

WORLD
EDUCATION
PROJECT



UNITED STATES ONLINE UNIVERSITY

THE SITUATION

The world's democratic societies and free market systems are entering a new phase in their evolution. As media communications broadly reach all nations and more people gain access to world news, people become increasingly aware of differences in living standards and wealth. Thus people become vividly aware of economic gradients. The discrepancy in well-being initially causes jealousy which turns into hate.

And as they find it impossible to develop solutions, their frustration causes them to escape into a broad spectrum of dramatic reactions, which can range from typical individual psychological responses to terrorist provocations orchestrated by charismatic want-to-be leaders whose twisted minds proclaim ethnic and religious make-believes to justify their terrorist actions.

“The best way to be understood is to be understanding.”

“Progress begins with getting a clear view of the obstacles.”

“Through not spending enough we spend too much.”

As recent events have shown, the resulting loss of human lives and the damage to economic assets can become astronomical. In September and October of 2001, the response to the Anthrax threat alone has cost the US in excess of one billion dollars. The tragedies and economic losses associated with the large number of people killed in the US and around the world will accumulate over years to come and can never be repaired.

While we must be prepared to assist the healing process, more important are developments that are designed to avoid cultural conflicts, economic frustration, and useless terrorist response. United States Online University strongly believes that a transcultural equalization can be accomplished through broad education and training in economics, technology, and business management.



THE CRISIS

Our world has changed dramatically. After capitalism and free market economies demonstrated their viability and generated tremendous economic well-being, the world is experiencing terrorist attacks on Western societies. These attacks have altered our sense of security permanently. The governments and leaders of the free world are now searching for ways to eliminate terrorism and regain our freedom and safety.

The reasons for the attacks have multifaceted roots. Accordingly, the response for stopping the terror must cover a broad spectrum of measures. We believe that education is an essential element in developing a trans-cultural equilibrium.

“Educate to render harmless by cultivation.”

“Silence in the presence of evil is approval.”

“The fear of war is worse than war itself.”

How can we bring disenfranchised people back into the world community? We have to correct the alleged cultural deformities that are supposed to have lead terrorists to hate and kill us.

To understand this, we must find out who our attackers are and what they actually want. We know for a fact—the attackers hate the West because the West is prosperous.

To straighten out the political and intellectual mess we face today, we must reaffirm our commitment to reason and freedom by protecting ourselves from killers, foreign and domestic, physical and intellectual.



View of lower Manhattan with the World Trade Center towers (right of center), as seen from Brooklyn.

A cloud of dust from the destroyed towers rises behind the buildings to the left. (Associated Press photos)



THE PROBLEM

Around the world, education systems are failing at their core task: to prepare students to be productive members of society. Many educators, politicians and social experts have recognized that education is crucial to reducing the gap between rich and poor. They all know how important it is to teach skills and values people need to succeed in an changing world.

For decades, multilateral organizations like the World Bank and the United Nations have poured resources into educational reform. Despite all the efforts, UNICEF estimates that nearly a billion people—a sixth of the world population—are illiterate.

A comprehensive solution to educating developing countries is clearly needed, and innovative new learning systems are a critical source of ideas and experiences that can shape this solution. The old method of teaching—by feeding facts to people—needs to be replaced by a new learning process.

“A man can stand his own poverty better than he can the other fellow’s prosperity.”

“The less power a man has, the more he likes to use it.”

Learning must be integrated into the lives of people, taking into account their sociocultural environment.

The gap between the richest and the poorest around the world can only be closed by providing an opportunity to improve economic well-being. Our approach is to provide education in business management and economics across numerous disciplines in order to foster understanding between diverse cultures.

This means developing analytical, problem-solving and leadership skills. This focus on dynamic skills and concepts rather than static facts will prepare people to adapt and flourish in today’s changing environment. In short, we will teach them life skills.

We understand the frustration resulting from mind-numbing transfer of mere data. People need to learn by developing and fine-tuning their minds so they can participate in a world full of opportunities.



Our Spaceship Earth

This map combines the latest in natural color satellite photograph technology with the accuracy of the Fuller Projection to create a stunning, cloud-free image of our world.

Courtesy of Buckminster Fuller Institute

THE OPINION LEADERS

Fortune Magazine about the New Future

“After September 11, it is now more obvious than ever that isolation is impossible, and that the new future of the world as a whole will be defined by global relationships.”

