

FUTURE CREATORS
VOLUME 002 - SPRING 2025

CON shift

The team of students contributing to the research and development of this report are all part of the NEXT Innovation Scholars program at the University of Cincinnati, a signature transdisciplinary educational program centered on leveraging design thinking and strategic foresight as drivers of innovation, and developing leaders who create the future rather than react to it. Their diverse backgrounds and areas of study ranging from design, engineering, business, and the humanities contributed significantly to the richness of our research and exploration of future drivers.

Our team engages with a variety of industry and community partners each year from our homebase in the University's 1819 Innovation Hub. Feel free to reach out at NIS@uc.edu to explore collaboration opportunities or for more information.

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INTRODUCTORY LETTER

Our team is excited to share Volume 002 of the now annual Future Creators report, a tangible representation of the unique contributions to innovation and future creation originating from the University of Cincinnati's NEXT Innovation Scholars program. Our research-backed exploration of the forces driving change across society is distinct for many reasons, chief among them the fact that it's been co-authored and co-created with undergraduate university students ages 18-24. Their positioning as futures researchers who will not only live in but help to create the future for all of us offers a one-of-a-kind perspective and framing.

Each year, our team of researchers and editors use strategic foresight approaches and tools to analyze and assess the current landscape of multiple industry sectors, communities, and aspects of modern society, and then dig beneath the surface to uncover underlying drivers of the movement we see. For this year's project and report, we chose to focus on 3 specific domains with the potential to influence and drive future states both in and out of their specific parameters: Healthcare and the Patient Experience, Education, and Entertainment. We chose these domains because of their scope and reach, with nearly every American interacting with or utilizing them in some way. The corresponding potential for changes in these areas to affect the future of industries within the domain (and those that support them), large swaths of the population who interact directly with them, and larger aspects of culture made these strong options for focusing our studies.

Our process and methodology led us to analyze more than 250 timely media sources across mainstream news, trade-specific and scientific journals, fringe media and fan fiction, and online commentary from subject matter experts and cultural influencers. As with any future studies research and reporting, we channeled our process to explore multiple possible futures and implications of the forces at work today. We aim to provoke reflection and conversation about the present and the potential for multiple possible futures, not make static predictions for a single future state.

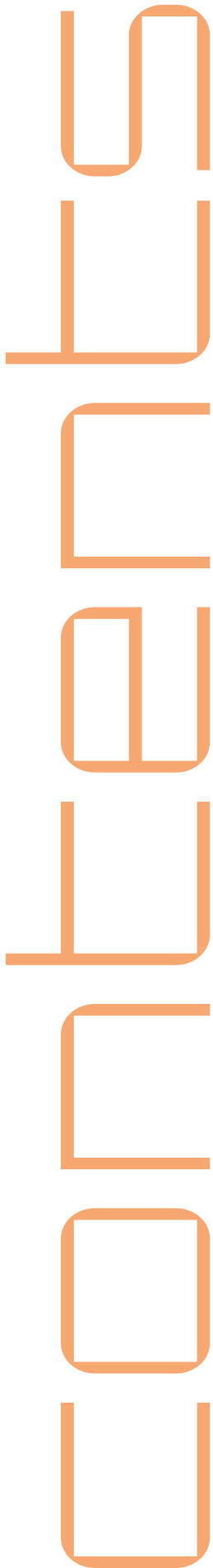
We invite you explore this report with an eye for how these forces of future creation may affect you personally, as well as the people, institutions, and social fabric around you. We hold firmly that the structures and norms of society in 2035 or 2045 may look very different than they do today. And since the future is always changing, remember that we all can play a part in creating the future we'd hope to live in.

Cheers,



Aaron Bradley

*Director and Associate Professor
University of Cincinnati*



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Horizon Shift

01.

HEALTHCARE
& PATIENT
EXPERIENCE

01.

FUTURE OF HEALTHCARE & PATIENT EXPERIENCE

When our team first started research for this project, our exploration of the healthcare system was specifically focused on the future of patient experience in the United States healthcare system. We quickly found ourselves expanding that lens to include a broader focus on healthcare systems in general; not only the patient experience but also interconnected pieces like the physician experience and shifting perspectives on the role of healthcare in light of technological advances. The result is a more holistic look at the forces reshaping modern healthcare. As with many discussions of a future state, technological advancements are a key factor, but we also discovered themes of economic pressures affecting multiple parties and shifts in patient expectations (and demands). Data from wearables and an increase in holistic wellness options are promising for patient empowerment, but they exist amidst the tension of health systems being forced to optimize for efficiency, often at the cost of personalized care or attention to chronic conditions without a textbook diagnosis.

Alongside these patient focused tensions, the landscape of medical research and innovation is also undergoing transformation. Novel and emergent technologies like neural interfaces, advanced prosthetics, and gene editing are pushing boundaries of medical possibility to levels once considered unimaginable. Citizen-level biohacking hints to a future where patients could potentially modify their own body or health at the genetic level. But medical advancements of this scope and scale raise ethical and moral questions ranging from accessibility, safety, regulation, and what may loom as potential unintended consequences. This evolving future of healthcare presents a complex blend of promise and caution.

Our exploration of these intersections in health technology, economics, and patient-centered care led us to consider the challenges and opportunities this era presents, and forces that are not only redefining healthcare practices but also reshaping our relationship with health itself.

01.01

DR. ME

The aging population and increased prevalence of chronic illness are driving new approaches and trends in patient demand and the overall healthcare industry. Chief among them are holistic medicine and preventative healthcare...

01.02

PROFIT OVER PATIENT

As the complexity and costs of modern healthcare systems grow, decisions made by both providers and patients are increasingly influenced by economics - often more so than technological or scientific capability or potential for positive patient outcomes...

01.03

A "WHOLE" NEW WORLD

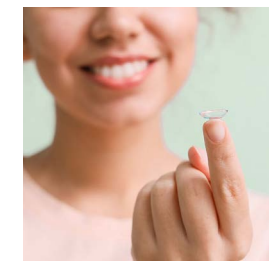
Medical breakthroughs and technological advancements are setting the stage for what was once considered theoretical to become reality. Fueled by a combination of tech-enabled innovation, scientific discovery, and rapidly accelerating artificial intelligence capabilities...

The aging population and increased prevalence of chronic illness are driving new approaches and trends in patient demand and the overall healthcare industry. Chief among them are holistic medicine and preventative healthcare. Growing sentiments of patient frustration with the current healthcare system and its frequent reluctance or failure to effectively acknowledge symptoms or treat illnesses that sit outside of textbook classification fuel a lack of trust, sending many to seek alternatives. Call it holistic medicine, self-advocacy, or even “DIY”, the end result is a growing movement of consumers (patients) actively engaging in efforts not only to manage but also to increase their awareness and personal stake in their own health and wellness.

"Now more than ever, patients are poised to take health matters into their own hands - bringing with it the promise of empowerment, yet tempered with the caution of blind spots and misinterpretation."

Thanks to wearables and connected systems, patients can monitor their vitals, spot trends, and access information once gate-kept by the iron curtain of an in-person doctor's appointment and someone with access to your records. The perfect storm of rising healthcare costs, changing consumer expectations around personalization and service levels, and a movement toward “doing your own research”, now more than ever, patients are poised to take health matters into their own hands - bringing with it the promise of empowerment, yet tempered with the caution of blind spots and misinterpretation.

LEADING INDICATORS



HEALTH MONITORING BY THE SECOND

2-in-1 technologies that provide continuous health monitoring are not only on the rise but are infiltrating everyday objects, from glucose socks to medicating contact lenses.

"New FDA-Approved Contact Lens Delivers Antihistamine for Eye Allergy Relief."
Susan K. Trieman

MORE INFORMATION AT ANY COST

The global digital biomarkers market was valued at \$2.1 billion in 2022 and is projected to reach \$14.7 billion by 2023. Recent innovations include Gatorade sweat patches that analyze your health metrics and recommend next steps.

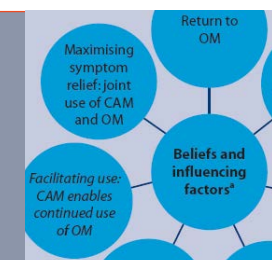
—Digital Biomarkers Market Research, 2023
—Allied Market Research, 2023



BE YOUR OWN ADVOCATE

Complementary and alternative medicine (CAM) use is common in individuals with chronic health problems; 50-90% of patients chronic conditions like with arthritis and irritable bowel syndrome use CAM due to dissatisfaction with the current system and the appeal of CAM.

"Integrated Medicine In The Management Of Chronic Illness: A Qualitative Study." —Sarah B Brie, Felicity L Bishop, Kirsty Riggs, David Stevenson, Victoria Freire, George Lewith, 2011



TECH TOOLS PROVIDE ANSWERS

A rise in demand for healthcare information and the ability to analyze it has led to the creation of elective full-body imaging to identify potential health risks or chatbots that discuss symptoms like Symptomate, replacing archaic Google searches.

Celebrities Are Getting Full-Body Health Scans —Should You? —Jamie Ducharme, 2023

MY LIFE, MY CHOICE

Patients are choosing to find self-driven methods to circumvent legal and regulatory hurdles through self-directed therapies, such as psychedelics for harm reduction.

"Ethical And Legal Issues In Psychedelic Harm Reduction And Integration Therapy." —Brian Pilecki, Jason B. Luoma, Geoff J. Bathje, Joseph Rhea & Vilmarie Fraguada Narloch, 2021



FUTURE IMPLICATIONS

HEALTH EDUCATION REFORM

As perspectives on health and healthcare evolve, health education from K-12 to higher education and medical schools will be forced to keep pace. Equipping future generations of both patients and physicians with the skills and knowledge to understand a diverse range of treatment options and emerging care models will be essential in preparing to navigate a complex health landscape.

IGNORANCE IS NO LONGER BLISS

Advancements in integrated health tech wearables unlock 24/7 monitoring capabilities and deep health insights, creating a paradigm for consumers - the choice between knowing and not knowing. On-demand patient access to their own health data at this level is a double-edged sword, empowering proactive treatment but also creating the potential for chronic anxiety over what may be insignificant anomalies.

HEALTH DATA GIG ECONOMY

In an era where data is the new gold, personal health data may be the new platinum. A potential windfall of personal health data directly in the hands of patients opens new doors for monetization and individual revenue generation. Individuals could opt to sell or lease detailed health metrics from wearable devices to a variety of interested parties from insurance companies to med-tech startups.

HOLISTIC INSURANCE

As demand for and acceptance of holistic treatments like acupuncture, herbal medicine, chiropractic care, and even psychedelic-assisted therapies grow, insurance companies face pressure to adapt plan offerings and what is (or is not) a covered expense. Large, established insurance providers may see new competition from smaller providers or medical cost-sharing communities specializing in holistic care, forcing them to adapt or risk losing customers and market dominance.

