Dr. Cathy Meschievitz and Prof. Wenying Xu (Professor of English and Associate Dean of College of A&L) toured China on university business for two weeks May 7-21, 2012. The trip had three main purposes:

(1) Visit selected universities and colleges in China to explore partnership agreements, reciprocal student exchange, and other collaborative activities. A related goal was to locate top study abroad programs for direct enroll for Chinese language and culture studies. Schools visited were as follows, by city:

- Beijing: Renmin University, University of Business and Economics, Hebei University (in nearby city of Baoding)
- Nanjing: Hohai University
- Shanghai: East China Normal University, Shanghai Maritime University, Jiaxing University of Medicine (in nearby city of Jiaxing)
- Xiamen: Xiamen University

FAU Prof. CT Tsai of Ocean and Mechancial Engineering at FAU also participated in the one day visit to Hohai.

(2) Visit with representatives of several high schools in China to explore student recruitment to FAU for undergraduate degrees.

(3) Visit Zinch China offices in Beijing, China to further new contract with Zinch China to brand FAU in China to prospective students.

This report summarizes the most salient points of the visits and notes where international engagement activities can be most fruitfully explored. Materials on the universities will be posted on the OIP web page in early June (look for China under “International Partnerships”); if anyone wants to get PDF’s of the items sooner please email Cathy at cmeschie@fau.edu and indicate which school you are interested in.

Overall points:
--lots of opportunities for FAU students to study Chinese as direct enroll or exchange students
--some schools want to send students to FAU for Masters, special programs and exchanges
--FAU should consider creating a marketing plan for “American Studies” in the summers and even create our own “American Studies” degree aimed at international degree seeking students
--faculty research tie ups can be developed, Chinese schools have very good resources
--several schools would be good locations for FAU faculty led SAPS in the summer (many fields)
--some schools want a break on international tuition rates for fee paying degree students, FAU should consider this since it would capture a market other FLA SUS schools compete for and we’d still make more in tuition revenues given the likely numbers we’d get (15-20% off to all partner schools, for example)
(1) Visit selected universities and colleges in China to explore partnership agreements, reciprocal student exchange, and other collaborative activities. A related goal was to locate top study abroad programs for direct enroll for Chinese language and culture studies.

**Beijing**

*Renmin University*


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International Office Program Coordinator

(IO Director was ill that day)

Renmin University (RU) is a top ranked university in China and well known for its emphasis and rankings in the social studies and humanities. They have a few small student exchanges with universities in the U.S. but their partners are private schools like Harvard, Yale and Stanford who do not waive their tuitions so they stay small. RU is open to more exchanges if we can waive tuition. FAU can do this in reciprocal exchange. RU only does Agreements of Cooperation when at least three departments or colleges at RU are engaged in activities, so they recommended we begin by sending FAU students as direct enroll students to their July month long summer program. RU offered us a discount price for summer school, which can focus on China Studies, Chinese language and culture, or general studies (sociology, science and engineering, politics, management, humanities and economics). The discount would be from 8,000 Yuan tuition to just 6,500 Yuan, a 18% savings. This is about $1,000, and housing would be about $500 for the month. Meals would be extra but cheap. Credits would come back as transfer credit. This is a great option for those who want to be in Beijing. RU also employs faculty from partners and other international schools to teach in the summer school so we can also explore that for FAU faculty. A full Agreement can pursued once we establish a good starting point.

*University of Business and Economics*


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School of International Studies
Director, International Programs

UIBE offers a range of programs to 14,000 students in east Beijing. They have over 3,000 international students in the School of International Studies (SIS) we met with. SIS offers degrees in English, literature and linguistics, translation studies and Business English. They have a School of Chinese Studies and we could try to do a 1:1 exchange linking these two UIBE entities and FAU. A graduate exchange in translation studies might be of interest. It is not clear how many other courses in English they offer and this could limit FAU student interest in going to UIBE. Some partners in the U.S. and England host cohorts of UIBE students in special summer schools. Could be a good target if FAU decides to market a fee based “American Studies” Summer Program at Boca Raton open to students of partner schools (see below in Hebei and Xiamen discussions).
Hebei University (in nearby Baoding)
http://www.at0086.com/HBU/

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We visited Hebei University in Baoding, about 1.5 hours by car and 1 hour by train from Beijing. It is the lead university in this area of the Hebei province and large, with two campuses on either side of town. Dr Xu is a graduate of HU and knew many of the folks we met. They would like to explore a range of activities including 2+2 plans, 4+1-2 and so on.

