



American Baptist Churches USA

Church Renewal & Organizational Development

Trends in the U.S., 2007

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Population

1. Demographics

a. The U.S. in Size

- (1) While Japan and much of Western Europe are declining in population, that every U.S. census taken since 1790 has shown a population increase.
- (2) United States will probably pass the 300 million mark by the end of this year.
- (3) It took the United States 139 years to get to 100 million people, 52 years to add the next million, and just 39 years after that to add the last 100 million.

b. The U.S. Geography

- (1) The scale has been tipped, now more than one-half of the U.S. population lives south and west.
- (2) The five fastest growing states, from 1990 to 2000 were Nevada (66%), Arizona (44%), Colorado (31%), Utah (30%), and Idaho (29%).
- (3) The Pareto principle applies to land and water – more than one-half of the population lives on the 20% of land that is within 50 miles of the major bodies of water? (Atlantic, Pacific, Gulf, Great Lakes).

c. The U.S. in Age: (An hourglass shape)

- (1) The first baby boomers turned 60 this year. There are 77 million more of them to come.
- (2) In 1990 the U.S. median age was 22.9 and today it is 36.5 and rising. By 2030, 20% of Americans will probably be over the age of 65.
- (3) By 2010, Boomer population will be growing faster than the population in any state.
- (4) In 1960, 1/2 of U.S. households had children in them. Today, less than 1/3 do.
- (5) U.S. Life Expectancy: Number of centenarians in 2000 census: (50,740) 2050 projection? (1,149,500) {U.S. Census Bureau}

d. U.S. Diversity:

- (1) By 2016, minorities will comprise 1/3 of U.S. population {Fast Company, March, 2006}
- (2) Over one-half of the last 100 million are 1st or 2nd generation immigrants.
- (3) The foreign-born population increased in every single state (including Maine and Montana) since 1990 and more than doubled in all but 17 states.
- (4) There has been a 16% increase in the number of immigrants living in U.S. households in the last five years.
- (5) “Birthrate” rather than “immigration growth” or “population growth” is the best predictor of growth/decline of religious/denominational growth in the United States.

e. *Implication for the church:*

- (1) Increased volunteerism?
- (2) From youth minister to seasoned minister?
- (3) Segmented worship?

2. Knowledge

- a. Doubles every 1 ½ years
- b. Half-life of technical & specialized knowledge is 5 years, thus
 - (1) Older learning from younger
 - (2) Few items being passed on
- c. Number of American colleges and universities offering video-game design programs? (82) {Game Developer Magazine }
- d. Only 15% of the world is connected to the internet, but could rise above 50% in the next 15 years (*Futurist*, Feb 2006)
- e. Running technology requires energy. It is also predicted that the demand for energy will increase by 60% by 2030 (*Futurist*, Feb 2006)
- f. Next hot topic: Courses in decision-making

3. Debt

- a. 2005 Americans spending over earnings? (\$41,600,000,000)
- b. Last year that earnings outstripped spending? (1933)
- c. Student loans have grown by 27% annually since 1998. Average 2004 graduate had \$17,600 in debt.
- d. Will housing bubble burst? - Number of consecutive years that ave home prices dropped in Japan since housing bubble burst? (14)
- e. *Implication for the church:* consumer education

Business

4. Institutional Branding
 - a. 50 most successful brands in world all have identifiable archetypes. More true to those archetypes – more successful ... Young & Rubicam, Inc
 - b. Tim Brown, CEO Ideo, “In the future, designers are going to have to be much more sophisticated when they’re conceiving new ideas and think about how they’re going to speak to the market and how their ideas are going to contribute to marketing rather than just sending it down the line.” {Fast Company, March 2006}
5. Creativity – Scott Adams (Dilbert), “The only people who will have jobs in the U.S. are people with creative jobs, or something that has to do with communications and sales, and more people are going to work at home,” (*Wired*, 2006)
6. *Implication for the church:*
 - a. Shaping Congregational Culture is increasingly seen as a task of the pastor. “A pastor helps to ‘produce’ or at least decisively shape a congregation’s culture.” (Jack Carroll – *God’s Potters*)
7. Transparency – will it force us to be “nice?”
 - a. Enron, Martha Stewart, etc.,
 - b. John Mackey, CEO, Whole Foods Market, Austin, TX, “You are going to have to assume that everything is an open book. When there are fewer secrets, there will be more motivation to do the right thing. I think this is part of a larger trend, toward business having a greater responsibility than just maximizing profits. People want businesses to be good citizens, but not all are getting it.”
 - c. GoodWork Project, Harvard University – what makes for good work is a combination of “excellence” and “ethics” – work done expertly that is also socially responsible. Howard Gardner
 - d. Size (Does it mean influence?)
 - (1) Ratio of Wal-Mart employees to Public School Teachers? (1:1)
 - (2) Bill Gates can give away 3 billion/year and not lose any assets
 - e. Disclosure (transparency) – Robert Cooper, “The Breaking of Nations,” “It is important to realize what an extraordinary revolution this is. The normal, logical behavior of armed forces is to conceal their strength and hide their equipment from potential armies. But, the CFE (European)

Treaty allows the enemy to snoop around and count your weapons. The new system emerged because the old system was also based on a fallacy – to defend yourself, you had to be prepared to destroy yourself...And people just decided they didn't want to invade each other anymore.”

