Changing Times, Emerging Generations:

A snapshot of the megatrends affecting higher education.
Change.
TABLETS
TABLETS
Only occasionally in history do massive demographic shifts combine with rapid social change and huge generational transitions and ongoing technology trends so that within the span of a decade, society altogether alters.
DEMOGRAPHICALLY
TRANSFORMED
FASTEST GROWING COUNTRY IN THE OECD

1.6%
1.5%
## POPULATION INCREASE: ALL STATES

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1984

30.5
AGEING SOCIETY

1984 30.5 1984 TODAY 37.3
WARNING TO ALL PERSONNEL

Firings will continue until morale improves.
CULTURALLY DIVERSE
POPULATION INCREASE

40% NATURAL INCREASE 159,100
Population Increase

40% Natural Increase 159,100

60% Net Migration 238,100
Top 7 source countries

#1 UK: 19.9%
#2 NZ: 9.1%
#3 CHINA: 6.3%
#4 INDIA: 5.7%
#5 ITALY: 3.6%
#6 VIETNAM: 3.5%
#7 PHILIPPINES: 3.5%
TRANSITIONING GENERATIONS

BUILDERS
AGED 69+

BABY BOOMERS
AGED 50 - 68

GENERATION X
AGED 35 - 49

GENERATION Y
AGED 20 - 34

GENERATION Z
AGED 5 - 19

GENERATION ALPHA
AGED UNDER 5

mccrindle
FORECASTS • STRATEGY • RESEARCH
Helping grandma
with the controller
EDUCATION

1 in 4
1 in 3
1 in 2

UNIVERSITY EDUCATED
DIGITAL
SOCIAL
MOBILE
“Foshizz my work gig is totes chron- the hours are defs cray cray but yolo.”
“I like my job.”
SOCIALLY REDEFINED
MOBILITY

17 JOBS
5 CAREERS
15 HOMES

IN A LIFETIME
TECHNOLOGICALLY INTEGRATED
TECHNOLOGY

2010

2012

2015

in 2025 ??
POST LINEAR
Find a place to stay.
Rent from people in over 34,000 cities and 190 countries.

Neighbourhood Guides
Not sure where to stay? We’ve created neighbourhood guides for cities all around the world.
GREAT DEALS ALL YEAR ROUND

SHOP NOW

SHOP HOME & GARDEN

SHOP NOW

A French Affair

Soaking up the French countryside.

It is easy to understand why so many famous
Temple Israel is a Reform Jewish congregation. Founded in 1853 as Congregation B'nai Jeshurun, it became Temple Israel in 1928. It is located in Memphis, Tennessee, and is the oldest Reform synagogue in the state. Temple Israel is one of the largest Reform congregations in the world.

In 1853, mostly German Jews founded Temple Israel. In 1858, it hired its first rabbi, Jacob Perlman. The current building, completed in 1926, was renovated and eventually purchased. The congregation was one of the first to adopt Reform Judaism. It experienced difficulty during the Great Depression, as its congregational school was closed, and staff had their salaries reduced. In 1943 the congregation changed its name to Temple Israel of Memphis. Membership had almost doubled from its low point in the 1930s.

In 1976 the congregation constructed a new building where most members lived. Rabbi Wax retired in 1978, and was succeeded by Rabbi Greenstein. As of 2010, Temple Israel has almost 1,600 members and the cantor is John Kaplan.

Recently featured: The Temple at Thatch – Temple of Eshmun – Hurva Synagogue (Jerusalem)
POST LITERATE
1. CANDY CRUSH SAGA
If you see someone drowning, call 911.
POST LOGICAL
2.5 QUINTILLION (2,500,000,000,000,000,000) BYTES OF DATA CREATED...EVERY DAY
2.5 quintillion (2,500,000,000,000,000,000,000) bytes of data created...every day

“90% of the data in the world today has been created in the last two years alone.”

IBM Big Data Report
WE’RE JUST

A GENERATION AWAY...
WE’RE JUST

A DECADE AWAY...
WE’RE JUST

A FEW YEARS AWAY...