



# Report on China Higher Education Leadership Mission

**Board of Governors Policy Briefing  
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## Mission Overview

- **BOG delegation: Hannah Gage, Atul Bhula, Lou Bissette, Bill Daughtridge, Paul Fulton, Leroy Lail, Anne Maxwell, Dick Taylor**
- **4 cities; 8 days; Shanghai, Suzhou, Nanjing, Beijing (50 million people)**
- **Planes, trains, buses**
- **Met with system alums, saw 6 top-ranking universities + Duke Kunshan**
- **Giant industrial park with millennial campus imbedded**
- **One K-20 school system; one international school**
- **Chinese Education Ministry**
- **Two museums; two markets; one great big wall**

**Earlier trip by Tom Ross, Leslie Boney to Taiwan**

- **Six universities; two university “systems”**
- **Education ministry, National Science Foundation**
- **Excellent English, Chinese teaching, western schedule**









## Why China?

**UNC Tomorrow: “Globally ready” students – global awareness is basic literacy**

**China:**

- #1 largest country (20% of world population)**
- #2 global economy (#1 by 2018?)**
- #1 language “US citizens need to know” (business exec. survey)**
- #1 fastest migration to middle class in human history**
- #2 destination for NC exports (\$2.2B; +539% growth 2000-2010)**
- #1 source of international students (Taiwan #5)**

**Rest of world:**

**95% of population outside of US**





## UNC in China Today

- 44 MOU's with Chinese universities by 14 campuses; system MOU with Fudan University (Shanghai) since 2004, led by ASU
- NCSU, UNC-CH significant research activity
- UNC system student exchange partnership with Fudan (expanding to Tongji, Suzhou in 2013); “bilateral” exchange programs
- Faculty exchange (UNCW, UNCC, etc.)
- ECU, ASU, FSU, NCATSU, UNC-CH, UNCP have taught virtual courses
- Summer, short-term programs
- Public school, legislative missions to China by Center for International Understanding





## China in NC Today

- Approximately 2800 students in NC universities (spending est. \$67mm)
- 6 private companies (Lenovo largest Chinese company in US); more investment on the way
- NCSU Confucius Institute – language, cultural awareness for adults, some community college students
- Center for International Understanding – “Confucius Classrooms” in 35 school districts







# What Could We Do in China?

## Pipeline

Cultural exposure earlier

Freshman business/politics course?

Video at orientation?

Virtual courses building off of ECU

More language earlier

High school -- Confucius Classrooms through CIU

University – grant funding for new Mandarin instruction

Community – Confucius Institute

## Presence

Boots on the ground -- Get more significant presence on the ground somewhere; UNCC faculty at Fudan 2012-13, then?

Find strategic partnerships in Taiwan (schedule, English courses, “western” feel)

## Programming

Real, rigorous programming – courses, seminars, 3+2?

Critical mass of exchange at Fudan, Tongji, others – collaboration with UC?

Faculty/administrator program development fund?

Joint research on water, pollution, food safety, logistics?

## People

Chinese student recruitment fairs – public and international schools; Study North Carolina

Retention efforts for best and brightest Chinese students





## Bottom Line/Next Steps

- Get better data through UCIP about who's where, what's working
- Maximize current resources – be strategic
- Build pipeline of interest; make it easier to go
- China has a plan for US – understand US; learn teaching methods
- US needs a plan for China
- 157,000 Chinese students in US >14,000 US students in China
- GA staff should develop full strategy for international engagement, focusing on China first, but addressing a larger strategy – Why? Where? What? GA role vs. campus role? How to help all campuses?
- NC should coordinate its international efforts

