100,000 Strong Initiative: Linking the Global to Local through Study Abroad in China
CIEE Shanghai, 15 November 2012

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Headlines

China Continues to Drive Foreign-Student Growth in the United States

USC Students Killed: Arrest Made by LAPD for the Murder of Two Chinese USC Students

China Rush to U.S. Colleges Reveals Predatory Fees for Recruits

Lure of Chinese Tuition Pushes Out Asian-Americans
Linking the Global to Local

National context

Purdue efforts

UT Austin’s focus on access

MSU efforts

The Dialogue – trailer for IEW 2013

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U.S. / China learning mobility

- China inbound
- SA to China

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<th>Period</th>
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Learning mobility ‘trade imbalance’

- Chinese students in U.S.: 157,558
- US students to China: 14,596

> 10:1 ratio

2010/11

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100k Strong Initiative

- Nov 2009 Obama state visit – calls for 100k U.S. students to China (sending 13k)
- Feb 2011 Hu Jin Tao state visit – announces 10,000 scholarships for U.S. students. State sets pragmatic goal – double outbound enrollment by 2014
- State Dept staffs initiative (McGiffert) and creates board. Goal of $70m from private sources
- 2011 China Scholarship Council lowers minimum required time to 3 months. Chinese universities can apply for funding.
- Aug 12 – Ford foundation $1m to establish office (McGiffert). In setup process Nov 12.
Bilateral initiatives can make a difference: The 100,000 Strong Initiative for China

- Over 26,000 U.S. students participated in education abroad activities in China in 2010

- More than 8,800 U.S. students pursued non-credit education activities in China. These included internships, volunteering, study tours and research, among others.

- U.S. institutions have limited capacity to gather data on non-credit education abroad activities

- The Initiative will likely meet its target by 2014
Purdue in China
International undergraduates at Purdue University
Increase in Chinese undergraduates at Purdue University over past 5 years:

**Fall 2007**  
2,042 international students,  
127 (6%) from China

**Fall 2012:**  
4,974 international students,  
2,755 (55%) from China
Additional resources serving increasing numbers of Chinese students

- Staff development program to visit China for academic advisors and other student services personnel

- *Virtual* new student days (advising, registration, etc.)

- Integration of new international student orientation and first-year mentoring

- Intercultural competence: connecting internationalization and core outcomes
New staff positions specifically for international students

• 4 academic advisors
• 3 first-year English composition instructors
• 1 Chinese-speaking counselor in psychological services
• 1 instructor, 1 TA, Center for Instructional Excellence
• 2 student mentors
• 1 coordinator for orientation, registration
• 1 career services advisor for internships and permanent positions
• 1 student organization coordinator, Dean of Students Office
• 3 residence hall assistants, specialized programming
Exchange students from Chinese partner universities:

Fall 2007: 15 of 119 or 13%

Fall 2012: 22 of 177 or 12%

• relatively flat student mobility based on conventional undergraduate student exchange programs

• substantial interest from partner institution to send exchange students

• how to maximize making student exchange purposeful while minimizing partner disappointment and lost opportunities
Exchange Model: Shanghai Jiao Tong University

I. Conventional student exchange program

II. Specialized program design: GEARE Shanghai

Spring semester: Purdue ME students attend SJTU paired with SJTU ME students teams complete design component

Fall semester: Purdue ME students return to campus SJTU ME students enroll at Purdue teams build small prototype
III. Efforts by Mechanical Engineering to expand program:

Purdue Provost allows variation in exchange model

- outbound: *Engineering Term Abroad*, ca. 50 per year
- inbound: twinning programs
  - undergraduate 2 + 2
  - BS/MS 3 + 1 + 1
Special programs outside of exchange model:

1. **Ningbo University** and **Harbin Institute of Technology**
   - Purdue hosts two students from each every fall semester
   - Most expenses paid by endowed fund

2. **Peking University**
   - Purdue Department of English hosts one fee-paying student each year

3. **Study Abroad Foundation (SAF)**
   - assist with admission
   - fee-paying
   - 43 since spring 2008
   - 44% from China
4. China Agricultural University
   - Purdue College of Agriculture
   - location of Purdue faculty-led program
   - 2 + 2 program

5. Beijing Sport University
   - Health & Kinesiology
   - location of Purdue faculty-led, short term program
   - intentional source of graduate students

6. Dalian Institute of Technology
   - Computer Graphics Technology
   - location of Purdue faculty-led, short term program
   - intentional source of graduate students
THE CONVERGENCE OF ACCESS: UT AUSTIN AND THE 100,000 STRONG INITIATIVE

Heather Barclay Hamir, Ph.D.
The University of Texas at Austin
Student Flow: China

- Chinese students at UT:
  - 20% of international students
  - 80% graduate students
  - No China-specific programming

- UT students in China
  - 8% of students abroad (#5 destination)
  - 45% graduate students
  - 70% short-term
UT Study Abroad