They have a Chinese language program and English programs and would like to exchange students in these areas; i.e. HU students would come to FAU to study English, American studies, and translation studies, and FAU students would go there and study Chinese. They do not have a summer school like Renmin but it could work for 1:1 exchange for a semester in the arts. We toured a wonderful art museum on the new campus and they have a dynamic art and design program that could interest A&L students too.

The international dean is a chemist and would like to explore 2+2 and double degrees in the sciences and engineering. They are open to using a freshman and a sophomore curriculum from FAU that would be easier to transfer to FAU to finish a degree from FAU, possibly a double degree even. This would be complicated to achieve, especially at the undergrad level, any time soon but their interest in such things was clear.

The HU chemistry faculty presented a proposal to work with FAU faculty in their areas on joint research. Their research ideas noted who they feel at FAU is working on similar areas. They have Chinese govt funding for 6-9 months and do not need financial support; they would however want to have lab access and materials in the lab for the time they would spend in the USA at FAU. The offered to host anyone from FAU in their labs as well and would provide the same free materials in a reciprocal fashion. The members of this team from Hebei are Prof. and Dr. Xin-Wu BA, Dr. Hai-Jun Wang, Dr. Yong-Gang Wu and Dr. Li-Bin Bai. This proposal was sent to the FAU Chemistry and Biochemistry department to consider (5/29/12) and Dr. Parkanyi acknowledged it and will let me know their reactions. The HU chemists are very serious about their work and keen on an FAU association if possible. Their English language skills were good.

HU has a new Confucius Institute starting in Xavier University in New Orleans. HU might be able to sponsor another one, its not clear if HanBan will support another in Florida. We were told they are moving to other countries and not so much the USA these days.
Shanghai

East China Normal University
http://lxs.ecnu.edu.cn/

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Aide to the Deputy Director

PENG, Liping  Deputy Director

ECNU is a top school in China, and is creating a joint ECNU-NYU campus in Shanghai. They have 3,600 international students and good partners such as SUNY-Albany, Colorado State and St. Olaf College. They were open to a small 1:1 exchange but wanted to have access to send more students as fee paying students; however, they asked for a discount tuition rate. They apparently have talked to FIU about some ties, we can check on this. ECNU has a Global Semester offering for international students that has a fee that FAU students can attend, as well as summer language programs. In general it’s a large and lovely campus that US students would find easy to accommodate to, and all the fields one might imagine for a top university.

Shanghai Maritime University
http://en.shmtu.edu.cn/

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Dean

SMU is located about an hour drive from downtown Shanghai in a new city built near the ocean, near the Donghai Bridge and Yangshou port. In one year there will be a 30 minute fast subway ride to the campus. It is a large and impressive new campus serving 20,000 students with a large emphasis on the maritime careers, maritime and science studies. They have a 360 degree simulation room where students can practice piloting or “steering” a ship into anyone of 30 some city ports in Asia. They have smaller simulation rooms also and are completing a large training ship that can house 160 students on board that will sail and train in the China seas next summer. The offer studies in maritime careers, transportation management, and marine and environmental studies, as well as a wide range of oher typical degree programs. Their current ties are more to other maritime academies but they would welcome students to study Chinese at SMU and also 1:1 exchanges and could host FAU faculty who want to lead a SAP to China and do some things in water/marine studies. FAU students who want a career in the martime industry may want to get a MS there. They have ties to Brest, France and may be working on a MS/PHD tie up with them. Joint or dual degrees might be possible with them. They are also
creating a new Asian Cruise Academy to link into the cruise industry for Asia markets. They were excited to hear about the South Florida cruise line ties.

**Jiaxing University of Medicine** (nearby)
http://www.zjxu.edu.cn/English/y2.aspx

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Dean of the Medical School

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Dean of the Nursing School

Jiaxing University and the School of Medicine and Nursing therein are located in the new city of Jiaxing, about 30 minutes southwest of Shanghai. Dr. Song had visited FAU in March 2012. This half day visit focused only on Nursing, for some reason (not sure why) but the nurses were clearly appreciative of the time and emphasis Dr Song gave them for possible ties to FAU. Nursing is part of the Medicine program, apparently.