Joseph E. Stiglitz, New York

Professor of Economics and Finance,
Columbia University
Nobel Prize 2001 in Economic Science

“Globalization can, and should be, used to not only fight against evil, but also to fight for good.”

Kishore Mahbubani

U.N. Ambassador, Singapore

“If you sail on the same boat, you cannot have one billion in first class cabins and two to three billion in various degrees of poverty. Taking care of global poverty is not a moral imperative but an act of self-interest.”

Ayisi Makatiani

Founder, Africa Online

“I love the US. I would like to see the rest of the world like it. But the US needs to reach out a little bit more.”

Andreas Schmidt

CEO, Bertelsmann eCommerce Group

“People won’t go out as much. Online is safer. As sad as the events are, the online industry will benefit.”

Pekka Ala-Pietilä

President, Nokia

“I am absolutely certain that communication will remain a fundamental need..., communication is simply part of basic human behavior.”

Bill Clinton

Former US President

“My greatest fear is that the wealthy and educated people in this world who bear the greatest responsibility for developing globalization of knowledge, economy and culture, will fail to recognize the emerging international interdependence, which will far exceed anything that people who share this little planet have ever experienced.”

George W. Bush

US President

“Our national courage has been clear in times of depression and war, when defending common dangers defined our common good. Now we must choose if the example of our fathers and mothers will inspire us or condemn us. We must show courage in a time of blessing by confronting problems instead of passing them on to future generations.”



THE SOLUTIONS

The charter is large and posts tremendous challenges. To gain an effect as quickly as possible, the effort must be designed to overcome initial obstacles and gain momentum. This can only be accomplished with a broadly sponsored and well-funded educational project. And since the effort is primarily focused on economically underprivileged people within developed and developing nations, this approach is believed to have the largest possible effect.

The educational programs must be designed to be objective and clearly focused on subject matters; they must be free of political, religious, ethnic and other emotional values. Further, the programs must have a dual orientation: they must include educational content and teach practical applications.

“He who influences the thought of his times influences the times that follow.”

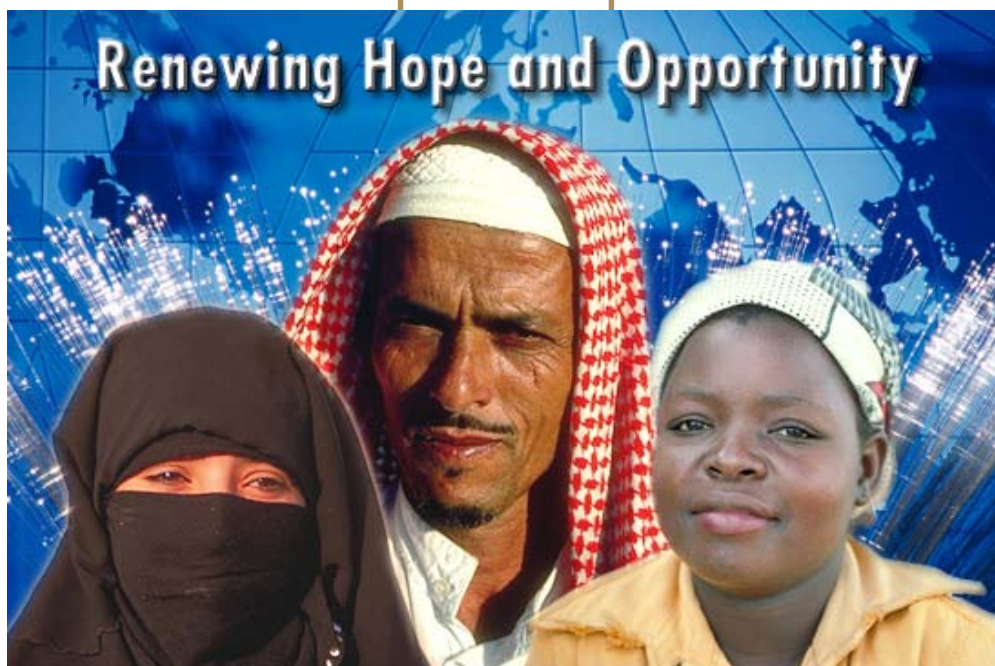
—Elbert Habberd

“The foundations for a better tomorrow must be laid today.”

“By nature, all people are alike, but by education become different.”

For the first time in history, computer-based educational programs can be designed and structured to reach every corner of the earth. Online programs are envisioned to accomplish the job.

