

Meeting The Workforce Needs Of The Future



Community College
Association of Texas Trustees

Michael Moe
September 15, 2023



The Dawn of the Age of Knowledge

1996



North Star...

***To give everybody an
equal opportunity to
participate in the future***

© GSV Offices





GSV Investments



Spotify[®]

courseera



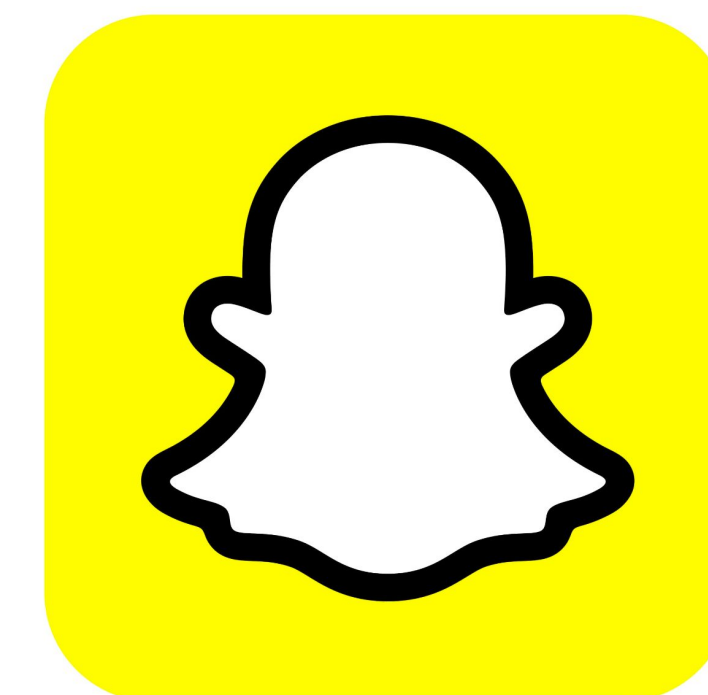
Palantir



Dropbox



Nextdoor





GSV Ventures

Investing in the
preeminent digital learning
companies...in 15 of the
30 unicorns.



GSV Ventures

Guild

LEARNEO



degreed



EMERITUS



PhysicsWallah

Handshake



MasterClass



ClassDojo



ENTREPRENEURSHIP

INNOVATION

EDUCATION

IMPACT

OPPORTUNITY



**“The must-attend
event for education
technology
investors.”**

The New York Times

14th Annual

ASU  + GSV SUMMIT

**“The Davos of
Education”**

Forbes



THE GSV CUP

THE WORLD'S LARGEST PITCH COMPETITION FOR "PRE-K TO GRAY" EDTECH STARTUPS

800+

Competitors

\$1M+

Prizes



Don't
mess with
Texas

STARTUPS





GSV STARTUP BOOTCAMP

Dare To Dream.

Dare To Be Great.

10,000+

Entrepreneurs



GSVMBA



GSV Labs



INNOVATION CENTER

SOGOOD BREWING COMPANY

Dallas 2024



**Circle of Life
500 Years
Ago...**



Parents'
Past =
Your
Future



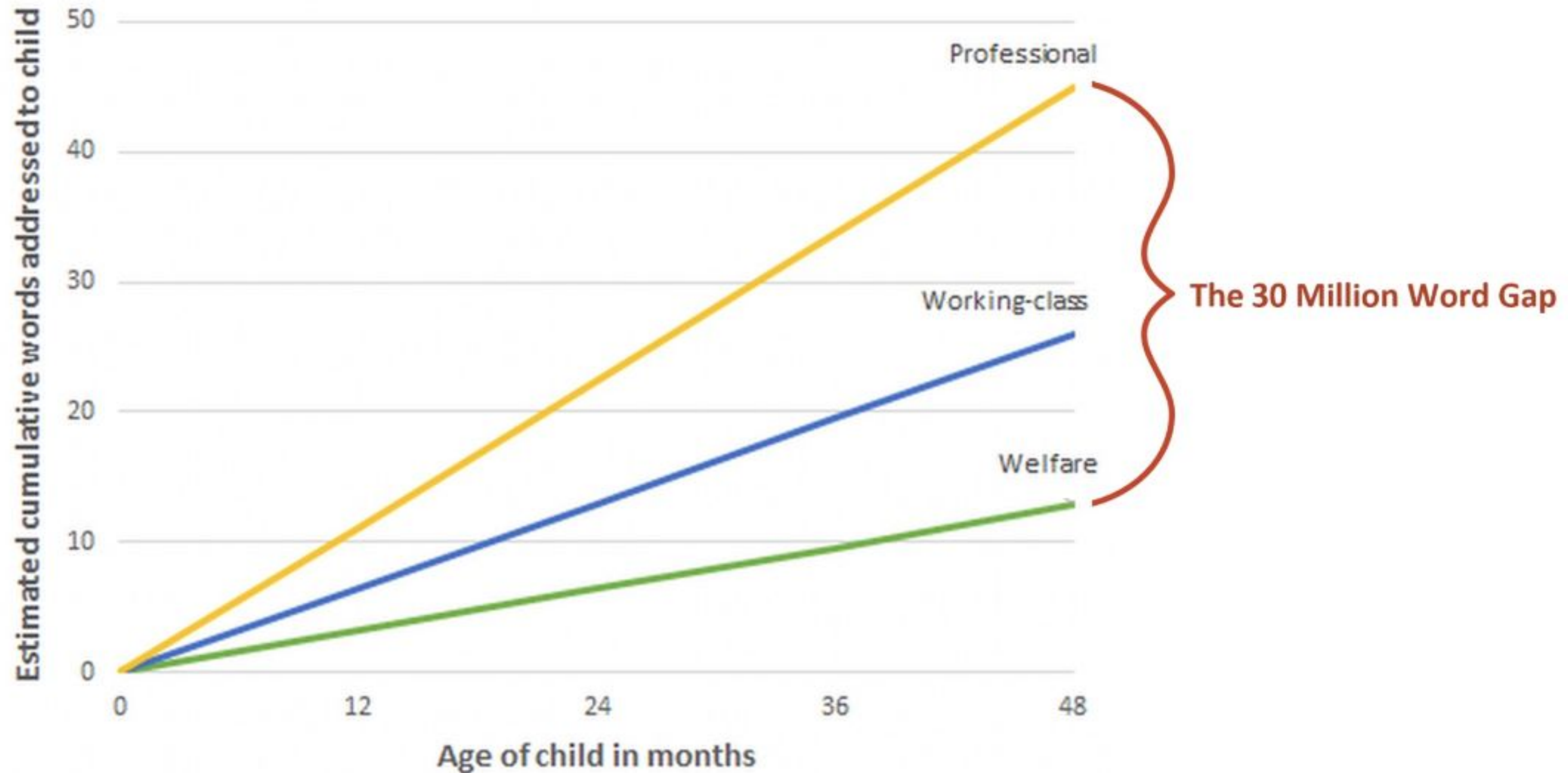




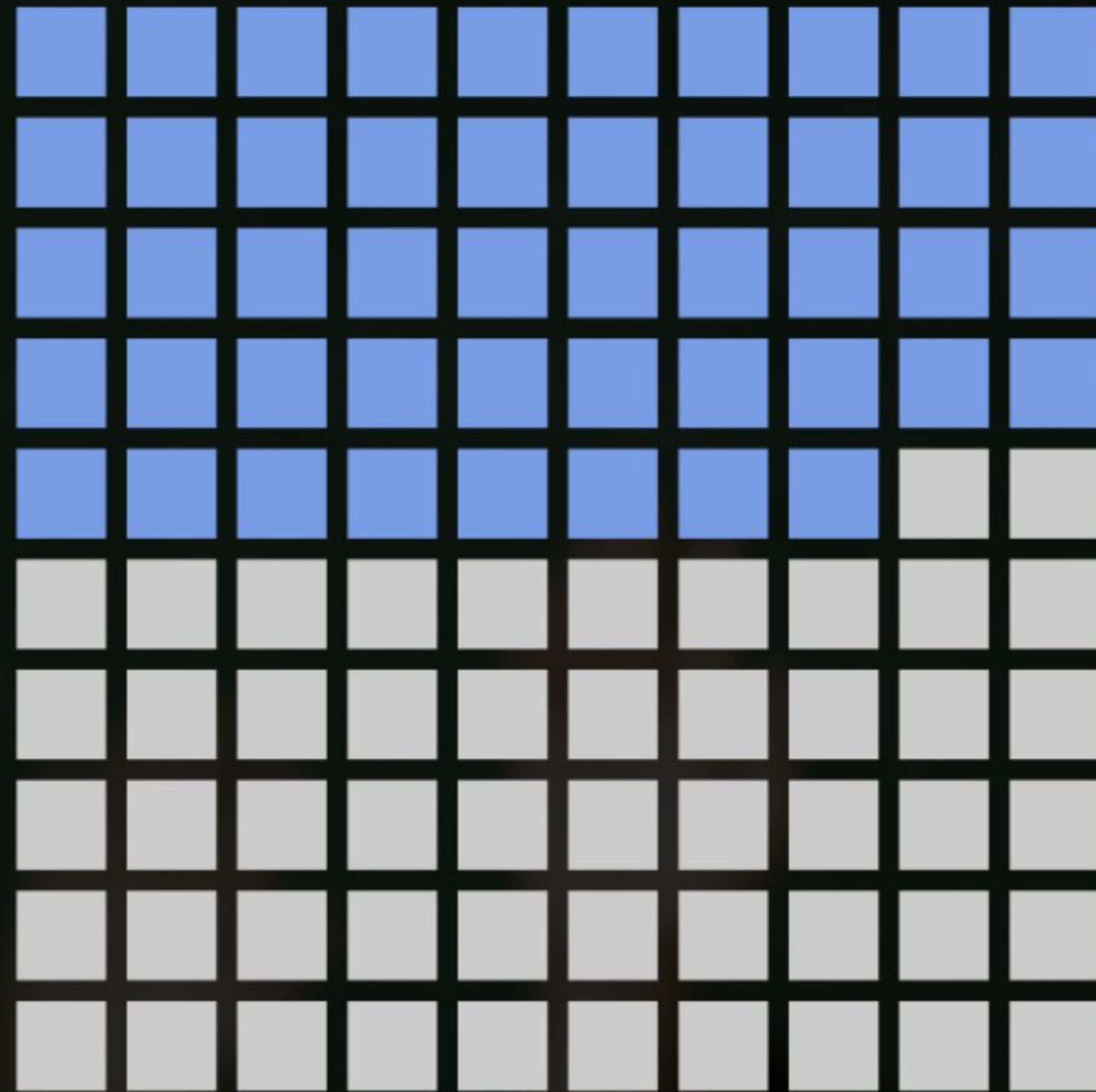


30 Million Word Gap by Age 4

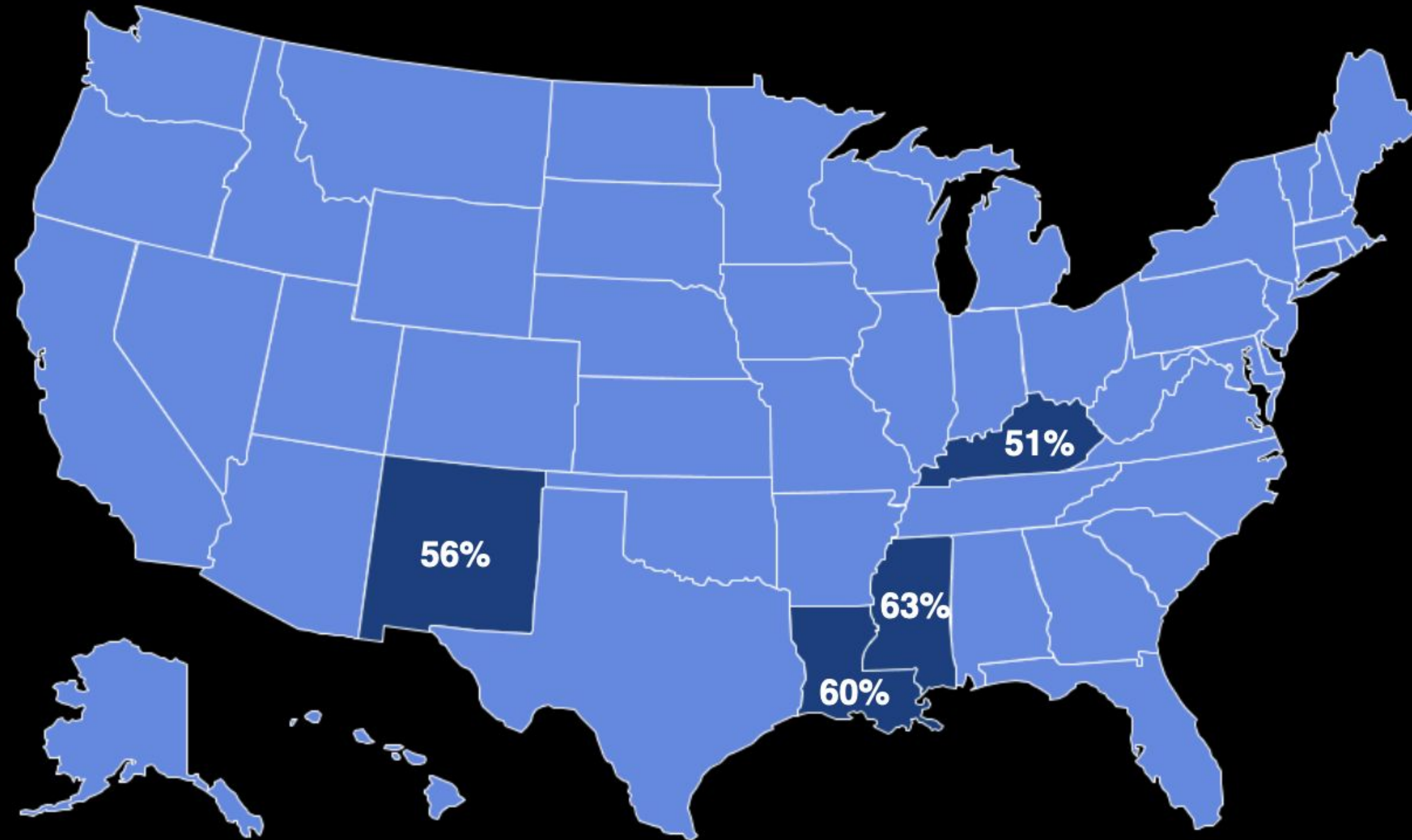
Number of Words Heard by Children Differs Across Income Groups



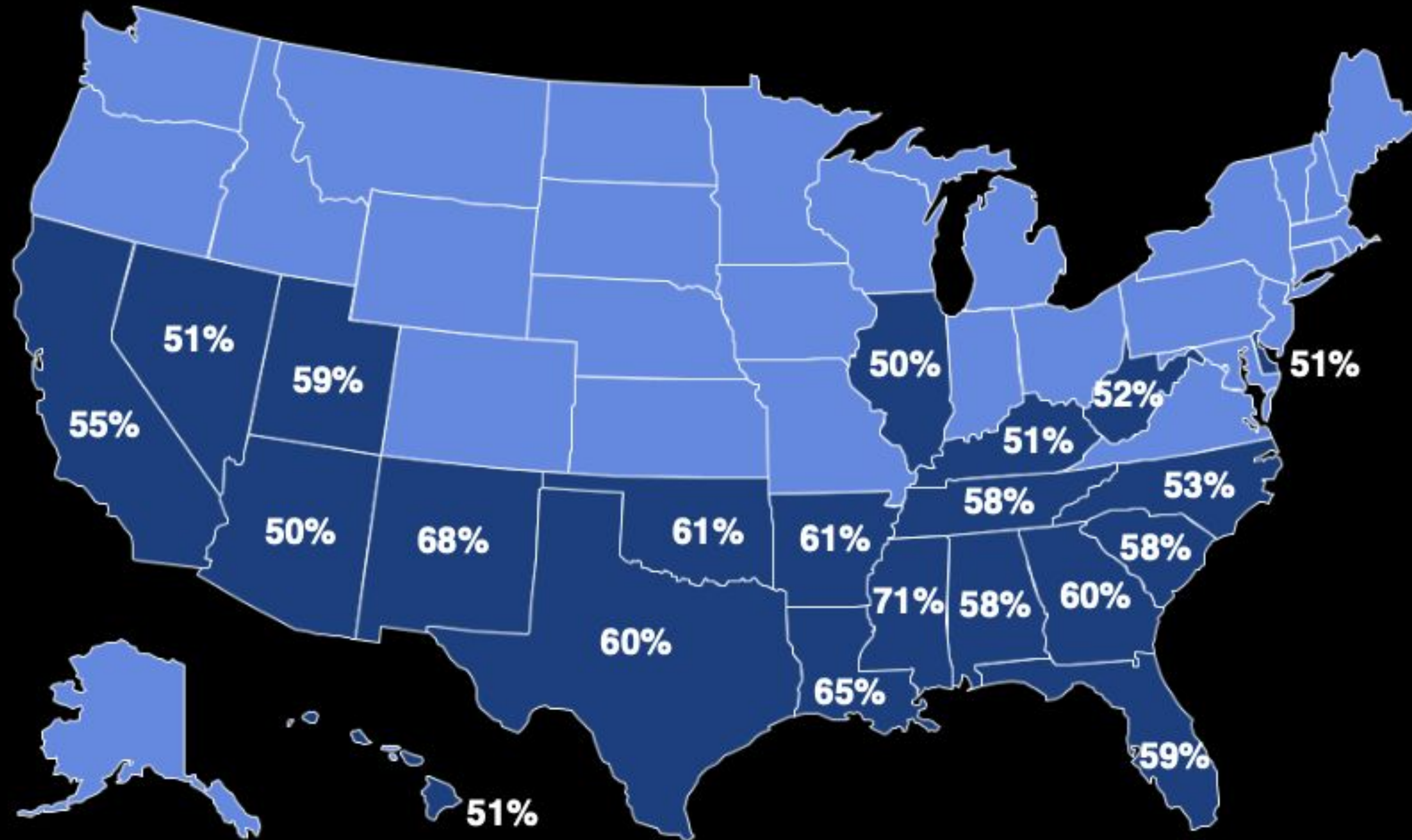
52%
Low Income
Kindergarten
Students
Aren't Ready



50% + Low Income Students in 2000: 4



50% + Low Income Students Today: 21



A dark blue map of the United States with white text overlaid. The text is centered and reads: "Low Income Students 5x More Likely to Drop out of High".

**Low Income Students
5x More Likely to
Drop out of High**

A dark blue map of the United States, showing state boundaries. Overlaid on the map is the text "Dropouts 8x More Likely to go to Prison" in a large, bold, white sans-serif font.

**Dropouts 8x More
Likely to go to Prison**

A dark blue map of the United States is shown, with white text overlaid in the center. The text reads:

