

# *California's Innovation Economy: Communication*

Patrick Perry

Vice Chancellor of Technology,  
Research, & Information  
Systems, CCCCO

# *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 characteristic 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>
<b>CSU</b>	<b>50,746</b>	<b>48,321</b>	<b>53,695</b>	<b>52,641</b>	<b>54,391</b>	<b>54,971</b>	<b>8.3%</b>
<b>UC</b>	<b>12,275</b>	<b>12,539</b>	<b>13,114</b>	<b>13,510</b>	<b>13,874</b>	<b>13,909</b>	<b>13.3%</b>
<b>ISP</b>	<b>17,083</b>	<b>19,673</b>	<b>20,174</b>	<b>19,530</b>	<b>20,071</b>	<b>23,322</b>	<b>36.5%</b>
<b>OOS</b>	<b>11,638</b>	<b>12,618</b>	<b>13,140</b>	<b>13,399</b>	<b>13,952</b>	<b>14,464</b>	<b>24.3%</b>

# *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?

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

# *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