

#1

COMPLETE

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Q1

List five Social (S) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Demographic; Culture; Social Norms)

- | | |
|-----------|-------------------------------------|
| Social #1 | Demographic - aging |
| Social #2 | Culture - more diversity |
| Social #3 | Virtual delivery of services |
| Social #4 | Family unit makeup |
| Social #5 | Health & wellness |
-

Q2

List five Technology (T) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Info Tech; Biological Tech; Materials Tech)

- | | |
|---------------|--|
| Technology #1 | Biotechnology for plants |
| Technology #2 | Virtual reality |
| Technology #3 | Marketing technology, experience, personalization |
| Technology #4 | Info tech |
| Technology #5 | Virtual meetings |
-

Q3

List five Environmental (E) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Natural Resources; Climate; Energy; Pollution)

- | | |
|------------------|------------------------|
| Environmental #1 | Climate change |
| Environmental #2 | Water resources |
| Environmental #3 | Pollution |
| Environmental #4 | Adaptability |
| Environmental #5 | Sustainability |
-

Q4

List five Economic (E) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Macro-; Micro-; Business Models)

Economic #1	Increased competition for entertainment dollars
Economic #2	Micro - slow wage/job growth
Economic #3	Decrease of single family lifestyle
Economic #4	Transfer of wealth
Economic #5	Growing our endowment

Q5

List five Political (P) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Policy; Polarization issues; Govt)

Political #1	Changes in tax policy relative to philanthropy
Political #2	Relationship with neighboring Governmental units (city, Oneida Nation, NWTC)
Political #3	Future of (tech) education

Q6

What will not change? (2020 - 2030) List three (3) things that you expect will not change within your sector over the next ten years.

1. Growing need for open/green space/health & wellness
 2. Use of Gardens for social and recreational opportunities
 3. Continued focus on children and family programming
-

Q7

Headline from 2030 Imagine waking up one day in 2030 - What news headline might we see that captures how the world has changed within your sector or the Green Bay region?

Green Bay Botanical Garden is number one attraction in Northeast Wisconsin

#2

COMPLETE

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Q1

List five Social (S) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Demographic; Culture; Social Norms)

- | | |
|-----------|--|
| Social #1 | Desire for equitable care and outcomes |
| Social #2 | Care where you are |
| Social #3 | Aging population |
| Social #4 | Physician led care moving to patient led care |
| Social #5 | Consumerism in healthcare |

Q2

List five Technology (T) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Info Tech; Biological Tech; Materials Tech)

- | | |
|---------------|--|
| Technology #1 | Virtual - moving knowledge and not people |
| Technology #2 | Artificial intelligence and Machine Learning |
| Technology #3 | Genetics |
| Technology #4 | Mobile Technology / Health tools |
| Technology #5 | New technology we haven't even thought of yet |

Q3

List five Environmental (E) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Natural Resources; Climate; Energy; Pollution)

- | | |
|------------------|--|
| Environmental #1 | Pandemic causing viruses |
| Environmental #2 | More need for mental health |
| Environmental #3 | Better healthcare prolonging life |
| Environmental #4 | Shift in focus to social determinates of health |
| Environmental #5 | Climate change causing more disease and injury |

Q4

List five Economic (E) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Macro-; Micro-; Business Models)

Economic #1	Lower total cost of care
Economic #2	Shift in how and which providers are paid
Economic #3	Lower costs to deliver care
Economic #4	Medicaid/medicare for more (all?)
Economic #5	Payviders - the merger of payers and providers

Q5

List five Political (P) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Policy; Polarization issues; Govt)

Political #1	Upcoming Presidential and Congressional Election
Political #2	New payment models focusing on Value
Political #3	Shift healthcare cost risk and innovation to private entities
Political #4	Interoperability of systems / Data exchange
Political #5	Equity of care

Q6

What will not change? (2020 - 2030) List three (3) things that you expect will not change within your sector over the next ten years.

