

# **Let's Fix Illinois**

## **Q & A**

### **What is onlineUSdegrees?**

OnlineUSdegrees is a tax exempt, 501(c)(3), corporation. Our mission is to make higher education the engine powering a new era of prosperity in Illinois. See [www.LetsFixIllinois.org](http://www.LetsFixIllinois.org)

### **How will we create a new era of prosperity?**

We will create an abundance of well-paid jobs in higher education by enrolling substantial numbers of international students in Illinois online programs. U.S. higher education is highly desired by international students and our 10-year Jobs Plan will leverage that academic envy by globally marketing Illinois online programs.

### **Why is U.S. higher education the envy of the world?**

It is common practice for faculty at colleges and universities in the emerging world to accept payments from students for good grades. Consequently, businesses prefer U.S. graduates because they know students cannot buy good grades from U.S. schools. Given the employment preference for U.S. graduates, prospective students in emerging countries seek opportunities to earn a U.S. college degree.

### **What are the expected results for our Jobs Plan?**

By featuring the 68 Illinois colleges and universities with online programs, and providing enrollment assistance at seminars in select countries throughout the emerging world, we believe we can, within ten years enroll 500,000 students per year, generate 392,000 jobs (1<sup>st</sup> order of job growth) in higher education, contribute \$58.8 billion to the Illinois economy and generate \$11.5 billion additional Income tax revenues (45% increase) for the state.

**Those are really big numbers, are they realistic?**

I realize our numbers seem too big to be believable. But, consider that the global English speaking, college age, middle class population is now more than a billion people.

US higher education is also the envy of the world and, with over 1 billion prospective students who cannot afford to come here, our numbers become small and achievable. Our estimates can be achieved by capturing only five one-hundredths of one percent (0.05%) of the one billion opportunity.

**How will we accomplish this phenomenal feat?**

It is important to understand that we are not creating academic facilities for 2.1 million new students. The colleges and universities already exist. Nor will we enroll the students all at once. Enrollment will grow incrementally over our 10-year plan and the colleges and universities will incrementally add staff as their online student body grows.

It is also significant that our Jobs Plan is a marketing endeavor, and marketing is quite easy to 'scale up'. Much easier than manufacturing, for instance.

We have lined up and are ready to execute contracts with international full-service advertising agencies and fulfillment service companies.

Our pilot enrollment seminars will be in China. There are 160 cities in China with more than a million people. Our early seminars will be held in those cities so that early efforts will not be telegraphed throughout China. When we have fine-tuned our seminars and enrollment assistance protocol, we will ramp up additional seminar teams and expand our enrollment seminars all over China and replicate the process to other select countries in the emerging world.

**How will increases in foreign online enrollment create jobs and who will pay for them?**

Incrementally adding large numbers of online students, over the 10-year jobs plan, will require corresponding increases in well paid, higher education jobs including faculty, counseling and admissions staff to name a few. These positions will be paid for by new revenues generated from full-fare international tuition as opposed to relying on state subsidies. The new jobs will be a self-funded, growth driven resource that will generate economic prosperity in Illinois.

**The financial challenges in Illinois are obvious to all of us who live here. Why will our plan succeed when others haven't?**

Other plans require legislative approval. As we all know, the legislature is gridlocked and unable to resolve the budget crisis. Our plan is realistic because it does not require legislative approval.

In contrast to political solutions, our plan is only about job growth. We do not believe Illinois can downsize or tax its way to prosperity.

**Isn't ten years a long time to accomplish our goals?**

It took more than 40 years to create the economic crisis that plagues our state. A 10-year plan to restore financial stability, independent of the political process, is a realistic time frame.

**Why foreign students? Why not focus on US on-line students?**

Because the potential number of international students is a thousand times greater than U.S. students.

Our mission is to restore economic vitality to Illinois. Our jobs plan is laser focused on exporting Illinois higher education to create well paid jobs in Illinois and return our state to prosperity.

**So, with the Internet and other global technologies what is preventing what we propose from happening by itself?**

You might think the answer to enrolling foreign students in Illinois online programs is as simple as a Google search. But, a Google search is not the answer, it is the problem. Because commission-seeking college brokers pay for preferential placement on international search results, comprehensive and impartial information about online programs offered by reputable colleges is nearly impossible to find internationally.

Personal counseling via on-location enrollment seminars is the key process that will connect prospective foreign students to Illinois online programs. By helping them navigate a process that is very difficult to accomplish on their own we will resolve the Illinois financial crisis.

**Are language issues a barrier?**

Prospective students need to have some English skills. But, English is a required subject in most emerging country schools, so most young people in the emerging world have some English skills. That is why, social media marketing for our enrollment seminars in China and elsewhere, will be in English. Only students who are reasonably proficient with English will know about or will want to attend our enrollment seminars.

Parents and grandparents, those who make the decisions and pay for their children's education in emerging countries, don't speak English or use social media. We'll invite them to our seminars by local television, radio and print. At the seminars, presentations in English by college representatives and enrollment counselors will be subtitled in the local language.

**Who will benefit from our initiative?**

Everyone who is concerned about the future of Illinois will realize the benefits of our Jobs Plan. Our success will assure government employees and retirees that their jobs and pensions won't disappear for lack of funding. Young people will have educational and employment opportunities here in Illinois instead of moving away. In fact, young people will *want to stay in Illinois* because state colleges and universities will generate so much full-fare international tuition, they will be able to offer greatly reduced tuition for

Illinois residents. And, really, everyone who wants to see Illinois as a wonderful place to live will benefit from our initiative

**How can our viewers/readers provide support?**

onlineUSdegrees is a tax exempt, not-for-profit entity. We rely on the people of Illinois to fund our enrollment seminars. If you believe the path to prosperity is paved through creating growth and new revenues, please make a tax-deductible donation by going to <https://fundrazr.com/Let's Fix Illinois>