



The Educational Approval Program (EAP) is a postsecondary education agency that employs a regulatory model focused not only on compliance, but also institutional effectiveness. To facilitate an environment in which schools seek to be effective organizations that improve over time, the EAP requires schools to submit evidence that appropriate planning has been conducted. Although similar to a strategic or business plan, this information will enable the EAP and school officials to engage in a dialogue over time about the effectiveness and future of the school.

Schools that already have some type of strategic or business plan (e.g., schools that have either a corporate or accreditation plan) must adapt these documents to the following requirements and focus on Wisconsin operations and students. The EAP does not expect any school to divulge any sensitive, proprietary business information. The information must address the five elements identified below and provide the information requested.

### I. SCHOOL INFORMATION

Name of School: University of the People

### II. PLANNING ELEMENTS

**A. MISSION.** Describe your school's mission and vision, which identifies its purpose and its core values.

University of the People ("UoPeople") envisions a world in which all qualified high school graduates have access to higher education, regardless of financial, geographic, political, and personal circumstances. Its mission is to offer an accessible, quality education to any qualified student through flexible, affordable, online, accredited degree-granting programs that give graduates the potential to lead successful, fulfilling lives as individuals and members of society.

*10/26/18  
CJW*  
The mission of University of the People is to offer an accessible, quality education to any qualified student through flexible, affordable, online, accredited degree-granting programs that give graduates the potential to lead successful, fulfilling lives as individuals and members of society.

**B. MARKET.** Discuss the nature of your school and the business in which it is engaged. Describe who your existing and/or potential customers are and what motivates them to enroll in your school. Explain how you let these customers know you are in business. Finally, identify who your competitors are and how you are different from them.

The University of the People (UoPeople) is the Education Revolution. It is the first non-profit, tuition-free, American, accredited, online university. Dedicated to opening access to higher education globally, UoPeople helps high school graduates overcome financial, geographic, political, and personal constraints keeping them from college studies. UNESCO estimates that by the year 2025, there will be nearly 100 million young people unable to find seats in traditional universities. UoPeople believes that access to higher education is a basic right which promotes world peace and global economic development; and it is committed to providing those young people a quality higher education – tuition free. As the United Nations High Commissioner for Education (and former British Prime Minister) Gordon Brown has put it: "University of the People is offering a quality education to tens of thousands of qualified students who, without it, would have no chance at all. What's more, with its growing network of partnerships, it can turn those tens of thousands into hundreds of thousands and someday even millions."

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**D. SWOT ANALYSIS** *(continued)*

**External:**

**Opportunities**

- Worldwide demand for access to higher education is large
- Global heightened awareness on diversity
- The quickly growing legitimacy and sentiment of online education
- Our program offerings are consistent with what students are seeking
- Partnering with Govt's, NGO's, and international institutions to address educational challenges and offer solutions
- Transition operations model from "Start Up" to larger more mature, scalable enterprise
- Stay current on new emerging technologies which enable scaling and greater productivity
- Marketing our strong student and faculty diversity numbers to potential new students as we recruit.
- Learn and apply best corporate work force models and practices to UoPeople
- Movement for free community college

**Threats**

- Cyber security
- Perception that online education not as highly valued as in person universities
- Potential competitiveness of traditional universities as they develop more online offerings
- Competitiveness of labor market could impact retaining and hiring of employees
- Unpredictable changes in US regulation/laws
- Higher education undergoing period of enormous uncertainty and change whose implications may not yet be known

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**E. FUTURE VISION.** Describe your school 5 years from now. What will it look like and how will it be positioned in the marketplace.

To offer more quality programs that:

- Maintain high academic standards
- Include core components to foster critical thinking, communication, and commitment to lifelong learning
- Focus on competencies and skills required for success in the global economy
- Are continually assessed and improved through regular outcome assessment and external reviews
- Promote a culture of shared learning through collaboration, interaction and peer-to-peer teaching and assessment
- Are designed around open educational resources (OER)
- To offer more scholarships to students who cannot afford an education otherwise
- To continue to grow as the largest tuition free institution in the world.

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**III. SUBMISSION**

***I hereby certify that the information contained on this form and any attachments to the form is true and correct to the best of my knowledge.***

Signature of Authorized School Official:

