

## **A legacy for our future generations**

### **AMERICAN CRESCENT UNIVERSITY**

## **A Pakistani-American sponsored Institution in the US**

#### **SUMMARY**

The American Crescent University (“Crescent”) will be established in North America, sponsored by Pakistani-Americans, as well as other Pakistanis living around the globe. It would be “lean and mean” and would make use of innovative teaching methodologies and cutting edge technologies to keep the cost of tuition down making it easily affordable and accessible. It would have a single fee structure for in-state and out-of-students alike, which would be comparable to in-state tuition. Crescent will offers unique academic programs not found in most universities, and will be located in a large metropolitan area having a strong cultural diversity.

Crescent will have a think-tank “Crescent Center” for the Pakistani-Americans. There will be a Youth Development Center for school age children and a Daycare Center for Crescent mothers as well. Continuing Professional Education and Skill Building for the Community courses will also be offered.

#### **BACKGROUND**

United States (US) has the best higher education system in the world. Out of the 100 Top Universities of the World, 31 are in the US alone as per QS World University Rankings 2018. As a result, US is the preferred destination of most foreign students from around the world, including, but not limited to, South Asia, Middle East and the Far East. It is estimated that there are over one million foreign students studying in US universities, the top fields being business and engineering.

US has one of the most expensive higher education system in the world. Tuition fees for out-of-state and for foreign students varies from a minimum of \$ 27k to \$ 60k per year which is beyond the reach of most middle class Americans as well as foreign students coming from the East. Not all are large universities, About 40% of college students are enrolled in places with fewer than 1,000 people. Some have fewer than 100 students.

There are an estimated 20 million Asian Americans, or 6% of the US population living in the United States. The number of Pakistani Americans in the US are estimated to be around 500,000. There are over 15,000 physicians of Pakistan origin in the US, while the number of engineers, IT and computer professionals are even higher. They are among the most prosperous professionals in the US. Most such families have strong cultural values. There is no world class university in the US which represents the cultural values of Asian

Americans or that of Pakistani Americans. A university representative of Asian values is the need of the hour, and will fulfill the cultural and political needs of this fastest growing constituency.

There is also a need for youth development as well as for an intellectual, social, cultural, commercial and political research center at the university keeping in view the fast changing global and domestic dynamics. An affordable and contemporary, technology driven, quality education and research-oriented university offering various professional programs coupled with liberal arts education is the need of the hour for the Asian American. The research center associated with the university will become a hub of intellectual activities, invited lectures, seminars, and conferences of interest to the Americans as well as the international community at large.

### **AMERICAN CRESCENT UNIVERSITY**

The American Crescent University (“Crescent”), a tentative name subject to final approval by the Board, will be established as a world class new university in a large metropolitan area having a strong cultural diversity. It will offer affordable and contemporary, technology-driven, quality education and research in various professional programs coupled with liberal arts education. It will be accredited by both regional and program related agencies, and will be open to all American and non-Americans alike. It will focus on free and open exchange of ideas for the betterment of humankind, and will promote global tolerance, social cohesion and harmony in a pluralistic society. Crescent will be multi-cultural and will be representative of, but not limited to, the crescent countries that span from Morocco to Malaysia, but will not be an eastern university in the classical sense.

Crescent’s vision is to become a crescent of innovation and excellence and quality in higher education, research and service. The mission of Crescent is to educate its students (i) to recognize that knowledge is power, (ii) to be creative and innovative, (iii) to be technology driven, (iv) to encourage social cohesion, (v) to be caring, generous and responsible in a pluralistic society, and (vi) to coach its graduates in becoming socio-economically sustainable with a view towards developing global tolerance, harmony and prosperity.

### **THE CRESCENT IDENTITY**

Crescent is dedicated to advancing the frontiers of knowledge as a leader of the international community of higher learning. Crescent insists on maintaining the highest academic standards to become a leader in higher education and research.

Crescent will teach its students that knowledge is power and that the world is technology-driven. It expects its graduates to become socio-economically sustainable. Life at Crescent will prepare men and women for worldwide leadership by integrating academic excellence and moral commitment within a caring community. A Crescent education will inspire

students to give generously with sensitivity to others both as individuals and as responsible citizens.

Crescent's aim is to establish free and open exchange of ideas for the betterment of humankind. Crescent aspires to maintain clear standards of intellectual and moral integrity in reviving the perennial values of the world's civilizations, and the visions of America's founders, and of other iconic leaders around the world, as guidance for building a peaceful and pluralistic society, and towards attaining global tolerance, harmony and prosperity.

As an American university, Crescent will provide its students the traditionalist framework that led to the conviction that it is America's moral responsibility to become a model for the world. The framework or paradigm of traditionalist American thought consists of the mutually interdependent and reinforcing principles of order, justice, liberty and freedom.