**80% US Prison
Population High
School Dropouts**

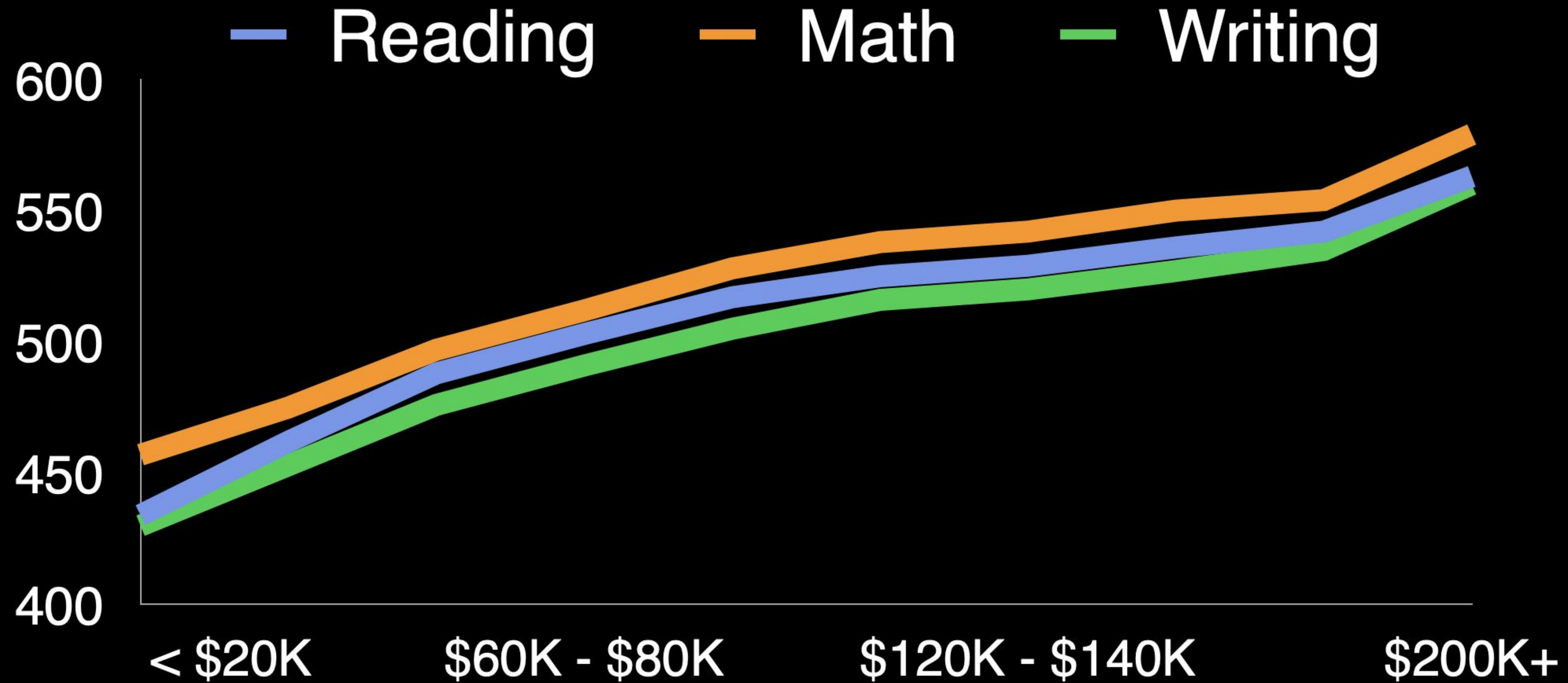
Federal Prison Springfield, MO



Philips Exeter Boarding School

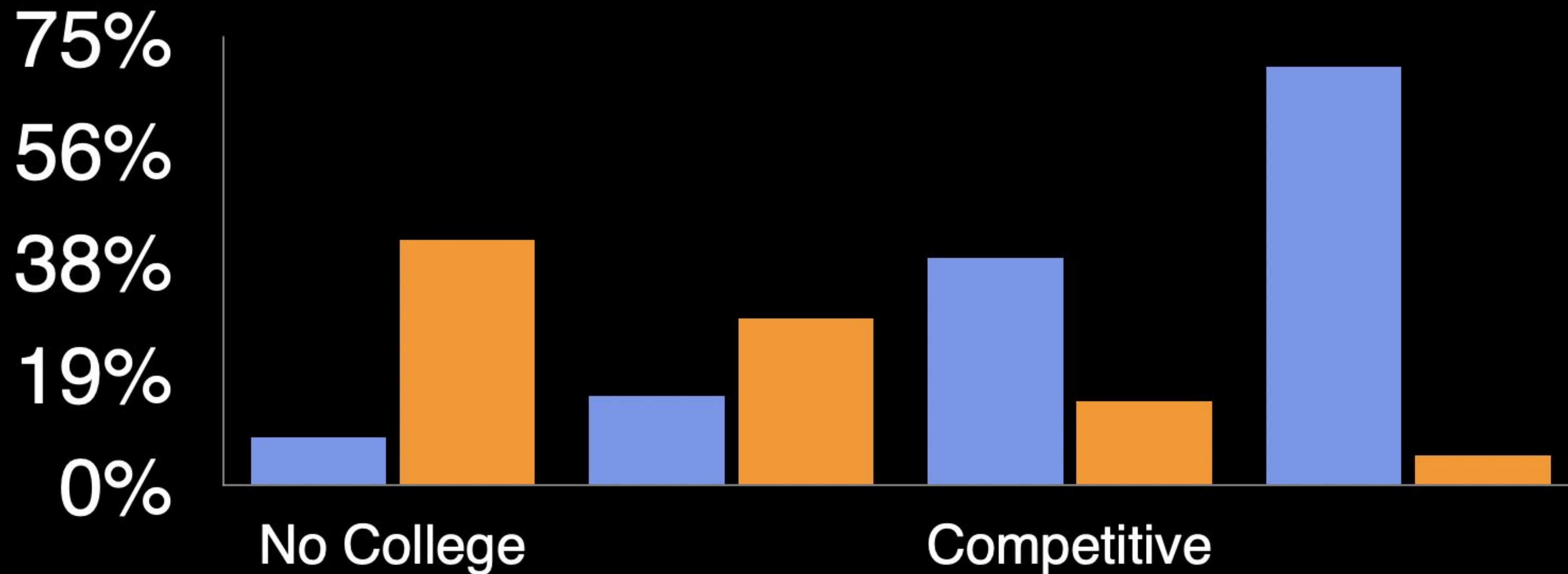


SAT Scores and Family Income



Locked Out of Elite Colleges

- Enrollment from Top Quartile
- Enrollment from Bottom Quartile

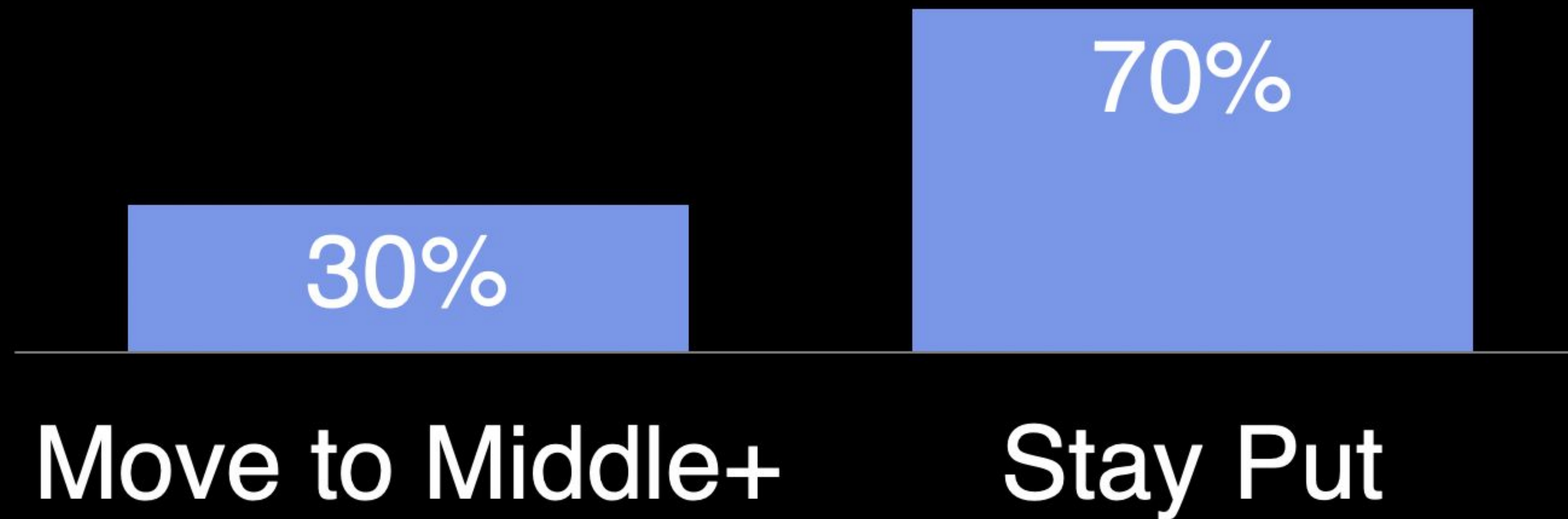




Income Quartile vs. College Grad Rate

Top	59%
Second	40%
Third	25%
Bottom	15%

70% of Poor Americans Never Make it to the Middle Class





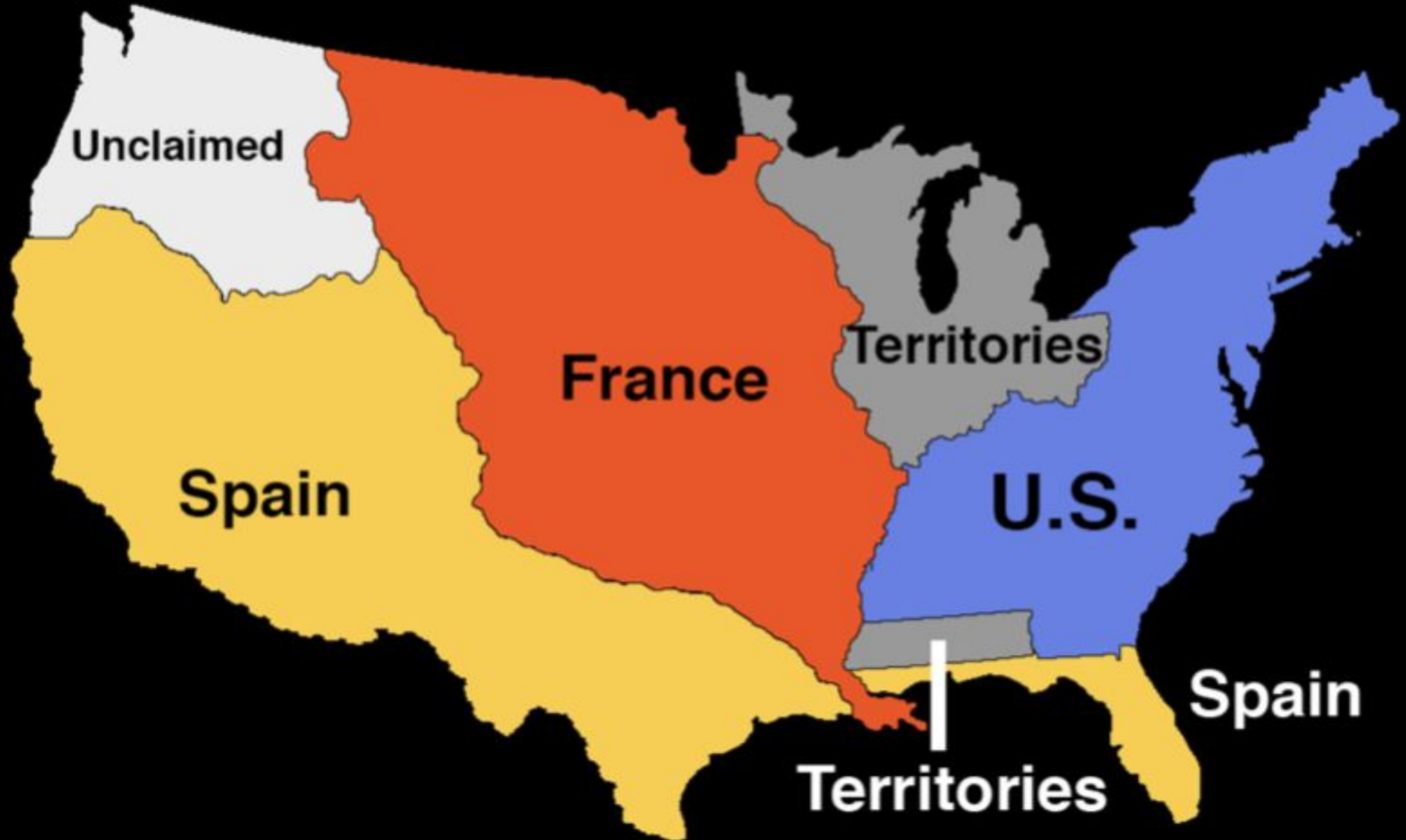
**We've Come
Full Circle**

**Future
Determined
by How
Well you
Select your
Parents**



Things Change ...

United States 1800





WELLS FARGO & COMPANY





Detroit 100 Years Ago



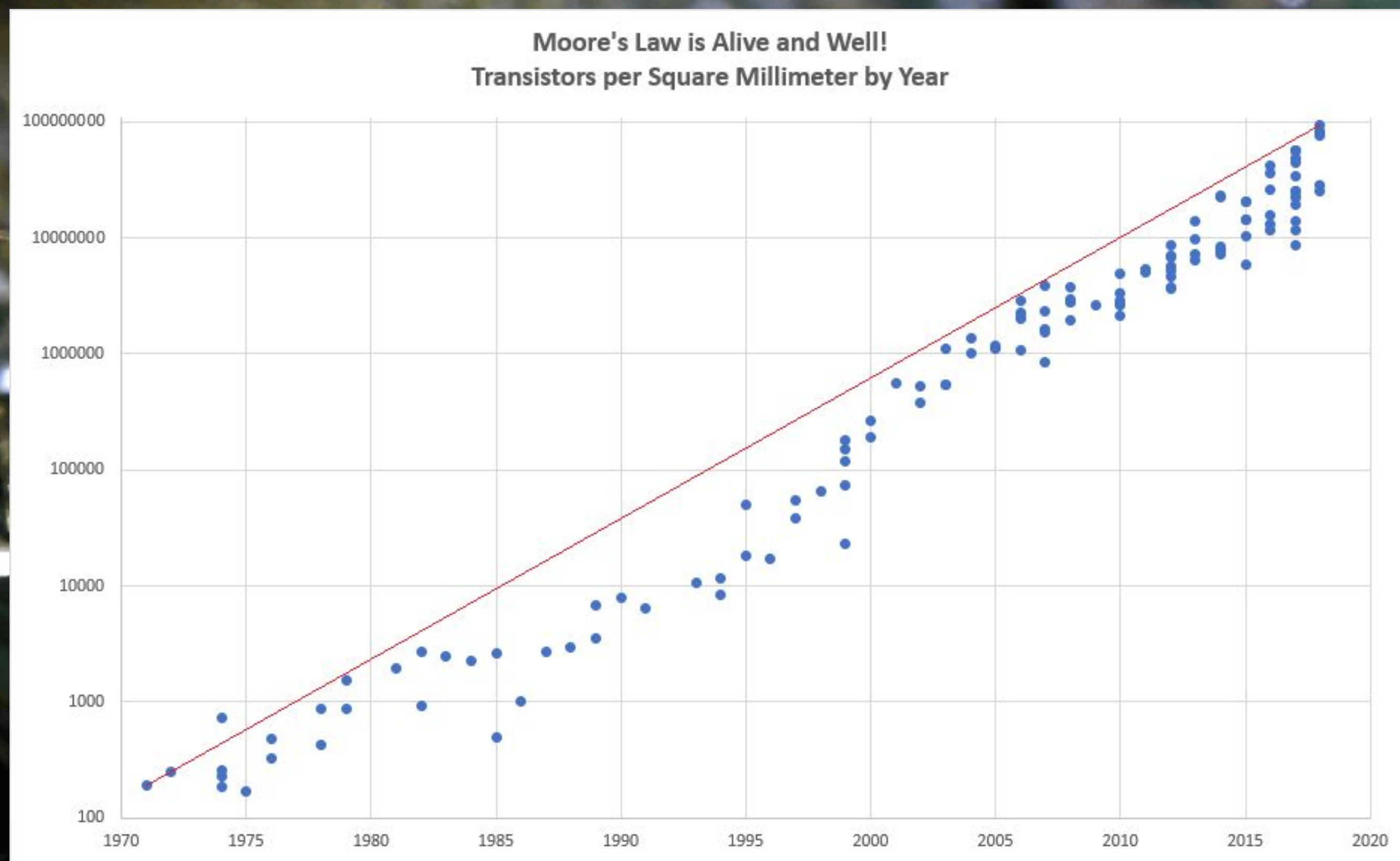
100 years ago, Silicon Valley...



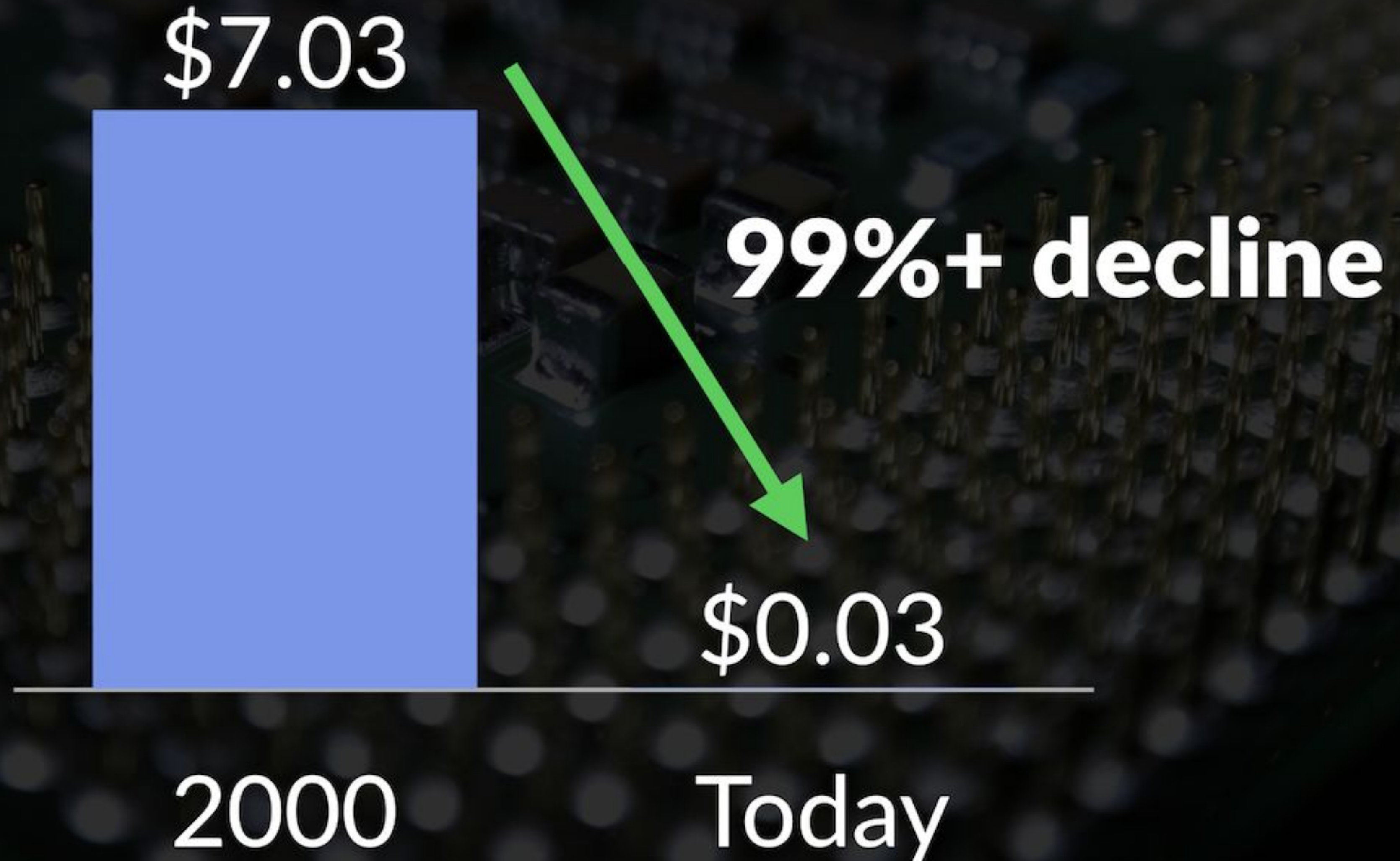
Silicon Valley Today



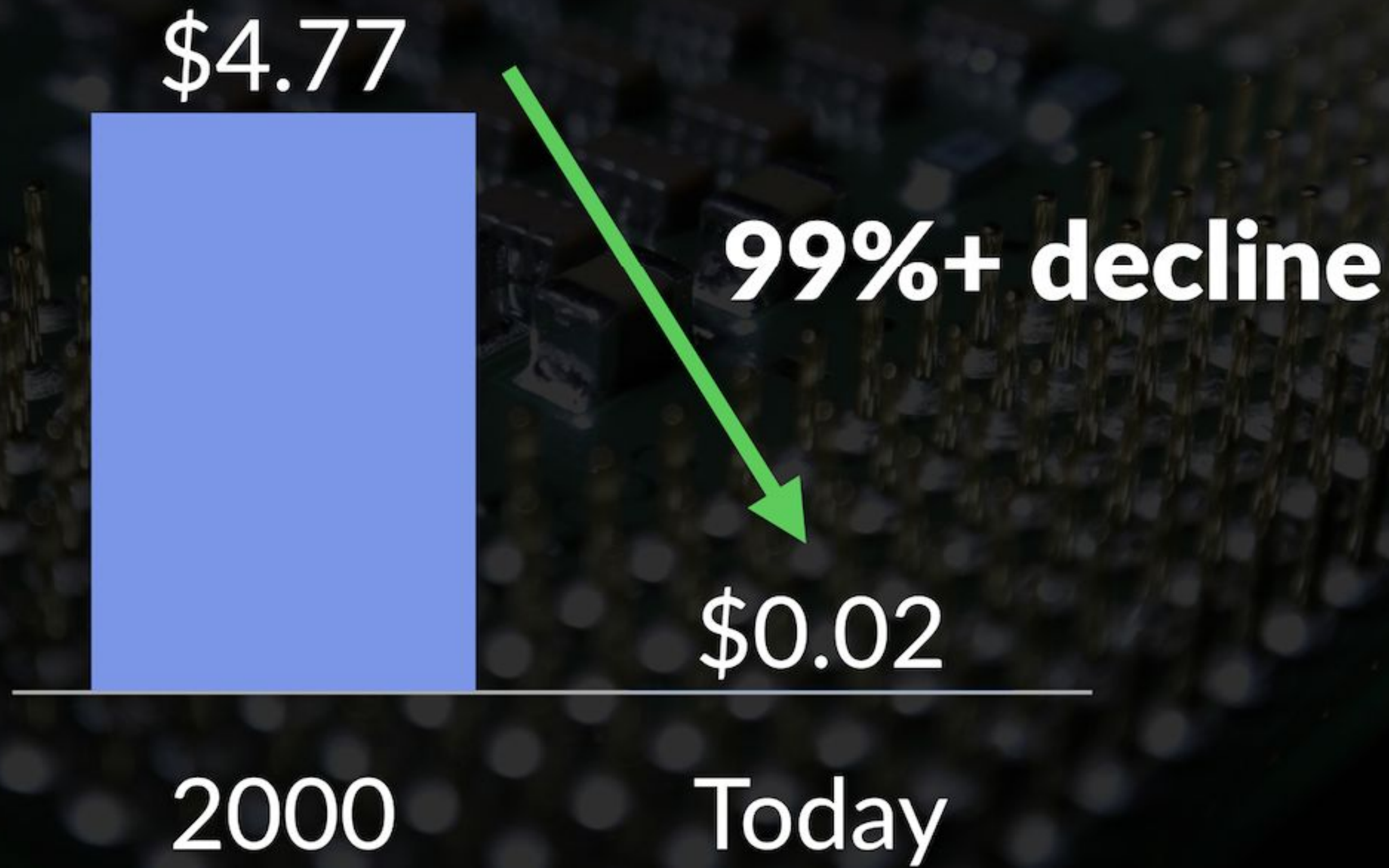
Moore's Law



Cost of Computing (per MM transistors)



Cost of Storage (per GB)

