**East China Normal University – Oct. 21**

Met with Peng Liping, Deputy Director of International Exchange Division, ECNU; and Xiaoxia Zhou, Assistant Director, Institute of Global Chinese Language Teacher Education.

***Highlights:***

Founded in 1951, ECNU is one of the key national universities in China with over 14,000 undergraduate students and 12,000 graduate students.

ECN hosts largest enrollment of international students in Shanghai, over 4000 international students, about 10% from America, mostly studying in short-term summer Chinese language programs and faculty-led programs sponsored by U.S. universities.

New York University and Council for International Education Exchange (CIEE) both sponsoring study abroad programs at ECNU, each bringing an average of 250 students per semester.

ECNU has established six Confucius Institutes in the United States, Italy, Thailand and other countries. They have reached the limit on the number of partnerships for establishing institutes.

Over 300 Confucius Institutes operate in cooperation with universities around the world, financed by the Ministry of Education’s Office of Chinese Language Council International (Hanban). Hanban partners with the College Board to provide teachers and instructional materials at secondary schools throughout US, including WV.

The Ministry of Education estimates 100 million people oversees may be learning Chinese. Hanban aims to establish 1,000 Confucius Institutes by 2020.

***Outcomes:***

Enabled us to better understand how colleges and universities in WV can create opportunities for their students to learn Chinese language and thereby increase student interest in studying abroad in China.

***Recommendations:***

Promote study of Chinese at colleges and universities in WV in coordination with WV Dept. of Education and establish a Confucius Institute, which will provide Chinese language teaching assistants at no cost to WV institutions. Full-time permanent Chinese professor needed to provide coordination and oversight of the statewide program.

**China International Education Expo – Oct. 22 & 23**

The Expo takes place every Fall and Spring in seven cities (Beijing, Zhengzhou, Chengdu, Shanghai, Xian, Wuhan & Guangzhou). These are the largest international student fairs in China and the only fairs that are sponsored by the Chinese government.

***Highlights:***

Representatives from 11 schools met with hundreds of students and their parents to promote WV higher education degree programs.

The WV booth was decorated with professionally designed banner displays and tablecloth. Each university displayed their school pennant at the booth as well.

Schools used their own promotional materials in addition to a brochure to promote all of the institutions, which was translated into Chinese. Over half of the 1000 translated brochures were distributed at the event.

Hundreds of universities from dozens of countries exhibited at the Expo in Shanghai. There was major representation, notably from Japan, France, Germany, Italy, Canada, United Kingdom and United States.

Many of the Chinese students who inquired at the WV booth wanted to know the ranking of the schools in WV, such as their ranking in US News & World Report. Most students were not familiar with the state of WV, often confusing it with Virginia. Price of tuition was not a major issue for many of the students. Parents of the students would often come to the booth with or on behalf of their children to make inquiries.

Many agents approached the WV booth to inquire about representing our schools and/or the consortium to recruit Chinese students on a commission basis. Agents staffed many of the booths at the Expo. Most of the agents indicated that they collected a service fee from the student in addition to a “per head” commission from the school.

***Outcome:***

Enabled us to better understand the Chinese student market and gain insight into best practices and effective strategies for recruiting international students in China.

Afforded the WV representative a first-hand experience at an international recruitment fair.

Generated ideas and discussions for improving the strategy of utilizing fairs as a consortium to recruit international students in China.

Unclear how many students will apply as a result of participation at the fair, which raises questions about how to effectively follow up with the students who inquired at the booth.

***Recommendation:***

Continue to promote WV higher education at the China Expos in Shanghai and Beijing next year by having two schools exhibit at one booth, sharing cost with some partial funding from HEPC. Possibly contract with an agent to assist with promotion and follow up.

**East China University of Science and Technology – Oct. 24**

Met with Li Xiao Peng, Vice Director of College of International Education, ECUST

***Highlights***:

Founded in 1952, one of the national key research universities with 15 academic colleges specializing in science, technology, pharmacy, philosophy, administration, economy, law, literature, history and education; around 25,000 total students, including 7000 graduate and 18,000 undergraduate.

Around 1000 international students, including 100 American students mostly studying short-term Chinese language during the summer.

Mentioned that the Chinese government would be making an announcement soon about scholarships for American students who will study semester or year abroad and the scholarships will be awarded through the top Chinese universities.

Affordable summer Chinese language programs from 2-6 weeks, up to 4 credits awarded by the Chinese university.

Research project involving clean coal technology, which has been their biggest success in commercializing technology and patents.

***Outcome:***

Discussed possibility of sending group of students from ECUST to WV for a cultural tour where they would spend several days at each participating university campus and get to know different areas of the state. The Welcome to WV Tour would serve as a strategy to promote the state as a destination for international students.

***Recommendation:***

Request proposals from schools to participate in the Welcome to WV tour.

**Shanghai High School International Division – Oct. 24**

Met with Principal Tang and several administrators and teachers from the high school.

***Highlights***:

Over 3000 international students, all of them foreign passport holders.

Special curriculum, which includes IB and Advance Placement courses.

Over 80% of international students continue their higher education abroad, mostly to top universities in the US.

Invest heavily in technology, facilities and professional development of their teachers.

***Outcomes:***

Discussed opportunities for hosting Shanghai High School teachers for professional development programs.