Crescent is founded to attract the best and the brightest to its vision and mission. Those who share this vision will provide each other with the stimulating intellectual, technological, creative and social environment that they all seek to learn and practice.

Crescent will promote intellectually informed beliefs, spiritually inspired education and inter faith harmony. Crescent will be secular in the sense of openness to the use of reason in exploring all the fundamental questions of life. Crescent will be liberal in the sense of promoting freedom of thought and compassion, but conservative in the sense of respecting the traditionalist emphasis of the enlightened scholars of various beliefs on the interdependent pursuit of order, justice, liberty and freedom.

Crescent will be open to students from abroad so that they can share the American vision and bring it home to help build a better pluralistic society and a global civilization based on universal human rights and responsibilities.

Gender equity will be fundamental to Crescent's commitment to human rights. Women will be expected to play roles equal to men in the administration of the university, as well as in the faculty and student body, as well as in community service.

Crescent's long-range purpose is to teach its students that knowledge is power, that the world is technology-driven, and that knowledge and prosperity acquired through life-long learning must be shared with the society and the community-at-large.

### **CRESCENT LOCATION**

Crescent will be located in a large metropolitan area having a strong cultural diversity. Local sponsorship will be a key factor in deciding the final location. Some of the larger metropolitan areas that could accommodate Crescent include Washington DC, Houston, Dallas, New York, Chicago, and Los Angeles among others. Most of these cities have large Asian and population.

## **VISION**

Crescent Vision is to become a crescent of innovation and excellence in higher education, research and service.

## **MISSION**

Crescent Mission is to educate its students

- (i) to recognize that knowledge is power
- (ii) to be creative and innovative
- (iii) to be technology driven
- (iv) to encourage social cohesion
- (v) to be caring, generous and responsible in a pluralistic society
- (vi) to coach its graduates in becoming socio-economically sustainable with a view towards developing global tolerance, harmony and prosperity.

## **CORE VALUES:**

Crescent strives for excellence and quality in learning and research  
Crescent recognizes that knowledge is power  
Crescent educates its students to be creative and innovative  
Crescent believes that progress is technology driven  
Crescent coaches its students to become socio-economically sustainable  
Crescent endeavors to become environmentally friendly  
Crescent encourages social cohesion  
Crescent values generosity and responsibility  
Crescent promotes tolerance and harmony in a pluralistic society

## **FOUNDING GOALS**

To impart the best quality in education  
To teach to be creative and innovative  
To be technology driven  
To conduct relevant research of interest to its community  
To be affordable  
To strive for a clean environment  
To participate in a caring community  
To promote global tolerance, social cohesion and peace  
To serve a pluralistic society

## **ACADEMIC PROGRAMS:**

Crescent will offer selected two to three academic programs, including but not limited to, from the following schools (listed in alphabetical order) within the first five years.

The following is a tentative list only - Final program offerings will be recommended by the Advisory Council and approved by the Board, and as per Mission of Crescent and the Strategic Plan 2017-22).

**Arts and Design:** Fine Arts and Design; Interior Design; Performing Arts

**Business and Information Management:** Business and Management; Entrepreneurship; Finance; Economics; Accounting; Business Information Systems

**Engineering and Applied Sciences:** Energy; Innovation and Technology; Information Systems and Technology; Computer Sciences; Software Engineering; Artificial Intelligence and Robotics; Environment and Sustainable Development (including Organic Farming, Hydroponics, Aquaponics, etc.)

**Health Sciences:** Healthcare Management; Alternate Health Care; Medical (subject to funding and affiliation with local hospitals)

**Social Sciences and Humanities:** Mass Communication (Journalism and Media); International Relations; Applied Psychology; Social Entrepreneurship; Public Affairs and Administration; Law

**Liberal Arts courses will include:** Innovation & Creativity, Climate Change & Sustainability, Languages, History and Civilization, Performing Arts / Sports, Social / Behavioral Sciences, Faiths and Beliefs, Interfaith Harmony.

**Crescent** will also offer continuing education courses, certificates and diplomas which would be transferrable towards the degree program at Crescent or to other accredited universities.

In addition to the above, in the long run, a complete educational ecosystem will be established, which will include a Youth Development Center for school age children and a Day Care Center for Crescent mothers.

## **THE CRESCENT CENTER**

**The Crescent Center** associated with the university will be a think-tank and a hub of intellectual activities, invited lectures, seminars, and conferences of interest to the community at large.

It will also conduct multi-disciplinary research in areas of interest to its academic programs and the community. The research will be conducted through Independent Studies, Bachelor

Projects, Master Thesis, Doctoral Dissertation, and through Post-Doctoral Fellows (subject to sponsored funding).

