

## SWANSON NEW DIRECTOR OF STRATEGIC FORESIGHT AT KNOWLEDGE WORKS.....

By Andy Hines

Recent Foresight graduate Jason Swanson (Foresight '14) has been appointed the Director of Strategic Foresight at Knowledge Works in Cincinnati, Ohio. Knowledge Works is a "social enterprise focused on creating sustainable improvement in student readiness for college and careers." The Senior Director of Strategic Foresight, Katherine Prince, attended the May 2013 Certificate in Foresight class in Houston and last spring participated in our Student Needs 2025+ meeting.

During the meeting we presented our forecasts and worked on implications. Prince and Knowledge Works are doing great work on the future of education.

Swanson was a terrific student in the Houston Foresight program, often going above and beyond the regular curriculum to gain valuable experience. He interned with Mike Courtney and Aperio Insights and with Stephen Aguilar Milan of EUFO. Swanson has presented at the World Future Society the last two years and was recently named an Emerging Fellow with the Association of

Professional Futurists. In addition to bringing his foresight degree to the table, Swanson has a work background in the education space, spending the last six years with the Pennsylvania Leadership Charter School (PALCS).

It is truly rewarding to see students land great opportunities and we are confident he will be a great addition to Knowledge Works. Congratulations, Jason!

## CECILY SOMMERS JOINS FORESIGHT PROGRAM ADVISORY BOARD .....

By Andy Hines

The Foresight program is pleased to announce the addition of futurist Cecily Sommers to the Houston Foresight Program's Advisory Board.

I was introduced to Sommers by friend-of-the-program Derek Woodgate several years ago when she was leading the Push Institute and have been following her work ever since. We re-connected a year ago at the Association of Professional Futurist's (AFP) Professional Development Day on "Professionalization" in Chicago. I explained how I was taking over as the Program Coordinator for the Foresight Program, and she generously offered to provide some coaching. She led me through a visioning-planning mini-retreat at her home base in Minneapolis, MN that proved extremely helpful to me in developing

a revised vision and a strategic plan for the program. We check in regularly and I think it is about time that she officially joined our advisory board.

Sommers speaks, writes, and consults on emerging trends, markets,



Cecily Sommers

and technologies shaping our future. She is the author of *Think Like a Futurist: Know What Changes, What Doesn't, and What's Next*, which was nominated as an APF Most Significant Futures Work. As I mentioned she was the founder of The Push Institute, a non-profit think tank that routinely puts on excellent conferences.

She is also a frequent contributor to Public Radio's "All Things Considered" and other media outlets. She was named by the Business Journal as one of twenty five "Women to Watch," and selected as one of Fast Company's "Fast 50 Reader Favorites."

Please join us in welcoming her to the Houston Foresight community!

## COLLEGE OF TECHNOLOGY FACULTY SPOTLIGHT: HDCS DR. ANDY HINES.....



Dr. Andy Hines

By Marilyn Jones

Dr. Andy Hines is Foresight Graduate Program Coordinator and lecturer in the UH College of Technology Department of Human Development and Consumer Science. A seasoned consultant, and organizational futurist, Dr. Hines brings a wealth of diverse experience including a role as Managing Director of Social Technologies/Innovaro, and as a partner with Coates & Jarratt, Inc., a think tank and consulting firm that specialized in the study of the future.

In addition, he served as Futurist and Senior Ideation Leader at the Dow Chemical Company, using futures tools and knowledge to turn ideas into new business opportunities. Before that, Hines established and ran the Global Trends Program for the Kellogg Company.

"The work that we are doing here in the University of Houston Foresight program is important. The world needs more foresight, and it is our job to help provide that," said Hines. "Our big vision is that Foresight becomes a disseminated practice with widespread use. In the meantime, we will work toward making our program the premier training ground for professional futurists and for those seeking to meet future challenges in their lives and organizations."

Dr. Hines completed his dissertation on "The Role of an Organizational Futurist in Integrating Foresight into Organizations" in 2012. He has authored five books: *Teaching about the Future: The Basics of Foresight Education* (Palgrave Macmillan,

2012); *Consumer Shift: How Changing Values Are Reshaping the Consumer Landscape* (No Limits Publishing, 2011); *Thinking About the Future: Guidelines for Strategic Foresight* (Social Technologies, 2007); *2025: Science and Technology Reshapes US and Global Society* (Oak Hill, 1997); and *Managing Your Future as an Association* (ASAE, 1994).

