



Dear Friend,

Welcome to Ubiquity University. You will hear us talk a lot about a whole new kind of education for a whole new kind of world. We believe that the emerging millennial generation -- the young people who are inheriting our world today -- require new skills and capacities to address the challenges and opportunities of the future. We believe that nothing less than a complete re-design of education will suffice to prepare them for the world that is coming.

Ubiquity University offers what we call *whole brain/whole system learning* at radically affordable prices worldwide. We offer an American liberal arts education within the design of a global university. We are committed to enabling our students to learn and interact with their peers around all over the world in the community that Ubiquity is developing with country partners internationally.

The Unmet Educational Need of our Time

The world is increasingly characterized by escalating complexity, competition and uncertainty. The future unfolding is unprecedented in what it will demand of us. History has radically accelerated and with it the jobs and workers required for a post-industrial world. IBM studies in 2010 and 2012, which interviewed 1,600 CEOs and 3,600 students in over 60 countries, concluded that **the critical need now is not for industrial workers but for creative leaders able to think outside the very system that produced them**. Topping the list of what global CEOs and students are looking for as they face the future are creative thinking, the capacity to collaborate, the capacity to communicate effectively, the capacity to be open, flexible and empathetic, and, most fundamentally, the capacity to view the world from several perspectives and think global. Simple technical and mathematical knowledge -- that which our schools are currently designed to teach - ranked 9th and 10th on the list. The challenges of the future are radically changing the kind of graduates our educational institutions need to produce.

An Unprecedented Generation of Young People

Not only have the challenges of the future changed but so have our students. The emerging generation of young people is unique in all of history. They are the first to come of age in a fully digitalized world. They are the first to consider smart phones and the internet completely normal and Facebook, Twitter, and 24/7 news and entertainment simply the way it is. They are also the first generation to come of age as the escalating effects of climate change are dramatically affecting societies worldwide. Virtually all the challenges they will face will be global in scope and require out-of-the-box thinking and the ability to communicate and cooperate across boundaries. We are rapidly entering a world in which little events anywhere can have major repercussions everywhere.

How they will need to equip themselves for the challenges ahead is very specific. They will

certainly need knowledge *and* they will need creativity. They will need core competencies *and* they will need to be entrepreneurial. They will need to know how to cope in the external world *and* they will need to learn mastery over their interior realms.

They need this whole brain/whole system learning in a new frame, which we believe will be through **modular** and **competency based** courses instructed by faculty who have direct successful experience in the subjects they teach. Successful life experience is worth more to the students of today than PhDs. They want what they need when they need it in an instantaneous world. One result is that **certificates are competing with degrees** as what students want in an increasingly competitive time sensitive labor market.

In the current system, the focus is on the institution and the degrees they offer. In the revolution transforming education, the focus is increasingly on the student and the skills they need in a radically changing world that verges on the brink of spinning out of control. This reality is what education must address.

This is what Ubiquity University is designed to provide.

What sets Ubiquity University apart?

Ubiquity celebrates all the creativity and innovation that is reshaping the educational domain. A revolution is truly underway as new technologies, social networking capacities, and learning methods shake the foundations of traditional education and create new possibilities for enhanced learning. Ubiquity seeks to contribute to this renewal with an educational approach designed to liberate the human potential of each and every one of our students. This is our commitment to them. We want them to be who they were born to be and to take their gifts into the larger world with passion and purpose. Ubiquity's uniqueness lies in the way it combines and reworks the spectrum of innovations that are re-shaping the world of education.

Ubiquity is distinctive in terms of the way it combines its educational content, methodology, design, and cost within a global context.

- **Content:** Conventional schools essentially impart information and train in analytical thinking. Yet *collaborative creativity*, not simply knowledge, is the key to the jobs and challenges of the future. Ubiquity provides transformational content by blending new forms of learning with social innovation. The emphasis is on emerging thinking and enabling students to understand how the world works -- what its limitations are and what is unfolding at the cutting-edge. Ubiquity emphasizes both the interiors as well as the exteriors of the students' lives. By studying at Ubiquity, they will gain both the core competencies they need as well as the collaborative creativity and entrepreneurial leadership their future demands.