01.02

PROFIT OVER PATIENT

As the complexity and costs of modern healthcare systems grow, decisions made by both providers and patients are increasingly influenced by economics - often more so than technological or scientific capability or potential for positive patient outcomes. In 2018 Goldman Sachs suggested to biotech clients that "curing patients may not be sustainable"(1). When the service of healthcare is forced to use decision-making criteria of for-profit businesses, providers are inevitably challenged to consider optimizing for profitability rather than quality of care or the patient experience. Medical expenses are a leading cause of bankruptcy in the US, leading some

to skip or avoid critical care for fear of facing economic ruin, yet simultaneously an increasingly litigious landscape runs the risk of encouraging physicians to overtreat in an effort to mitigate the risk of a potentially costly lawsuit for failing to provide every possible option to patients no matter the cost.

In a world
where the
healthcare
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These tensions, further complicated by uncertainties and disparities rooted in political lobbying and rising insurance costs, are felt across the patient experience and the provider community - from shortened visits and denied claims to physician shortages and reduced investment in parts of the system with lower potential for monetary ROI. In a world where the healthcare industry is pressed to embrace the "industry" label, potentially at the cost of "care", both patients and providers are challenged to adapt.

*www.gspublishing.com/content/research/en/reports/2019/09/04/048b0db6-996b-4b76-86f5-0871641076fb.pdf

LEADING INDICATORS

%	
84.7%	Fear of malpractice
59.0%	Patient pressure/request
38.2%	Difficulty accessing prior
37.7%	Borderline indications
37.4%	Inadequate time to spend
36.7%	Lack of adequate informa

FEAR DRIVES (OVER) PRACTICE

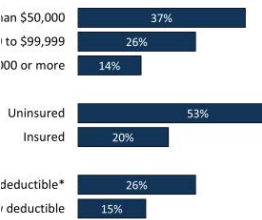
As much as 30% of all medical care is unnecessary, physicians identify fear of malpractice lawsuits as the leading reason. EpiPen funds allergy awareness groups and food allergies are likely overdiagnosed to avoid the risk of missing them.

“Overtreatment in the United States”
— Heather Lyu et al., 2017

UNAFFORDABLE TO BE HEALTHY

26% of Americans aged 18-64 struggle to pay medical bills. In 2007, illness or medical bills contributed to 62.7% of all bankruptcies.

“The Burden of Medical Debt: Results from the Kaiser Family Foundation/New York Times Medical Bills Survey.”
— Liz Hamel et al., 2016



HEALTH TYCOONS

Private practices and independent hospitals are becoming increasingly rare as big players take over the industry.

“Corporatization and the Future of Health Care”
—Case Western School of Medicine, 2023



CURES ONLY FOR THE PAYERS

Medical conditions that only affect people who cannot afford treatment receive little to no research at all - sleeping sickness in sub-Saharan Africa. Effective drugs are only produced if they have other, more profitable uses.

“The World’s Most Neglected Diseases: Ignored By The Pharmaceutical Industry And By Public-Private Partnerships.” —Gavin Yamey, 2002

NO LIMITS

Highly controversial medical issues like euthanasia and organ-selling are propelled by economic arguments like supply and demand. (Economic arguments for euthanasia in Canada, US [21] Legal sale of organs to increase supply for those on the transplant list [22])

“Medically Assisted Deaths Could Save Millions In Health Care Spending: Report”
—Kelly Malone, 2017

FUTURE IMPLICATIONS

OPEN ACCESS REVOLUTION

The convergence of demand for cost savings, DIY ethos, and loosened regulations could pave the way for new levels of self-directed health-care, like patient-designed physical therapy plans with AI-driven coaching and oversight, and at-home drug formulation using raw ingredients purchased in bulk from pharmaceutical suppliers. These offerings could offer similar services and outcomes at a fraction of the price of a “full-service” professional healthcare facility or provider.

DEBT OR DEATH?

Faced with the prospect of incurring medical debt with life-altering implications for patients and their families, the potential for euthanasia as a physician-provided healthcare option may emerge as a mainstream offering. The proactive choice of a physician-assisted death is positioned as a compassionate, financially considerate way to ensure families aren’t left with crippling medical expenses in addition to grieving the loss of a loved one.

THE CRYPTO HEALTH FRONTIER

As insurers drive up costs and affordable healthcare options dwindle, the stage is set for the emergence of healthcare-specific cryptocurrencies. Physicians and healthcare facilities could avoid costly transaction and processing fees through direct crypto-health payments, potentially bypassing traditional insurance altogether and creating new pathways for investment and trading.

SHOP, COMPARE, AND SAVE

The challenge of navigating complex systems of provider offerings, costs, and insurance benefits opens doors for the emergence of intuitive “shopping” platforms for healthcare offerings from routine care to complicated surgeries. Just like travelers can shop and compare hotels, flights, and rental car price in one app, patients could search and sort providers and treatments based on price, location, and service offerings, transforming how prospective patients choose care for specific conditions.

A "WHOLE" NEW WORLD

Medical breakthroughs and technological advancements are setting the stage for what was once considered theoretical to become reality. Fueled by a combination of tech-enabled innovation, scientific discovery, and rapidly accelerating artificial intelligence capabilities, the medical field shows signs of increasing comfort with approaching challenging health issues that would have been previously accepted as incurable and ignored, or at minimum considered unlikely to change or worthy of significant research or specialization. Normalization of and access to gene editing technologies, in the hands of both trained physicians and a growing DIY movement of citizen scientists and biohackers, are opening new frontiers to treat and even preemptively prevent diseases at a genetic level.

In this brave new world of newly unlocked potential in the medical field, the potential shift from an industry built around treating diseases to one that proactively makes patients whole so they can live their best lives, offers promise on multiple fronts

"The potential shift from an industry built around treating diseases to one that proactively makes patients whole so they can live their best lives, offers promise on multiple fronts."

CELEBRITY HEALTH HOBBIES

Celebrities like Hailey Bieber and Kendall Jenner receive IV medications for fun, while Kim Kardashian and other social media influencers advertise non-essential, high-tech full body scans as a weekend outing.

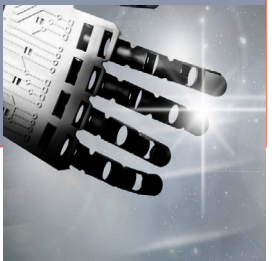
"Drip Bar: Should You Get An Iv On Demand?" —Robert H. Shmerling, MD, 2020



LEADING INDICATORS

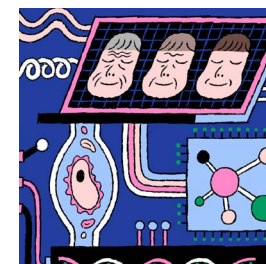
HUMANOID MEDICINE Brain-computer interfaces, represented by chips implanted in the brain, enable individuals to access the internet directly with their thoughts or control robotic limbs. This convergence of technology with the human body is not only transforming healthcare but also reshaping the way people interact with information and the digital world.

"A Look Inside Brain-Computer Interfaces And The Potential Of Neuralink." —Mara Kalinoski, 2024



TECH LIMBS Prosthetics have evolved with the introduction of nerve-mimicking devices, enhancing the sensation and functionality of artificial limbs. This innovation allows individuals with prosthetics to experience a more natural and integrated connection with their surroundings.

"Nerve-Mimicking Device Gives 'Feeling' To Prosthetics." —Claudia López Lloreda, 2023

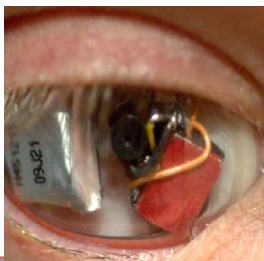


ANTI-AGING ARMS RACE A movement of the public to utilize highly granular health data to slow aging and cure ailments.

"Inside The Very Strange, Very Expensive Race To 'De-Age'." —Whizy Kim, 2023

BODY COMPUTERS Biohacking grinders are leading innovation in fields such as dermal biosensor tattoos that change color based on blood biomarker shifts, RFID/NFC implants for information storage and access, bone-conduction induced synaesthesia allowing color-blind individuals to hear colors. Our bodies are now machines we assess in any way we can.

"From Grinders To Biohackers: Where Medical Technology Meets Body Modification." —Chloe Kent, 2020



FUTURE IMPLICATIONS

LIFE EXPECTANCY STRAIN

Exponential increases in life expectancy create the potential for overpopulation of a planet already strained to sustain the current levels of human impact, and challenge current norms for individual life cycles of supply and demand like job markets and creation, housing availability, and retirement savings needs.

HUMANS (2.0)

Biomedical advancements and human-tech enhancement capabilities may accelerate past the limits of restoring humans to their condition before an injury or illness, and into the realm of advancing individual capabilities. Construction workers with the ability to lift steel beams unaided and firefighters who can easily scale a skyscraper to make a rescue using only their modified bodies are just some of the examples of how a Human 2.0 revolution could present in daily life, ranging from job-based necessity to recreational applications like athletic modifications for strength and endurance or enhanced creative capabilities for artistic expression.

DESIGNER BABIES

Mainstream adoption of genetic modification technologies like CRISPR could unlock parents' abilities to hand-pick specific traits for their children, from physical attributes, to intelligence, or resistance to diseases. A new norm of pre-designed babies will reflect intentional choices rather than DNA-driven chance, prompting debates around equity and human diversity.

WHAT'S POSSIBLE; WHAT'S LEGAL

The potential for advances in genetic modification and body enhancement capabilities to outpace government regulations and safeguards sets the stage for fundamental questions of not only safety, but also ethical limits and the evolving definition of what constitutes an "acceptable" level of alteration or intervention.

Horizon Shift

02.

EDUCATIONAL
SYSTEMS

02.

EDUCATIONAL SYSTEMS

As faculty and students at a large public university, researching and speculating potential futures related to education systems created a challenging yet exciting paradox. We daily see and experience the positive impacts of evolution and innovation within the system, along with its flaws and shortcomings. This led us to intentionally start our research by looking at non-traditional educational systems and models outside of the United States for inspiration and “pockets of the future” that could challenge us to see beyond our day to day. This uncovered interesting examples of the evolution in teaching methods and approaches to delivering education. Since our research aims to look at drivers of broader, macro-level societal change, we reframed our focus to look at K-12 and higher education in the US through the lens of larger economic, demographic, and cultural forces at work beyond just the educational landscape. What emerged is an educational system feeling the pressure of growing ideological divides, technological advancements, and an increased desire for individual choice and personalization, all against the backdrop of an evolving value proposition for traditional education.

As with many discussions about the future, technology plays a central role in the future of education, whether in the form of online learning platforms or AI-driven personalized education tools. But we’ve chosen to focus more on the human centered complexities of ideological battles, economic pressures, and the realities of a shrinking population of traditional college-aged students. What arises is not just a question of access, affordability, or how technology is utilized—it’s a broader conversation of how education, as both a personal and societal foundation, will continue to evolve in the coming decades.