***Recommendations:***

Utilize distance learning technology to deliver K-12 teacher training to the teachers at Shanghai High School.

**EduShanghai – Oct. 24**

Met with Jessica Zhou, Senior Consultant for North America, EduShanghai

***Highlights***:

Sends over 1000 students annually, including over 100 to the United States. They are one of only 15 agencies licensed by the Shanghai municipal government to advise students for studying abroad.

For most students who go to the United States, they collect a service fee of $5000, which is less if they also collect a commission from the school. Commission is from $500 to $2000 per student depending on the type of school. Community colleges typically pay $500 and private universities pay $2000 and public universities somewhere in between. Many of the universities do not pay any commission.

Average student who used their services had a family income of $100,000 or more and owned several properties.

Most of the students want to study only at top ranked universities, which was an on-going frustration for the agency.

***Outcomes:***

Realized that WV colleges and universities may be more effective recruiting students outside of Shanghai and Beijing.

***Recommendations:***

Explore recruitment strategies in provincial capital markets where students are more concerned with affordability than ranking of the universities.

**US & Foreign Commercial Service, Embassy of USA, Beijing – Oct. 26**

Met with Mark Lewis, Commercial Officer, U.S. Commercial Services, Embassy of the USA, Beijing.

***Highlights***:

Shared his insights and recommendations for recruiting Chinese students: 1) Parents more involved, so market toward parents; 2) Find your own ranking and brag about it; 3) Use alumni in recruitment; 4) Need to have Chinese language support, such as interpreters at the fair, websites, etc.; 5) QQ instant messaging service is becoming a popular platform for schools to promote their programs; 6) Take advantage of U.S. Department of Commerce Gold Key and Single Company promotion; 7) Build on existing sister city or state/province relationships.

60% of products and services exported by US to China are going to second tier or emerging markets which also holds true for recruiting Chinese students.

ACT and SAT are not legally available to Chinese nationals.

95% visa success rate in China; to get a student visa, student must convince the visa official: 1) that they are a legitimate student, 2) that they have the financial resources to study for at least one year in the US, 3) that they will return home after their studies.

***Outcomes:***

Received U.S. government perspective on recruiting Chinese students

Discussed idea of building on sister state/province relationship between Shanxi Province and West Virginia.

***Recommendations:***

Explore opportunities for a statewide recruitment initiative in Shanxi province.

**Beijing Capital Normal University – Oct. 26**

Met with Colin Speakman, Director of China Programs, CAPA International Education, Beijing Capital Normal University

***Highlights***:

Overview of student recruitment and study abroad in China.

Proposal for a statewide study abroad program at Beijing Capital Normal based on the Marshall University model.

Toured facilities for study abroad program, including classrooms, dormitory, student meeting areas, etc.

***Outcomes:***

Discussed how the Marshall study abroad program at Beijing Capital could be expanded and shared with other colleges and universities in WV with opportunities for both students and faculty to participate in the program.

***Recommendations:***

Immediately begin promoting the Summer 2012 Beijing Capital Normal program with goal of recruiting over 20 students statewide and sending one WV faculty member to teach a course in the program.

**Tsinghua University – Oct. 27**

Met with Xia Guangzhi, Deputy Director, Office of International Cooperation and Exchange; Zhang Lei, Director, Center for Overseas Academic & Cultural Exchanges; Yuan Yuan, Chief, Liaison and Exchange Division; Liu Fuchen, Program Manager, Center for Overseas Academic & Cultural Exchanges.

***Highlights***:

Founded in 1911, ranked as the first or second best University in China, widely recognized for its engineering and applied sciences programs. Offers 70 undergraduate courses and 11 Master programs (including Architecture) in English, several hundred American students are enrolled in the graduate programs.

Exchange agreements with 50 US universities; 3500 international students, largest group is from South Korea followed by US.

Four programs under the Center for Overseas Academic & Cultural Exchanges, including: 1) three-week summer study Chinese program for non-credit; 2) three-week summer academic program using Tsinghua or overseas faculty with credit coming from students’ home university; 3) summer camp/school for Chinese language/culture study for non-credit open to individual students applying online; 4) 3-4 week summer business program using Tsinghua faculty with credit from students’ home university. Business program is more expensive than academic program due to cost of faculty.

Collaborating with the Wang Foundation since 2006 to provide a service learning program. The program is not offered for credit—no transcripts provided. Any academic credit awarded is entirely up to the home institution. US participants attend a three-week orientation program at Tsinghua University in Beijing and then travel in teams to sites in rural areas throughout China where they reside for four weeks. Transportation is organized and paid for by Tsinghua University. Each group consists of approximately two or three international students, five Tsinghua students, and a faculty advisor. All Chinese participants speak English, and knowledge of Chinese is not a requirement for US student participation. Projects commonly involve teaching English in local schools.

***Outcomes:***

Tsinghua agreed to provide us with agreement templates for the three-week summer academic program and the reciprocal semester exchange program.

***Recommendations:***

Partner with Tsinghua to offer a statewide summer study abroad program during June 2013 which will offer six credits or two courses focused on history, culture, society, language, etc. taught by Tsinghua and/or WV faculty with credit coming from student’s home institution.

Partner with Tsinghua to send a group of students and a professor to participate in the service learning program during summer 2013. Request Tsinghua to place our team at schools in Shanxi Province in order to build on the relationship with that province.