- **Methodology:** Conventional education heavily relies on lectures, tests, essays, and memorization. The MOOCs essentially take traditional lectures from university partners and offer them for free. Ubiquity's methodology goes way beyond this. What is 100% of a course at conventional universities is only one third of the course at Ubiquity. In addition to lectures and tests, the course is comprised of *personal development exercises, real life missions, and game scenarios* designed for the multi-sensory student. Our learning platform enables students to interact creatively with their peers worldwide. The emphasis is on who they are becoming more than simply what they know.

• **Design.** Conventional schools train for degrees. Ubiquity is completely *modular*, enabling students to obtain certifications with or without degrees. Ubiquity also accepts transfers from MOOCs and nontraditional education sources so the students can custom design their own education, drawing from the best schools and teachers in the world wherever they are. Ubiquity concentrates on what the emerging generation of students actually needs -- *modular competency based learning experiences that foster collaborative creativity and develop skills directly relevant to their lives.*

• **Cost:** The average tuition cost per student per year exceeds \$33,000 in the United States. The average student debt upon graduation is pushing \$30,000. Worldwide student costs and tuition are dramatically escalating as well, taking education out of the reach of millions of perfectly qualified students each year. Ubiquity will be offering programs that cost only **\$3,000 per year** for a full time undergraduate student, less than one tenth of the current cost. This enables Ubiquity to provide a **\$12,000 BA.** and a **\$6,000 MBA.** Low cost. No debt. This makes Ubiquity globally affordable.

• **Global Context:** From their very first course onwards, students will be grouped in “**Pods**” that will be designed to create global classrooms in which they will interact with peers all over the world. They will learn their lessons, engage in personal development, and participate in real life missions with other students from around the world supported by trained teacher assistants and a coaching and mentoring program. By the time they graduate, they will have engaged in a range of entrepreneurial activities with a network of people and organizations all over the world. They will graduate from Ubiquity as global citizens for the challenges they face are all global in scope.

How would you pick out a Ubiquity student in a crowd?

Look for someone who has the core competencies you would expect of any college graduate *plus* someone who is self assured about who they are and what they seek to accomplish in the world. Look for someone with character as much as knowledge. Look for someone who is able to take initiative, who can communicate and participate in teams with a high degree of emotional intelligence. Look for someone who holds the whole, who thinks globally, who creatively approaches problems with an open mind. Look for an optimist as much as a pragmatist, someone who makes friends easily, is used to working globally, and can converse on a range of issues. Look for someone who has discovered their own genius and is confidently bringing their unique gift into the world.

Ubiquity's history

Taking up the challenge of designing the education for the future is grounded in over eight years of careful preparation. Serious and sustained thought has gone into every aspect of what we are seeking to bring into the world. Ubiquity is the creation of Wisdom University, a small California based graduate school founded in 2005 and guided by a vision of building a global learning community. It was highly experimental and explored transformational learning with in-person courses enhanced with the best of online and social networking technologies.

Ubiquity represents our transition from a small nonprofit academic institution into a for profit truly global university. What was Wisdom University is now the Wisdom School of Graduate Studies of Ubiquity University, offering Masters and Doctoral degrees in wisdom studies. Ubiquity will additionally offer BA and MBA degrees. Ubiquity was established in 2012 and is structured as a California Benefit Corporation dedicated to the triple bottom line of people, planet, and profit. This

means that we will honor all our stakeholders, particularly our faculty, and will take great care about our impact on our environment and how we nurture our community.

Ubiquity is dedicated to setting new standards -- gold standards -- for what true learning can be. The past informs our future. The Renaissance was ignited by shifting the basis of Florentine education away from the Medieval Church back to the Greco-Roman civilization, on the basis of which they developed a new kind for learning they called “civic humanism.” Similarly in our day, nothing short of shifting the basis of education towards the awareness that we inhabit a *living universe* will suffice to kindle the fires of renewal in education and among our young. What is needed is a fundamental shift of ethos, goals, and methodologies so that new forms of learning can arise. This is what the new generation of students are demanding. This is the challenge that Ubiquity University has been established to address.

We believe a new Renaissance is possible.



Jim Garrison
Founder
President and CEO