Also, he has authored dozens of articles, speeches, and workshops, earning the 2003 Emerald Literati Awards' Outstanding Paper accolade for "An Audit for Organizational Futurists" and the 2008 award for "Scenarios: The State of the Art." Hines has appeared on several radio and television programs, PBS Houston, KRIV-26 News, and the CBS "Early Show." He also co-founded and served as Chair of the Association of Professional Futurists.

Connect with Dr. Hines at <http://www.andyhinesight.com/>.

## FORESIGHT PRESENTS AT LUMINA FOUNDATION.....

By Andy Hines

On September 26, 2014 Foresight students Laura Schlehner, Katie King, Omar Sahi, and Jim Breaux along with Dr. Andy Hines travelled to Indianapolis, Indiana to present the Student Needs project to the Lumina Foundation. The presentation included key findings from the two dozen

strong groups of faculty, alums, and students who gathered to research and discuss emerging student needs in terms of living, learning, working, playing, connecting, and participating in the year 2025 and beyond.

The student team and Dr. Hines engaged in some role playing, which included a mock focus group as a means to interact with the

audience and deliver the content. The presentation came together beautifully and generated some very useful discussion around the program's student-centric research and how it intersects with the goals of the Lumina Foundation.

## UNIVERSITY OF HOUSTON FORESIGHT STUDENT WORK FEATURED THE FUTURIST MAGAZINE

By Andy Hines

The World Future Society (WFS) conference was held in Orlando, Florida on July 10-11, 2014. The annual conference provides a “neutral forum for exploring possible, probable and preferable futures.” The WFS also produces and distributes a magazine publication titled THE FUTURIST, which covers events and trends that are relevant to thinking about the future. The latest issue of THE FUTURIST included an article highlighting the “Best of Houston Foresight” presentation from the World Future Society earlier this year. University of Houston graduate students Laura Schlehuber, Kurt Callaway and Jim Breaux each presented projects they undertook as a part of their coursework in the Foresight program.

Laura Schlehuber presented on the future of national performance indicators. Schlehuber’s presentation argued that relying solely on Gross Domestic Product (GDP) as a measure of progress is problematic. She shared other metrics that create a more holistic representation of a country and its citizen’s well-being. One such metric is the GPI, or Genuine Progress Indicator. GPI supplements economic data with social and environmental factors which gives policy makers a more-complete picture when planning for the future.

Kurt Callaway spoke of the future of harvesting material resources from asteroids and comets. His presentation laid out the strategies and hurdles we face in exploiting the rare-earth minerals found in outer space. Callaway argued if we can “mine platinum and other expensive

metals in space, their prices will plummet and they can be used in new ways.”

Jim Breaux spoke on the future of emergency preparedness. His presentation imagines the implications for disaster recovery in a future fueled by population growth in the costal United States. The presentation laid out scenarios for how housing regulations, home costs, private disaster recovery business practices and government funding might be affected in the future.

The World Future Society’s next conference will be held in San Francisco, California the weekend of July 24, 2015 at the Hilton San Francisco Union Square.

## ALUMNUS THOMAS HOFFMAN PUBLISHED

By Andy Hines

Thomas Hoffman (Foresight '04) graduated from the University of Houston Foresight program a decade ago and has been active in the futures space since. While a student in the program, Thomas began exploring ideas that became a paper recently published in the Journal of the British Interplanetary Society (JBIS). The paper, titled “Sacred Space: A Beginning Framework for Off-Planet Church”

imagines the role of the Christian Church in exploring, colonizing, and commercializing inter-planetary travel. “Historically the Church has always been part of the first waves of explorers and colonizers, with its ideological interests being easily supported by generous resources and strong infrastructures. The exploring Church has not always been a friendly guest, however, and at times has initiated or condoned great harm. This paper offers a beginning framework as one

way of insuring an appropriate presence in space for the Church.” (JBIS) Thomas Hoffman originally presented his framework at DARPA’s 100-Year Space Ship symposium. The symposium is a public forum held by the Defense Advanced Research Projects Agency that invites scientists, academics, and private institutions to discuss far-out ideas for building a spaceship to visit another star.