In addition, United States Online University’s online programs have other advantageous features. The programs can be delivered to students in an automated manner; the programs’ costs are fairly independent of the number of students enrolled. This cost behavior enables USOU to accommodate large growth rates of the student body. Further, this cost feature allows USOU to be very responsive to the needs of its underprivileged international students by delivering high-quality, content-rich, low cost education and training programs.



THE GOALS

The World Education Project of United States Online University was created to support underprivileged students within developed and developing nations. The project supports post-secondary and work-related e-learning for adult students with the objective of securing gainful employment and fostering intercultural understanding.

Meaningful Transformation

The purpose of the project is to reach out to people worldwide and guide them in becoming productive members of their respective societies and responsible citizens of our world.

Critical Success Factors

The World Education Project commits resources only after conducting detailed needs analyses.

“Education is an investment –and never an expense.”

–Nick Goble

“We cannot direct the wind, but we can adjust the sails.”

“Education is the transmission of civilization. Civilization is not inherited; it has to be learned again by each new generation.”

–David T. Kerns

Another important factor is the customization of the programs and the careful selection of the students.

The University supports the following educational projects:

Scholarships

Scholarships are made available to needy adult students for training and education.

Programs

High-quality, content-rich online and multimedia programs will be developed and provided.

Infrastructure

Strategic partnerships with universities, corporations and organizations will help to create the infrastructure for implementing online learning.



The World Education Project invites companies, organizations and individuals to help develop a Knowledge Pool of cutting-edge knowhow and innovative solutions to problems facing our world today.

The goal is to produce a series of interactive multimedia programs based on interviews with leading thinkers, Nobel prize winners and the “Leonardo da Vincis of our time”.



The idea behind the Dynamic Life Education series is to make high-quality educational programs about life skills available to young people worldwide. The programs will be delivered as interactive and audiovisual courses on DVD and the Internet.

All the courses will be available worldwide for non-commercial purposes such as education and research, free of charge. The program series will be widely distributed to schools, universities, government agencies, churches, community action groups, and the media.

“Life is meant to be a never-ending education, and when this is fully appreciated, we are no longer survivors but adventurers.”

—David McNally

“The illiterate of the future will not be the person who cannot read. It will be the person who does not know how to learn.”

—Alvin Toffler

The Dynamic Life Education series is targeted to the international public, especially young students. This project is a first step in the direction of developing a shared global curriculum that addresses all the major problems young people currently face.

Program Categories

- **Competency Development**
- **Conflict Management**
- **Economic Development**
- **Environment & Resources**
- **Freedom**
- **Global Education**
- **Health Maintenance**
- **Human Potential**
- **Human Rights**
- **International Relationships**
- **Peace Management**
- **Population Control**

The Dynamic Life Education series is designed to meet the real educational needs and interests of young students and their teachers. By presenting world-class knowhow and action plans in a stimulating way, the program will attract young people worldwide to implement the practical solutions and awaken a sense of personal responsibility.

The Dynamic Life Education series offers a unique sponsorship opportunity for a socially responsible corporation, organization or individual, who wants to make a long-lasting and very positive impression.

SPONSOR BENEFITS

The World Education Project present a unique opportunity for a sponsoring company to link its brand with positive, cutting-edge learning and education concepts.

Through the World Education Project, a sponsoring company can reach a worldwide audience of proactive young adults who are shaping our future and who are holding the key to the marketplace.

Decades of research about learning and education reveal that life skills are not taught in traditional learning environments. The programs within the World Education Project are designed to meet these compelling needs.

The programs are offered in a format appealing to the target audience and change fundamentally how young people and adults learn and solve problems. The World Education Project's unique approach and its multi-format program design create a spectrum of benefits.

"The highest use of capital is not to make more money, but to make money do more for the betterment of life."

—Henry Ford

The Programs:

- reach a wide audience through broadcasting over TV and Internet;
- support independent, self-directed learning in the form of interactive multimedia DVDs;
- can be utilized as teaching tools in schools, universities, community action groups and churches.

The Sponsors of any one of World Education Project's Programs can:

- make millions of impressions on their target groups;
- achieve substantial media coverage through print, radio and TV in major worldwide markets;
- prove to communities, governments, organizations and the general public that their companies are truly socially responsible;
- intensify the contact with their target groups through participating in the University's Continuing Education programs.