02.01

EDUCATION AS IDEOLOGICAL EXPRESSION

In a world where the validity and relevance of every institution are up for debate, and everyone’s an armchair expert, polarization has affected belief in ironclad institutions like police, science, and schools...

02.02

THE EDUCATION ARMS RACE

The stakes for getting ahead in the educational system have never been higher, and the race to the front of the pack has never been more heated. From intensive prep for elementary-aged children to paying six figures for concierge-level coaching services when applying to Ivy League institutions, the landscape of educational access has become increasingly competitive...

02.03

THE ENROLLMENT CLIFF

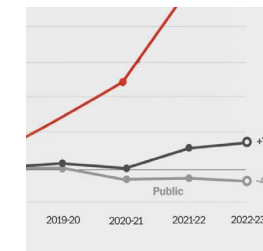
For more than 100 years college enrollments in the United States consistently increased, thanks in part to civil liberties and economic development that empowered more people to participate, the founding of new institutions, shrinking geographic barriers, and the simple fact that the world’s population kept growing as well...

EDUCATION AS IDEOLOGICAL EXPRESSION

In a world where the relevance and positioning of every institution are a topic of debate, the polarization of worldviews affects even ironclad institutions from law enforcement to science and schools. The device in everyone's hand is an open door to hyper-individualized points of view that can affirm or debunk any theory or set of beliefs. Against this backdrop, the role of ideology and values in educational systems takes on a new level of significance. Nearly every aspect of education from curriculum, textbooks, and policy, to the teachers themselves, present an opportunity to shape the worldview of students. Whether for kindergarten or college, students and parents are increasingly inclined to consider personal beliefs or ideologies when "shopping" for an education. Or, they might simply leave traditional systems entirely, instead favoring self-selected homeschool programs or alternative curriculums.

Controversial topics in schools are nothing new for the U.S., but today's polarized climate and the growing array of options available to the educational "consumer" begs the question of whether an educational institution's capacity for affirming or shaping a specific ideological worldview may become as important, if not more important, than traditional measures like test scores, class sizes, and placement rates. A generation of children are growing up in a polarized environment they didn't create, with limited capacity to choose how they navigate it. As they grow into adulthood, how might this generation's interpretation of the world be shaped by the worldview of the educational system their guardians chose for them rather than a shared set of universal truths?

LEADING INDICATORS



PARENTS TURNED EDUCATORS

There have been more and more laws that have made it easier to homeschool children, leading to an increase in homeschooled students.

Home Schooling's Rise From Fringe to Fastest-Growing Form of Education.
—Peter Jamison et al., 2023

SCHOOL BOARDS AS POLITICAL MICROENVIRONMENTS

School board elections have become predictors of other political elections.

How school boards became one of democracy's front lines.
—Lexi Lonas Cochran, 2023



A MENU OF INDEPENDENT SCHOOLS

Institutions like Austin University and Woke Kindergarten have started to open around the United States, focused on embedding distinct ideologies through tailored curricula.

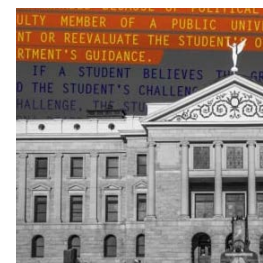
With \$200 million and state approval, University of Austin is ready to start accepting applicants
—The Texas Tribune, Kate McGee, 2023



RESPONSES TO GRADING BIAS

A bill was introduced in Arizona that would allow higher education students to challenge a grade for alleged political bias.

Low Grade? Arizona Bill Would Let Students Allege 'Political Bias'.
—Ryan Quinn, 2024



IDEOLOGICAL TEACHER EXODUS

Teachers are resigning or being dismissed due to clashes between their personal beliefs and school policies.

Caught in the culture wars, teachers are being forced from their jobs
—Laura Meckler, 2023



FUTURE IMPLICATIONS

THE GREAT IDEOLOGICAL MIGRATION

As parents make decisions about their family's future, the ideological framework of a local school district is weighed alongside traditional factors of class size, extra curricular offerings, and school funding when choosing where to raise children. This shift drives pockets of like-minded populations to specific geographies, intensifying cultural and political polarization with the potential to reshape the demographic and social landscapes of entire regions.

THE QUARTER LIFE CRISIS

Students from strictly curated ideologically environments face the potential for significant strain on their mental health upon leaving the educational system and encountering diverse worldviews with the potential to be drastically different than the ones they've been taught. This is not just an adjustment to accept new opinions or perspectives, it's a confrontation to their foundations of reality and the choice of which version of the world they'll choose to adopt.

FRAGMENTED NATIONAL IDENTITY

Divergent educational experiences and the conflicting narratives of history, civics, and culture that result contribute to the erosion of a shared national identity and patriotism. Is sharing a physical location on a specific geographic landmass the only absolute that unites a nation?

IDEOLOGICAL ENTRANCE EXAMS

In an effort to ensure student success and minimize distracting social friction, tests and assessments that screen for ideological fit may be introduced and considered alongside aptitude and educational readiness when determining eligibility for various schools or programs.

02.02

THE EDUCATION ARMS RACE

The stakes for getting ahead in the educational system have never been higher, and the race to the front of the pack has never been more heated. From intensive prep for elementary-aged children to paying six figures for concierge-level coaching services when applying to Ivy League institutions, the landscape of educational access has become increasingly competitive. This phenomenon extends beyond the classroom and has led to an increase of individuals participating in more rigorous, unique, and in some cases, overwhelming slate of extracurricular activities from their earliest days as a student. But why? Alongside traditional reasoning that prestigious

educational institutions with limited admission may offer a "better" education than those with higher acceptance rates, many families consider the cost of preparation for these schools (both monetary and non-monetary) as paying for the potential to enter social classes with access to resources that the other 99% do not.

Third-party admission consultants are charging the price of small homes to offer their insight

Third-party admission consultants are charging the price of small homes to offer their insight into crafting the image of an applicant that's destined to be the next Mozart, Maya Angelou, or Bill Gates, while high schools themselves market themselves based on the acceptance rates of their seniors to premier universities. When the path to post-secondary education is an arms race, what happens to those who can't compete?

LEADING INDICATORS



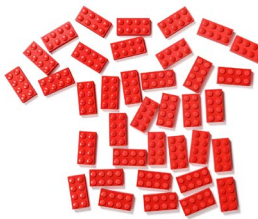
SCHOOLS BUILT AROUND GETTING AHEAD

The number of Montessori schools across the US is increasing, aimed at giving young students a leg up at a young age. There is a rise in non-traditional high schools focused on exploration and self-driven studies.

Montessori: The world's most influential school?
—David Robson and Alessia Franco, 2023

TIMING IT RIGHT A growing movement of parents push for boys to delay starting school for a year to enhance emotional development or extend eligibility for sports, called redshirting. Reddit threads are full of parents strategizing when to put their child in school. But does that put them at a disadvantage, and can low-income families afford to do so?

Redshirt the Boys: Why boys should start school a year later than girls
—Richard V. Reeves, 2022



PAY TO PLAY Among the upper class, it is the norm to pay for a consultant to get their child into an Ivy league, starting at \$120,000 a year as early as middle school or their first year of high school. A little over one in five students at Harvard used an independent consultant.

Inventing the Perfect College Applicant For \$120,000 a year, Christopher Rim promises to turn any student into Ivy bait.
—Caitlin Moscatello, 2024

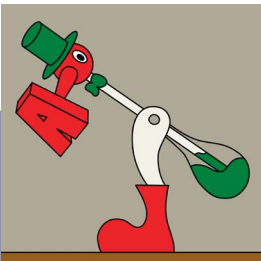


RISE OF LEARNING ACCOMMODATIONS Colleges face an increasing number of students seeking learning accommodations. The gap between ultra-prepared students and students suffering from socioeconomic disparities continues to widen.

Colleges face an increasing number of students seeking learning accommodations
—Jarrett Carter, 2018

PADDING TRANSCRIPTS FOR COLLEGE Grade inflation continues to become more common in high schools because it leads to better optics when applying for higher education.

If Everyone Gets an A, No One Gets an A
—Tim Donahue, 2023



FUTURE IMPLICATIONS

COLLEGE PREP 2.0

Alongside college-prep and AP English, Math, and Chemistry classes, high schools begin offering courses and programs specifically designed to enhance reputation and image-based markers of preparation for admission to elite universities. Spend a semester learning how to curate the perfect social media presence to land an Ivy-league acceptance, or optimize the algorithm of search results that include your name accomplishments.

"PREPTAURNINITY" LEAVE

Parental leave is no longer limited to a child's infancy and early development. Parents now seek extended leave from jobs during critical periods of their child's educational preparation, from intensive experiential programs in elementary school to application preparation and entrance exam prep for secondary and post-secondary admissions applications.

PLAYTIME IS OVER

Prioritization of self exploration and play during early childhood could soon shift, instead positioning the crucial years as a limited window for strategizing and optimizing experiences that maximize future educational opportunities. In the race to stand out, children will no longer have the luxury of growing into who they are, instead being modeled into who they need to be to succeed.

FAKED IT OR MADE IT?

The acceleration of inflated resumes, embellished achievements, and staged extracurriculars drives the need for new certifications and authentications of developmental experiences claimed on educational applications. Only 3rd party-verified experiences will be considered when students apply to the next step in their education.

THE ENROLLMENT CLIFF

For more than 100 years college enrollments in the United States consistently increased, thanks in part to civil liberties and economic development that empowered more people to participate, the founding of new institutions, shrinking geographic barriers, and the simple fact that the world's population kept growing as well. That is, until 2010, when the year over year enrollment growth trend reached its peak. The number of full-time college student enrollments in the US then began a slow decline in every year that followed, with the exception of a nominal rebound in 2023. Shrinking birthrates converged with a rise of alternative educational pathways and questions around the value proposition of an expensive college degree in a world where steady career paths and economic security seemed increasingly fragile. As many public universities shrink and smaller, private liberal arts schools and community colleges begin closing their doors, the ones still standing are considering drastic action to attract students. These schools often aggressively market 100% online learning to non-traditional and professional learners while at the same time investing heavily in state-of-the-art buildings and luxury recreation, dining, and living facilities to champion the ultimate "college experience" for the now smaller pool of traditional prospective students coming out of high school or transferring from another institution.

Many degree programs and fields of study with lower enrollments are being cut in favor of those promising prospective students a direct pathway to high-paying knowledge-based jobs and the ability to optimize instruction for economies of scale. The potential unintended costs of these survival tactics include the death of important fields of study like the humanities and foreign languages, programs that enrich not only the students enrolled in them, but society at large. For some colleges and universities, the coming years will mark the end of their institution. How will the ones who survive adapt to the post-enrollment cliff era of higher education?

RESET TO RECRUIT

Colleges are freezing or resetting tuition prices to better reflect actual cost of attending after scholarships, as soaring sticker prices dissuade prospective applicants.