## WENDY SCHULTZ VISITS TO DISCUSS IMAGES OF THE FUTURE

By Andy Hines

Wendy Schultz is futurist at Infinite Futures and former professor of Foresight at the University of Houston. She was a guest lecturer in the FORE 6311 Introduction to Foresight during the fall 2014 semester where she presented on images of the future. Wendy cited the foundational text, The Image of the Future by Fred Polak as key influence for understanding the role images play in understanding and creating the future.

An image, as Schultz explained, is not necessarily just a visual representation. Images can be narratives, songs, poems, artifacts, dances, gestures or other methods of storytelling as well. These images are a part of our interior landscape and

**The End of the World as We Know It**

Origin	Global Warming	Global Cooling	Life / Demography	Culture / Society	Discovery / Innovation
Gradual Changes	<b>Fire</b> Desertification; slow sea-level rise; aquifer intrusion; agricultural decline.	End of interglacial, transition to glaciation.	<b>Fade Away</b> Slow decline in fertility worldwide followed by global population decline.	Decreasing stability and security locally and internationally as people compete for scarce resources.	Accelerating change; nano-bio-info-cogno convergence; ability to manipulate “nature” / ourselves.
Abrupt Changes	<b>Flood</b> Increased sea melt, partial collapse of the West Antarctic Ice Shelf; sea level rises 1 metre.	New “little ice age,” generated by, eg, increased volcanic dust and/or shifts in Gulf Stream.	<b>Plague</b> Famine; starvation; depressed immune systems; resistant infectious agents and zoonosis.	<b>Meltdown</b> Mass civil unrest and border / regional conflicts; failed states explode.	<b>Transform</b> Singularity; radical innovation feedback blows away human / machine / natural boundaries.
Wild Card / Discontinuities	Asteroid strike superheats Earth’s atmosphere.	<b>Ice</b> Super-volcano or Nuclear Winter	<b>Plague</b> Global plague; population collapse.	<b>Blowup</b> Warlord deploys bio-WMD against neighbouring territory.	Discovery of Grand Unifying Theory / “Theory of Everything”

Schultz’s table of archetypes she frequently sees.

often actively inform our world-views and expectations.

Images of the future or images that sell their audience a certain vision for future are everywhere. They can be found in advertising, science fiction, fashion editorials, design renderings, mythologies, religion, political agendas and even a person’s dreams.

Schultz’s presentation included various images across multiple mediums which depicted five-seven generic archetypes of how the future might play out. These archetypes, or reoccurring stories, about the future that Schultz sees all the time are outlined in the “The End of the World as We Know It” table.

She went on to talk about differing images of the future across cultures, specifically about differences between European and American guiding images.

Schultz concluded with touching on her concern with the lack of a unifying universal image and rise of fundamentalist images across the world.

## STUDENT NEEDS 2025+ FUTURE SKILLS

By Andy Hines

A key theme we identified in exploring emerging student needs out to 2025 is that while we might have interesting debates at what skills would be most important, a “constant” would be the need for re-skilling. We won’t someday identify the “correct” or ultimate set of skills -- it’s a moving target that evolves with the rest of student life. Re-skilling is a given and

getting good at re-skilling is, well, a skill. Students will continually build their portfolio of skills, capabilities, and experience over their lifetime.

In a world where re-skilling is continuous, developing foresight about emerging skills makes good practical sense. In our research we came across lists of futures skills and job titles (really developing this is a whole project in itself). We were forwarded a terrific infographic on ten future skills in 2020

(<http://www.top10onlinecolleges.org/work-skills-2020/>). Not only is the visual really cool, but the content was solid as well (not always the case!). We can’t help but keep scanning in this space -- we’ll keep sharing!



## LIBRARIES AND RE-ENGAGING CITIZENS.....

By Andy Hines

Eric Garland, a managing director at Competitive Futures, Inc., hosts a blog and a web-only interview program called The Garland Report Monthly. The show is a means to deliver research and analysis on how the world is changing, from macroeconomics down to individual companies.

Garry Golden is a futurist and consultant who graduated from the University of Houston's Foresight program. His work largely focuses on the futures of: learning, demographics, energy, transportation and libraries.