They have had huge growth in nursing education since 2000, they train 80-100 students a year and have a 100% placement for jobs. They feel they have strong science course work and clinical skills but want help to get better at patient communications and humanities skills. They seek classes in the US on how to work with patients 1:1 and teaching and clinical experience to become teachers themselves. They would like to spend a year at FAU getting a masters degree and could send 15-20 students a year. They would like a tuition discount however of some %.

We also mentioned a possible special summer program that could lead to a certificate and 3-6 credits. They need some English and would be good bets for the PAR program. This could be fee based.

We said we would send them the CON 4 year degree curriculum and the MS degree curriculum so we can see how it matches up. They will do the same.

**Nanjing**

**Hohai University**
http://en.hhu.edu.cn/

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We traveled by train from Shanghai to Nanjing to visit Hohai University (HU), the top school in China for water hydraulics and related fields of studies dealing with water engineering and science. They are a centrally supported university with large research grants and excessive support from the central government. HU is one of elite schools with this attention from the central govt. They have 56 schools or faculties linked to these studies and 40,000+ students. HU was one of the first schools to take in international students in the 1980’s, but now have fallen back some. They would like to host more, and in the obvious areas of engineering and ocean studies as well as foreign languages. HU would be interested in 2+2 and 3+2 schemes, as well as 1:1 nondegree exchange. Prof. C.T. Tsai from FAU presented information on Hohai to his FAU colleagues last spring and plans to spend part of 2012-2013 at HU as a visiting faculty. He will follow up with FAU colleagues on a possible 3+2 for a FAU masters degree. HU would be willing to host an FAU faculty member bringing students to Hohai.

They have funds to host FAU faculty.

**Xiamen**

*Xiamen University*
http://www.xmu.edu.cn/english/

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Jing CHEN English professor

Xiamen University (XMU) is a beautiful campus in the southern city of Xiamen, on the ocean opposite Taiwan. Climate and terrain is very similar to Boca Raton. We met the general international relations officers and the faculty of the College of Foreign Languages and English. Agreements of Cooperation are handled at a university level and can include a range of colleges and faculty. The Chinese language program is run out of the Overseas Education College, who we did not meet, but we were assured they could cooperate with FAU.
The language folks would like to send students to the USA to take English, literature, translation studies and linguistics courses. They would specifically like to send a cohort of students for a summer program and pay FAU tuition; in return they would like to send along a faculty member who could take a graduate course or two for free (as an audit perhaps) and have free lodging. We would need access to some tuition dollars to fund this. This could be a good target for the FAU “American Studies” summer program idea.

XMU has an imbalance now of students going to XMU so partner international students can go to their summer programs as part of an 1:1 exchange. FAU students could really take advantage of this.

Xiamen has a range of things that focuses on water and marine studies, given their location. Xiamen also has a strong theater and music program. The campus is lovely and modern and would be an ideal location for an FAU faculty led SAP in some fields.

OIP invited George Zheng of the international office to visit FAU in late summer 2012 while he is in the USA. George was very excited to accept and we will plan this visit so he can see a wide range of things at FAU.

(2) Visit with representatives of several high schools in China to explore student recruitment to FAU for undergraduate degrees.

We had been approached by several school leaders for these visits at Hebei, in the city of Baoding. We met with three school principals for dinner one night and also met with over twenty English students (mostly grades 9-12) and their parents for a Q&A session that lasted to nearly 11 pm. We shared brochures and jump drives on FAU with the principals and students, and discussed the entrance requirements to FAU for both undergraduate and graduate degree programs. We also noted that a new “PAR program” (Pathway to Academic Readiness) was being considered by FAU campus officials to allow us to create a special conditional admission process and intensive English classes for 4-12 months prior to starting a degree at FAU. There was great interest in FAU and also the PAR program. Most of the students and parents expressed a deep interest in making sure their children understood English and spent time in the USA. Many asked if there were scholarships but did not seem too worried about costs. OIP will stay in touch with the two Chinese faculty who lead the after school English studies so their students can be in touch with FAU when they are ready to go to the USA.

(3) Visit Zinch China offices in Beijing, China to further new contract with Zinch China to brand FAU in China to prospective students.

Dr. Meschievitz visited the Beijing office of Zinch China and met with Tom Melcher, Zinch China CEO. He gave an overview of the ZC operation – they have 220,000 students in their network and link to high schools across China. Melcher provided some insights into best ways to recruit students from China. Advice includes early and constant contact with the students who express interest, placing short videos and alerts in Chinese on websites to advertise FAU, and creating marketing that advertise 2-3 top degree programs that we want to highlight at FAU.