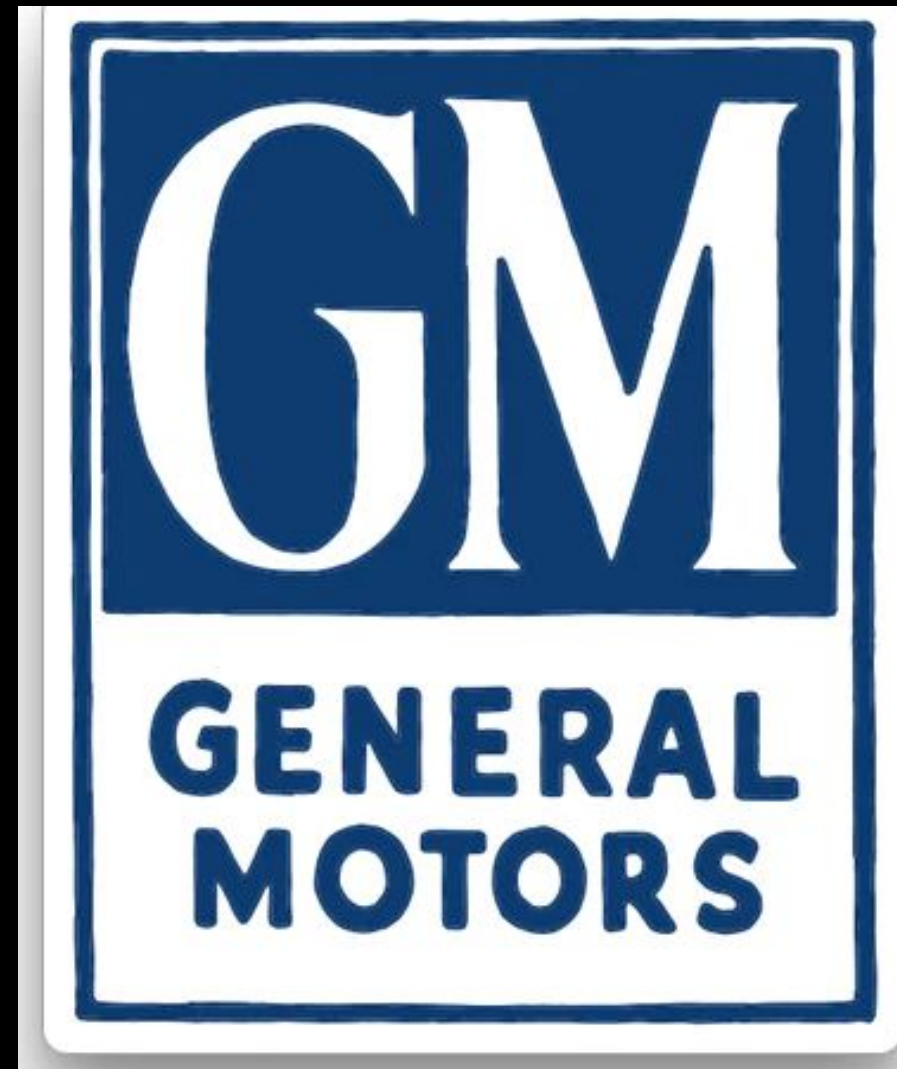


1990: \$20K

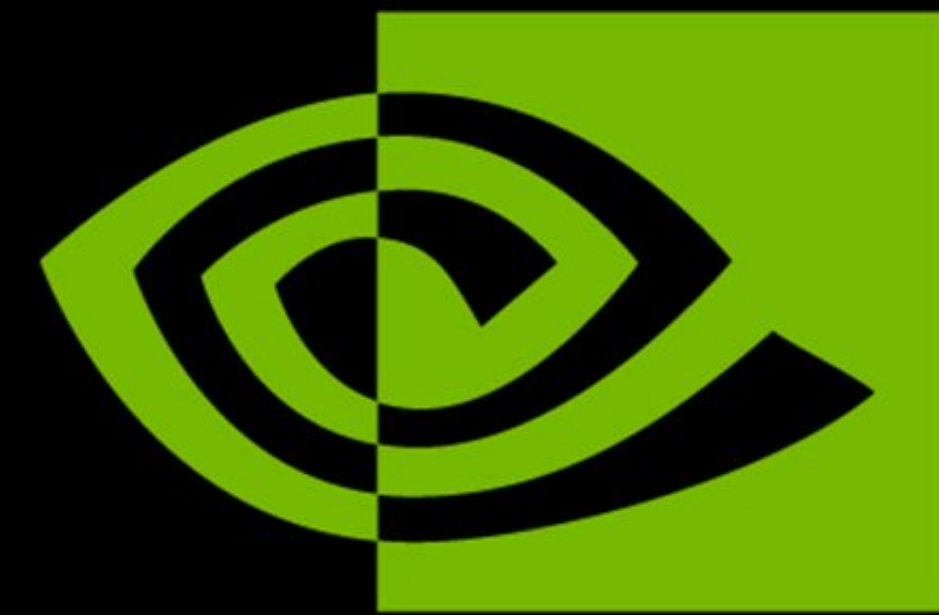
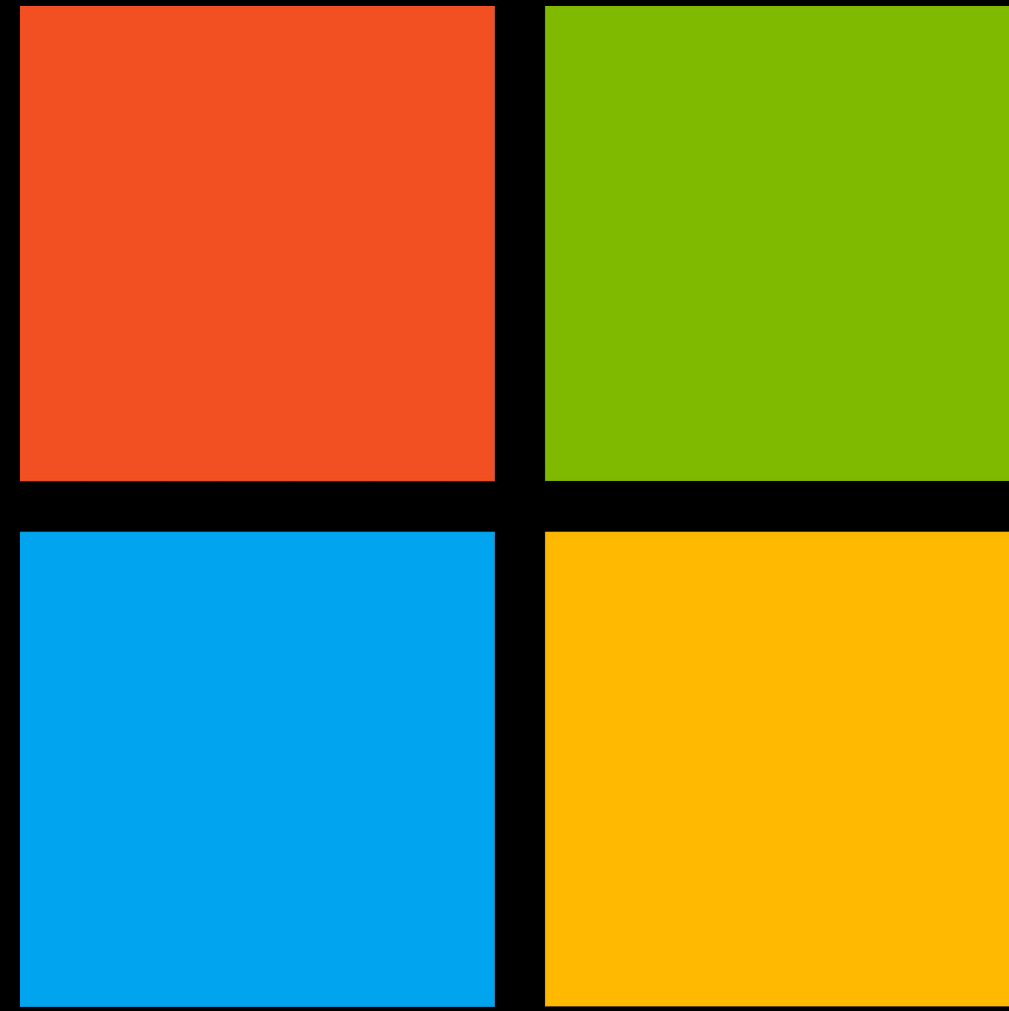
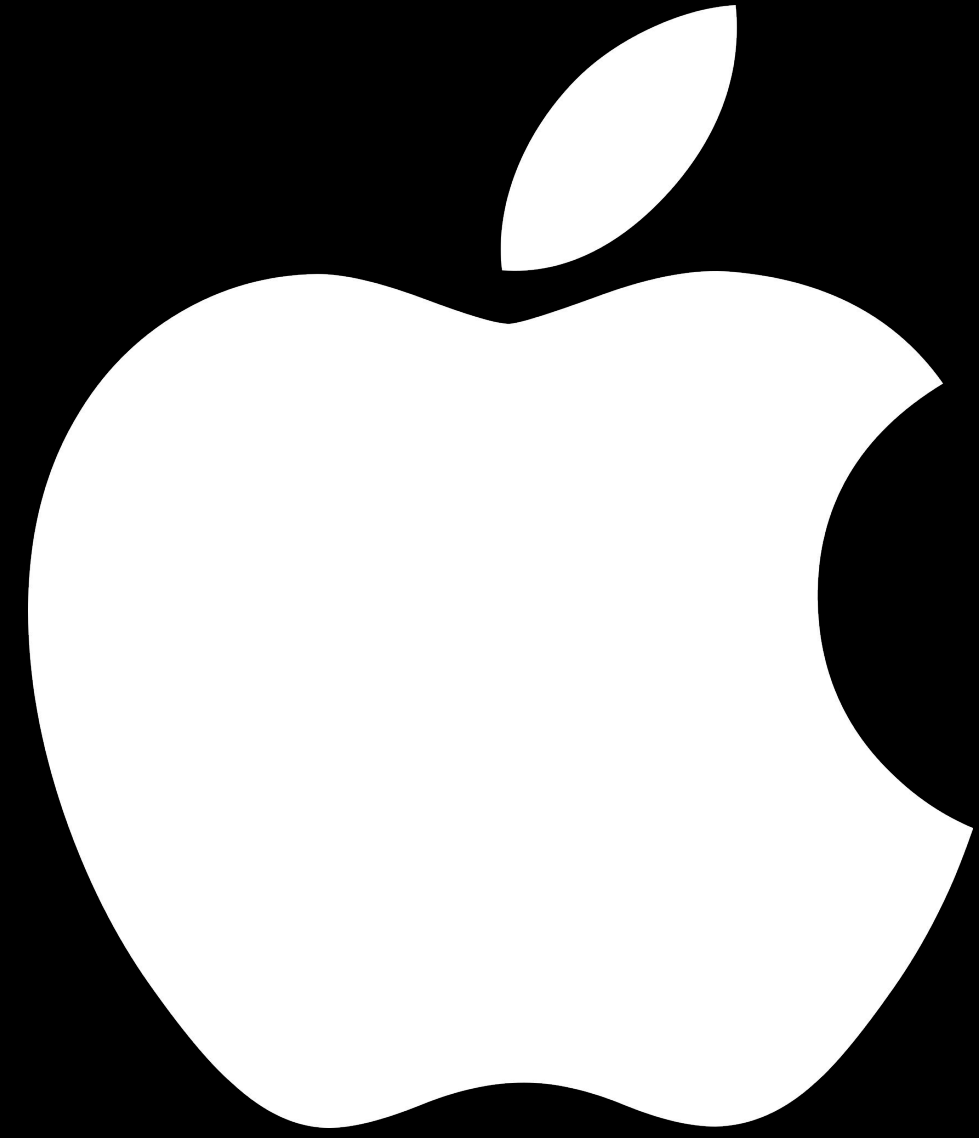
Today: \$1



1973 5 Largest US Companies



2023 5 Largest US Companies

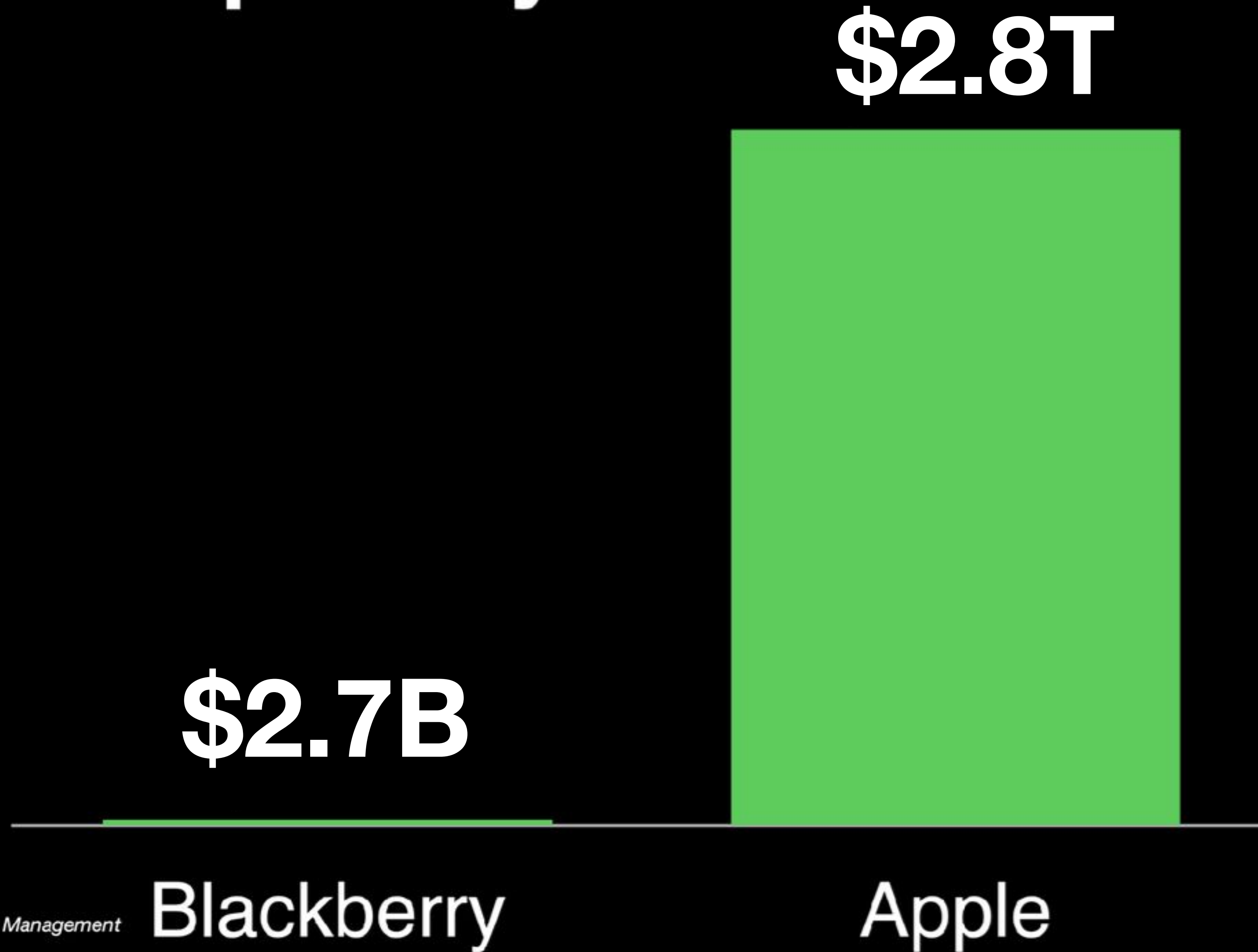


NVIDIA[®]

2007 Market Cap: Apple vs. Blackberry



Market Cap Today



Blackberry

Apple

2005: St. Peter's Square



Today: St. Peter's Square



**Time to
Reach 50
Million
People...**

Airlines: 68 years



Telephone: 50 years



Electricity: 46 years



Computer: 14 years



Cell Phone: 12 years



Internet: 7 years

Google!

Search the web using Google!

10 results ▾

Google Search

I'm feeling lucky

Index contains ~25 million pages (soon to be much bigger)

