringing on globalization and outsourcing that are changing the world at an increasing speed. With the rate of advancing technology, the results of current acts will be seen in even five or ten years. So how we as Americans respond to change and position ourselves as a country will make a difference for future generations. America needs to survive in this new world and this can only be done through change. ■

Look for the continuation of this article in the next addition of Augusoft News.

Nine Shift the Book: An Overview

In just twenty years, between 2000 and 2020, some 75 percent of our lives will change dramatically. We know this because it happened once before. Between 1900 and 1920, life changed.

Nine Shift explores the uncanny parallels between today and 100 years ago, examining the changes between the two transition periods and the forces that restructure society in the new economic era.

Discover each of the major nine shifts currently taking place and find out the implications of each shift for business and work, life and education.

Shift One. People work at home.

Commuting to an office will become a rarity, a thing of the past. A significant part of the workforce will work from home or telecommute.



Shift Two. Intranets replace offices. Offices will diminish as primary work places. Intranets will replace physical offices for most businesses, companies and nonprofit organizations.

Shift Three. Networks replace pyramids. The basic organizational structure of life in the last century, the organizational chart or pyramid, goes into steep decline. It is replaced by a superior organizational structure, the network.

Shift Four. Trains replace cars. The automobile, the dominant mode of transportation in the last century, loses its dominance and becomes a peripheral and supplemental mode of transportation. Trains and light rail become the dominant mode of transportation.

Shift Five. Dense neighborhoods replace suburbs. Suburbs, and suburban sprawl, come to a halt and then recede. Towns and cities are reformulated around dense communities composed of shops, stores and homes within walking distance of a light rail station.

Shift Six. New social infrastructures evolve. The increasing inequality in wealth between the rich and the rest of society comes to a halt. The issue of inequality of wealth in society is addressed and a variety of social

reforms are implemented to restore more of a balance in income distribution.



Shift Seven. Cheating becomes collaboration. New values, work ethics and behavior of the 21st century take over. Boys are leading the change in values and behavior, just as they did 100 years ago.

Shift Eight. Half of all learning is online. The traditional classroom rapidly becomes obsolete. Half of all learning is done online, changing the nature of how we learn and how we teach.

Shift Nine. Education becomes Web-based. Brick and mortar schools and colleges of the past century become outdated. All education becomes Web-based, providing a better education for both young people and adults.

We explore each shift in detail. Each one is a logical outcome of a whole series and system of forces that are set in motion by the dominance of a new technology. That new technology for us right now is the Internet and World Wide Web.

For our great grandparents' generation, give or take a generation depending on your age, the same system of forces were set in motion by the dominance of a new technology, the automobile, exactly one hundred years ago.

While the outcomes, of course, are different, the forces and the way forces impact our work, life, and education, are exactly the same.

Welcome to our story. Welcome to Nine Shift. ■



Bill Draves, President of LERN and author of Nine Shift with
Cem Erdem, President and CEO of Augusoft, Inc.

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For the first time, programs reporting a decrease in registrations are stating that they are concerned about their future. Their parent organizations are requiring them to be self-sufficient because they will not be able to fund the lifelong learning unit. At the same time, the programs that are growing point to their ability to better analyze data and make good programming and marketing decisions as the reason they are flourishing.

Successful lifelong learning units are collecting more demographic data on students. Community education programs are collecting address and birth year, while continuing education programs primarily focused on offering continuing professional education programs are collecting address, birth year and business type (manufacturing, medical, service, etc.).

With this data they are determining their best customers so they know who to survey about programming and who to promote to more aggressively. They are also using the data to select carrier routes instead of zip codes to blanket mail to, as well as determining criteria for rental mailing lists. Other critical data being collected are email addresses and the promotion method that caused the person to register. The email addresses are providing lifelong learning programs with another tool for promotion communication, while knowing the most successful promotion methods are guiding programs on where to spend and not spend promotion dollars.

Simply put, the successful programs are becoming more sophisticated and data-driven. No longer are decisions made by gut, but instead back-up information is being generated to support decisions. In order to collect and analyze this data, lifelong learning programs are much more dependent on their software systems. The system being used must be able to collect and sort the data so staff can do analysis. The software system must provide querying flexibility and be able to generate both extracts and reports. Lastly, the software system must be simple to use so everyone who needs information has the ability to do analysis.

Two reasons lifelong learning programs are migrating to Web-based software systems are for simplicity and getting better technical support. Normally the system used by the parent organization primarily supports the total organization with little focus on community or continuing education. Since lifelong learning units operate differently, they need a software system that is supported by the company that built the system and has technical support who can guide staff through the process of getting the system to generate the required information.

Lifelong learning programs will improve through the better gathering and analysis of data. Web-based software systems are providing programs with the technology to make the gathering and analysis easier, more efficient and most importantly – accurate. ■



by Abby Clemons - Augusoft, Inc.

Industry Tidbits

Quotes

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it’s the only thing that ever has.”

Margaret Mead

“What is important is to keep learning, to enjoy challenge, and to tolerate ambiguity. In the end there are no certain answers.”

Martina Horner

“Live as if you were to die tomorrow. Learn as if you were to live forever.”

Gandhi

Books

[Using Financial Information in Continuing Education: Accepted Methods and New Approaches](#)

by Gary W. Matkin

Today’s rapid changes in continuing education require that professionals in this field have a comprehensive understanding of how a strong financial management system can play an integral role in supporting total quality management programs. Matkin describes the latest theories and methods of using financial information and relates them to continuing education through case studies and other special materials.

[Planning Programs for Adult Learners: A Practical Guide for Educators, Trainers, and Staff Developers](#)

by Rosemary S. Caffarella and Malcolm S. Knowles

Drawing on the tremendous success of the first edition, this essential resource covers the development of adult education programs in specific detail. It contains information on every area of program planning for adult learners, from understanding the purpose of educational programs to obtaining suitable facilities.

[Leading in a Culture of Change](#)

by Michael G. Fullan

This book shows leaders how they can effectively accomplish their goals by attending to their broader moral purpose, keeping on top of the change process, cultivating relationships, sharing knowledge, and setting a vision and context for creating coherence in their organizations.

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