The vast majority of American college students attend two thousand or so private and public institutions that might be described as the Middle—reputable educational institutions, but not considered equal to the elite and entrenched upper echelon of the Ivy League and other prestigious schools. Richard DeMillo has a warning for these colleges and universities in the Middle: If you do not change, you are heading for irrelevance and marginalization. DeMillo argues that these institutions, clinging precariously to a centuries-old model of higher education, are ignoring the social, historical, and economic forces at work in today’s world. In the age of iTunes, open source software, and for-profit online universities, there are new rules for higher education.

Biography: Rich DeMillo is director of the Center for 21st Century Universities and Distinguished Professor of Computing and Management at the Georgia Institute of Technology, the seventh ranked public university in the U.S. and one of the premier institutions internationally. He founded and is responsible for Georgia Tech’s “living laboratory” for fundamental change in higher education. From 2002 to 2009 he was the John P. Imlay Dean of Computing and led Georgia Tech’s College of Computing to eight consecutive years of growth and international success.

Rich’s career has been devoted to guiding organizations large and small, public and private, through periods of sometimes tumultuous change. He was Vice President and Chief Technology Officer at Hewlett-Packard. He had worldwide responsibility for technology and technology strategy and led HP’s technology teams during the unprecedented HP-Compaq merger. Prior to joining HP, he was Vice President and General Manager in charge of Information and Computer Sciences Research at Telcordia Technologies (formerly Bellcore) in Morristown, New Jersey, where he oversaw the development of many internet and web-based innovations. He has also directed the Computer and Computation Research Division of the National Science Foundation. During his twenty-year academic career, he has also held academic positions at Purdue University, The University of Wisconsin and the University of Padua (Italy). He currently advises the Qatar Foundation.

The author of over 100 articles, books, and patents, Rich’s research has spanned computer science and includes fundamental innovation in computer security, software engineering and mathematics. His present research interests are focused on information security, higher education, and the disruptive nature of technology on colleges and universities. His current book, “Abelard to Apple: The Fate of American Colleges and Universities,” was published by MIT Press in 2011.