Facebook: 3 years



Twitter: 2 years



ChatGPT: 5 Weeks



OpenAI

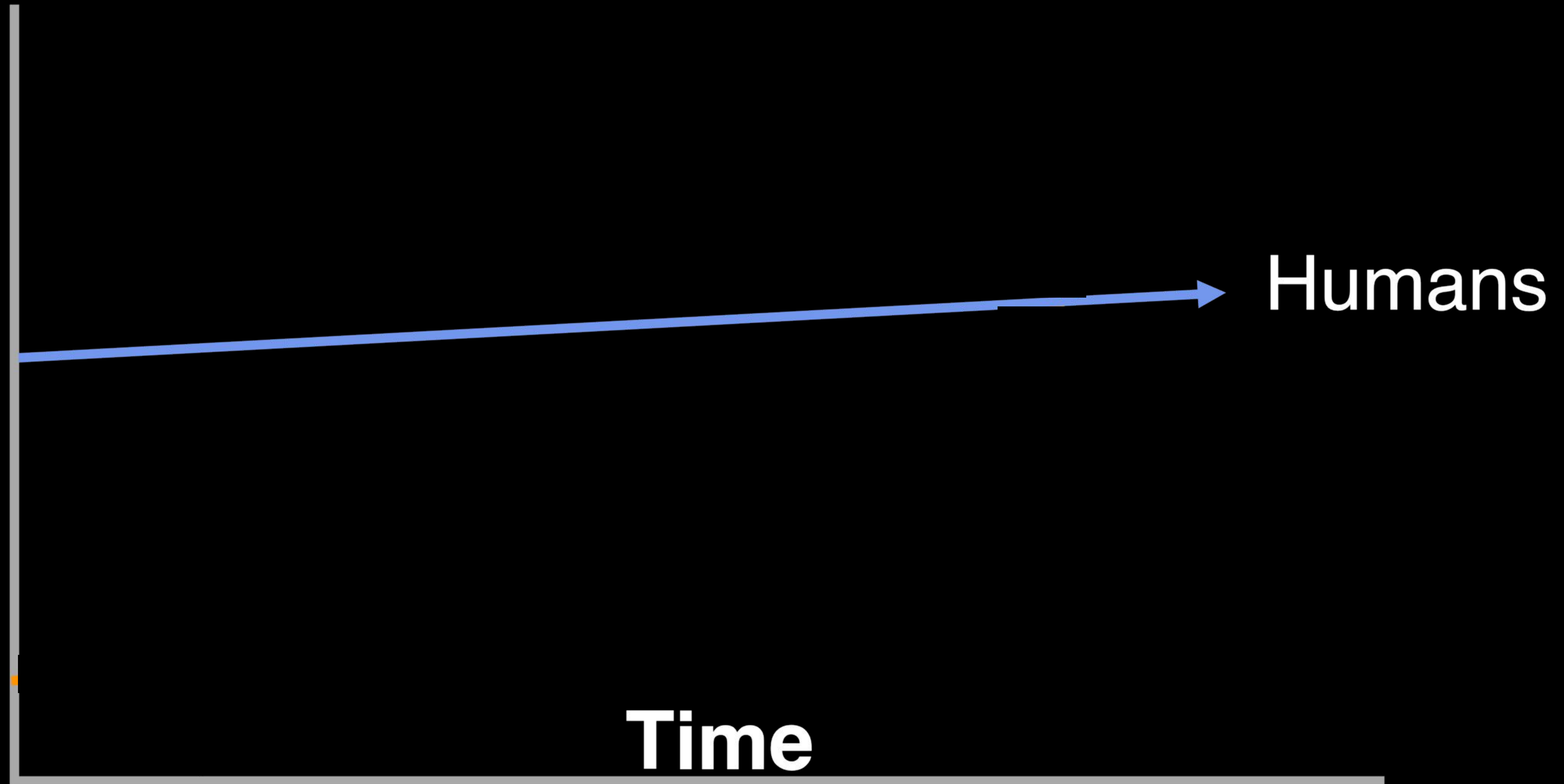


ChatGPT

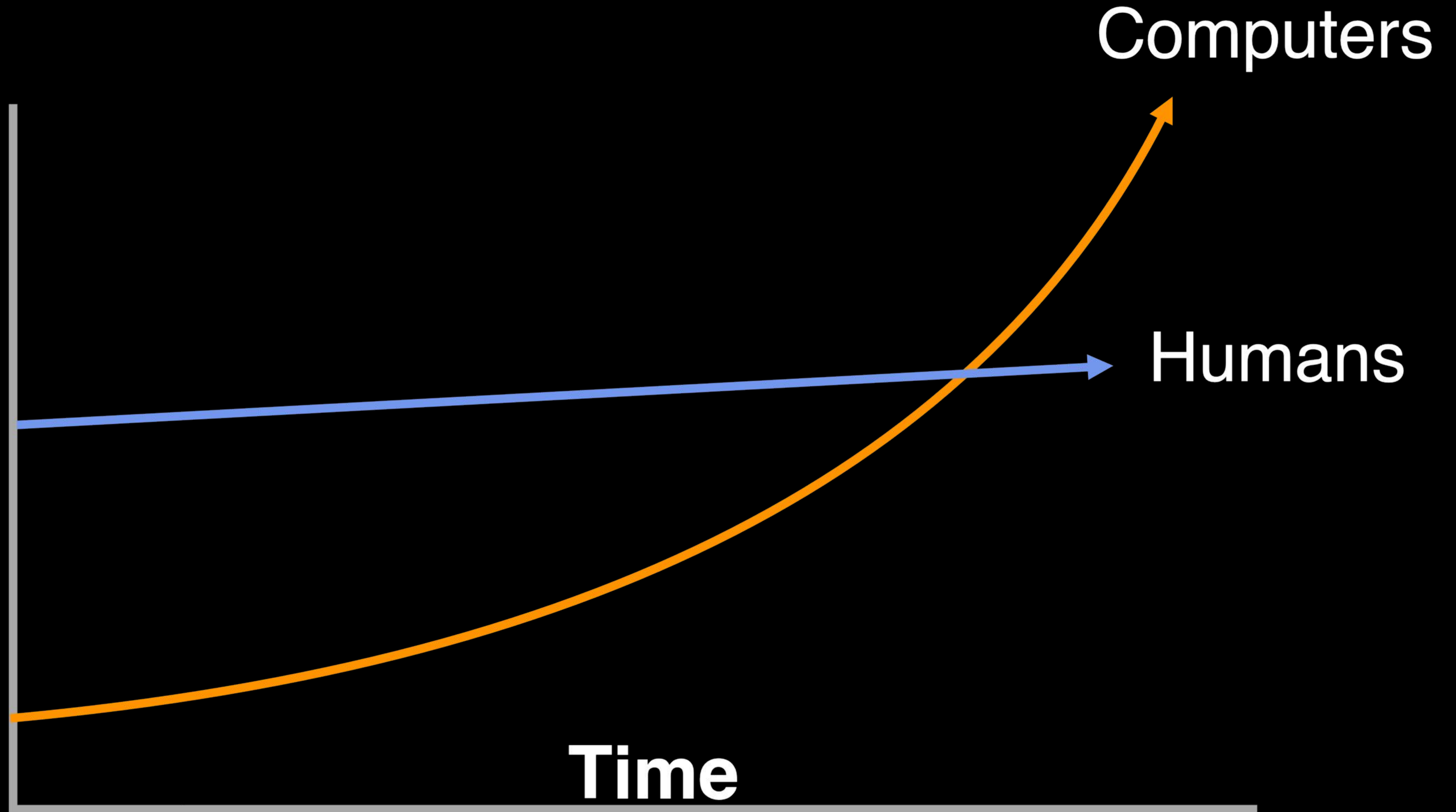
GIGATREND



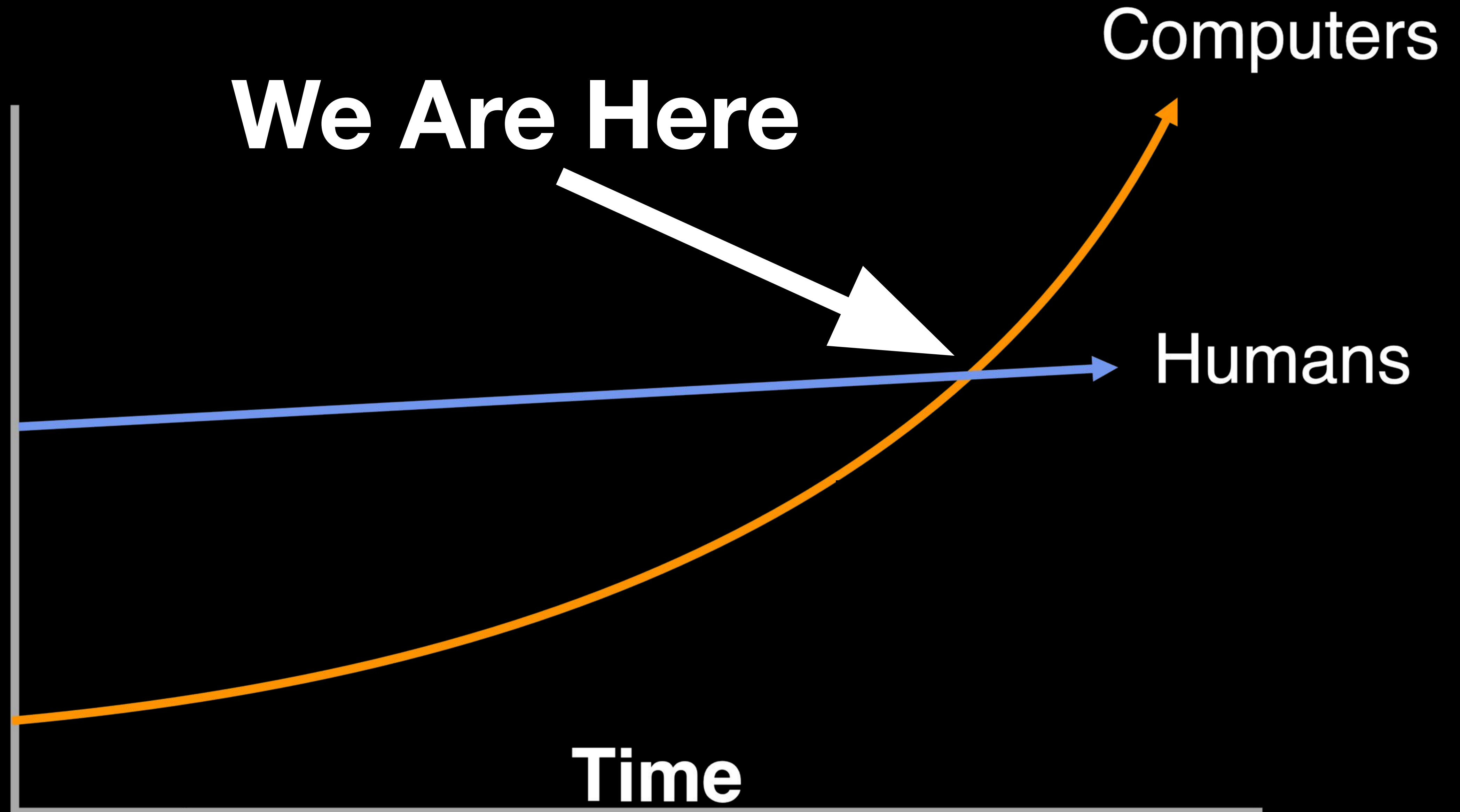
Knowledge, Skills, Abilities



Knowledge, Skills, Abilities



Knowledge, Skills, Abilities



Blue Collar Jobs



White Collar Jobs



No Collar Jobs

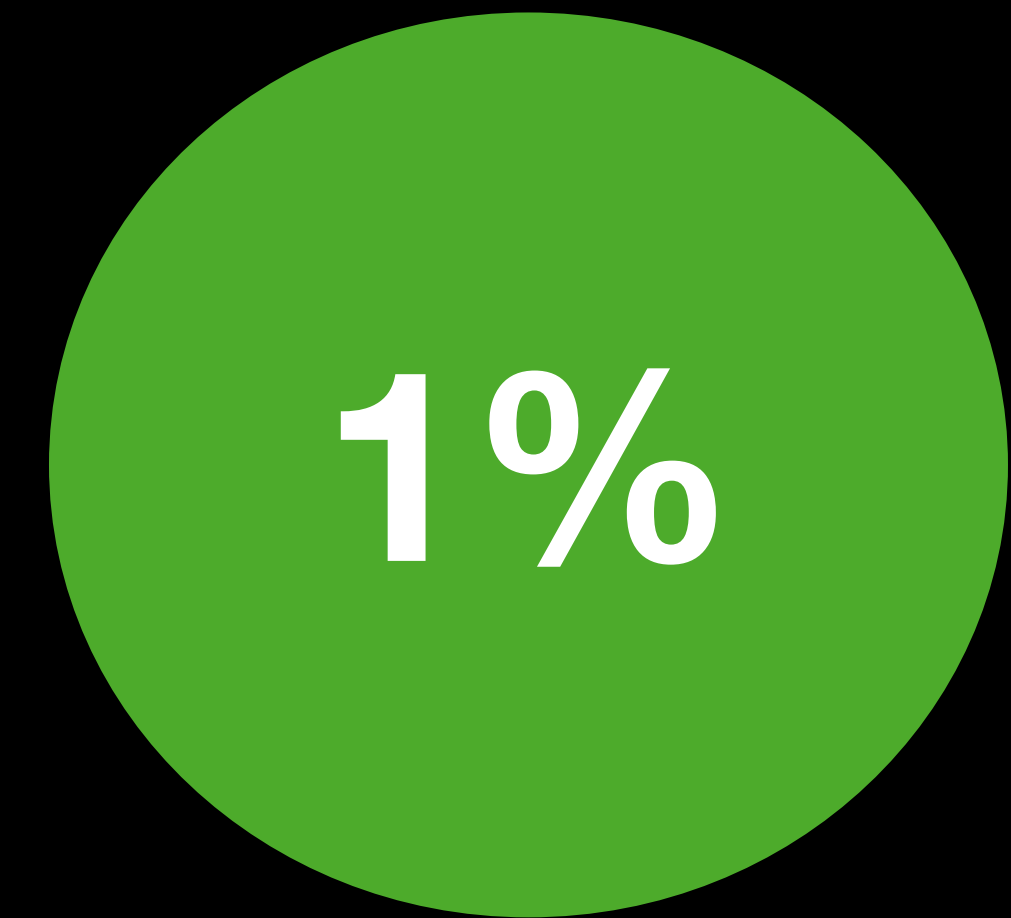




1923: % of US Workforce in Farming



1923



2023

PLEASE

FOR MORE
m

\$12.00
\$24.00
\$30.00
\$30.00







Software Layer: Codifying Knowledge

Software

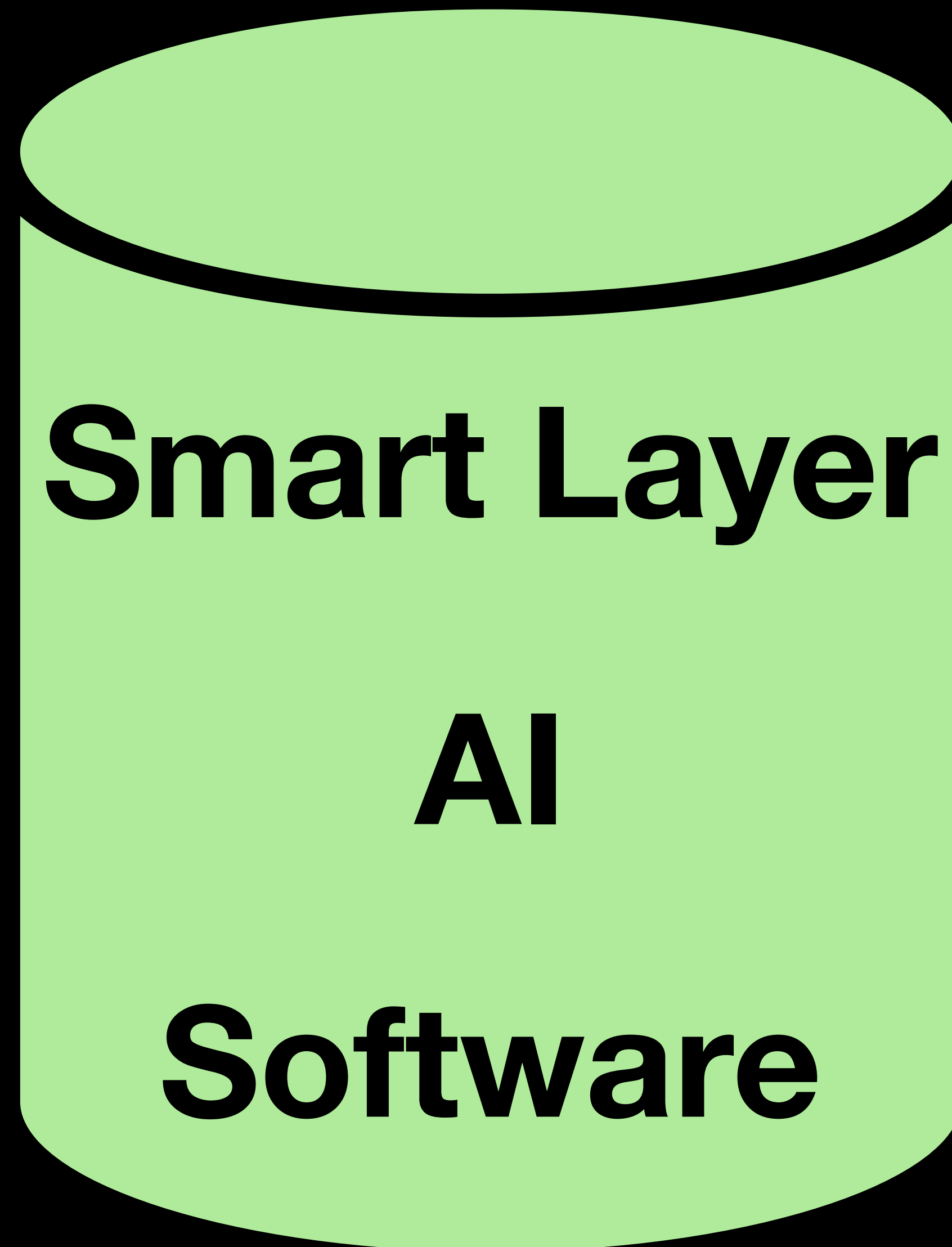
AI Layer: Making Knowledge Intelligent



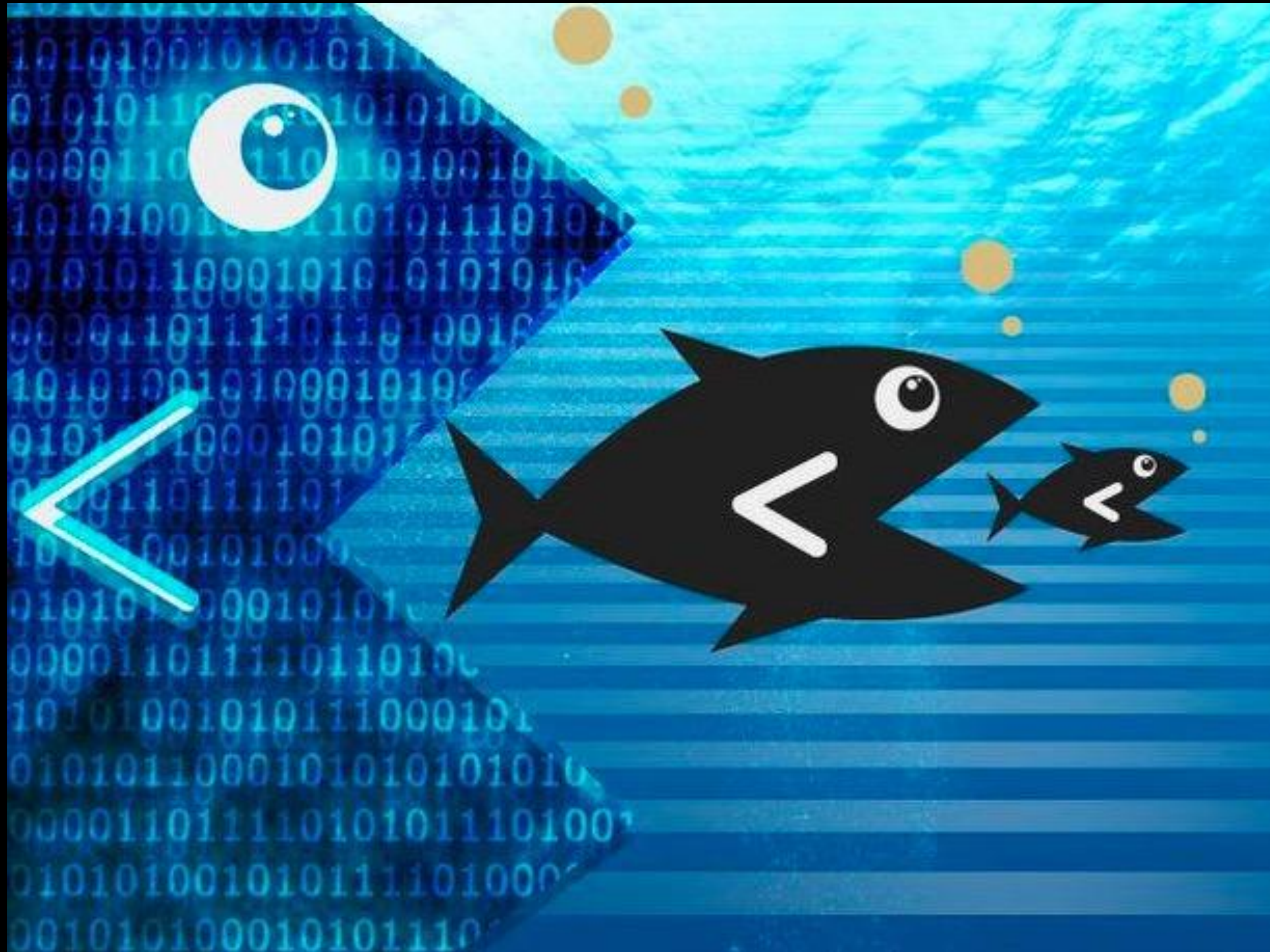
AI

Software

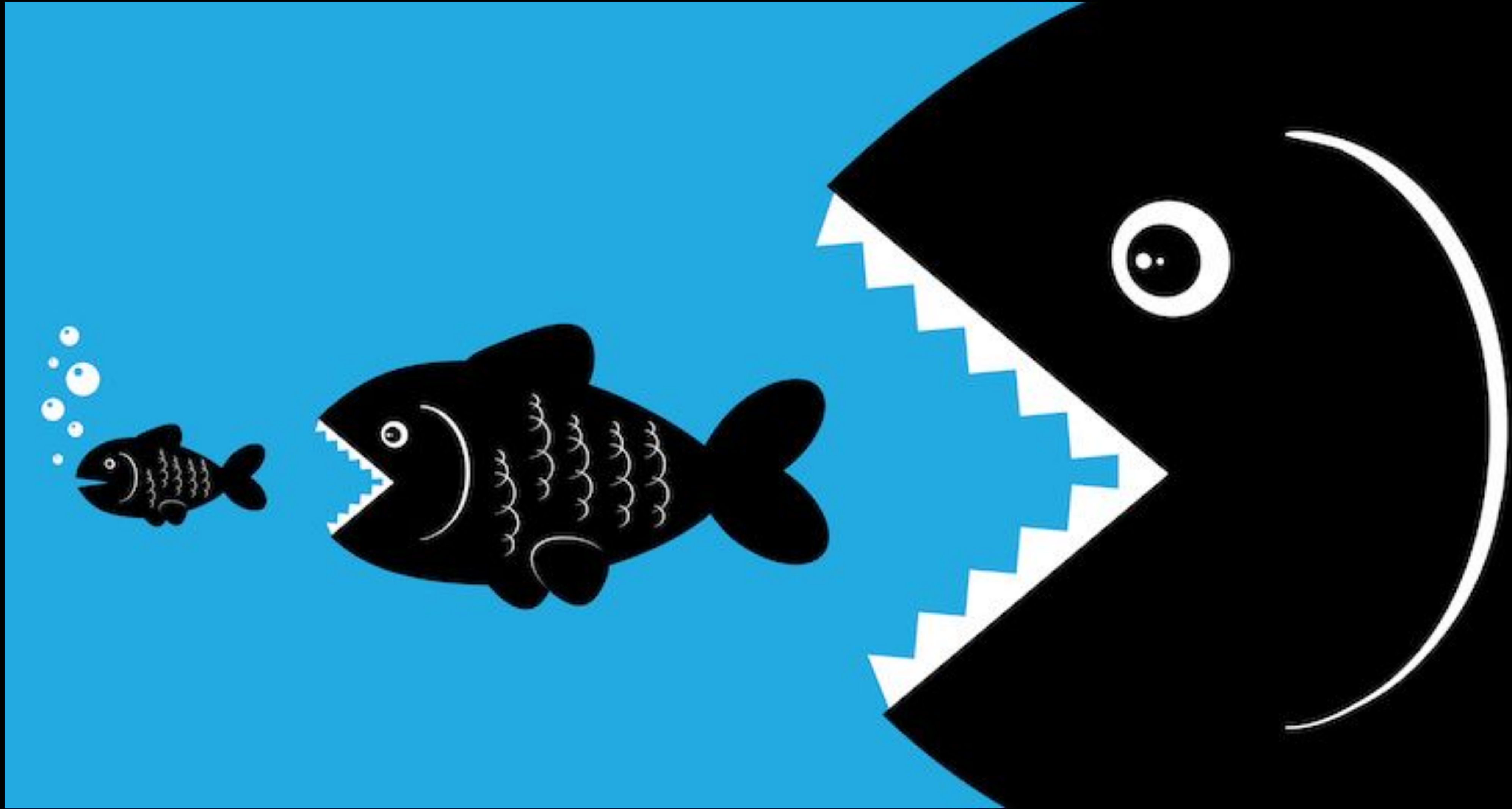
Smart Layer: Human Intelligence



Software is eating the world



AI is its teeth...



But humans decide what to eat





“When we have facts we’ll use facts. When we just have opinions, we’ll use mine.”

– Bill Campbell

**The more content is AI-generated,
the more it becomes a commodity**



**The best opportunities
will always be on the edge**



Good is gone

Good is gone

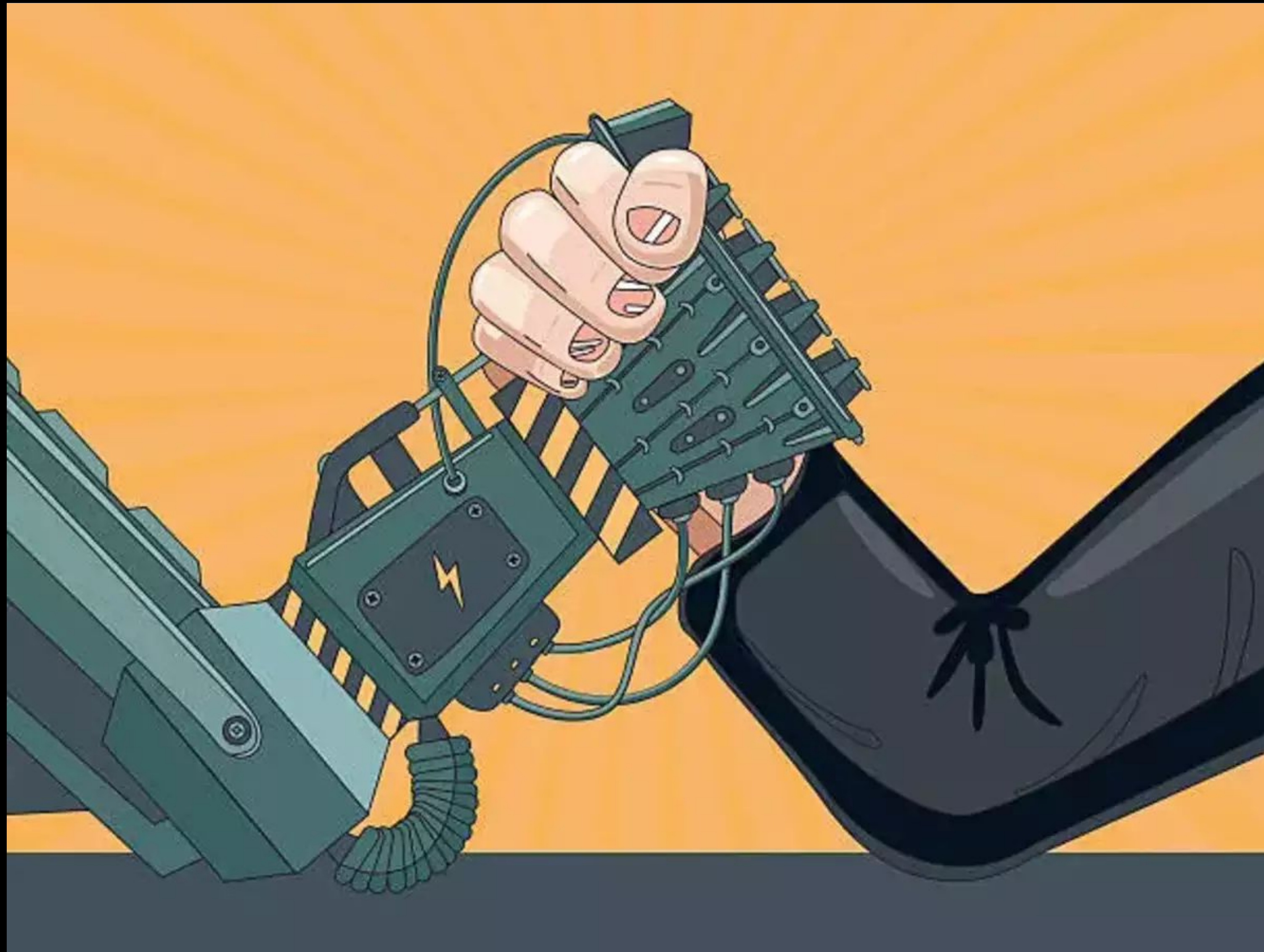
Great isn't enough

Good is gone

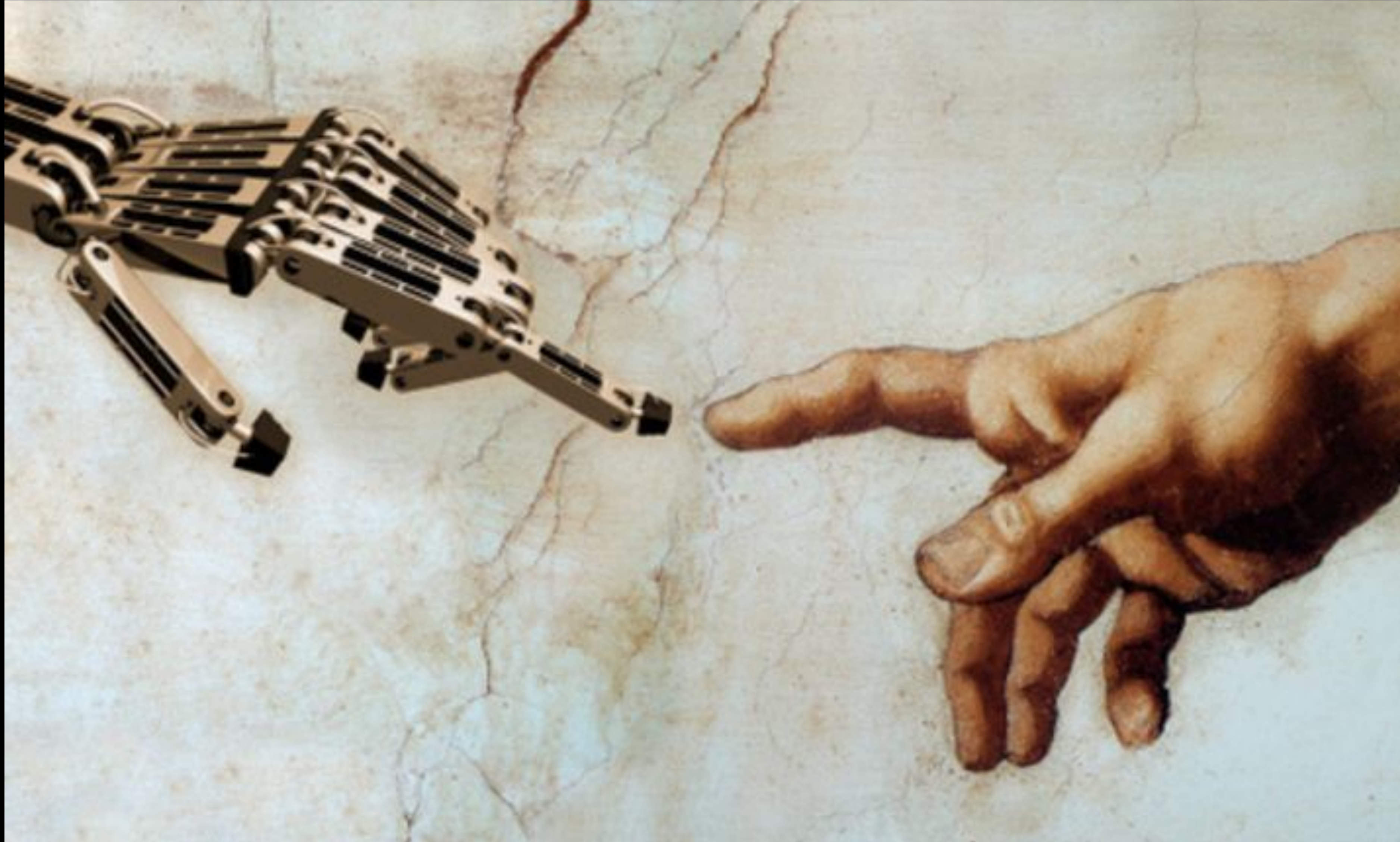
Great isn't enough

Outstanding is the future

Not Man vs. Machine...



