

GLOBAL *SHIFT 3.0*

CENTRAL MICHIGAN UNIVERISTY

2020

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GLOBAL *SHIFT 3.0*

A crucial period of history
that systemically alters
all that comes after.

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■ *THE POLITICAL*

1989-1991: The front door to the 21ST Century

1989: Tiananmen Square

1990: Berlin Wall

1991: Kremlin Square

Influence shifts to the west and democratic nations!

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■ **THE *POLITICAL***

2001-2003: The side door to the 21ST Century

2001: 911 Attack

2002: War in Afghanistan

2003: Iraq War

Credibility of the U.S.A leadership called into question!

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■ **THE ECONOMIC**

2000 to 2008: The front door to the 21ST Century

2000: The Internet Bubble Burst

2008: The Banking/Liquidity Crisis Hits

2009: The Global Economy Melts Down

U.S.A. debtor status calls into question its sustainability!

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The Ripple Effects

1. Mortgage Crisis--**Bail Out**
2. Liquidity Crisis--**Rescue Plan**
3. Consumer Crisis--**Stimulus Packages**
4. Jobs Crisis--**Stimulus Packages**
5. Corporate Crisis--**Reorganization**
6. Life Style Crisis--**Middle Class**

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■ **THE SOCIAL**

1980-2009: The back door to the 21ST Century

2000: Collapse of the 1990's tech boom

2008: Accelerated decline of the middle class

2008: Social Contract with America is gone

A societal, not just an economic, globalSHIFT!

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The Social Contract for the Middle Class

Prior to September, 2008, the Rockefeller Foundation had committed \$70 million for projects that can create a new 21st century “Social Contract with America.”

www.rockfound.org

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A crucial transitional period
that sets the stage for
all that comes after.

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Three Societal Transitions

- 1.0 *Agricultural to Industrial* without abandoning the agriculture industry
- 2.0 *Industrial to Knowledge* without abandoning our industrial base.
- 3.0 *Knowledge to Design* without abandoning R&D

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*America's Great Strength:
A Majority Middle Class*

- ❖ *Needs* higher paying jobs
- ❖ *Spends* discretionary income
- ❖ *Purchases* goods & services
- ❖ *Saves* to strengthen the economy

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Michigan's Greatest Needs

- ❖ *Sub-Cultures* of Innovation & Design
- ❖ *Engines* for Economic Development
- ❖ *Headquarters* with value added products
- ❖ *Jobs* that are higher paying & professional

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Central Michigan University' Role

- ❖ *K-12 Education* virtual & 21st century skills
- ❖ *Commerce* value added products & services
- ❖ *Health Care* cost reduction & innovative products
- ❖ *G & T* identify, challenge and retain

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...you can create a
distinctive future for
CMU & Michigan
through collaboration
and creative design!