More colleges are resetting tuition. Does the strategy work?
—Danielle McLean, 2023



LEADING INDICATORS

DIVERSIFYING UNIVERSITY OFFERINGS

Colleges are making significant investments in other forms of education, prioritizing quality online and non-traditional options to increase potential audiences.

The Pandemic Pushed Universities Online. The Change Was Long Overdue.
—Sean Gallagher, 2020



APPRENTICESHIP VERSUS A DEGREE

The value proposition of increasingly expensive college education has led to an increase in apprenticeships to fill the gap, like at Goldman Sachs and in construction jobs in NY.

From The College Campus to the Apprenticeship Campus
—Bruno V. Manno, 2024



IS THERE A POINT?

A rising number of students no longer see the value in pursuing a 4-year degree for job security.

Managing the Demand Cliff
—Rebecca Matthews et al., 2023

INTERNATIONAL STUDENT REVENUE

Rates of international students at U.S. universities have reached a near all-time high, providing financial benefits for institutions. In 2023, international college students were responsible for adding fifty billion dollars to the US economy and are more likely to pay sticker prices for tuition..

US international enrollment reached record highs. Will the trend last?
—Laura Spitalniak, 2024

FUTURE IMPLICATIONS

INSTITUTIONAL M&A

Mergers and Acquisitions are no longer just for corporate America, they could also be a survival strategy for public universities and colleges. Institutions struggling to stay afloat find a lifeline by turning to other institutions for buyouts and the creation of a new set of mega universities.

THE CORPORATE CAMPUS

Corporate entities and industry leaders could seize the opportunity to offer lower-cost alternatives to traditional university degrees by developing their own institutions of higher education, providing training and skill development specific to careers within their company, while still offering an on-campus “college experience” absent from corporate training and apprenticeship models of today.

THE UNDERGROUND SCHOLARS SOCIETY

As traditional universities discontinue smaller programs in liberal arts and humanities, scholars in these fields are forced to find alternative platforms to keep the disciplines alive, moving them toward underground, independent, and self-governed communities of study that operate outside of the mainstream, much like biohackers and cypherpunks.

MARKET DEGREE PRICING

In response to questions of degree ROI, educational institutions could adopt a market-price model where tuition aligns with future earning potential and demand. Tuition prices and the cost of a degree for an education student are less than half that of an engineering degree at the same institution, encouraging a more accessible and appealing path for students in traditionally lower-paying disciplines.

CONCRETE Manifest

03.

ENTERTAINMENT

Entertainment has long held a place of significance in the human experience, often toggling between a driver of pop culture and a reflection of cultural moments. From oral storytelling to the rise of film, television, and video games, the way we engage with entertainment has consistently evolved along with the tools, technologies, and platforms available. Not surprisingly, recent leaps in technological capability coupled with societal shifts in habits, behaviors, and preferences have made their way to the entertainment industry and its consumers.

Traditional barriers between content and consumer are crumbling, transporting audiences from spectator to participant. Computer generated content now blurs the line between human and machine creativity, all while a quiet resurgence of widespread appreciation for unique artistic vision suggests a potential shift away from formulaic templates of commercial entertainment. By examining the societal impact of these changes, we explore a future where the distinction between audience and creator, digital and physical, human and artificial, is no longer clear-cut, and culture will live in the tension. Our study of the future and this tension explores the intersection of technological capability, human nature, and lessons from the past.

03.01

THE FIFTH WALL

Stories have existed since the beginning of time; from passing on generational knowledge to making up ghost stories for campfire thrills, they're core to how information is shared and people are entertained...

03.02

WHEN THE AI CREDITS ROLL

"EntertAInment" is here, from generating scripts that rival Emmy-worthy TV shows to recreating beloved movie characters and synthesizing songs in the style of legendary artists. But beneath the surface, there's a growing fear: is AI poised to bulldoze creativity as we know it?...

03.03

ARTISTS ARE KING, AGAIN

In the modern era of entertainment, content is king. It's on-demand 24/7, hyper-curated to your personal taste, and often produced without the traditional gatekeepers of decades past. The entertainment content landscape is increasingly flooded with everything from AI-generated brain rot to formulaic programming carefully crafted to be algorithm-friendly...

THE FIFTH WALL

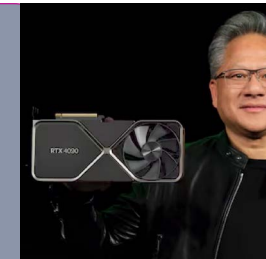
Stories have existed since the beginning of time; from passing on generational knowledge to making up ghost stories for campfire thrills, they're core to how information is shared and people are entertained. The transition from written words to radio and recording presented a major leap in how society consumed entertainment - and then came video, and video games... Humans seem psychologically programmed to seek that next level or "something more". Now more than ever, the technology and platforms exist to move audiences from passive observers to active participants in the stories and experiences that entertain. Virtual reality platforms like Meta's Quest or PlayStation VR transport users into the heart of their favorite franchises, from swinging through New York as Spider-Man to exploring alien worlds in No Man's Sky. Watching a football match in England from a bar in suburban USA is so 2020, now that you can virtually watch the game as a spectator on the field at Cosm in Los Angeles. But it's not just for gamers or virtual reality: Want to be Jerry Seinfeld? Rent a replica AirBnB of Seinfeld's iconic apartment...you don't even have to go to New York City to do it. Why passively look at a mural or sculpture when you can enter MeowWolf's 60,000 square foot art installation that invites you to touch everything and be the main character in a multi-layered mystery?

The "fourth wall" of entertainment has broken and the race to remain not only relevant but ahead of the demand curve creates a new paradigm for what and how consumers engage with entertainment. The lines between consumer or spectator have blurred with the role of participant or hero. Entertainment may still be a temporary escape from the reality of life in the here and now, but making that escape into a tangible part of the world you live in is growing increasingly possible. As this phenomena accelerates across the world of entertainment, where else might an immersion imperative become a staple of human experience and consumer expectations, and what unforeseen consequences might follow?

INTERACTION AT ITS CORE

Gaming companies are looking to AI to allow users to create characters that reflect themselves in major games.

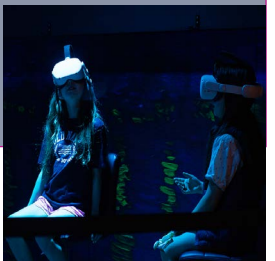
How NVIDIA plans to use AI to make video games of the future unbelievably real and immersive
—Mehul Reuben Das, 2024



LEADING INDICATORS

WALKING INTO ART Travelling exhibits like the Van Gogh and Monet Immersive Experiences have utilized light, space, art, and sound to transport visitors into 360 degree version of famous paintings. Today, these exhibits have reached hundreds of cities across North America and Europe.

'Van Gogh: The Immersive Experience' invites guests to engage in new ways
—Rachel Sun, 2024



A NEW CAMERA, A NEW SCREEN Major directors and filmmakers are joining boards of VR and AI image and video companies, with Terminator's director signing on to bring concert, live sports, and films to Meta's VR set "Quest."

James Cameron to Bring 'World-Class' 3D Experiences to Meta's Quest VR Headsets
—Sean Burch, 2024



SUPERHEROES IN REAL LIFE Entertainment mainstays like Marvel have created VR and AR multiverses so you can be a part of well-loved stories and entertainment universes yourself.

What If...? – An Immersive Story
—Marvel Studios, 2024

REAL FICTIONAL BARS AND RESTAURANTS Integrating fandom into daily life is easy to find, whether it's finding a place to stay through Airbnb that feels like you're in your favorite movie or catching up with friends at a bar designed like a place in a TV show.

15 Harry Potter-Inspired Airbnbs You'll Want to Apparate to, Stat
—Marissa Wu, 2024

FUTURE IMPLICATIONS

ESCAPE FROM REALITY

Entertainment franchises offer customers the chance to level up from temporary immersion through digital augmentation to new forms of extended, multi-layered simulation experiences lasting anywhere from hours to weeks.

AUGMENTED FEELINGS

Emerging technologies like wearables and neural extensions could allow audiences to fully immerse themselves in a character's emotions: feeling their happiness, fear, or heartbreak in real time. Entertainment has always been a vehicle for emotion, but now those emotions are visceral and directed, not left to interpretation.

LIFE AFTER AR

Widespread, mainstream engagement with increasingly immersive experiences eventually numbs consumers' enjoyment of traditional viewing, listening, and engagement with regular everyday experiences. An epidemic of "immersion withdrawal" and corresponding mental health issues kicks off as a generation of chronically immersed consumers reach the limits of the elusive 5th wall.

WORKPLACE ENTERTAINIFICATION

Companies realize the potential to increase employee engagement through the same principles of escapism and immersion on the rise in the world of entertainment. You're no longer just finishing a project for work, you're living a day in the life of your favorite character doing a project for their job.

03.02

WHEN THE AI CREDITS ROLL

"EntertAlnment" is here, from generating scripts that rival Emmy-worthy TV shows to recreating beloved movie characters and synthesizing songs in the style of legendary artists. But beneath the surface, there's a growing fear: is AI poised to bulldoze creativity as we know it? Significant AI investments are sweeping the VC landscape, and nearly every major modern industry - including entertainment. Universal Music Group invested millions in a software that can generate music. Warner Bros. is leveraging AI to scan potential scripts for commercial viability. And OpenAI has opened the doors for millions of users to produce both photorealistic images and abstract original art using the DALL-E plugin.

Despite the uncertainty of long-term potential of AI disruption in the entertainment industry, major business decisions are being made under the assumption that the human workforce in this field will be largely replaceable in the near future thanks to AI advancements. Entry-level jobs that allow emerging creatives to develop essential skills and connections to build their careers are even harder to come by than they already were. Artists are growing reluctant to publicly share their work, fearing the potential of simply feed-

ing and training the same AI models that could eventually render their unique creative style and execution no longer necessary. These fears are amplified by a lack of faith that timely, effective, or artist-friendly legislation or protections will be created in time to protect the future of humans in this industry, if at all.

These technology-driven threats pose legitimate concerns for humans working in the industry, but let's pause to look back at the same time we look forward. Betamax, LaserDiscs, Oculus Rift and Google Glass - all novel technological advancements slated to change the world and how we entertain ourselves: the same way that AI is supposed to. If the past is prologue, is there a potential future where AI-generated entertainment is just another failed "next big thing" that fades into obsolescence? And if so, how long might it take to rebound from the consequences of investing in software instead of people in an industry that's built upon creative visions and human relationships; not just within the industry, but also a larger societal landscape where entertainment drives culture and the human experience?

LEADING INDICATORS



INVESTOR PREDICAMENTS

As the US generative AI sector races to compete with other countries, investors debate whether the returns are worth the significant investment required to operate AI services.