Good people trying and hoping to do the right thing
Increasing demand for care
Innovative solutions that improve outcomes and increase costs

Q7

Headline from 2030 Imagine waking up one day in 2030 - What news headline might we see that captures how the world has changed within your sector or the Green Bay region?

Northeastern Wisconsin and the UP of Michigan ranked best communities in the world

#3

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Q1

List five Social (S) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Demographic; Culture; Social Norms)

Social #1	Where I work and live suburban versus urban
Social #2	What I do is more important than making money
Social #3	Social Networking
Social #4	Education transformation
Social #5	Aging population

Q2

List five Technology (T) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Info Tech; Biological Tech; Materials Tech)

Technology #1	AI
Technology #2	Blockchain
Technology #3	Beyond Beef
Technology #4	General growth of Technology
Technology #5	Internet /computing Speed

Q3

List five Environmental (E) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Natural Resources; Climate; Energy; Pollution)

Environmental #1	PFAS/PFOA
Environmental #2	Climate Change
Environmental #3	A second pandemic
Environmental #4	A new energy source (Hydrogen)
Environmental #5	Soil degradation

Q4

List five Economic (E) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Macro-; Micro-; Business Models)

Economic #1	PPP - Public Private partnerships
Economic #2	Aging National/regional/local infrastructure
Economic #3	A new energy source (Hydrogen)
Economic #4	Remote working
Economic #5	Technological advancement

Q5

List five Political (P) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Policy; Polarization issues; Govt)

Political #1	Political Divide
Political #2	Election Hacking
Political #3	Polarization of issues
Political #4	Political Skepticism
Political #5	Foreign Policy (China and Russia)

Q6

What will not change? (2020 - 2030) List three (3) things that you expect will not change within your sector over the next ten years.

US Governmental Spending
Demand for Engineering Services

Q7

Headline from 2030 Imagine waking up one day in 2030 - What news headline might we see that captures how the world has changed within your sector or the Green Bay region?

For the first Time in US History, A Party other than a Republican or Democratic controls the US Senate

#4

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Q1

List five Social (S) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Demographic; Culture; Social Norms)

Social #1	Shopping virtually, v. brick and mortar
Social #2	Digital culture
Social #3	Global pandemic

Q2

List five Technology (T) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Info Tech; Biological Tech; Materials Tech)

Technology #1	AI
Technology #2	Upgrading/updating our tools internally
Technology #3	Upgrading/updating our technology for clients
Technology #4	Digital footprint for what we sell
Technology #5	Subscription models

Q3

Respondent skipped this question

List five Environmental (E) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Natural Resources; Climate; Energy; Pollution)

Q4

Respondent skipped this question

List five Economic (E) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Macro-; Micro-; Business Models)

Q5

List five Political (P) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Policy; Polarization issues; Govt)

Political #1

Policy

Political #2

President beliefs

Q6

What will not change? (2020 - 2030) List three (3) things that you expect will not change within your sector over the next ten years.

Aquisitions

Q7

Headline from 2030 Imagine waking up one day in 2030 - What news headline might we see that captures how the world has changed within your sector or the Green Bay region?

Retail shopping is all done in your own home, no more brick & mortar stores.

#5

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Q1

List five Social (S) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Demographic; Culture; Social Norms)

- | | |
|-----------|--|
| Social #1 | Aging Baby Boomers |
| Social #2 | Tech use by Millennials and Pre-Millennials |
| Social #3 | Virtual learning with schools |
| Social #4 | Rural wifi and tech expansion |
| Social #5 | Diversity in ethnic populations relating to language barriers |
-

Q2

List five Technology (T) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Info Tech; Biological Tech; Materials Tech)

- | | |
|---------------|-------------------------------|
| Technology #1 | Artificial Inteligence |
| Technology #2 | Genomics |
| Technology #3 | Self Wellness Devices |
| Technology #4 | Blockchain |
| Technology #5 | Virtual Reality |
-

Q3

List five Environmental (E) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Natural Resources; Climate; Energy; Pollution)