Garland and Golden recently

sat down to discuss the future of libraries and their possible role in building communities and re-engaging citizens in civic culture. Both men



Garry Golden

agree libraries are more than just a place to store and share books. They are a platform perfectly suited to connect people, incubate ideas, foster life-long learning and create change.

Using libraries as an anchor to center their conversation, the discussion touches on topics as broad as shifting social values, generational gaps, technological advancements, and a theoretical debate about republican vs imperial ideologies. A full recording of their conversation can be found at <https://www.youtube.com/watch?v=Jju8sdt7LbY>.

## JANUARY FORESIGHT CERTIFICATE COURSE OFFERED IN HOUSTON .....

By Andy Hines

The University of Houston's certificate in Foresight is now in its seventh year of twice-annual seminars held at the UH main campus in January and May. The Foresight program has also offered the certificate at the Destree Institute in Brussels, Belgium every June since 2012. The number of professional certificate graduates has reached nearly 400 individuals and continues to grow.

The next iteration of the course will be held in Houston, Texas during the week of January 12-16th 2015.

The program is a 5-day, project-

based, face-to-face workshop. Participants learn to anticipate disruptive change and work toward the creation of transformational change in order to influence the future of their organizations, companies and communities.

Participants receive a professional certificate and four (4) CEUs (Continuing Education Units) from the University of Houston for completing the seminar. Attendees can also obtain a separate departmental certificate of achievement if they choose to complete a foresight project following the program's conclusion.

The certificate seminars are limited

to 30 students, which allows for optimal class time, small group work, and networking opportunities.

A detailed agenda and a curriculum outline for the course can be found at <http://www.uh.edu/technology/programs/professional/foresight/index2.php>.

For information about registration, transportation, accommodations or other questions, please contact Alexandra Whittington at [alwhitti@central.uh.edu](mailto:alwhitti@central.uh.edu) or Dr. Andy Hines at 832-367-5575.

## SCHOTT'S WORK FEATURED IN THE TELEGRAPH.....



Ross Schott

By Andy Hines

Ross Schott (Foresight '09), managing director of the graduate studies program at Singularity

University is an alumnus of the University of Houston's Foresight program. Singularity University, a small unaccredited institute in northern California, is a Futures education initiative co-founded by futurist Ray Kurzweil. Its mission is to help solve some of the planet's greatest humanitarian problems, such as famine and climate change. The Telegraph recently published an article about the exciting work happening at the institute with an accompanying video that leads off with words from Ross himself.

In addition to running the graduate studies program at Singularity University, Ross also teaches a course in the Foresight department

at UH titled "Advanced Strategies for Futures Planning." He has an excellent business background, as outlined with his work with Psyphers Group where he also does strategic consulting, executive coaching, and leading-edge research into human potential. Ross is concurrently completing a doctorate in the psychology of human performance at University of the Rockies. He knows how to innovate, plan, and implement change and the Foresight program is delighted he will be sharing strategies for doing so with students in the graduate program in spring 2015.

## PREVIOUS PARTICIPANTS PRAISE FORESIGHT CERTIFICATE COURSE.....

By Andy Hines

Certificate students come from a wide range of backgrounds, not just professionally, but culturally and geographically as well. Here is what some of the students who have completed the program had to say about their experience:

"One wonders if Dr. Peter Bishop realizes how much change he truly influences when he conducts the Certificate in Strategic Foresight course at the University of Houston .... I left with more than I anticipated. The instructors are superb, and fellow students are dynamic and hail from a range of

backgrounds and locales, both international and US. In courses designed this well, there's often a synergy, even a gestalt of sorts that lasts until the course ends."

-Civilian Manager, U.S. Department of Defense

"As a private consultant, I am often asked by my clients to assist in developing a variety of strategic and operational plans. The Strategic Foresight Certificate gave me a wide variety of additional tools and techniques that I can utilize to develop scenarios of possible futures for my clients. Clients have found this helpful in mapping out the possibilities that the future

can bring and more importantly it allows them to position themselves to influence the type of future they wish to create."

-Alain Rabeau, Senior Consultant, The Intersol Group

"Strategic Foresight has helped me structure futures thinking and futures strategies into a curriculum that can be used for middle school students that will prepare these future world leaders to anticipate and cope with change, and to empower them with the ability to create solutions for a preferable future."

-Public Education, Gifted and Talented Program Coordinator