Investors Are Suddenly Getting Very Concerned That AI Isn't Making Any Serious Money
—Victor Tangermann, 2024

EXECUTION BLOOPERS Movies like *Civil War* were released with critical reactions to the use of AI to create marketing materials, specifically the mistakes that could be seen in visuals.

A24's New AI-Generated 'Civil War' Ads Generate Controversy
—James Hibberd, 2024



AI TAINTED Films anticipated to be eligible for award status, like *The Brutalist*, were engulfed by controversy around the long-term impact of using AI for improving delivery of languages foreign to the actor.

The Brutalist's AI Controversy, Explained
—Chris Murphy, 2025



CRISIS OF CREATIVITY

As AI enters creative agencies and companies' workflow, management entities are beginning to worry about the decay of human creative thought in entertainment.

Will AI Kill Human Creativity?
—Brian Uzzi, 2023

LEGAL PUSHBACK Artists and artist representation are suing generative AI companies for duplication of their copyrighted music.

U.S. record labels are suing AI music generators, alleging copyright infringement
—Angela Yang, 2024



FUTURE IMPLICATIONS

HOLLYWOOD'S FUNERAL

If Hollywood loses its grip on AI and its status as the entertainment epicenter erodes, the potential for fragmentation and a global creative diaspora are high. Smaller hubs emerge, with cities and communities reclaiming their artistic identities from big Hollywood.

THE BIG BAILOUT

Just as financial institutions were rescued in '08, the entertainment industry could be next to get its turn. Federal intervention steps in to keep legacy entertainment conglomerates and the creative economy from collapsing after AI investments turn sour.

ATROPHY OF EXPERTISE

After relying on AI-powered tools for an extended period, individuals who were once trusted to provide specialized creative skills like writing, editing, mixing and mastering, could be forced to re-learn the skills they honed for years to become experts, but are now deteriorated by from a lack of use. The ensuing mentorship and transfer of expertise creates both threats and opportunities for the next generation of creatives.

GR(AI)MMYS AND OSC(AI)RS

Entertainment's highest accolades could soon be segmented by human and AI-produced. Governing bodies wrestle with determining acceptable levels of AI-assistance that qualify as certified-human produced creative works.

ARTISTS ARE KING, AGAIN

In the modern era of entertainment, content is king. It's on-demand 24/7, hyper-curated to your personal taste, and often produced without the traditional gatekeepers of decades past. The entertainment content landscape is increasingly flooded with everything from AI-generated brain rot to formulaic programming carefully crafted to be algorithm-friendly. While consumers love choice, it's also increasingly difficult to cut through the noise. Netflix and YouTube are flooded with options and Spotify has enough songs and podcasts to last a lifetime without going on repeat. Amidst the endless sea of content, a growing number of consumers appear to be shifting their focus back to an era of valuing artistic integrity, bold creative vision, and distinctive execution of craft over the formulaic productions and highly disposable viral clickbait.

Larger-than-life personas, distinct artistic visions, and creative content with cultural significance are steadily reentering an entertainment landscape once dominated by formulaic repeats of tried and true commercial templates. Could a new era of entertainment with deeper appreciation of artists and artistic vision emerge as a unifying societal force, or is it actually just another opportunity for hyper-individualization of content?

Larger-than-life
personas, distinct
artistic visions, and
creative content
with cultural
significance are
steadily reentering
an entertainment
landscape...

THE ARTIST MANIFESTO "Brat summer" played a major role in how a political campaign reached voters, starting with an entirely public satire of a candidate through remix of Charlie XCX's hit song but then was transformed into a campaign strategy.

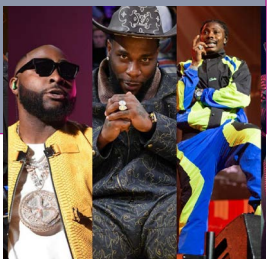
Charli XCX stopped chasing success when writing 'Brat' - now it's her highest selling album
—CNBC, 2024



LEADING INDICATORS

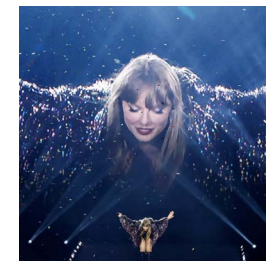
DIVERSE MUSIC CHARTS The once tried and true formula of making a Top 40 hit within a certain BPM range and particular song structure is gone. In 2024, there were 17 unique number one's that included hip-hop diss tracks, 80's influenced pop songs, and country sing-alongs.

From Breakout Pop Stars to Country Crossovers, Here's the Scoop on 2024's Biggest Music Trends on Spotify
—Spotify, 2024



BLACK SHEEP MOVIES Movies like Barbie and Oppenheimer reached remarkable, pop-culture-level success because of their contrast to the pattern of run-of-the-mill predictive narratives being put out by Hollywood.

5 Reasons Barbenheimer Had a Massive Box Office Weekend
—Eliana Dockterman, 2023



MUSIC TOUR OR CULTURAL PHENOMENON

Music artists rose from star to idol, most notably Taylor Swift with her Eras Tour, a 3-hour worldwide record breaker for ticket sales and nearly every business metric.

Taylor Swift's Eras Tour was a billion-dollar success that set a new bar for pop stars...
—Callie Ahlgrim, 2024

AUTHENTICITY ON SCALE The unprecedented success of Wicked's movie adaptation wasn't just a testament to the well-loved musical but to the value of authenticity on every level. From hand-building the jars in the background of the set to being intentional with Cynthia Erivo's nails to reflect the racial underpinnings of being an outsider in today's world, authenticity appeals.

Black Students Reflect On Representation Following Cynthia Erivo's Role in "Wicked"
—Sydney Goitia-Doran, 2024



FUTURE IMPLICATIONS

IP MANIA

Copyrighting finished creative works is no longer sufficient to secure ownership. Artists and creators could begin seeking means to safeguard and secure their rights to partially completed song ideas, unfinished scripts, and even conceptual ideas for potential art pieces.

INDIE MEDIA, VC'S NEXT BIG THING

After Fintech and AI investments dry up, the next venture capital frontier could be independent artists. As filmmakers, musicians, and creators seek funding, VCs see the potential return on investment for indie media.

DIRECT-TO-FAN MONETIZATION MODEL

Gone could be the days of streaming platforms that host a collection of all your favorite music, movies, and shows in one place. Artists have increasing influence on where and when their art is released, with the potential for extreme limitation to only the platforms they own or endorse.

ARTIST ACTIVISTS

The social and political views of mainstream artists may no longer be limited to a social media post or press release, opting instead to openly intertwine them with creative works. Activism is now inseparable from art.

ARTIFACTS FROM THE FUTURE

Mapping data points to uncover emergent patterns and themes provides a structured, research-backed approach to uncovering drivers of the future. Drivers, leading indicators, and research citations provide a solid foundation for intellectual analysis of potential future implications, but our team also aspires to make this research relatable and approachable for anyone who takes the time to engage with our work. In support of that goal, we developed a collection of “artifacts from the future”: short stories, advertisements and job postings, and other physical manifestations of concepts our research suggests may come to fruition in our lifetimes - perhaps sooner than expected.

ARTIFACTS FROM THE FUTURE

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By Max Kemats

THE OFFICIAL IPT STUDY GUIDE

1

- Charles is buying his favorite frozen pizza brand at the store when he remembers that the company recently announced their stance on education, which doesn't align with his. What should Charles do?

A) buy anyway and try to forget their stance
B) rethink his stance on education
C) buy a pizza brand that aligns with his stance
D) publicly speak out against the company
- Rank these in order of importance to you. *Use Section 1: Rank 1 to answer the question.*

A) Family
B) Politics
C) Education
D) Faith
- What is most important as a citizen?

A) Loyal
B) Rebellious
C) Honest
D) Heroic
- What economic system is most effective?

A) Free market economy
B) Planned economy
C) Laissez-Faire capitalism
D) Socialism economy
- Rank these from least to most favorable. *Use Section 1: Rank 2 to answer the question.*

A) Climate change
B) Climate risks
C) Extreme climate events
D) Climate adaptation

Includes:

8 Practice Tests

and official answers explanations

IPT helps you find your place.

Get the placement score *you want*, to apply to the school of *your dreams*.

The Ideological Placement Test (IPT) is a standardized assessment designed to evaluate a student's philosophical and political orientations, values, and beliefs. The IPT aims to match students with schools that share their ideological frameworks, fostering environments where students can thrive academically and personally.

Students receive a comprehensive report detailing their ideological placement across various dimensions. This report is used by colleges to determine the best fit between the student and the institution's prevailing ideological environment. By understanding a student's ideological stance, colleges can create more cohesive and supportive campus communities. The IPT is a pioneering tool in the realm of higher education, guiding students and colleges towards a mutually beneficial educational journey based on shared ideologies. By bridging the gap between personal beliefs and institutional values, the IPT is revolutionizing admissions.

- How would you interact with someone with a differing set of beliefs than you?

A) I would not.
B) I would be guarded and keep conversation brief.
C) I would try to understand them.
D) I would treat them the same as everyone else.
- Sally's mother has been having a difficult time remembering daily tasks. The doctor suggests a neurological transplant that will help Sally's mother remember, however her memory will be tracked and eventually sold to a third-party. Is it ethical to proceed with the transplant?

A) Yes, it will increase their quality of life.
B) Yes, the doctor's advice should be trusted.
C) No, selling data to a third party is dangerous.
D) No, the doctor should rarely be trusted.
- Extended response: Briefly describe a time when you were influenced and how your actions changed because of it. *Use Section 1: Essay 1 to answer the question.*

The University of Banessville
(Avg. IPT Score - 9)

Beaverton University
(Avg. IPT Score - 50)

Oak College
(Avg. IPT Score - 95)

0

50

100

TYU (Oklahoma)
(Avg. IPT Score - 21)

Robin University
(Avg. IPT Score - 74)

By Jack Sherwood

INSTITUTIONAL ACCEPTANCE LETTER



Gigazon Caliber Institute
Department of Sales
Office of Admissions

Dear Neil,

I am thrilled to extend congratulations on behalf of the Admissions Committee for your acceptance into the Caliber Sales Program at the Gigazon Caliber Institute. Your exemplary achievements and dedication have earned you a well-deserved place among our esteemed Class of 2038, as a part of our eighth cohort of learners.

When we founded Gigazon Caliber Institute, we envisioned driven individuals like you in our program, blazing a new path for high achieving careers and setting forth a new standard in what sales leadership should look like. While students your age toil away for an irrelevant degree in a university, you'll be building the skills competencies, and connections that are truly desired in industry.

Each year, the Caliber Institute receives a multitude of applications from talented and accomplished individuals like yourself, all vying for a limited number of spots in our programs. The Admissions Committee carefully evaluates each applicant, considering not only scholastic prowess but also

personal strengths, personality, values, and potential contributions to our company.

