



To Combat Student Enrollment Loss During Covid-19

We shall never surrender !

"And even, which for a moment we do not believe, this Island or large part of it were subjugated and starving, then our Empire beyond the seas, armed and guarded by the British Fleet, would carry on the struggle until, in God's good time, the New World, with all its power and might, steps forth to the rescue and the liberation of the old." – Winston Churchill in the House of Commons, 4th June 1940.

Churchill needed to reiterate a policy and an aim unchanged – despite the intervening events – from his speech of 13th May 1940, in which he had said:

"We have before us an ordeal of the most grievous kind. We have before us many, many long months of struggle and of suffering. You ask, what is our policy? I will say: It is to wage war, by sea, land, and air, with all our might and with all the strength that God can give us; to wage war against a monstrous tyranny never surpassed in the dark, lamentable catalogue of human crime. That is our policy. You ask, what is our aim? I can answer in one word: It is victory, victory at all costs, victory in spite of all terror, victory, however long and hard the road may be.

How to Combat the Corona Pandemic Student Enrollment Loss —

By Contingent Employment and Tuition Support !

“It is best to act aggressively, rather than cautiously, in the face of uncertainty.”

That is the advice from an unlikely source known for its conservative counsel, namely, the Governor of the Bank of England, here Andrew Bailey as reported last week by the BBC.¹

It’s time to pave some new highways in your area by opening an online category of admitted students who have agreed to be interviewed by tuition-supporting business enterprises at the beginning of their studies with a view of full-time employment upon graduation.

Business School’s Website promoting

Contingent Student Employment (CSE)

Businesses choose to support admitted students from a list or lists published by your Business School, much like *World Vision* presents children to foster parents:

	
Name	Anna B. C.
Gender	F
Interests	Marketing
Location	City, State
Student ID	CSE-123456A

	
Name	Edward F. G.
Gender	M
Interests	IT, AI
Location	City, State
Student ID	CSE-234567B

Photos by Tulane Public Relations, “Move In Day 2022” (cropped), *Creative Commons Attribution 2.0* license.

	
Name	Sarah S.
Gender	F
Interests	Accounting
Location	City, State
Student ID	CSE-345678C

	
Name	Julia F.
Gender	F
Interests	Finance, Investment
Location	City, State
Student ID	CSE-456789D

Photo (cropped) by Katherine Shilcutt, “Wikipedia’s gender inequality tackled by Rice students writing ‘activist’ articles.” 10 February 2020.

¹ “Bank boss: UK facing 'unprecedented economic uncertainty',“ The BBC online 19 October 2020
<https://www.bbc.com/news/business-54594356>

The sponsoring business contributes

1. Payment of a percentage of tuition and fees until graduation, e.g., up to 4 years for undergraduates, and 1 to 2 years for graduate students.
2. Specify direction including major and/or minor concentration of studies.
3. Full-time employment during summer recesses.

The student contributes:

4. His/herself time and effort.
5. Acceptance of sponsor's suggested concentrations of studies.
6. Conducting research in areas requested by the sponsoring business in the form of university project(s) for credit.

Financing

Businesses may be hesitant to commit funds because of the economic downturn during the coronavirus crisis. One way to overcome the bottleneck is for the supporting businesses to issue promissory notes to the university, co-signed by the students, to serve as collateral for bank loans to the university, to be drawn down in biannual installments as tuitions become due, with repayments by the businesses and the students upon graduation and full-time employment.

If full-time employment does not materialize, the university could assume a certain portion of the debt, treating it as a scholarship, which would burden future years when the pandemic is under control.

To act aggressively in the face of crisis, rather than cautiously, is the Bank's counsel.

AASBI Accreditation

AASBI respects Business Schools' academic freedom above any other matter, including choice of curricula and ethical marketing strategies.

One of AASBI's key emphases is on human rights' freedom of expression and the School's history — we do not accredit schools in totalitarian surveillance states including China, Egypt, Congo and the likes. Other criteria, of course, are adequate facilities, academically and/or professionally qualified faculty. We do not require a record of peered publications or surveys masquerading as research. Our accreditation procedures, developed by professors involved in business accreditation, are unbureaucratic, straight-forward and completed at minimal expense in a short period of time.

Filing the "Application Checklist and Affirmation" form may be all that is required in your particular case — click <http://aasbi.com/application/AASBI%20application%20checklist%20revised%2002-2020.pdf>