Man & Machine



1993 – 2023

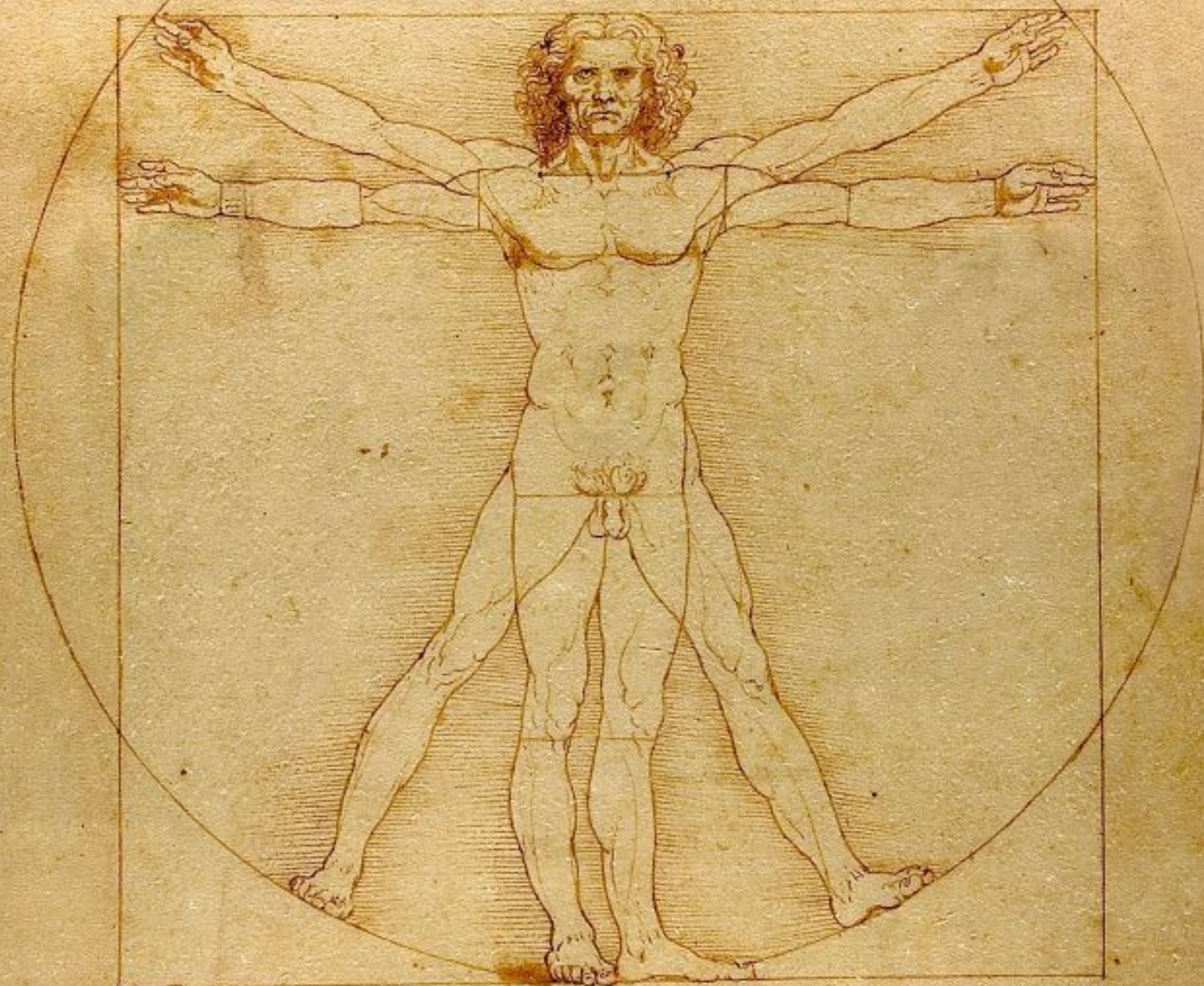
ORIGINAL MOTION PICTURE SOUNDTRACK



2023 –



Handwritten text in a cursive script, likely a Latin inscription, located at the top of the page above the main drawing.



A historical world map, likely a Mercator projection, with a grid of latitude and longitude lines. The map is divided into four quadrants by the equator and the prime meridian. Each quadrant contains a decorative vignette: the top-left shows a globe, the top-right shows a globe with a figure, the bottom-left shows a globe with a figure, and the bottom-right shows a globe with a figure. The map is labeled with various geographical names in Latin, including 'AMERICA', 'MEXICANA', 'MAGALLANICA', 'INDICVS', and 'AUSTRALIS'. The text 'Can't use an old map in a New World' is overlaid in large, bold, black letters across the center of the map.

**Can't use an old map
in a New World**

7 C's

Collaboration

Cultural Fluency

Critical Thinking

Civic Engagement

Creativity

Character

Communication



The Seven C's

Critical Thinking

The Seven C's

Creativity

The Seven C's

Communication

The Seven C's

Cultural Fluency

The Seven C's

Civic

Engagement

The Seven C's

Collaboration

The Seven C's

Character

Elite = Scarce

Elite \neq **Scarce**

Elite = Excellence

Cost = Quality

Cost \neq Quality

Outcomes = Quality

Calendar = Progression

Calendar \neq Progression

Mastery = Progression

School = Job Options

School \neq Job Options

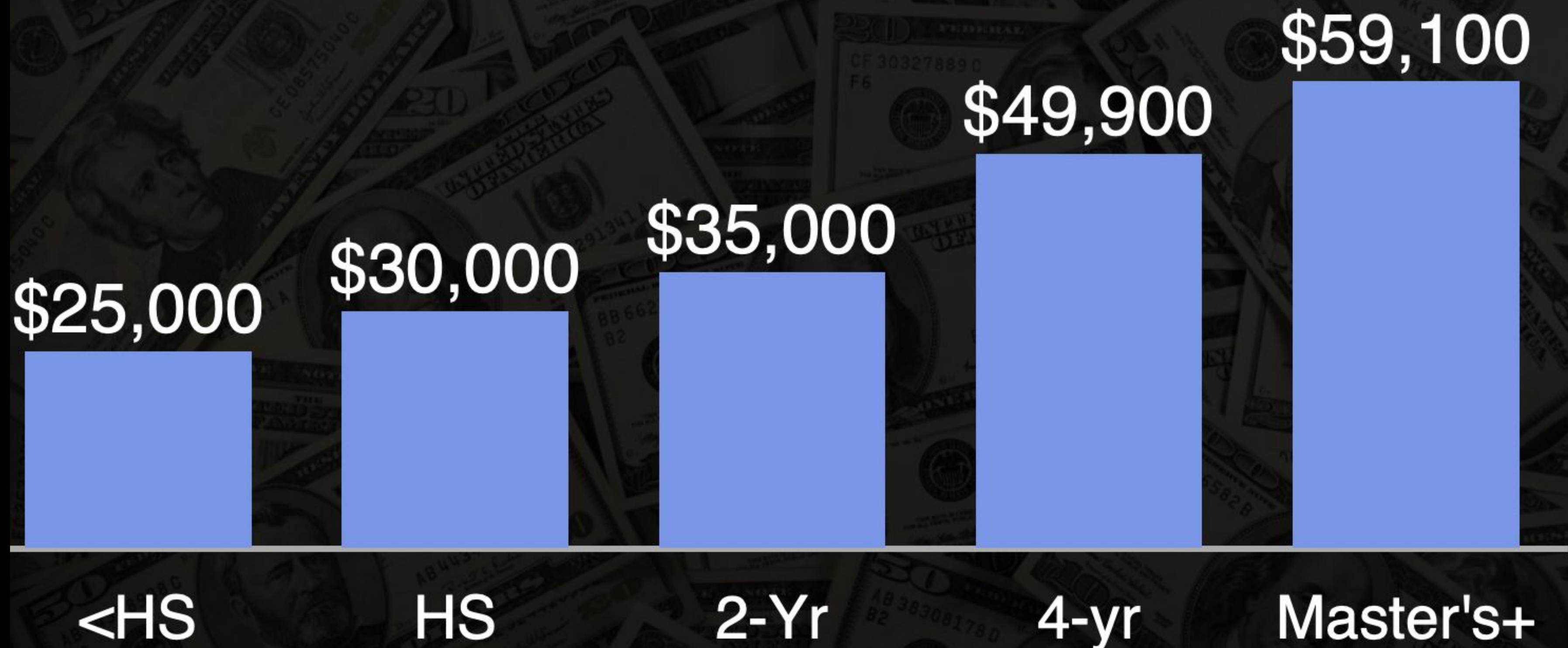
Competence = Job Options

**Race & Gender =
Opportunity**

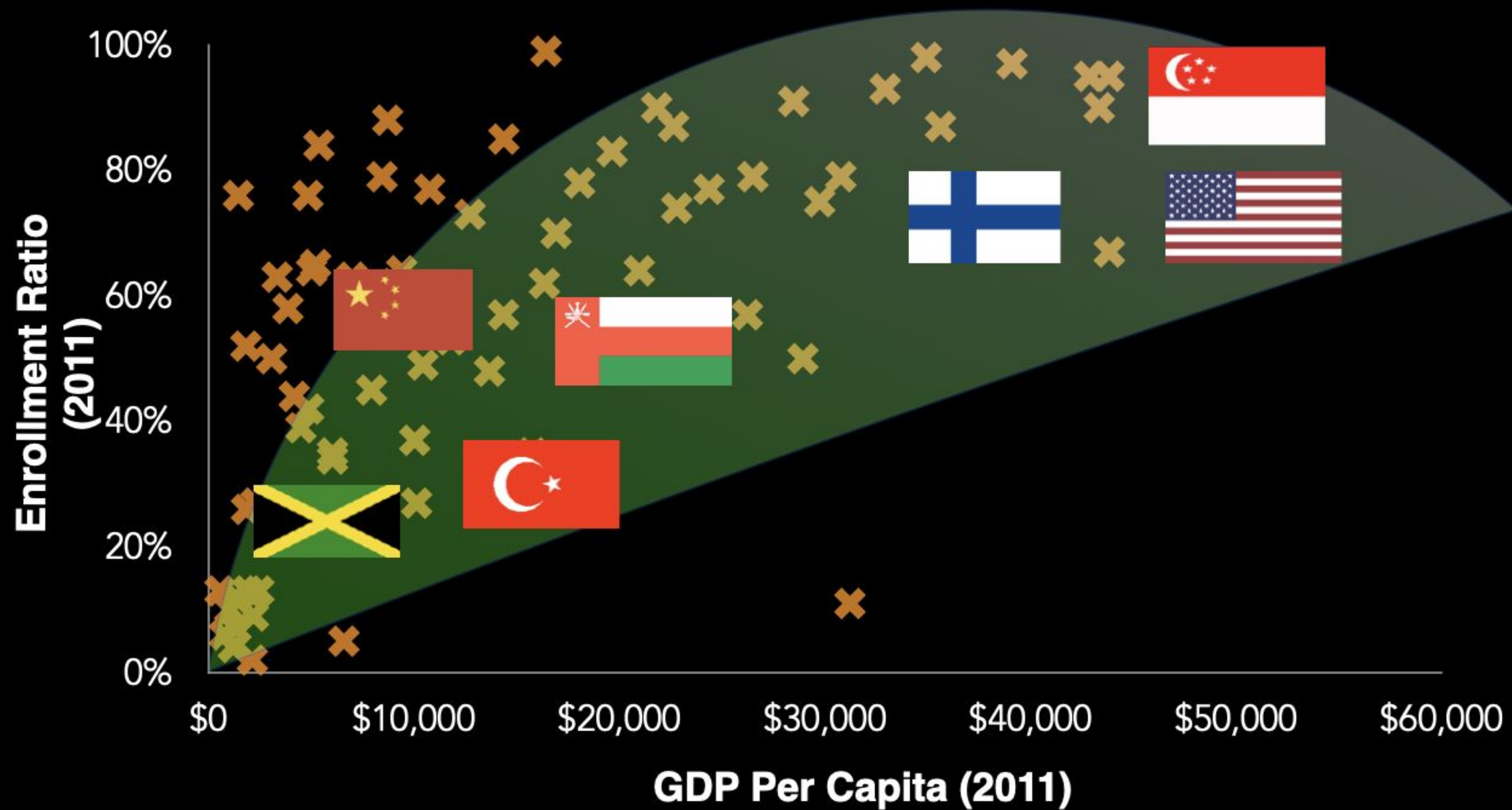
Race & Gender \neq
Oppportunity

**Content of Character =
Opportunity**

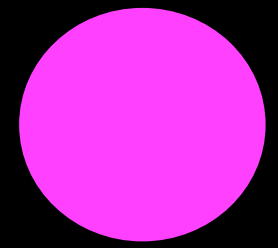
Earnings Directly Correlated to Education....