Some areas of current interest include:

Pakistani-Americans and US Society

US Relations / Trade with Pakistan

Development in Pakistan

Governance and Human Rights in Pakistan

Economy in Crescent countries (e.g. Islamic Finance, Banking and Economy, currently estimated at \$ 3 trillion by 2020)

### **INCORPORATION AS NON-PROFIT ORGANIZATION**

Crescent will be incorporated as a non-profit organization and obtain tax exemption as a 501(c)3 non-profit organization by the US Internal Revenue Service (IRS) to enable it to receive tax exempt donations and endowments.

### **REGISTRATION, RECOGNITION AND ACCREDITATION**

Crescent will seek registration, recognition and accreditation from the following agencies:

US Department of Education

State Higher Education Body

The Regional Accreditation Agency (e.g. MSCHE, SACSCOC, WASC, etc.)

Academic Program Accrediting Agencies (e.g. AACSB for Business, APA for Psychology, NASPAA for Public Affairs, ABET for Engineering and Computing, LCME for Medical, CAHME for Healthcare Management, etc.).

Graduates will be prepared to become Board Certified in relevant professional fields (e.g. ANMCB for Naturopathic Medical Certificate, etc.), and to receive appropriate practice licensure.

Preparatory courses for SAT, GRE, GMAT, LSAT, and USLME would also be offered for the community.

### **US CITIZENSHIP AND IMMIGRATION SERVICES**

Crescent will register with the US Citizenship and Immigration Services to issue I-20s for F-1 and M Visa applicants.

## **BOARD OF REGENTS**

The Board of Regents will be the key sponsors of the university and will be lifetime board members

## **BOARD OF TRUSTEES**

The Board of Trustees will be the governing body and will consist of at least 12 members who will be representative of key sponsors, foundations, endowments and granting agencies.

## **BOARD OF VISITORS**

The Board of Visitors will be the advisory body and will consist of at least 12 members who will be representatives of sponsors from the local community as well as outside, to be approved by the Board of Trustees.

## **ACADEMIC ADVISORY COUNCIL**

The Academic Advisory Council will consist of at least 12 members representing various academic fields who will be among the top academics in the US. The Board of Trustees will approve of the final list.

In addition, there will be individual Program Advisory Committees comprising of experts in the relevant academic programs.

## **ESTIMATED START-UP COST**

It is estimated the first phase of the university, which will include up to three programs, will cost a minimum of \$ 9.5 million over a period of four years.

The estimated cost break-up is as follows (final figures subject to detailed feasibility):

\$ 1.0 m	Start-up phase
\$ 4 m	Acquisition of building and land (tentative, subject to actual cost, phase one only)
\$ 2.5 m	Capital cost
\$ 2 m	Operational cost for the first three years (covers deficit) till the university becomes sustainable by its fourth year of operation and generates surplus revenues for future growth.

## **SPONSORSHIP AND ENDOWMENTS**

Crescent is seeking sponsorships from various organizations / groups / individuals. Schools / programs will be named after key sponsors. For example:

APPNA (Association of Physicians of Pakistani Descent of North America, a 15,000 strong body of physicians) has already agreed to sponsor the Health Sciences programs at its July 2017 Annual Meeting held in Orlando, FL.

Business and Information Management can be sponsored by the business community,

Engineering and Applied Sciences can be sponsored by the scientific and engineering community

Likewise, other large US charitable and research organization may agree to sponsor various programs or research at the university.

Sponsors will serve on various boards of the university.

\$ 1m plus      Board of Regents

\$ 500k plus    Board of Trustees

\$ 100k plus    Board of Visitors

## **START-UP PHASE**

During the start-up phase, the following will be accomplished (not necessarily in the same order. Some tasks are overlapping and some are from the first phase establishment of the main university itself):

Project Office

Detailed Business Plan and Feasibility

Strategic Plan 2017-22

Incorporation of Crescent as a non-profit organization

Website Development

Fund raising and Endowments

Acquisition of Building and Renovations

IT Networking, Equipment and Software

Recruitment of Staff and key Program Coordinators

Development of Program Curricula, Course Descriptions and Syllabi

University Catalog

Faculty, Staff, and Student Handbooks

Quality Assurance Manual

University Policies and Procedures Manual

Recruitment of Faculty and senior Staff

Laboratories and Library

Registration with US DOE and Texas Higher Education Coordination Board

Accreditation Candidacy Application to the Accrediting Council for Independent Colleges and Schools (ACICS) – currently suspended



Accreditation Candidacy Application to the Regional Accreditation agency (example SACSCOC for TX)

Admissions

Accreditation Candidacy Applications to Program Accreditation Agencies (e.g. ABET, AACSB, LCME, etc.)