Environmental #1	Water Source Pollution
Environmental #2	Pandemic threat and potential future threats
Environmental #3	Waste from tech on natural resources
Environmental #4	Effects on supply chain from global warming: fires/hurricanes
Environmental #5	The overall effects of advanced technology to the body

Q4

List five Economic (E) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Macro-; Micro-; Business Models)

Economic #1	Shift to self insured companies controlling their own healthcare costs
Economic #2	High Deductible Health Plans
Economic #3	Retail Healthcare
Economic #4	Increasing # of health monitoring devices (self wellness)
Economic #5	Population Health, pay for performance model

Q5

List five Political (P) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Policy; Polarization issues; Govt)

Political #1	Universal Healthcare or progress towards it
Political #2	Presidential influence on healthcare policies
Political #3	Privacy laws of devices for remote monitoring
Political #4	Pharmacology costs
Political #5	Cost transparency

Q6

What will not change? (2020 - 2030) List three (3) things that you expect will not change within your sector over the next ten years.

1. Early detection of conditions to prevent future larger surgeries/costs.
 2. Trends of decreased hospital stays for procedures, increased ambulatory surgical centers
 3. The desire for a doctor patient relationship. How this occurs will change but the desire for this remains.
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Q7

Headline from 2030 Imagine waking up one day in 2030 - What news headline might we see that captures how the world has changed within your sector or the Green Bay region?

Start Your Day by Getting Your Health Report

#6

COMPLETE

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Q1

List five Social (S) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Demographic; Culture; Social Norms)

- | | |
|-----------|--|
| Social #1 | Aging of the Midwest (fewer to flat HS graduates) |
| Social #2 | Ethnic shift among younger demographics |
| Social #3 | Consumer mentality among prospective and current students |
| Social #4 | ?Change in view of education as personal of social good? |
| Social #5 | ?Reverse migration from coasts? |
-

Q2

List five Technology (T) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Info Tech; Biological Tech; Materials Tech)

- | | |
|---------------|---|
| Technology #1 | Gamification of standard courses |
| Technology #2 | Data Analytics drives proactive, not reactive, advising |
| Technology #3 | AI allows for individualized learning pathways & progression |
| Technology #4 | Digital identities change credentialing in Higher Ed |
| Technology #5 | Subscription platforms provide both a la carte content selection and algorithm-based recommendations to learners |
-

Q3

List five Environmental (E) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Natural Resources; Climate; Energy; Pollution)

Environmental #1	Climate change as a drivign factor by which young people view the world
Environmental #2	Growing focus on freshwater
Environmental #3	Biotech disruption of traditional agriculture
Environmental #4	Climate-refugees
Environmental #5	Plastics in products and supply chains

Q4

List five Economic (E) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Macro-; Micro-; Business Models)

Economic #1	Constant demand for upskilling
Economic #2	Healthcare costs as proportion of state and federal budgets
Economic #3	The drag of built capital on Universities
Economic #4	?AI displacement of whitecollar workers?
Economic #5	?Decentralization of organizations and workers?

Q5

List five Political (P) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Policy; Polarization issues; Govt)

Political #1	Is education a personal or social good?
Political #2	Percieved benefits of higher Ed. by/for rural economies
Political #3	Accreditation bodies and federal financial aid
Political #4	Immigration policy
Political #5	Appetite for investing in the future vs the now

Q6

What will not change? (2020 - 2030) List three (3) things that you expect will not change within your sector over the next ten years.

1. The value of high quality faculty to provide high impact experiences for students
 2. The need for an increasingly highly skilled workforce (STEM, Business, and Healthcare training)
 3. The need to train learners holistically (Critical Thinking, Leadership, Teamwork, Oral and Written Communication, Adaptability, ...)
-

Q7

Headline from 2030 Imagine waking up one day in 2030 - What news headline might we see that captures how the world has changed within your sector or the Green Bay region?