College Education Drives GDP Per Capita



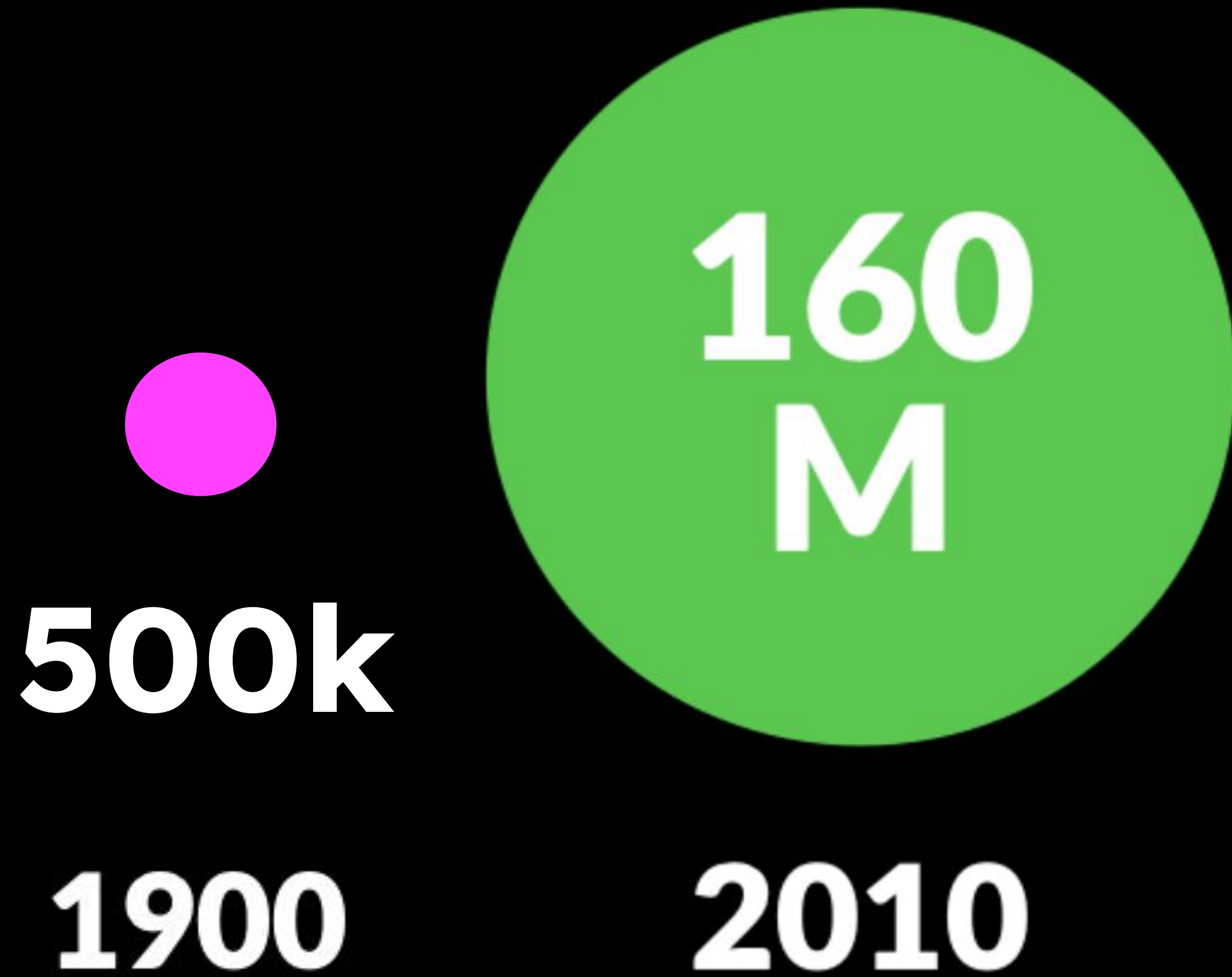
Higher Ed Student Market



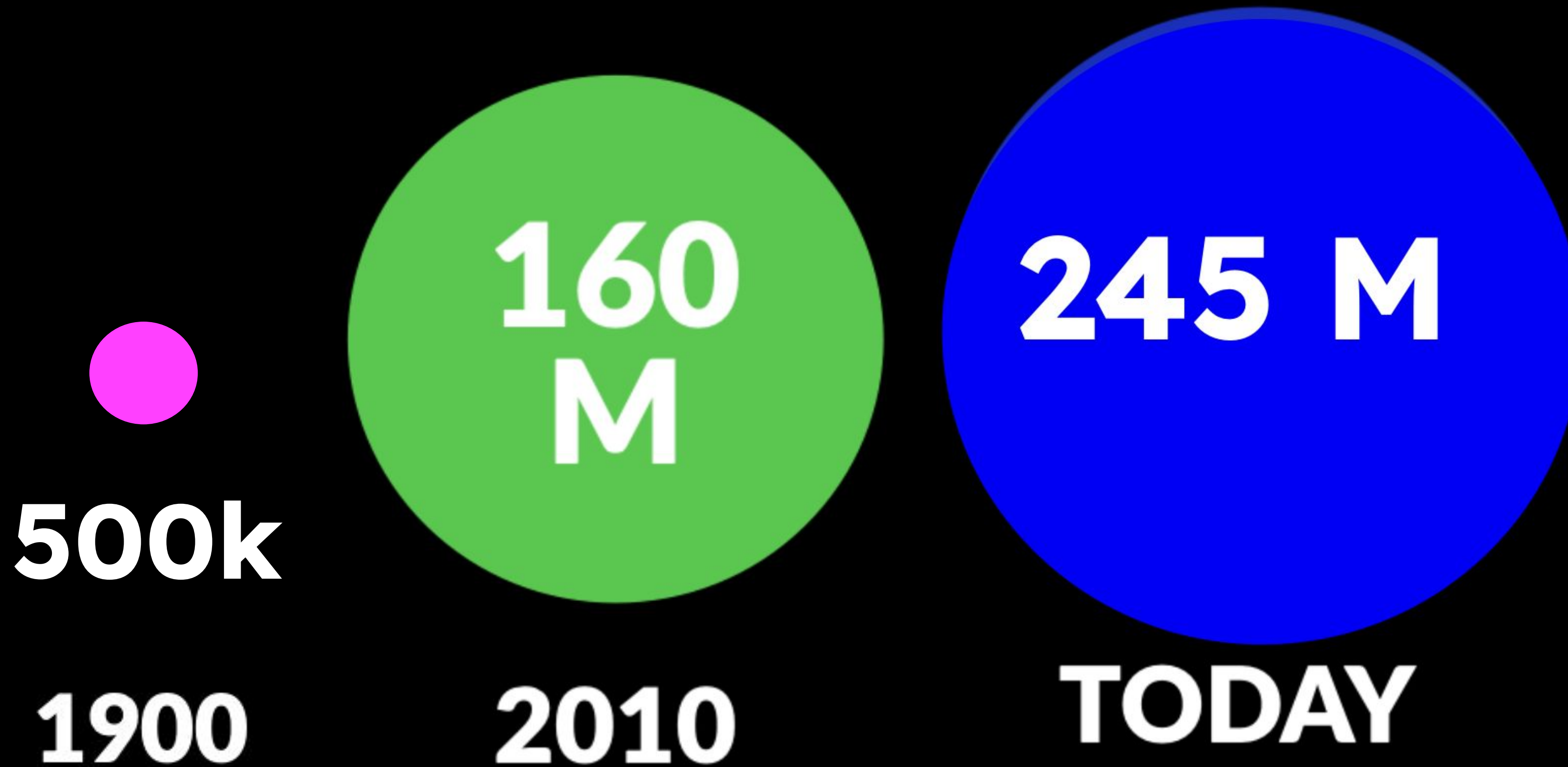
500k

1900

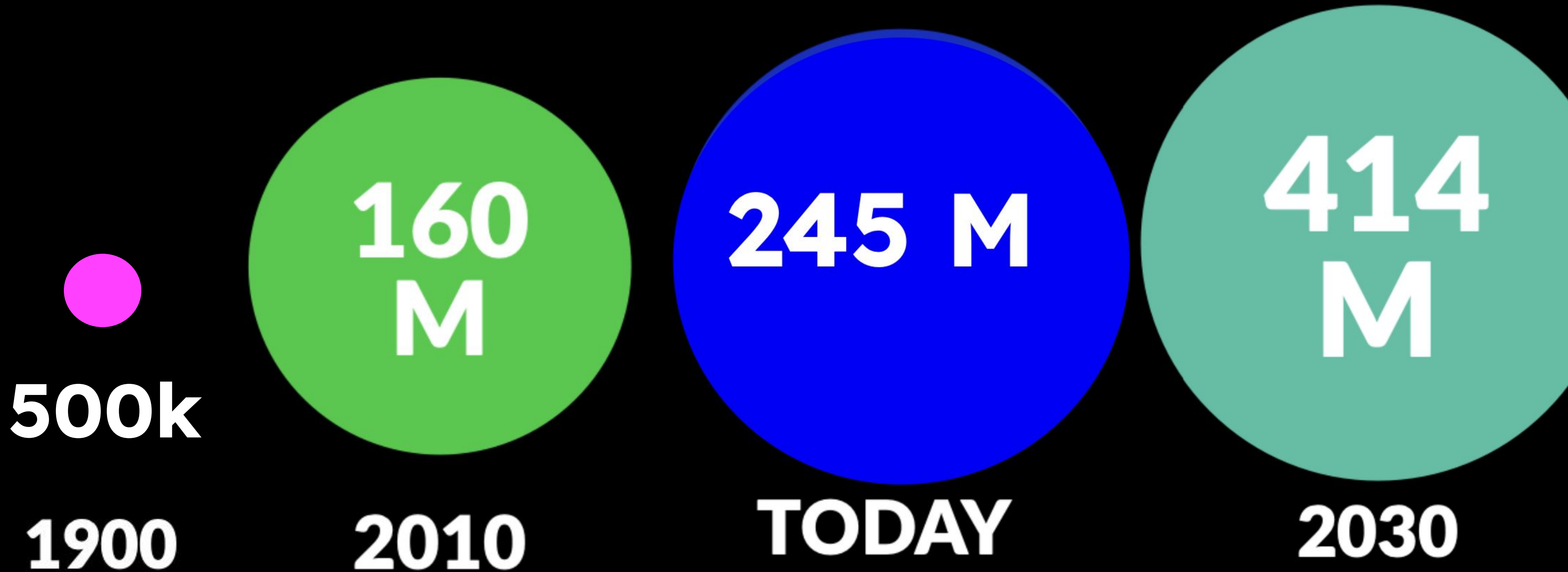
Higher Ed Student Market



Higher Ed Student Market



Higher Ed Student Market



Global Learning TAM

~\$7.5
Trillion
2023

~\$10
Trillion
2030

Digital Learning B.C.

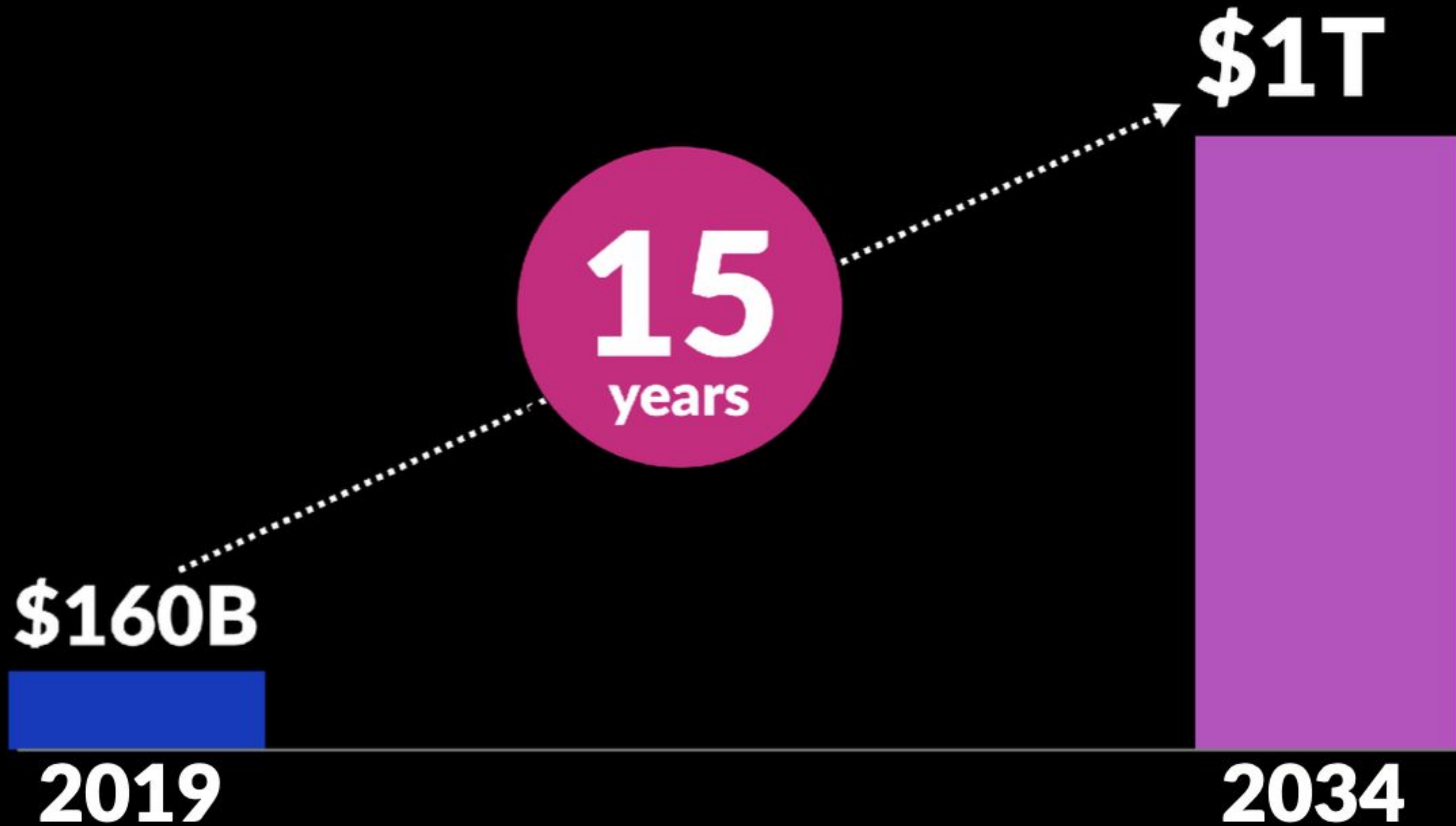


\$160B



2019

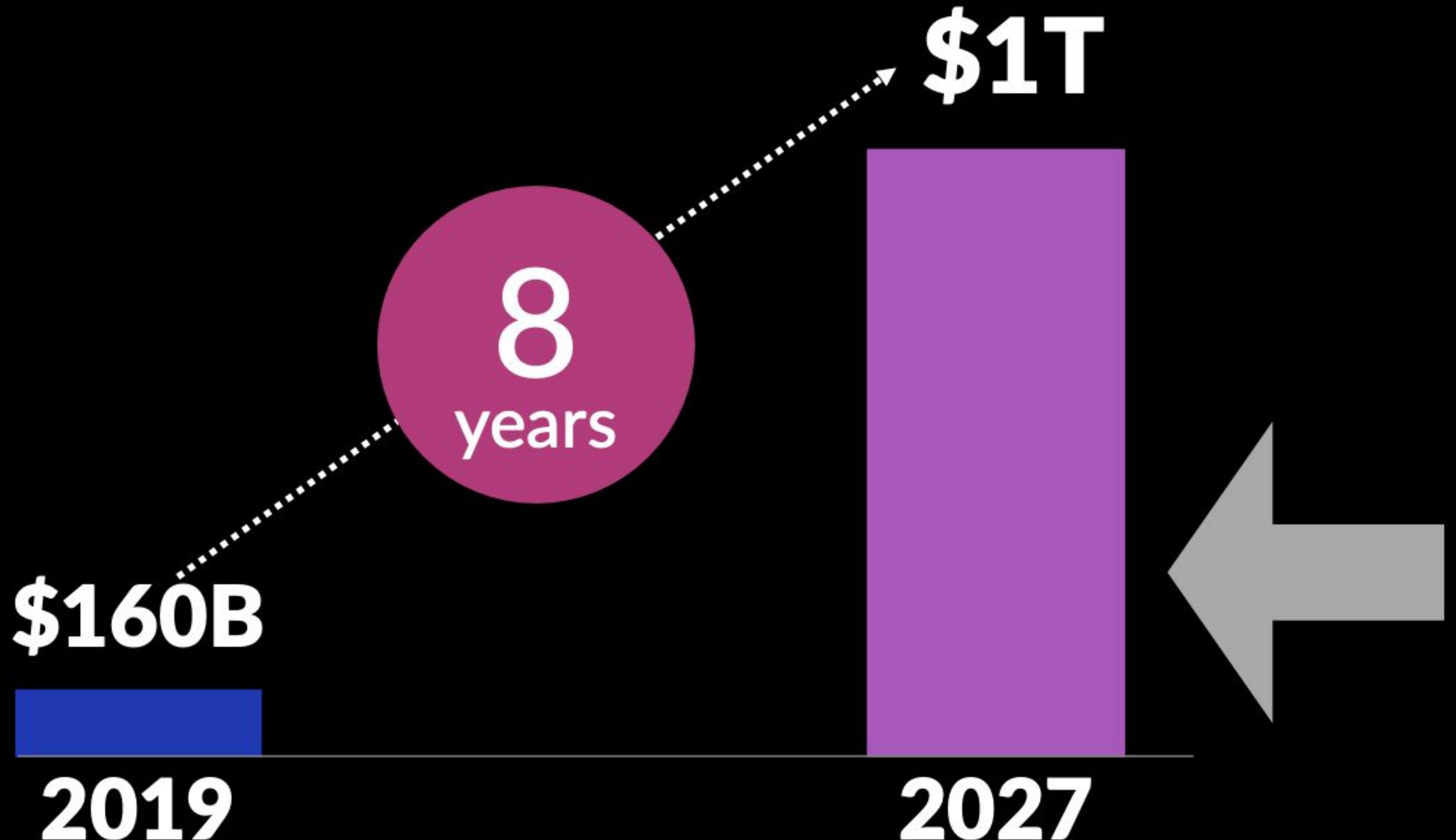
Digital Learning B.C.





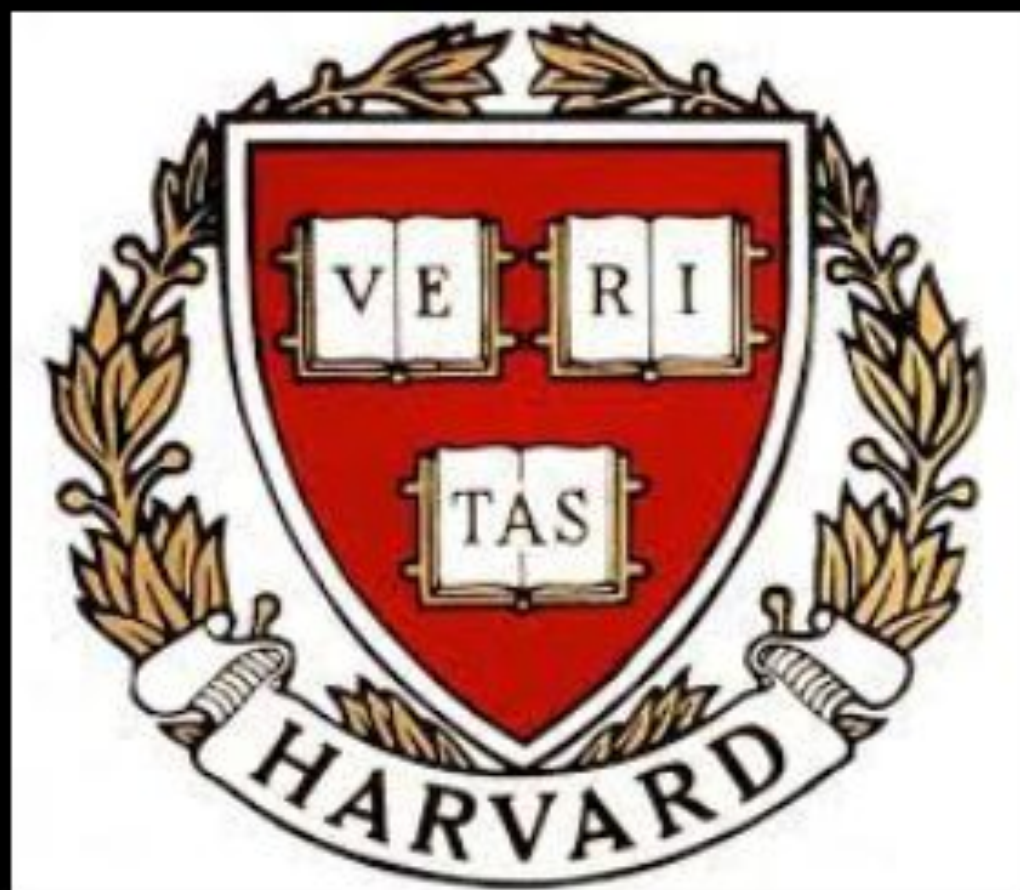
**The Future has
Accelerated to
the Present**

Digital Learning A.D.



Pop Quiz

Which doesn't belong?



Cornell 1869

of US Universities

4500

“Your Margin Is My Opportunity”



Jeff Bezos, 2000

Retail Bankruptcies

1,453



2000: Number of US Banks

8,315



WACHOVIA

2023: Number of US Banks

4,400



J.P.Morgan



US College Enrollment

18 Million

What Does College Look Like?







\$1 Million Spent *A Day* For A Decade



Number of Community Colleges

1,038

**Average Age of A Community
College Student**

27

% of US College Students With Full-Time Jobs

40%

**% of Community College
Students With A Job**

80%

% of US College Students With Children

25%

**% of Community College Students
That Are First Generation**

30%

% of Community College Students That Are Non-White

55%

% of Community College Students Taking At Least One Online Course

77%

2023 Community College Graduation Rate

43%

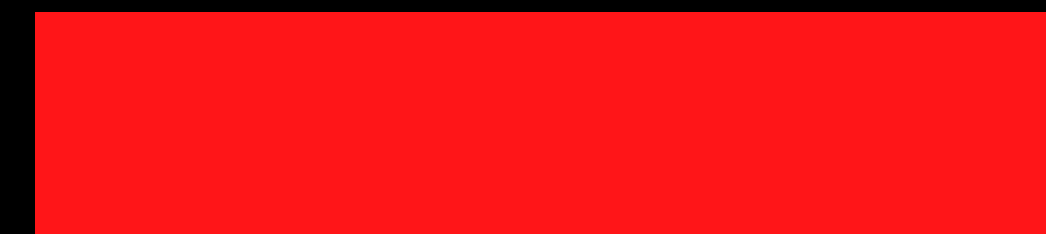
**% of US College Students
Who Are “Non-Traditional”**

73%

2011: Is College Worth It?



86%



14%

2023: Is College Worth It?