Our graduates succeed across a variety of companies and specialties. Many find themselves uniquely qualified to be hired in Gigazon leadership, with our CEO, Randel Thames being a graduate from the first cohort of the program.

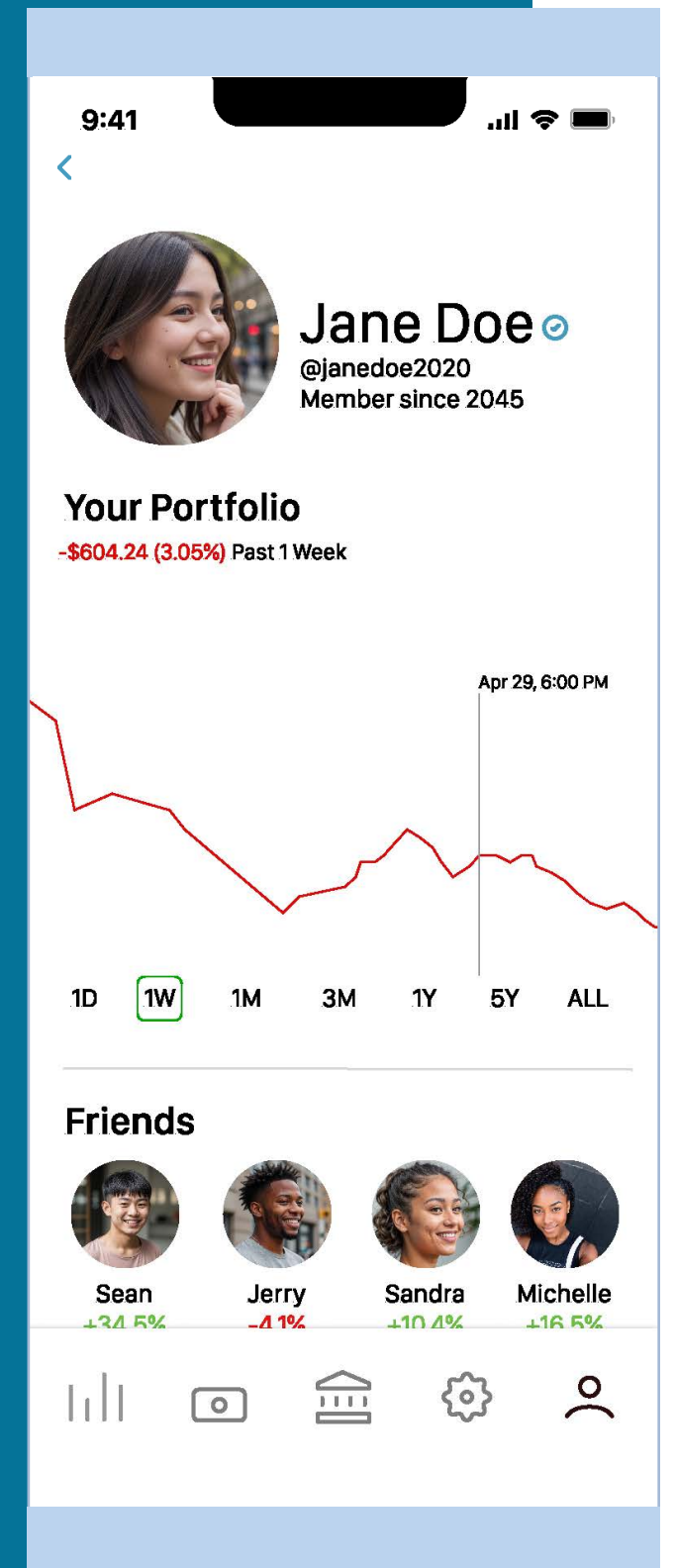
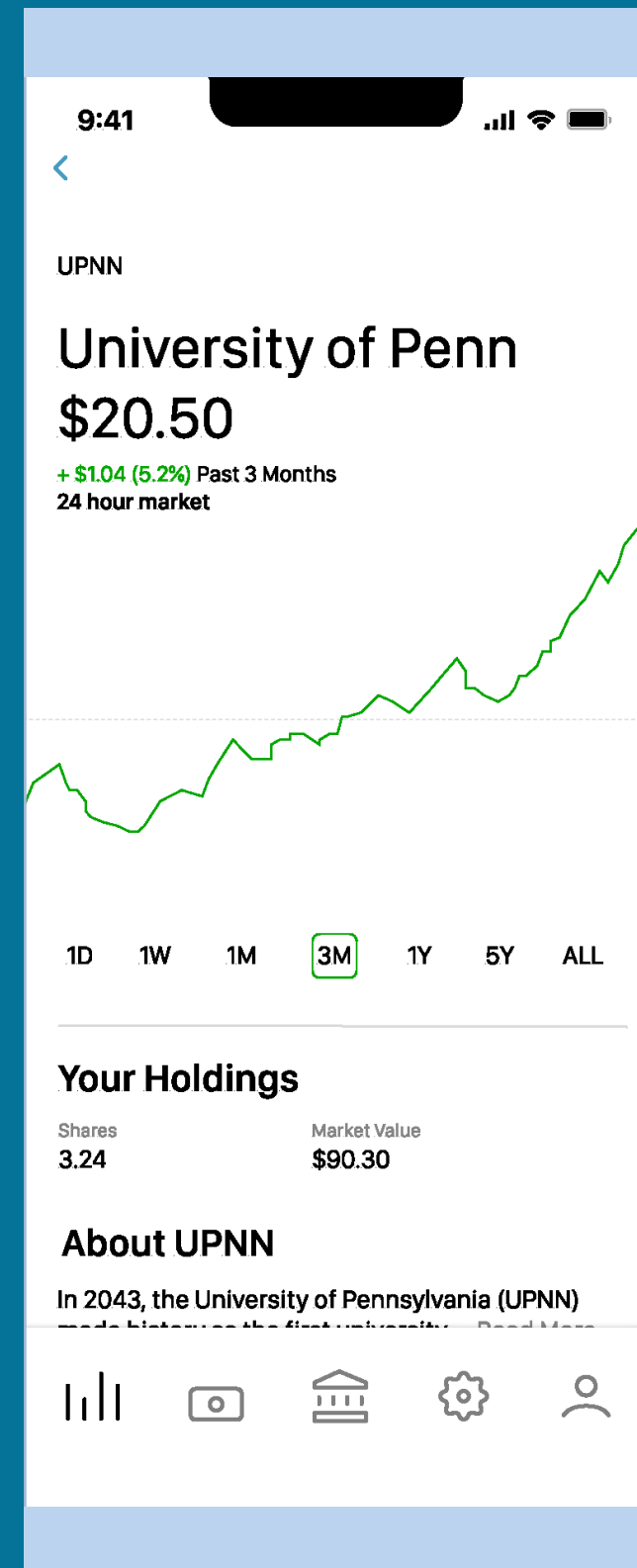
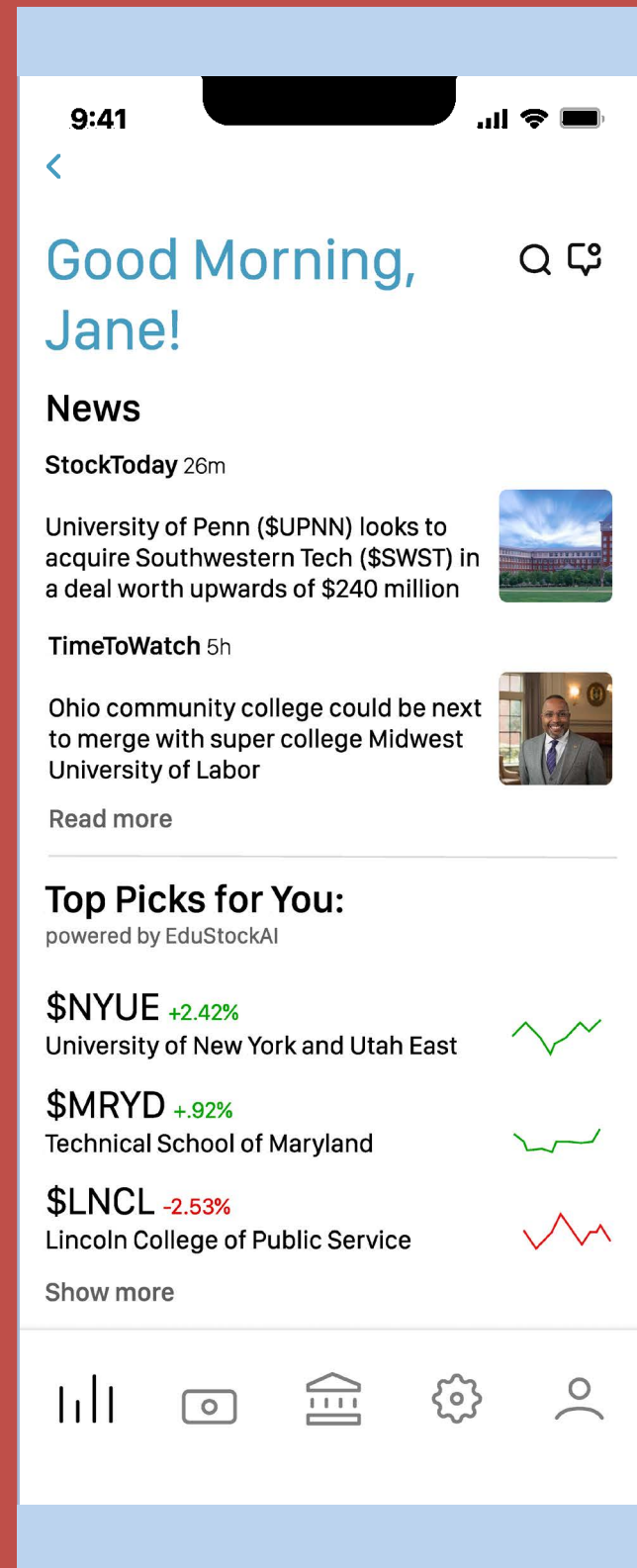
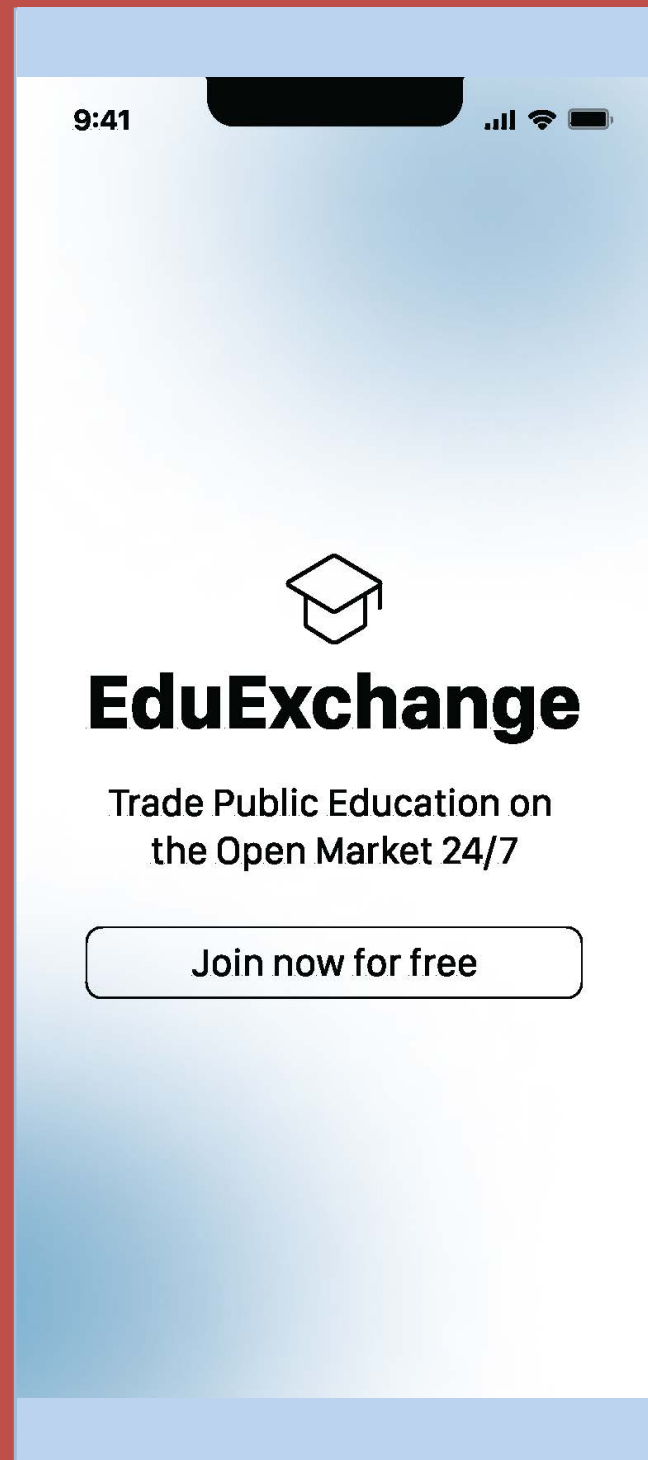
We invite you to join us for a special visit to Gigazon from Friday, May 10th through Sunday, May 12th 2039 for orientation, which will provide you with valuable insights into our renowned offerings, tips for adapting to and thriving in the Institute environment, and pathways to leadership at Gigazon. Should this timeframe not suit your schedule, please don't hesitate to contact us to arrange an alternative visit. Additionally, we encourage you to explore our website for further information about our programs and company resources.