*Shai Reshef*

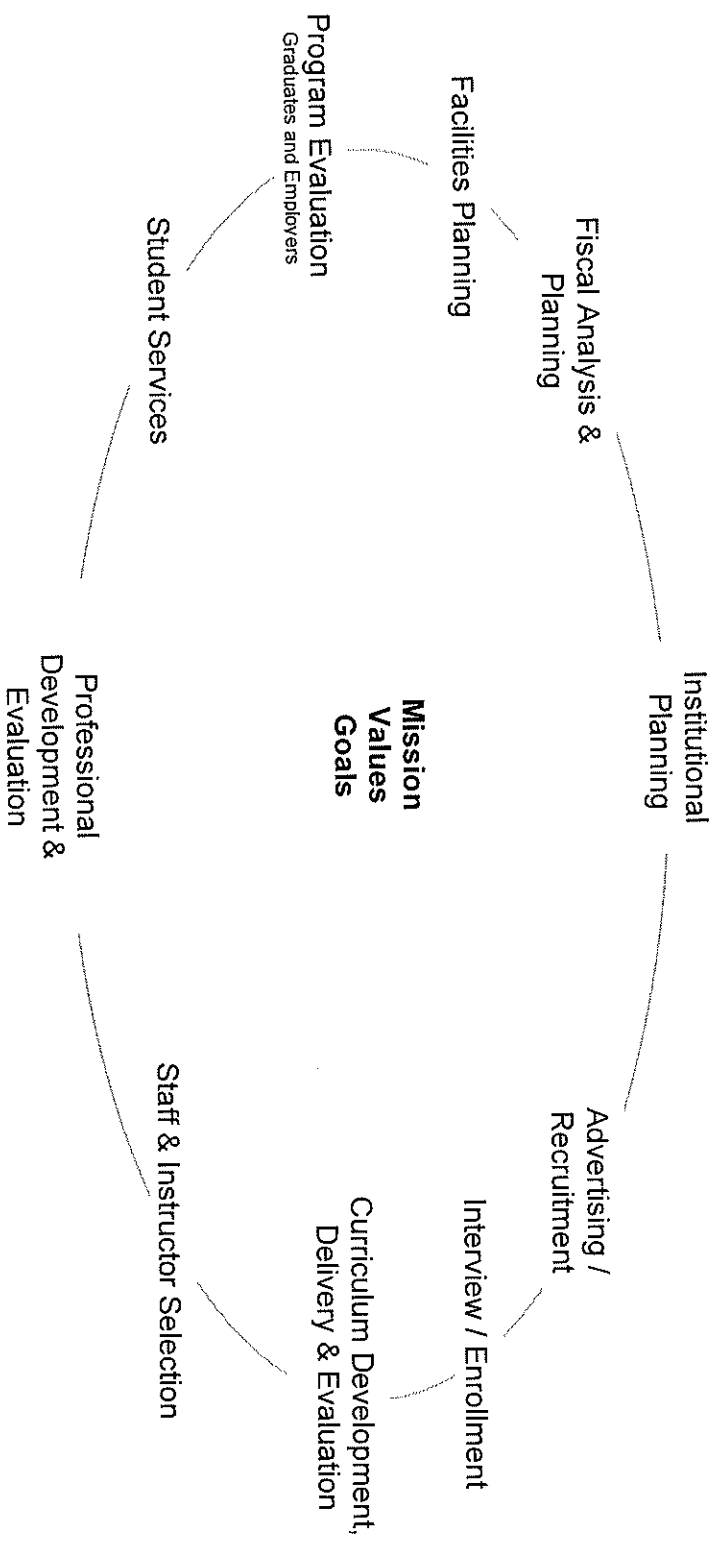
Print or Type Name and Title of Authorized School Official:

Shai Reshef, President

Date:

May 25, 2022

# INSTITUTIONAL SYSTEMS



## B. Market (Con't from 1.10)

UoPeople was founded in 2009 and accredited in February 2014. The University offers associate and bachelor's degree programs in Business Administration, Computer Science, and Health Science as well as master's degree programs in Business Administration and Education. University of the People in Arabic was launched in 2020, offering associate and bachelor's degrees in Business Administration, while simultaneously providing these Arabic-speaking students intensive English-language courses. There presently are more than 117,000 students enrolled from more than 200 countries and territories. Over 10,000 of these students are refugees.\*

UoPeople is staffed by thousands of volunteers, including its Founder and President, Shai Reshef, the distinguished members of its international boards of trustees and advisors, and its faculty. The President's Council is chaired by John Sexton, NYU's President Emeritus, and consists of two dozen other leaders from the world's foremost institutions (see here for the full list). More than 26,000 professionals have volunteered for leadership roles, serving as provost, as deans, as administrators, or as faculty.

UoPeople has built a sustainable and scalable model to serve those millions whose talent and creativity is being lost today. Courses are delivered online to a group of typically 20-30 students who study the material together under the direction of a faculty member. A bachelor's degree requires completion of 40 courses. Each nine-week course is based on a curriculum drawn from Open Educational Resources (OER) materials, so there is no textbook or materials cost. The only time a student is asked to pay any amount is at the end of a course. For students who can afford it there is an assessment fee of \$120 for an undergraduate course or \$300 for a graduate-level course. This fee, which is waived if a student warrants that he or she cannot afford it, helps defray the university's operational costs, allowing UoPeople to remain sustainable and still ultra-low cost.

UoPeople has collaborations with the University of Edinburgh, Effat University, Long Island University, McGill University and NYU. Each of these schools has used UoPeople to identify talented students to whom they have provided admission and generous financial aid. UoPeople not only provides its students with a quality degree but also provides them a way to demonstrate their talent and readiness for spots in the student bodies of the world's leading universities. In addition, UoPeople has partnered with Harvard Business School Online to allow UoPeople students to participate in Harvard's online courses. Upon graduation, 92% of those who receive degrees of any kind at UoPeople are employed, including at companies such as Amazon, Apple, Dell, Deloitte, IBM, Microsoft, and JP Morgan, and organizations such as the UN and the World Bank.

UoPeople is supported by the generosity of individuals and foundations, including the Gates, Hewlett, and Ford Foundations, Fondation Hoffmann, and others. The University has been covered by the New York Times, BBC, NPR, Times Higher Education, US News and World Report, and more. President Reshef's TED Talk and Nas Daily interview about the University have 30 million views combined.

*\*Estimate based on students' self-reported legal status in country of residence.*

By definition we do not have any competitors, we aim to serve those who have no other choices, we open the doors to those who have no other access education.