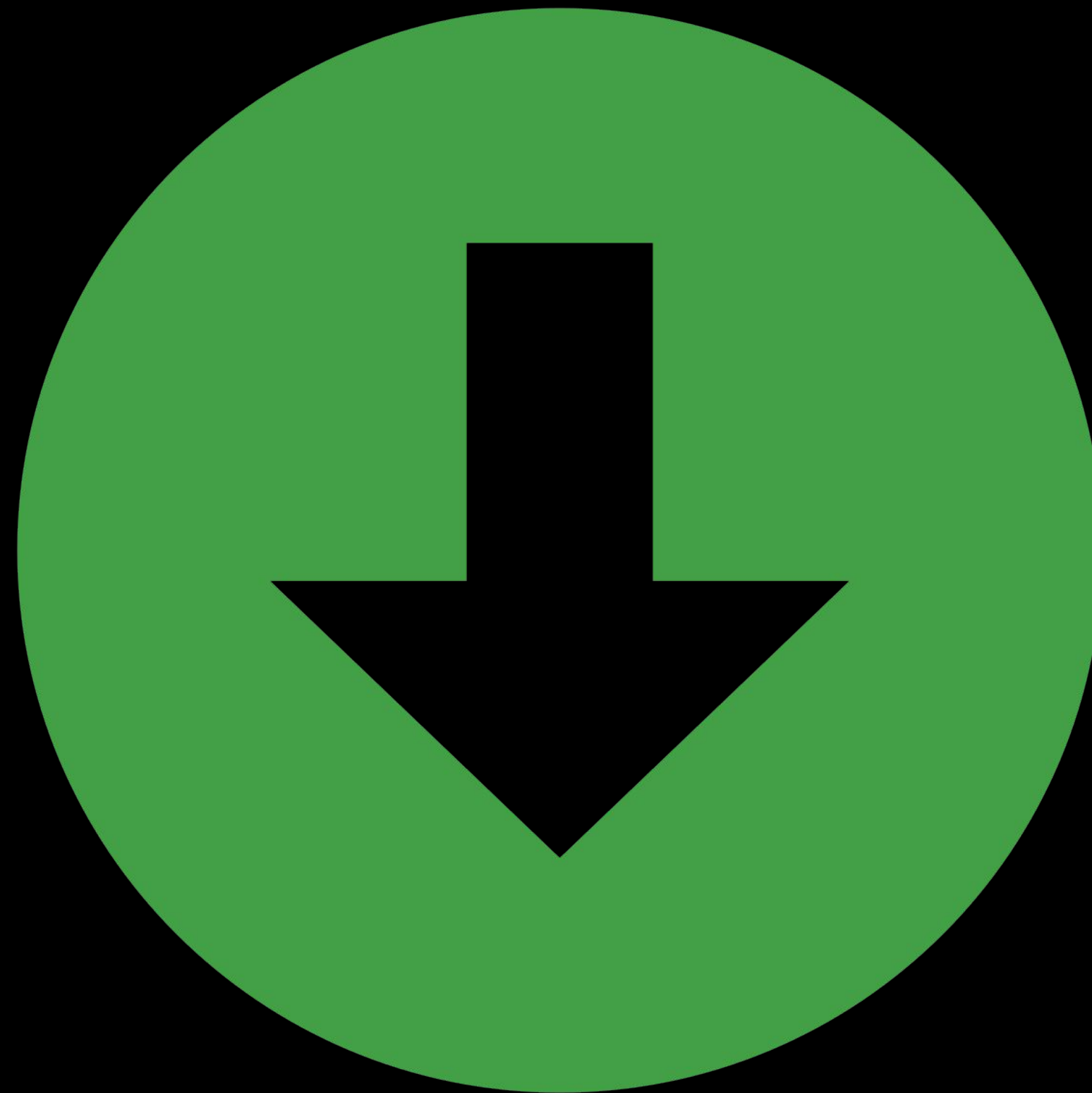
42%



56%

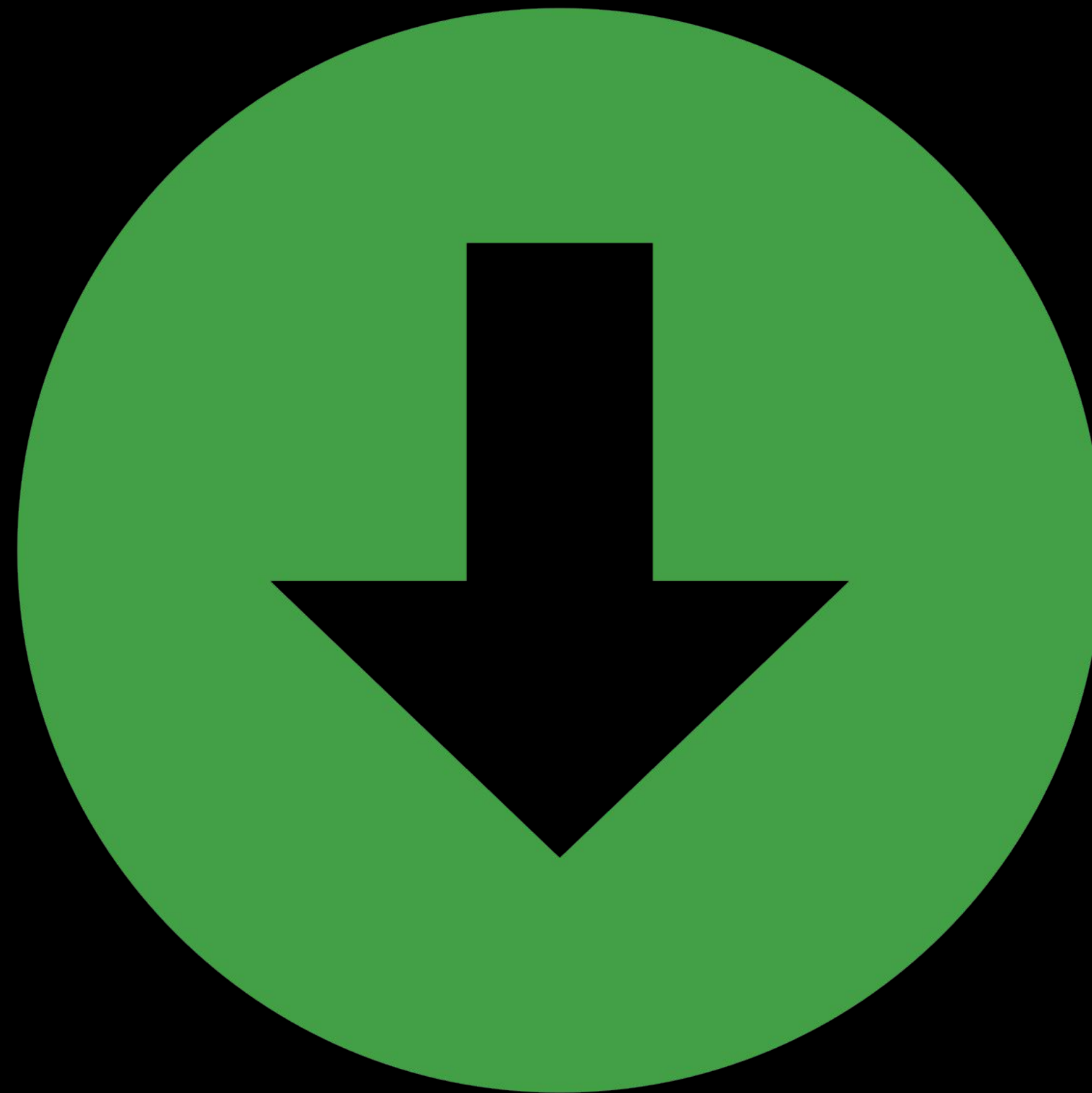
Price Changes Since 2000

TVs: -97%



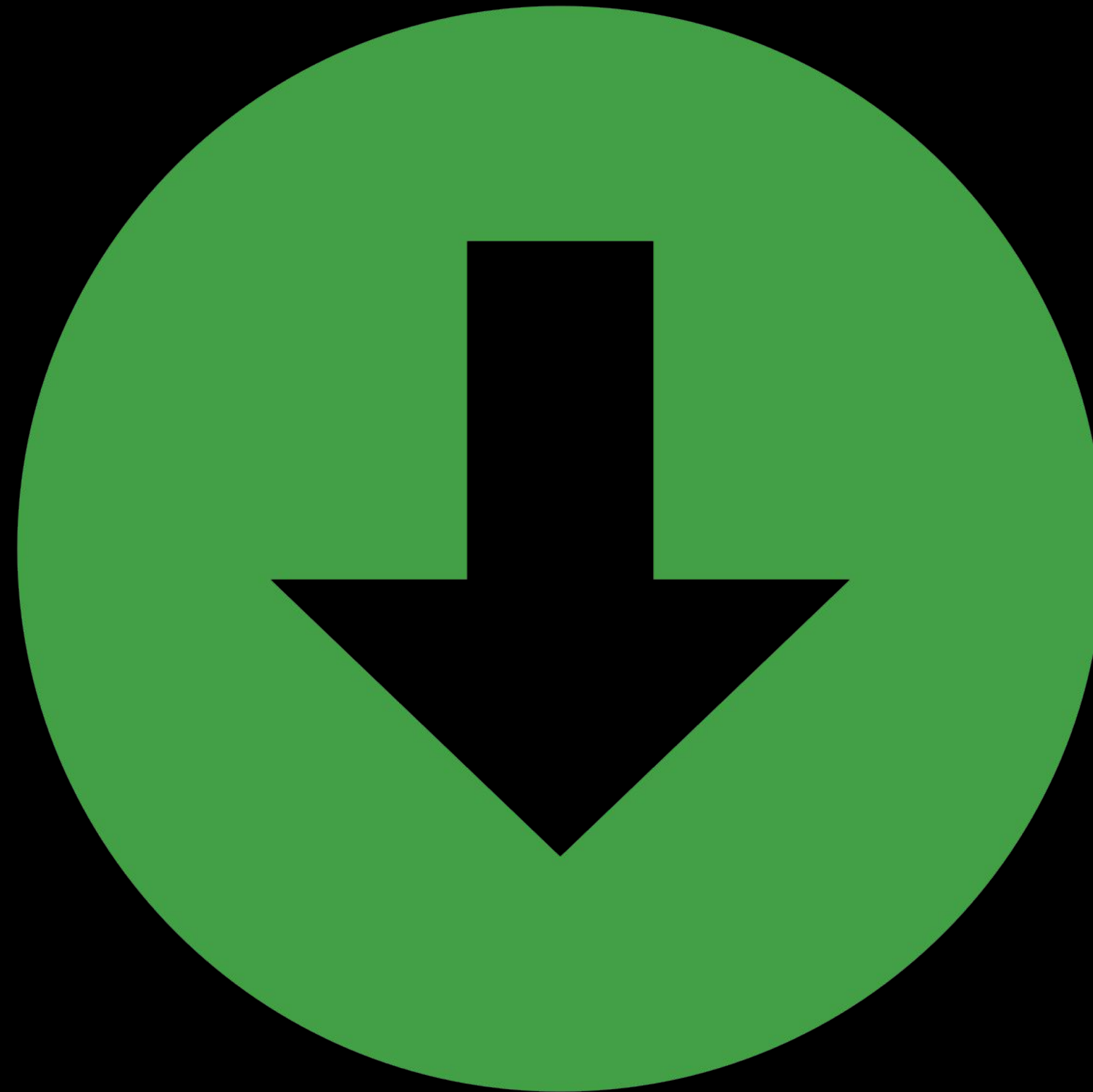
Price Changes Since 2000

Toys: -72%



Price Changes Since 2000

Software: -71%



Price Changes Since 2000

Textbooks: +163%

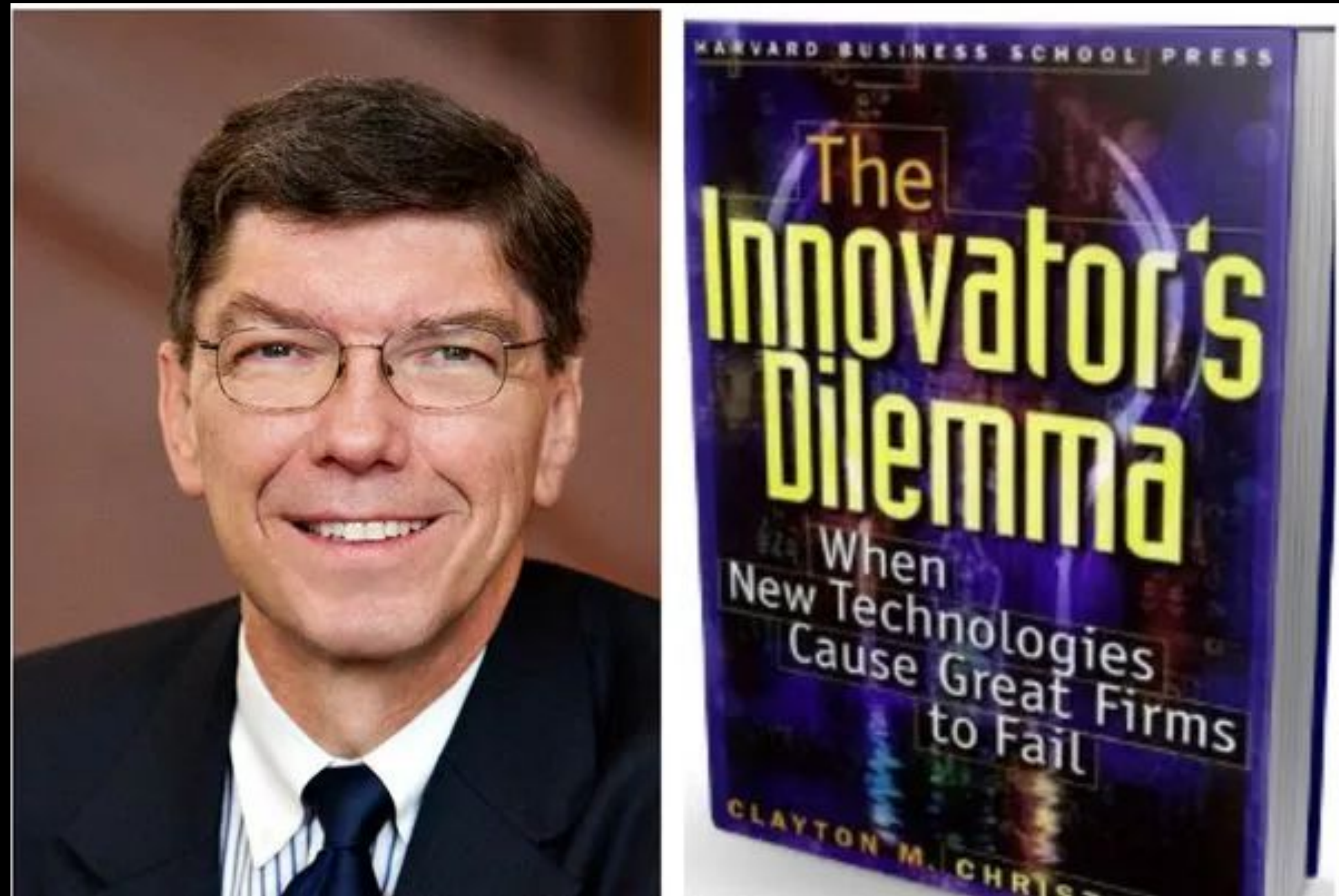


Price Changes Since 2000

College Tuition: +181%



50% of Colleges Will Be Bankrupt by 2028



Clayton Christensen, 2018

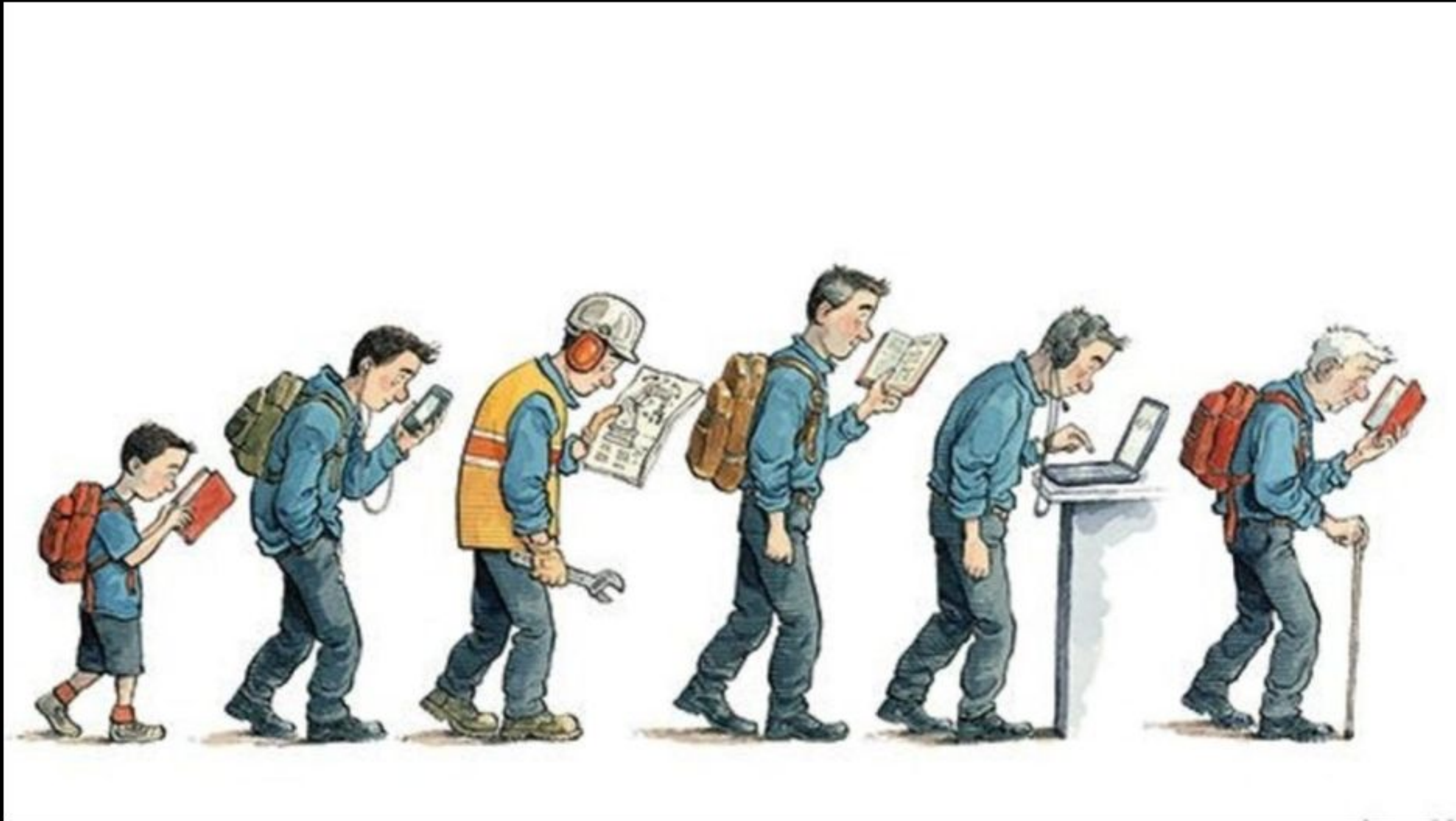
2023 Cost: \$86,000 Per Year

SMU



Top 10 Learning Themes

#1 Live & Learn



LIFELONG LEARNING

Old System, c. 1900



New System



Average Person Changes Jobs 12 Times In A Lifetime



85% of jobs in 2030 don't exist yet



**53% of the Fortune 500 needs
to be reskilled by 2028**



coursera

129 Million Learners

your career
Grow with Google

**300,000 Graduates, 75% Earn
New Jobs or Promotions...
all for just \$49/Month**

#2 Knowledge As A Currency



Less than 5% of all roles at AT&T require a college degree





Used By 1 in 3 Fortune 50 Companies

#3 Unbundling the College Degree



CAPITOL RECORDS



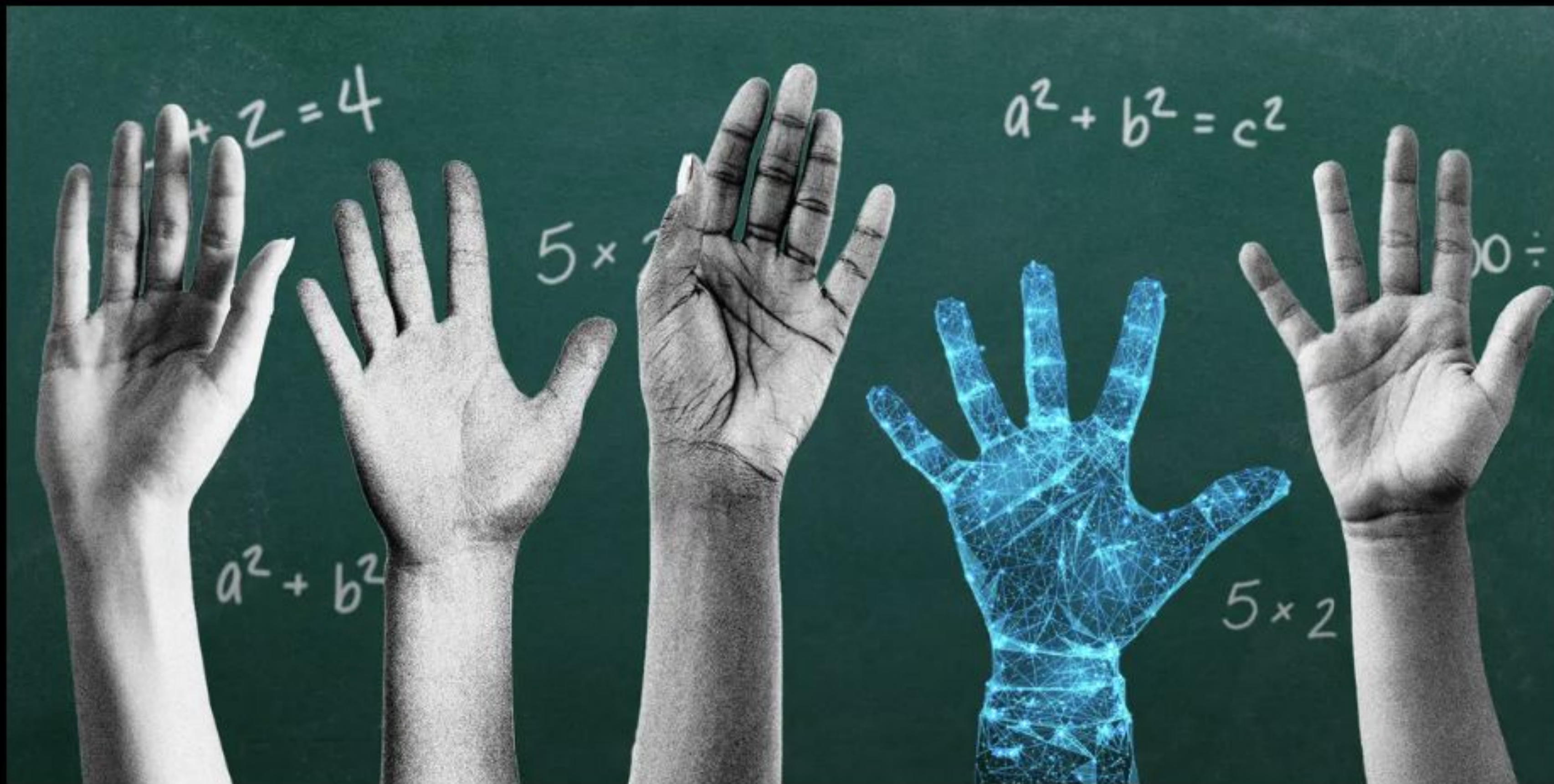
From *Tuition* to *Subscription*





78 Million Learners

#4 Robo-Ed





**115M+ Pieces of Study Content
On Course Hero**



QuillBot

#5 Most Visited GenAI Website



photomath

**24 Billion Problems
Solved Each Year**



Intelligence For The Limitless Enterprise

**ChatGPT for Enterprise:
58x increase in content consumption**



481% Three-Year ROI For Sales



Average ROI of 289%

#6 HireEd

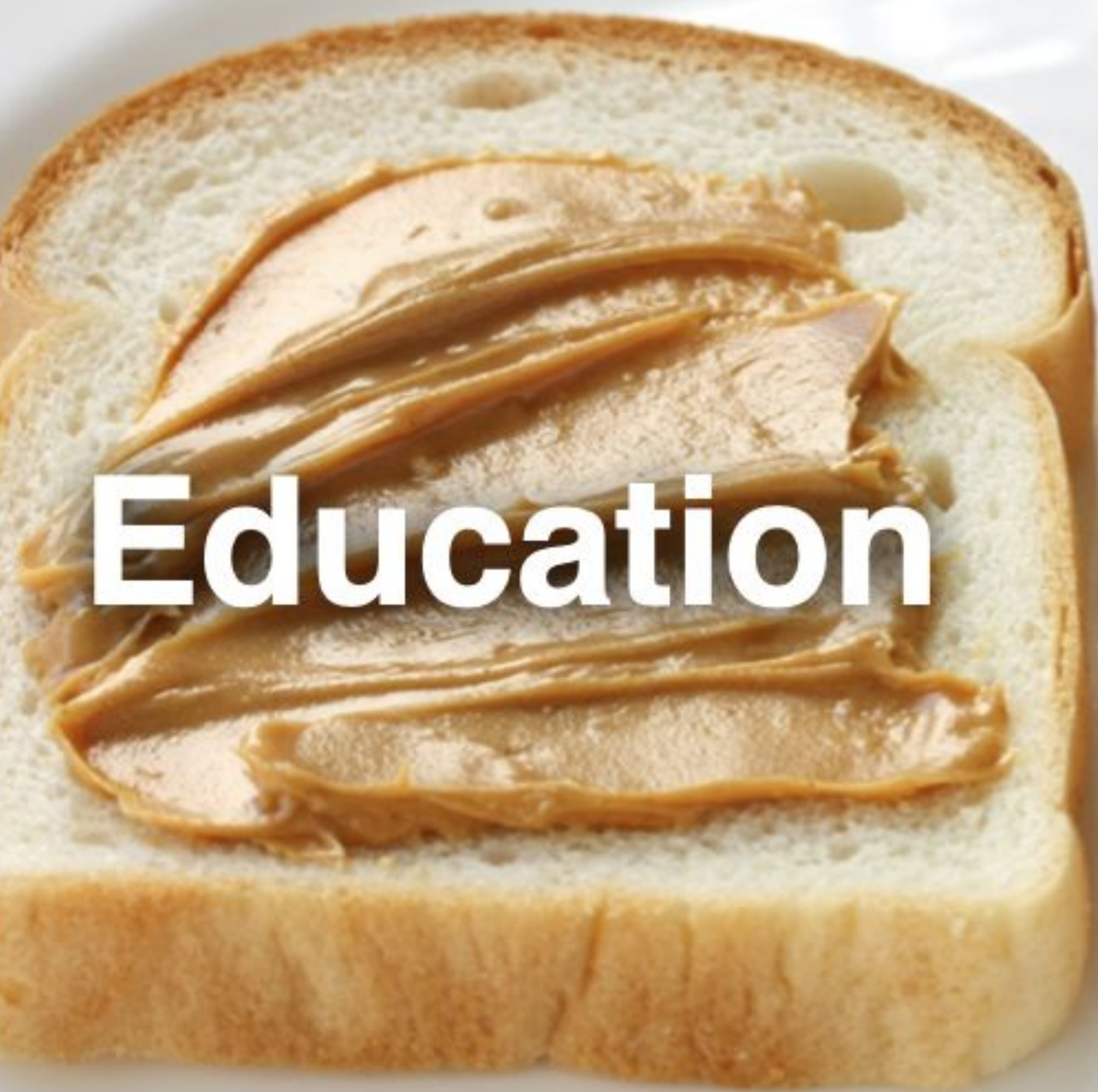


**93% of college students'
#1 priority is to get a job**



Only 15% of college professors *think* that students' #1 priority is getting a job



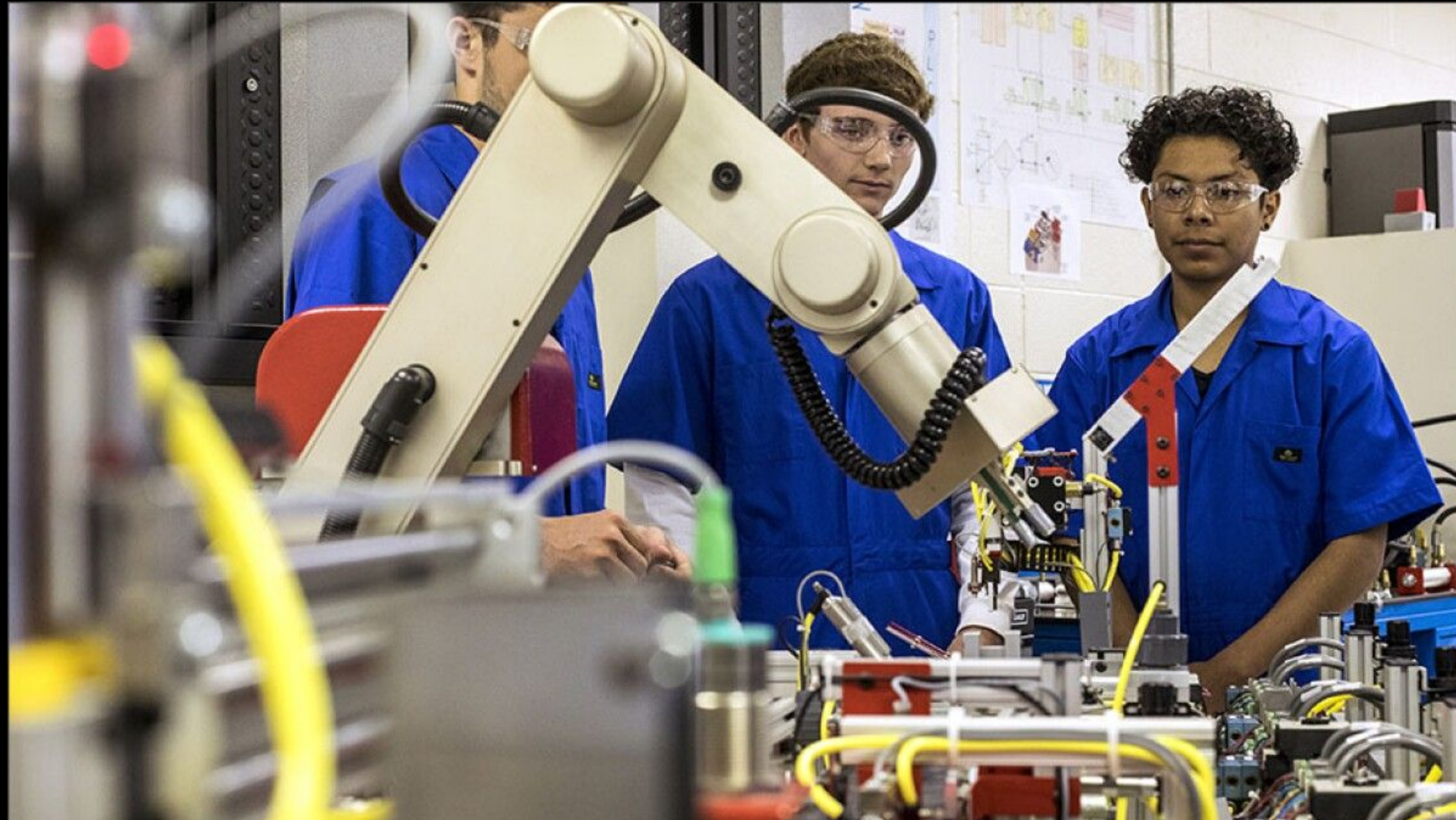


Education



Work

81% of Students Want Company-Led Projects and Professional Certification Prep



Only 30% of Schools Offer Them...