A comprehensive admission packet will be dispatched to you in early May, containing all the necessary information to facilitate your transition to Gigazon Caliber Institute. We sincerely hope that you will choose to embark on this exciting journey with us and become an integral part of our company. We look forward to welcoming you to Gigazon Caliber Institute at the start of Q3.

Best Regards,

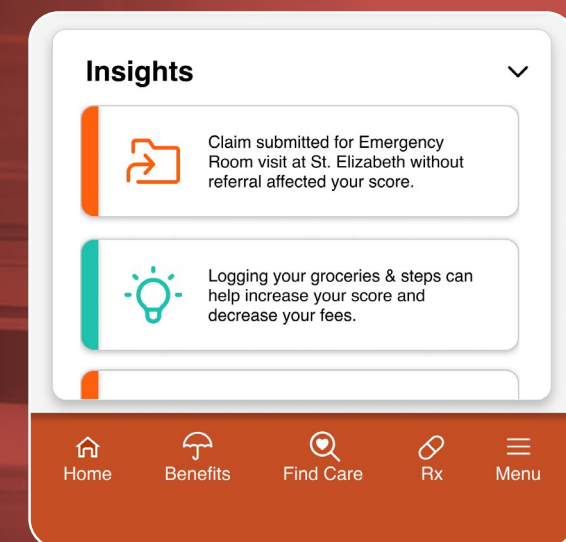
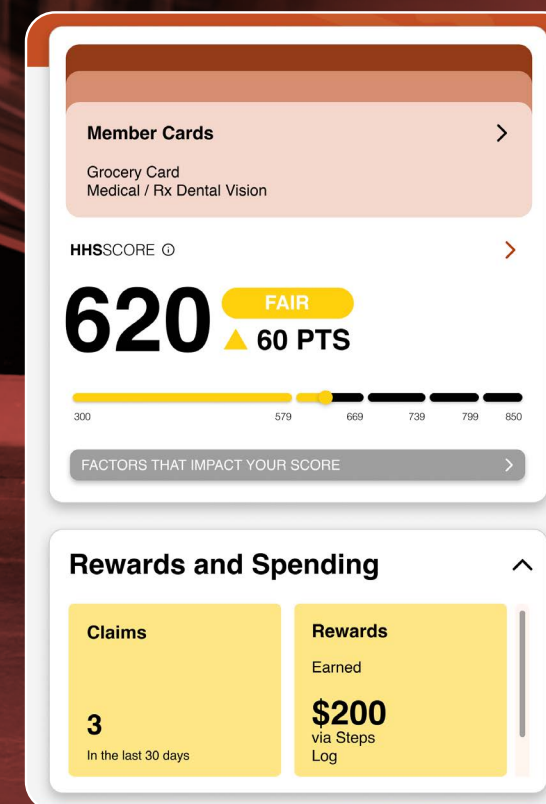
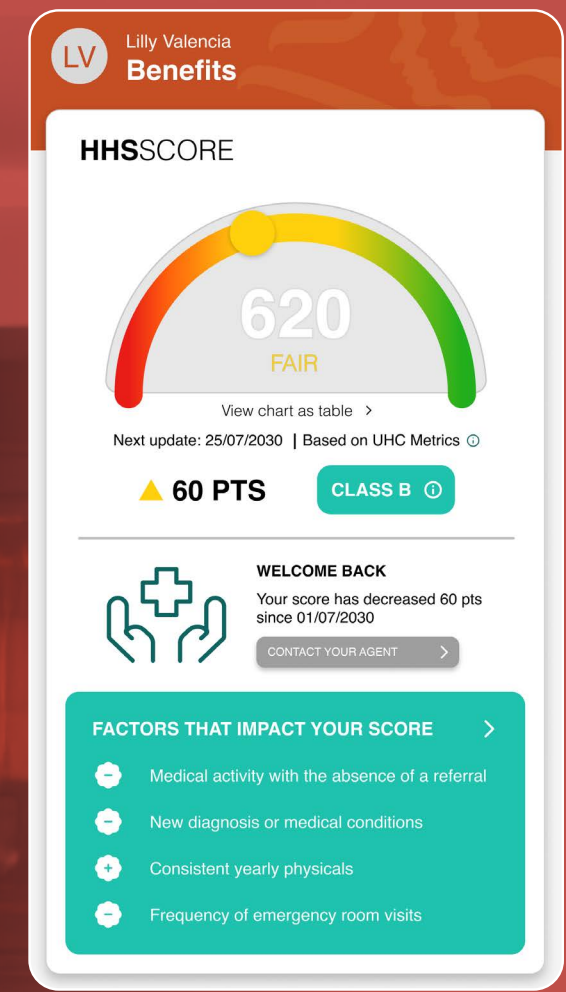
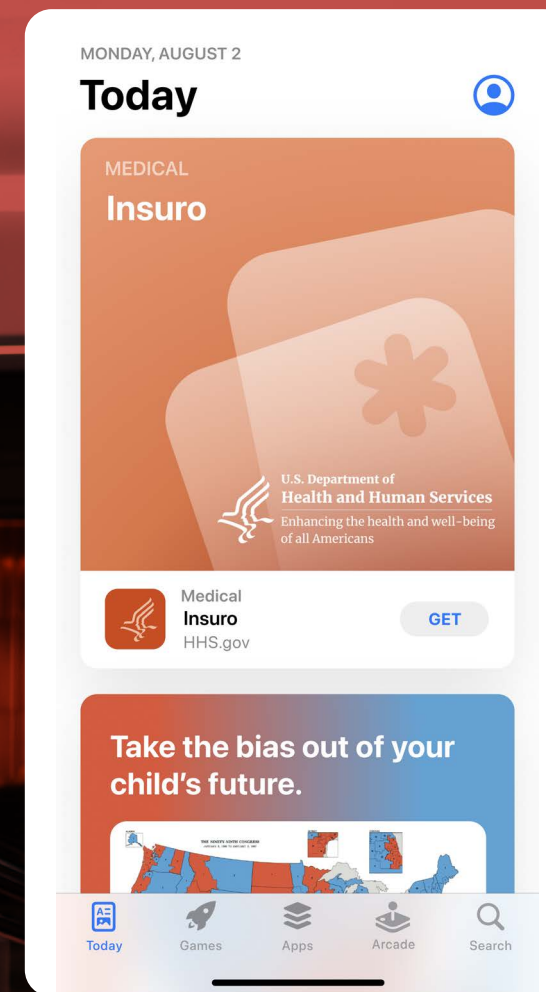
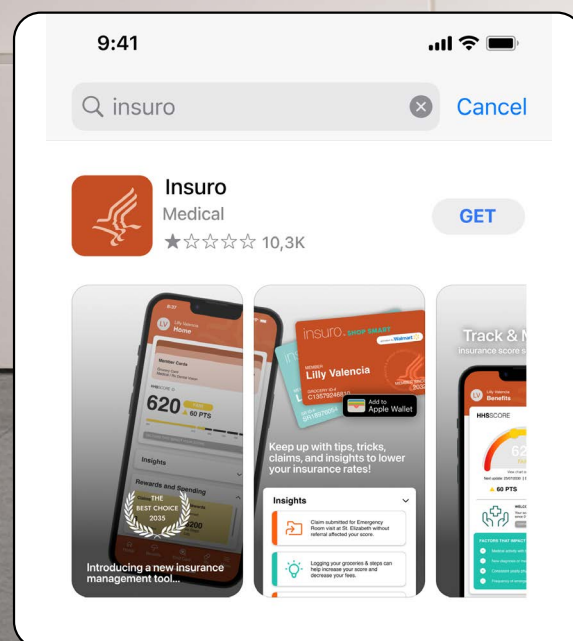
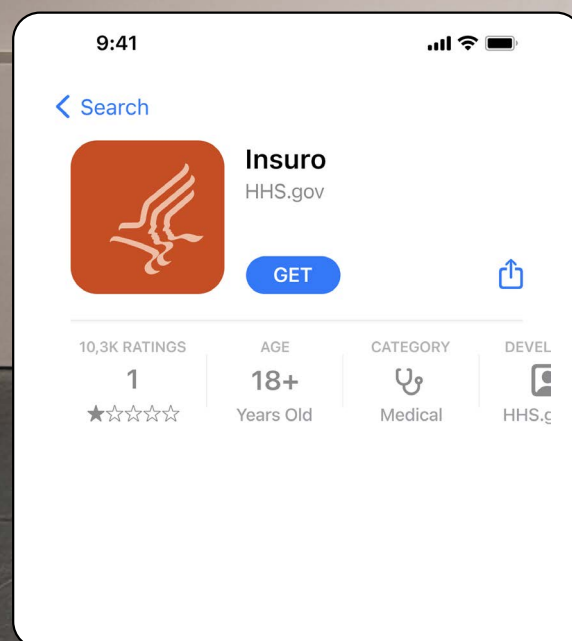
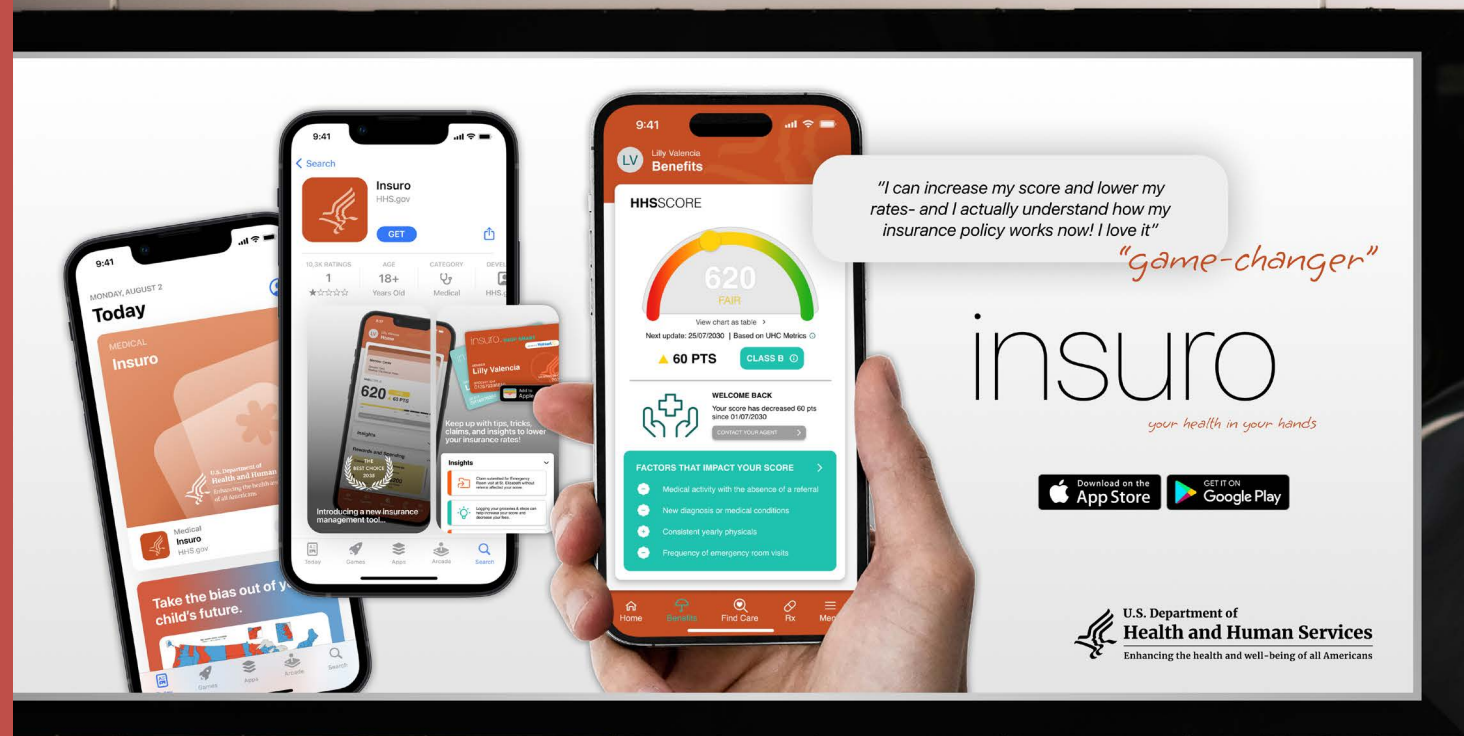
E. Cameron