- f. Precedent: Following 1930's Depression, corporate leaders from Studebaker, Eastman Kodak, etc., banded together to create Employment Act of 1946, Bretton Woods Institutions, Marshall Plan

- g. *Implication for the church: Gap Leadership*

8. Search Process/Tenure {RHR International}

- a. Average amount spent on a corporate CEO Search? (\$2,000,000)
- b. Percent from inside the company? (60%)
- c. Percent of CEO's fired in first 18 months? (50%)

Attitudes

9. Judgmentalism

- a. Penny Edgell, American Mosaic Project (Univ of Wisconsin)
 - (1) Optimists - Pluralism is good. Everyone should have opportunity
 - (2) Pessimists – Pluralism is necessary, but bad for society
 - (3) Cultural Preservationists – Pluralism is bad. The only way to achieve a unified America is to limit pluralism
- b. Immigrant Issue
 - (1) In the news!
 - (2) Percentage of Canadians who say that immigrants are a good influence on their country? (77%). U.S.? (49%) Germany? (35%)
- c. Percentage of Americans who say overweight people are less attractive than others? (55%) In 1985? (24%)

10. Religious Fundamentalism Defined:

- a. Fundamentalism transcends cultural/religious boundaries and may subscribe to varying and even opposing belief systems
- b. Intratextuality is the thread – DEF: Centers a sacred text as the privileged authority for absolute truths.
- c. Almond, Sivan, and Appleby 1995 - fundamentalism is highlighted by four particular features:
 - (1) An Elect; Chosen Membership;
 - (2) Sharp Boundaries;

- (3) Authoritarian Organization;
- (4) and certain Behavioral Requirements for members.

11. Fundamentalism in Islam and Christianity

- a. Traditional Islam emphasizes a holistic view of life and spirituality that encompasses government, family, society, politics, and law
- b. Islam also has its fundamentalists - There are reportedly close to 175 “fundamentalist or revolutionary Islamic sects” (Dekmejian, 1995; Haddad, 2003). Classifications include “radical,” “extremist,” “militant,” and “revolutionary.”
- c. Islamic and Christian conflict
 - (1) Dr. Furnish noted that a “refashioning of all the [Islamic] eschatological traditions, especially those of the Mahdi, is underway in the modern Sunni Arab world.” His estimation that “many, if not most, of the world’s 1.3 billion Muslims” believe in the coming, or the return of *al-Mahdi* (Furnish, 2005a, p. 142), must be recognized as important to the political and military leaders of the Western world. “Mahdist movements,”
 - (2) Hal Lindsey’s 1970s book *The Late Great Planet Earth*, “the number one non-fiction best seller of the decade” following the sale of over 15 million copies.
 - (3) *Left Behind* series—Christian apocalyptic novels that describe what life might be like during the seven year tribulation period following the “rapture”—have sold over “70 million copies”
 - (4) In Islamic literature, The United States has been identified as “the second ‘Ad”—‘Ad being a place referred to in the *Qur’an* as a place of sin (Surah 53:50)—by both Bashir Muhammed ‘Abdallah and Hisham Kamal ‘Abd al Hamid.
 - (5) The Jews were identified as “Gog and Magog” (described in the *Qur’an* [Surahs 18:94 and 21:96] [Cook, 2005]

12. Post-traditional society – Jack Carroll, *Mainline to the Future*,

- a. “If traditions remain important to us, it is because we choose them all over again.... “Posttraditional society does not mean the end of tradition. It means instead a world in which traditions can be claimed, rejected, reinterpreted, or even invented, but not simply taken for granted and uncritically followed.”

- b. “Authority is not ‘out there’ in the tradition, but ‘in here’ in our experience as disembedded, mobile selves who must therefore become authors of our own identity.”

Science

13. Science into the mainstream

- a. DNA testing – Rapid (15 minutes) to 90 seconds in 5 years, Mandatory??
- b. Cloning
 - (1) Body parts – Anthony Atala has developed first functional lab-grown animal bladder and has been perfecting process for testing in humans.
 - (2) Mules – Gordon Woods successfully cloned 3 mules in 2003 from the brother or a world champion racing mule. Idaho Gem and Idaho Star have raced each other. Newsweek, June 5, 2006.
- c. Solar Cells. By 2010, Southern California Edison plans to send solar power to 13 million people in LA with 32,000 dishes.
- d. Chances that an asteroid could hit the U.S.?
 - (1) B51, 1 in 12,195 (2018)
 - (2) MN4, 1 in 6,667 (2034)
 - (3) SG344, 1 in 556 (2068)
- e. Other space dimensions?
 - (1) Lisa Randall – “Warped Passages” We are living in a 3 dimensional bubble of a 10 dimensional universe. With the math and solutions to prove it (for instance gravity – how can a small magnet overpower earth’s pull?) Coming in 2007 – Hadron Collider could reveal extra dimensions as it takes apart protons at 7 trillion volts.
 - (2) Previous: Extra dimensions are in infinitesimal loops
- f. Emergence Theory
 - (1) Self-surfacing bottom-up identifiable patterns
 - (2) Audience trumps experts on “Who wants to be a millionaire”
 - (3) Juries may someday not deliberate
 - (4) Iowa Electronics Market
 - (5) Ants