## **PROPOSER'S BIOGRAPHY**

Dr Javaid Laghari is currently serving as Commissioner at the Commission at the Ministry of Education UAE. He has formerly served as Chairman Higher Education Commission (HEC) Pakistan; Coordinator General COMSTECH; Senator in Pakistan Parliament; President SZABIST; and Professor of Electrical and Computer Engineering and Director of Graduate Studies at SUNY Buffalo;. He has published over 120 research papers and presented over 70 papers at International Conferences.

Dr Laghari is a Pakistani-American and has experience of establishing universities from concept to completion. He also has experience in licensing and accreditation of universities globally, and has served in the top academic position in US, Pakistan and the UAE. He is well known in Pakistan for his principled stand on exposing the fake degrees of ministers and parliamentarians during his tenure as Chairman HEC. Email: [jlaghari@gmail.com](mailto:jlaghari@gmail.com)  
Website: [www.laghari.org](http://www.laghari.org)

## **FAQs**

### **Why Crescent?**

Crescent is an English word meaning "growing, increasing or developing". Crescent is also representative of eastern culture and represents the countries from Morocco to Malaysia. Crescent is also representative of the Pakistan flag. However, the name Crescent itself is only tentative, and the final name of the university will be approved by the Board.

### **What is the Crescent edge?**

Crescent would be would be “lean and mean” and different from other run of the mill universities. In addition to offering the popular programs (business, computing, information technology and management), it and would offers unique academic programs not found in most universities, such as Innovation and Technology, Alternate Health Care, Sustainable Development, etc. Most courses would include creativity, innovation and entrepreneurship in their syllabi.

Crescent would innovative teaching methodologies and cutting edge technologies to keep the cost of tuition down and make it easily affordable and accessible for both US and

international students. It would have a single fee structure for in-state and out-of-students alike, which would be comparable to in-state tuition.

Liberal Art courses would include Innovation & Creativity, Climate Change & Sustainability, Languages, History and Civilization, Performing Arts / Sports, Social / Behavioral Sciences, Faiths and Beliefs, and Interfaith Harmony among others.

The Crescent Center will be a “think-tank” for the Pakistani-Americans. There will be a Youth Development Center for school age children and a Daycare Center for Crescent mothers as well. Continuing Professional Education and Skill Building for the Community courses will also be offered.

### **Why is accreditation important?**

Accreditation is the single most important recognition process in a university. Only students of accredited universities and programs are recognized and are eligible for federal loans and grants, as well as I-20s. They can also transfer to any other accredited university around the world with full transfer of credits as applicable to the program. Graduates of accredited universities and programs are preferred for employment to others from non-accredited universities.

Accreditation is a continuous and ongoing process and is the most difficult and time consuming process in the life of a university, but one that brings it the maximum credibility and recognition. It requires scores of documents, including statements on vision, mission, core values, founding goals, strategic plan, governance, quality assurance, institutional effectiveness, academic programs, faculty, staff, students, learning & physical resources, financial resources & budgets, research policies, community engagement, public disclosure and integrity, among others.

It is important to be accredited by an agency recognized by the Council of Higher Education Accreditation (CHEA), Washington, DC and registered with the US Department of Education.

### **Why not online?**

An online university can be easily set up within a few months at minimal space and cost. However, the graduates of an online university are generally not preferred for new employment. Most graduates of online universities seek to learn new skills or in-house career advancement rather than seek new employment. Many credible universities around the world already offer online degree programs, but they all have credibility as a brick-and-mortar university. Most of them offer hybrid models.

It is important for a university to gain credibility first as a brick-and-mortar university before moving into a hybrid model.

### **Why non-profit?**

A for-profit university fails to deliver on quality education. They are also not eligible to receive tax-exempt endowments and donations from individuals and foundations.

Recently US Government and Congress has started to look down upon for-profit universities due to multiple scams.

All top ranking universities in the world are non-profit entities.

### **Which location?**

Local sponsorship will be a key factor in deciding the final location. Any one of the cities identified above (Washington DC, Houston, Dallas, New York, Chicago and Los Angeles) are large metropolitan areas with a strong cultural diversity and could be ideal to set up Crescent.

Even though most of these cities have a large number of universities, there is need to have a university which recognizes eastern values. There is always room at the top for another university to offer a unique, quality based and affordable education.

### **Crescent domain name**

A search of “Crescent” on the net yielded the following results: There is a Crescent University in Nigeria (<http://crescent-university.edu.ng/>) with a .ng domain,. There is Crescent Schools of Gaming and Bartending (<http://www.crescent.edu/>) and a commercial company called Crescent (<http://www.crescent.com> ).

The American Crescent University will have the domain [www.americancrescent.edu](http://www.americancrescent.edu) ) so that it is unique and will not conflict with any of the above domains on the net. This will give an educational, American and eastern identity to the university.

Temporary URL: [www.american-crescent.org](http://www.american-crescent.org)

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