Elmer Cameron | Director of Admissions | Gigazon Caliber Institute



By Yasmine Shaban

THE INSURO APP



Institution of Accredited Artistry

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Accreditation of Artistry

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International Art Display Standards

Apply for an Accreditation of Artistry

Many U.S. artists seek participation in accredited galleries, auctions, and awards. Whether you're a well-seasoned artist or just entering the scene, the Institution of Accredited Artistry can help you further your career. Obtaining an Accreditation of Artistry is required for any person wishing to participate in certified artistic events.

Overview

In order to ensure prestigious institutions are showcasing and celebrating human artwork, the Accreditation of Artistry is now in place nationwide.

Artwork will be considered for one of two categories: Human-Made and Human-Assisted. Artists may submit more than one piece of artwork to be assessed. In the case of collaborative artwork, click [here](#) for more information.

You need a certification to display your artwork in most museums in the United States. Various institutions accept differing levels of accreditation, see **Requirements** below for more details.

Warning

Each piece of artwork requires its own submission in the Applicant Portal.

Requirements

Applicants are **required** to submit the following items to certify their artwork:

- Personal Documents
 - [ART ID](#)
 - Process documentation, including but not limited to:
 - Images and/or videos of creative process
 - Stylistic and/or literary references
 - Imagery and list of media and/or materials used
 - Artist Statement
- Artwork
- Certificate Fee

You may be awarded a grade of A-E based on the following criteria:

- AI level of involvement in creation of artwork
- Quality of process documentation provided
- Number of references provided
- Medium

For a list of institutions, shows, and awards that accept certain levels of accreditation, click [here](#).

Warning

Standards may vary by state. Stay up to date with your state's requirements [here](#).

How to Apply

1. Apply for an [ART ID](#) if you don't already hold one.
 - a. You **must** apply in-person at an [accredited art institution](#). It cannot be done online or by mail.
2. Prepare required Personal Documents.
3. Prepare art files for submission.
4. Open the [Applicant Portal](#).
5. Fill out personal information and follow all directions.
6. Submit documents.

Please note: processing times may vary throughout the year. Keep an eye on your [Applicant Portal](#) and email for confirmation of submission and acceptance for consideration for an Accreditation Grade.

What can I expect upon receiving my Accreditation Grade?

Keep your Accreditation Grade certificate file handy so that you can easily apply for museum exhibitions, art shows, and art awards. Prepare a print copy, sized appropriately, for use in-person. For digital artwork showcase, be sure to include the certificate file alongside the selected artwork.

In order to meet industry standards, a Classification System is in place. Artists are able to apply to certain institutions based upon the grade that they receive. For example, the Museum of Modern Art (MoMA) is a Class I institution accepting Grade B artwork and above in certain categories. Click [here](#) for a list of institutions and their accepted levels of accreditation.

The Institution of Accredited Artistry's mission is to champion equitable and impactful artwork by connecting people, fostering learning and community, and nurturing artistic excellence.



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THE CRUMBLING IVORY TOWER

By Jonathan Raj

The Financial Chronicle

Business | M&A

The Crumbling Ivory Tower

UChi-Vander-West faces a major antitrust lawsuit over its planned merger with the Southwest University Collective, sparking concerns about academic freedom and market dominance in higher education.



By: Jonathan Raj · Senior Reporter

Aug. 5, 2032 3:14pm ET

On Monday, UChi-Vander-West (UCVW -0.31%) was hit with a landmark antitrust lawsuit over its plans to merge with the Southwest University Collective (SWU 3.88%) that takes aim at the very foundations of today's higher education landscape. The university juggernauts, together responsible for educating 750,000 students across 43 campuses, stand accused of anti-competitive behavior and market manipulation that critics say have corrupted the pursuit of academic excellence into a relentless drive for market dominance. The plaintiff s—a loose coalition of alienated students, disillusioned educators, and industry watchdogs—allege that UCVW's practice of acquiring smaller institutions to expand its influence across the country has stifled diversity of thought and eroded academic freedom, and has only been possible because of UCVW's extensive lobbying efforts with the Department of Education.

A statement issued by the defense argues that UCVW and SWU are two of the very few institutions that have successfully navigated the seismic shifts of technological disruption, rising costs, and declining demand that make higher education such a tumultuous industry today. Speaking from one of UCVW's flagship campuses in Chicago, President Subramanian decried the lawsuit as an effort by competitors to suppress innovation in education delivery. "In many of the communities we serve, UCVW provides access to the kind of quality education that it is no longer financially viable for smaller institutions to deliver. Despite our proven record of empowering students to invest in themselves and their futures, we face an uphill battle to maintain the funding needed to meet our educational standards. With dwindling state support and uncertain enrollment, we are relying on the strength and reach of our strategic partners for the sustainability of our mission."

Both the Department of Education and the Federal Trade Commission declined to comment on the proceedings, directing reporters instead to initial court filings. Regardless of the outcome of this case, the implications of this legal battle will extend far beyond the courtroom, laying bare fundamental questions about the nature of education in the 21st century. Who controls knowledge? Who benefits from its dissemination? And what role should competition play in shaping the educational landscape?

THE FINANCIAL CHRONICLE

BUSINESS | M&A

COVERAGE DENIED

By Mallika Desai

PREMIER H3 CLINIC

All-inclusive care for the best patients.

Akash Miller

1111 Futures Drive, Space, NY 33011

Dear Akash:

Thank you for your recent application to Premier H3 Clinic. As you know, admission to a health clinic is a highly competitive process. We regret to inform you that we will not be able to accept your application to be our patient at this time. **As a reminder, your health score can be a maximum of 850 points and your current score is 200 as of our records in April 2034.** Your application was carefully considered and processed under the Health Deterministic Factors system, and unfortunately, your Health Deterministic score did not meet our minimum threshold.

We encourage you to reapply next year after your score has improved, which you may achieve by completing any of the following options listed in order of increasing impact on your score:

- (1) Exercising and demonstrating significant lifestyle changes reflecting healthier habits (10–15-point increase)
- (2) Finish addressing any acute health concerns requiring surgical procedures, extensive referrals, and/or medical visits (20–30-point increase)
- (3) Switching from to Medicare to private health insurance (50–60-point increase)
- (4) Moving to a higher-income neighborhood with lower pollutant exposure (90–150-point increase)

Please visit www.hhs.gov/healthdeterministicscore for more information regarding what actions may qualify for score improvement.

These reformed standards come in response to increased healthcare costs and legal demands required to run a clinic in today's political climate. We understand that this may be disappointing news. Please note that protesting outside the clinic endangers our staff, all picketers will be asked to leave or escorted from the premises by law enforcement. We appreciate your cooperation in protecting our practice and staff. Thank you for your interest in our clinic. We hope to hear from you once your health has improved.

Kind regards,

Dr. H3 and staff