Only 27% of People Have A Job Closely Related To Their Major



TAP: Turning Jobs Into Careers



UpSmith: Tech to Solve America's Skilled Worker Crisis



Putting the
Community
Back in College

Dell & Austin Community College: IT Professionals



Boeing & Mesa Community College: Electrical Technicians



BOEING



**MESA
COMMUNITY COLLEGE**

Cisco & Chabot College: Network Engineers



CISCO



CHABOT
COLLEGE

NOVA Community College and AWS: Cloud Computing Degree



#7 Invisible Learning



ROBLOX



50 Billion Hours Spent Per Year



duolingo

**16 Million Students,
\$6.5 Billion Market Cap**

Kahoot!

**2nd “Coolest Brand” Among Gen Z
in Western Europe After Nike**

#8 Hollywood Meets Harvard

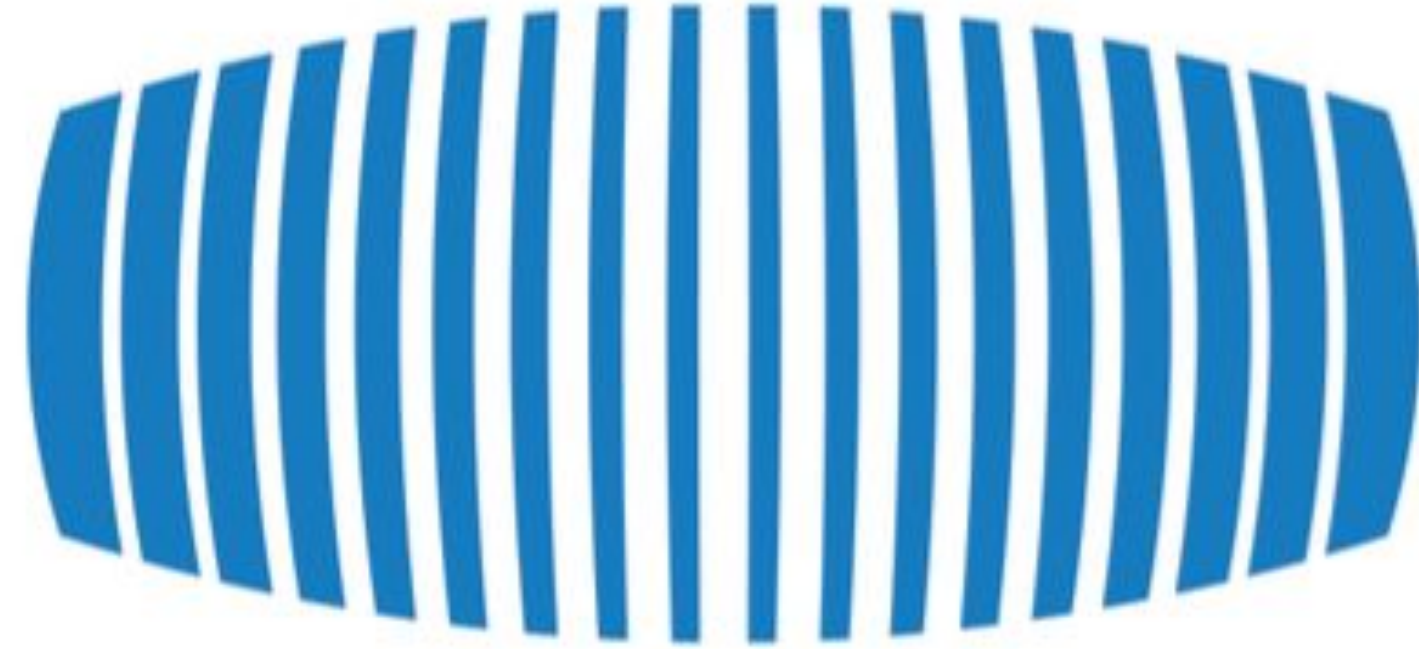




How Long Was The Tour?

What's The Quadratic Formula?





DREAMSCAPE
LEARN™

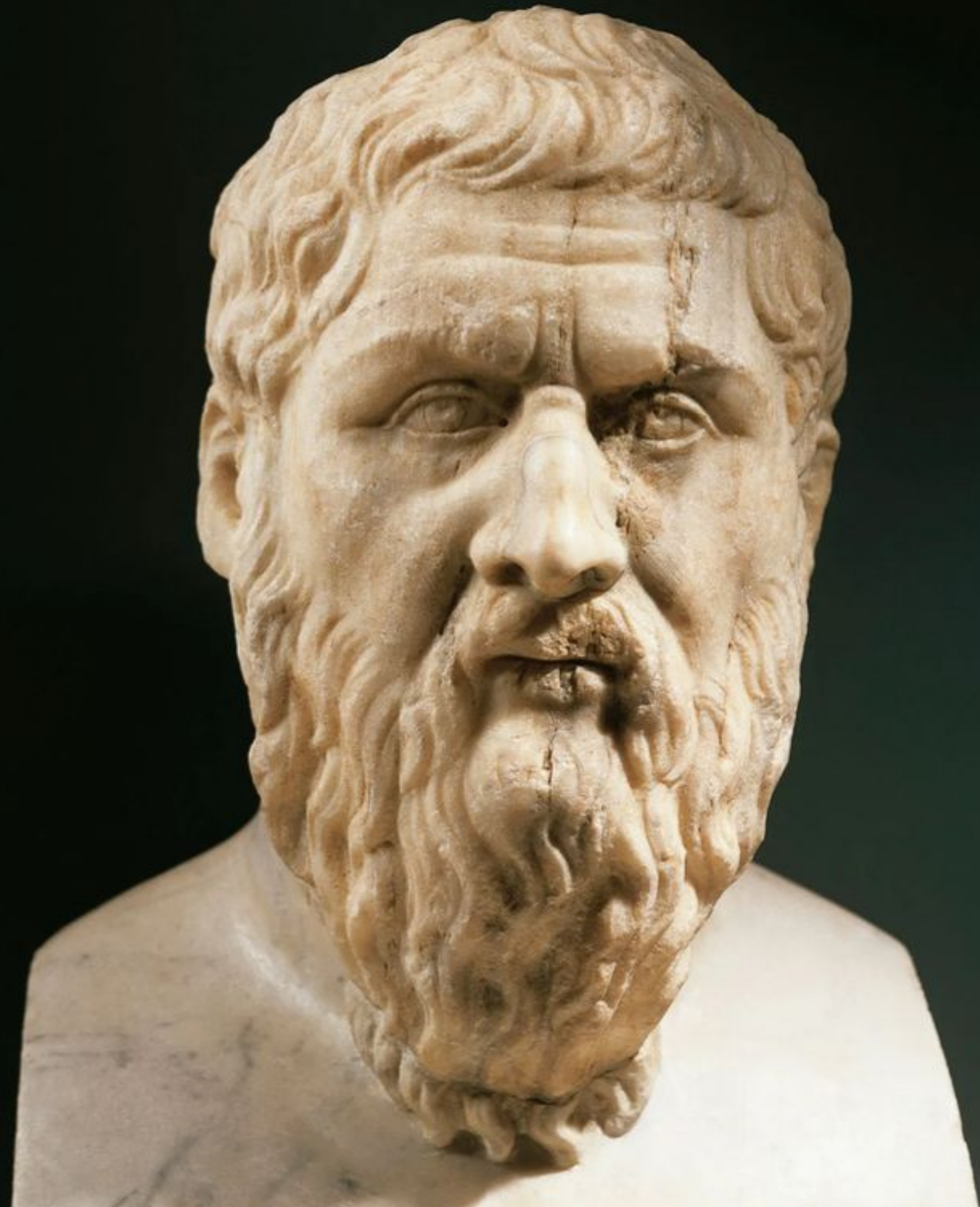
2x Increase In Engagement

A person wearing VR goggles is shown in a virtual environment. The person is wearing a light blue long-sleeved shirt and dark shorts. They are reaching out with their right hand towards a large, green, fan-shaped alien creature. The background is a blue, grid-like structure, possibly a dome or a wall. In the foreground, there are several pink, multi-petaled alien flowers. To the right, the legs and tail of another alien creature are visible. The overall scene is a virtual simulation of an alien zoo.

Biology in Alien Zoo

#9 Mind, Body & Soul





“The purpose of education is to give to the body and to the soul all the beauty and all the perfection of which they are capable.”
—Plato



**25% Decrease in Depression
And Anxiety After 8 Weeks**



78% of people lost weight

Hallōw

100 million prayers

#10 Education As A Benefit



**Lack of development is the #1 reason
why people leave their job**



Build

**Education Benefits for
5M+ Frontline Workers**

InStride™

Serves 57,000 Employees

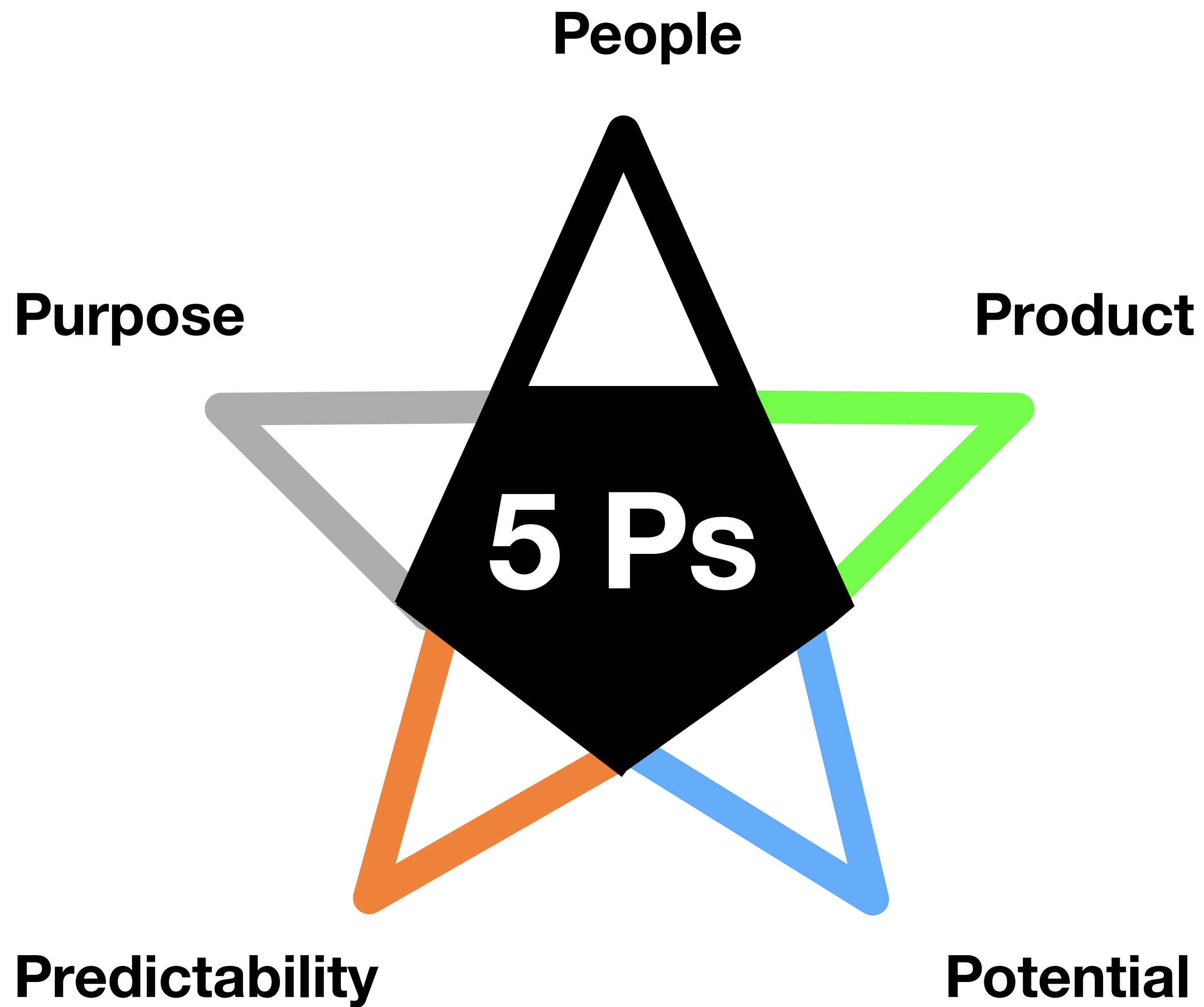


THE
How contemporary capitalism
MISSION
can change the world
CORPORATION
one business at a time

Michael T Moe and Michael M Carter
Special contribution by Daniel Priestley

**“Every entrepreneur
and business owner
should read this
important book.”**

- Howard Schultz



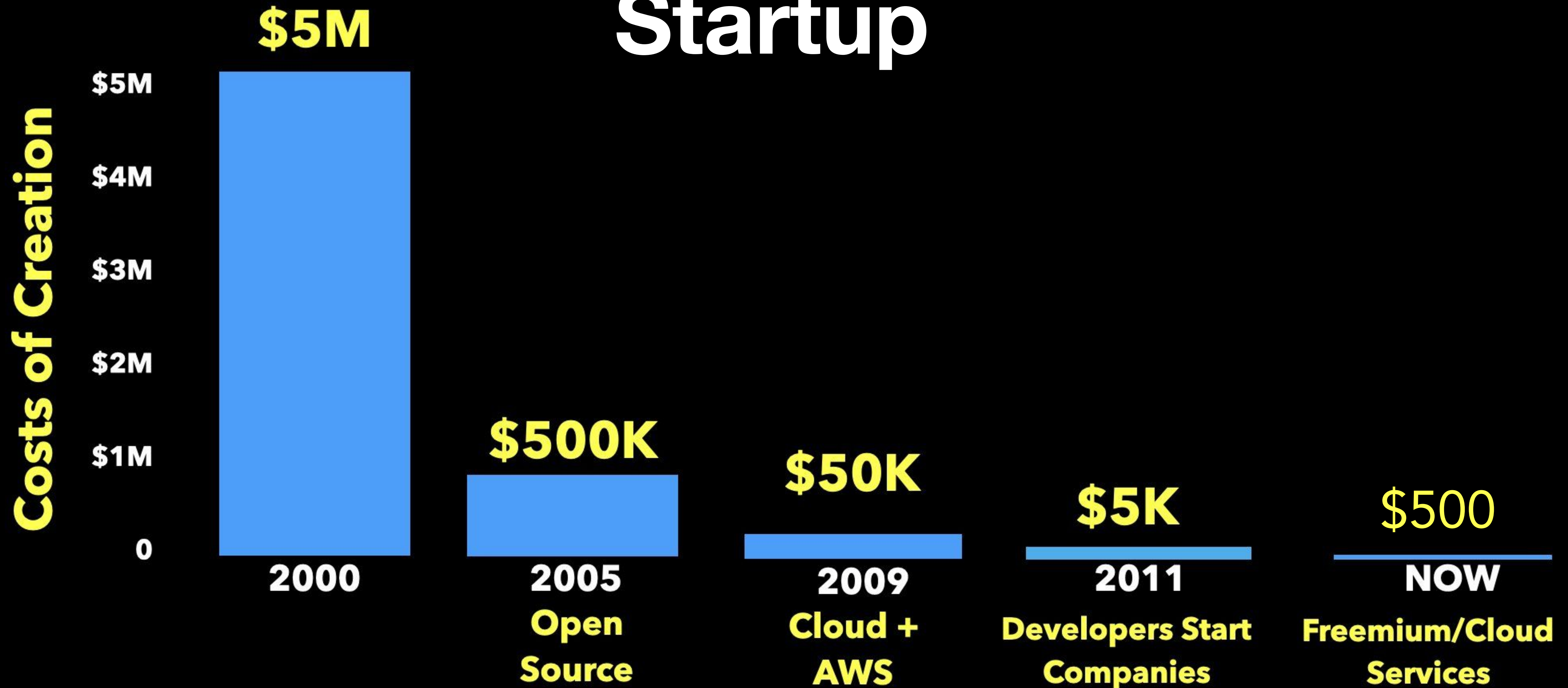
GenZ's Dream Job? Being Their Own Boss

62% of Gen Z intends to start their own business





10,000x Cheaper to Launch a Startup



Values Investing

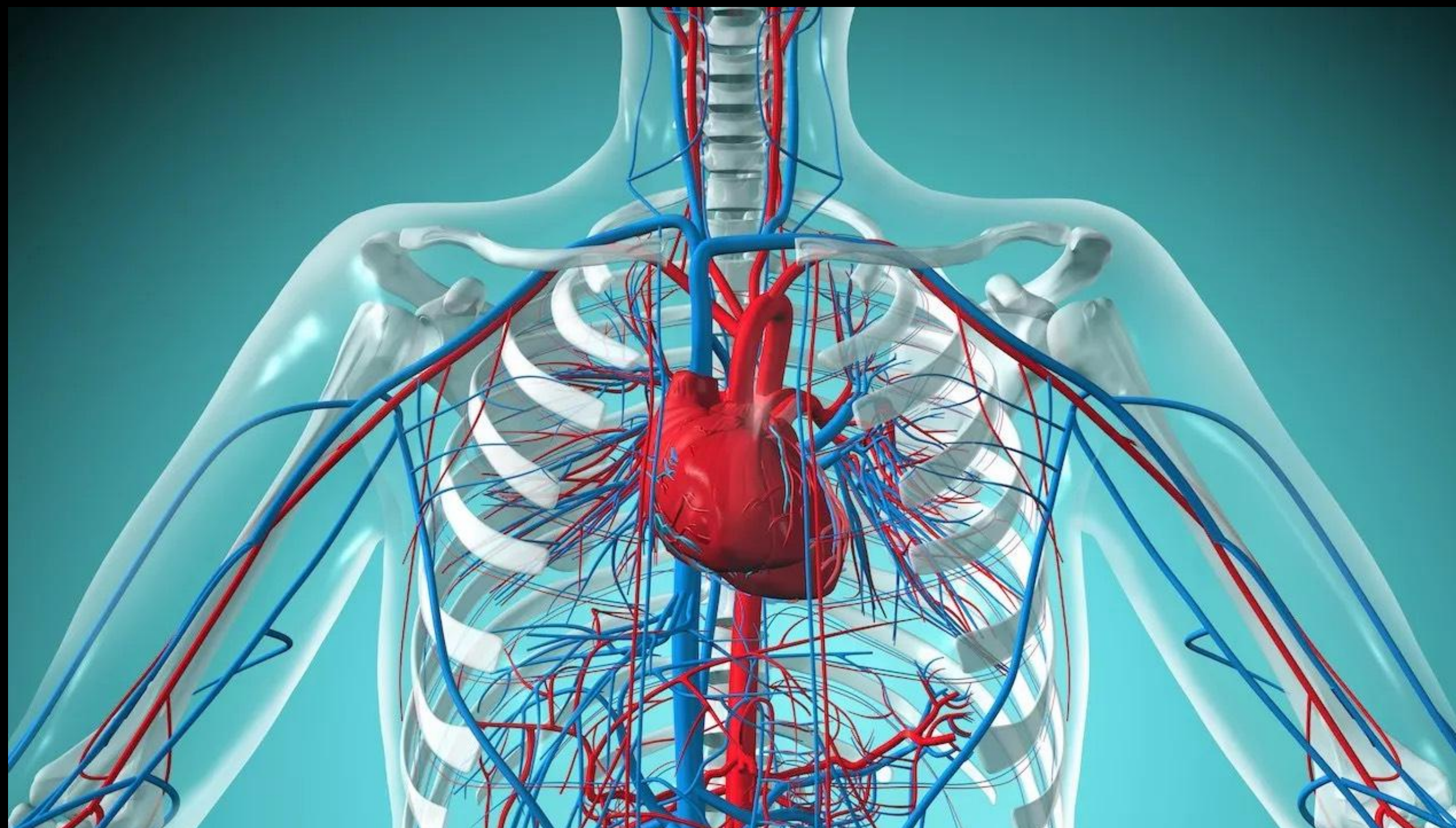
Purpose

+

Profits



Smarts & Hearts



**Meaning
Through
Learning**

**Purpose
Through
Work**

**Meaning
Through
Learning**

**Purpose
Through
Work**

**“The two most important
days of your life are the
day you were born and the
day you find out why.”**

- Mark Twain