Mission of equal access (first-gen)

Desire to diversify destinations (China)

100,000 Strong Initiative
(The Coca-Cola Foundation RFP)
The First Abroad Initiative

- Scholarships, partnerships, outreach/mentoring

- Goals:
  - Increase access for a diverse, underrepresented population
  - Enable seamless integration of study abroad into degree progress
  - Contribute to student retention and success at UT
The Coca-Cola Foundation

- RFP: increase study in China, facilitate development of expertise, diversify student population

- Proposal:
  - Funding for 2 short-term programs in China
  - Scholarships for first-gen students (30-45)
  - Student ambassador
Implementation

- $2,000 awards for study in China (First Abroad Initiative match)

- UT RFP for short-term, faculty-led program
  - Required course for underclassmen
  - Emphasis on first-gen participants
  - $60,000 scholarship funding in each of 2 years

- Hire program participant as student ambassador
Implementation

- Maymester: Social Entrepreneurship in China & the US

- Faculty Directors lead the Longhorn Center for Academic Excellence (LCAE)

- LCAE: multiple academic success programs; largest program = 80% first-gen

Dr. Leonard Moore, Professor of History, Associate VP, LCAE &
Dr. Ge Chen, Assistant VP, LCAE
Outcomes

- **Social Entrepreneurship** program:
  - Contributes to increased participation in China
  - Diverse student applicants
  - LCAE strategic plan

- Additional new programming in China

- Increased interest/awareness

- Subsequent funding opportunity: Freeman Foundation
Framing the Literatures of Global to Local

• Appadurai – Ethnoscapes (1990)
  – “Landscape of moving groups who constitute an essential feature in the world, and appear to affect the politics of an between nations.”

• Giroux – Border Crossings (1992)
  – “Culture as contested terrain, a site of struggle and transformation.”

• Tsing – Friction (2005)
  – “The awkward, unequal, unstable, and creative qualities of interconnection across difference.”
  – Zones of Awkward Engagement
Zones of Engagement: Chinese Students at Michigan State University

MSU inbound

MSU outbound
Project Explore

• Inspired pre-departure programs for Chinese freshman at MSU, conducted in Beijing, Chengdu, and Shanghai;
• Serves to help the Office of International Students and Scholars (OISS) to improve connections and services to Chinese undergraduates;
• Help understand what Chinese undergraduates want from their experience at MSU and in the U.S.;
• Understand how Chinese students perceive MSU offices, academic advisers, health center, residence halls, etc;
• Helps MSU to incorporate best practices in assisting Chinese undergraduates.
Zones of Engagement: MSU Programs to China

12 Active Programs

- Advertising in Asia (Faculty-led)
- Chinese Language and Culture at Zhejiang (AY/Sem)
- Chinese Language and Culture in Harbin/Tianjin (faculty-led)
- Early Childhood Education in a Bilingual Multicultural Context (Teaching internships)
- Ceramics in China (faculty-led)
- Marketing in China (faculty-led)
- Nursing in China (faculty-led)
- Internships in China
- Business at Hong Kong University of Science and Technology (HKUST) (exchange)
- Engineering at Hong Kong University of Science and Technology (exchange)
- City University of Hong Kong (Business and Arts and Letters exchange)
100,000 Strong Scholarship Program

Amway Corporation China 100,000 Strong Scholarship
- Three year program awarding 15 scholarships to students from MSU and Western Michigan Institutions

The Coca-Cola Foundation China 100,000 Strong Scholarship
- Four year program awarding scholarships to students in the Multicultural Business Program who study Chinese.
Zones of Engagement: Cross-Cultural Interactions

Learning Abroad Conference

Students shared what made studying and learning abroad special and how living and learning abroad has:

- impacted their sense of identity,
- helped them develop cross-cultural awareness,
- affected their development as persons and scholars,
- helped them clarify career choices and find their professional calling,
- motivated them to tackle global problems and work collaboratively within communities to contribute to others’ well being at home and abroad.
Zones of Engagement: Cross-Cultural Interactions

Peer-to-Peer Orientations:

Pre-Departure Orientation by Chinese students for U.S. students traveling to China on a Marketing program.

- Cultural Etiquette
- Customs/Norms
- Business Etiquette – business card exchange

Outcomes:

- Empowerment of Chinese students
- Knowledge to navigate culture easier for the U.S. students
Future Directions

• U.S. Institutions need to implement and/or adapt frameworks to help with cultural adjustments

• Decrease *zones of awkward engagement* through:
  
  – Peer-to-peer orientation programs
  – Partnerships between OISS/OSA
  – Increase in student opportunities to study abroad in China through scholarship programs
Works Cited:


China Film
The Dialogue

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We do not see the world as it is, but as we are.
Anaïs Nin

100k strong day IEW 2013
Piloted w/60+
IEW2012

Trailer:
Isp.msu.edu/cbe
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