Business leaders agree, WI economy is benefiting from the subscription-based, shared, digital content platform offered by the six UW-System institutions.

#7

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Q1

List five Social (S) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Demographic; Culture; Social Norms)

Social #1	Societal Norms - Reliance on Social Programs
Social #2	Worker / Employer Loyalty
Social #3	Company Cultures
Social #4	Work from Anywhere
Social #5	Real Journalism will Return

Q2

List five Technology (T) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Info Tech; Biological Tech; Materials Tech)

Technology #1	Security
Technology #2	Data Analytics & Data Mining
Technology #3	Data Privacy & Availability
Technology #4	Remote Work

Q3

List five Environmental (E) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Natural Resources; Climate; Energy; Pollution)

Environmental #1	Climate Change
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Q4

List five Economic (E) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Macro-; Micro-; Business Models)

Economic #1

Company Profitability

Economic #2

Rise of the Entrepreneurs

Economic #3

Gig Economy

Q5

List five Political (P) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Policy; Polarization issues; Govt)

Political #1

Lack of Decorum

Political #2

Lack of Trust in the Political System

Political #3

Increased Complexity of Political System

Political #4

Social Programs & Taxation

Q6

What will not change? (2020 - 2030) List three (3) things that you expect will not change within your sector over the next ten years.

Technical change will continue

People will continue to be drawn to their personal preferences. Engineers vs Sales vs "Leadership"

Many individuals will be drawn to an organization that makes them feel like they belong.

Q7

Headline from 2030 Imagine waking up one day in 2030 - What news headline might we see that captures how the world has changed within your sector or the Green Bay region?

Fewer organizations will be focused on those industries that require natural resources and we will be focused on enabling technologies.

#8

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Q1

List five Social (S) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Demographic; Culture; Social Norms)

- | | |
|-----------|---|
| Social #1 | Divisiveness w.r.t. Immigration; Continued Need For Change |
| Social #2 | Urbanization in Wisconsin |
| Social #3 | Popularization/Normalization of eGaming |
| Social #4 | Religious alignment on political issue |
| Social #5 | Black Lives Matter |
-

Q2

List five Technology (T) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Info Tech; Biological Tech; Materials Tech)

- | | |
|---------------|---|
| Technology #1 | Millimeter Wave |
| Technology #2 | CrispR, Genetice Genealogy, Etc. |
| Technology #3 | Autonomous Driving |
| Technology #4 | Environmental and Industrial IOT |
| Technology #5 | Personal Health Monitors |
-

Q3

List five Environmental (E) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Natural Resources; Climate; Energy; Pollution)

- | | |
|------------------|--|
| Environmental #1 | PFAS Pollutants |
| Environmental #2 | CAFOs |
| Environmental #3 | Failure of Plastic Recycling |
| Environmental #4 | Battery efficiency; battery pollution |
| Environmental #5 | Competition for rare earth minerals |
-

Q4

List five Economic (E) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Macro-; Micro-; Business Models)

Economic #1	China's dominance at World Institutions: WHO, WorldBank,
Economic #2	Decline of UK Weakened EU
Economic #3	All World Powers are Weaker; No Emerging World Powers
Economic #4	Electronic Currency; Weakness of hard curenc
Economic #5	Netflix Leadership Style

Q5

List five Political (P) trends or emerging issues likely to have an impact on your industry/sector through 2030: (e.g. Policy; Polarization issues; Govt)

Political #1	Immigration
Political #2	Election Maps as Key Issue
Political #3	Guaranteed Minimum Income
Political #4	Housing as a right, Healthcare as a right
Political #5	Election of autocrats

Q6

What will not change? (2020 - 2030) List three (3) things that you expect will not change within your sector over the next ten years.

1. Packers will remain in Green Bay
 2. Amazon continues retail dominance
 3. Urbanization
-

Q7

Headline from 2030 Imagine waking up one day in 2030 - What news headline might we see that captures how the world has changed within your sector or the Green Bay region?

DMV Officially Eliminates Driver Testing
