China Task Force Recommendations

Membership: Chenggang Wang (CASNR); Hongchao Liu (Engineering); Zhen Cong (Human Sciences); Yunjuan Luo (Media & Communication); Zhangxi Lin (Business) Chair of Task Force; Guigen Li (Arts & Sciences); Jorge Ramirez (Law); Kevin Chua (VPA); Jian Wang (Education); Hong Zhang (Arts & Sciences); Hong-Chao Zhang

In summary the suggested strategies for TTU to develop the education business in China could be in the following aspects:

1. Promote TTU's reputation and influence in China

   • Advertise TTU via various channels, such as Create a website in Chinese. In the website we can show that TTU has enough faculty who are excellent in funding/publications/teaching. (see Appendix 1)
   • Encourage faculties to collaborate with Chinese universities in joint projects
   • Be involved into major events in China, such as international conference, forums, local grant applications, etc.
   • Establish connections with Ministry of Education (MoE). TTU can provide the data about status of research/education at TTU.

2. Set up point-of-presence in China. The escalating steps are:

   • Start an office in China with collaboration with local universities, which will have minimal cost.
   • Operate a center for both education and research purposes
   • Establish an oversea campus in China by allying to some Chinese universities

   Presently, we can start from step 1.

3. Establish close connections with a few selected Chinese universities in selected Chinese cities. These universities are mainly "211" universities (100 top universities in China recognized by MoE), try to reach the club of "985" universities (38 first tier universities in China recognized by MoE), and recruit students from the first and second tier programs in China.

   Suggested cities: Fuzhou, Chengdu, Suzhou, Tianjin.

   The joint programs at beginning include:

   • 1+1 (or 1.5+1) master programs targeting at master students in China.
   • 3+1+1 undergrad+master programs targeting at undergrads in China
   • year visiting undergrad students financially sponsored by China Scholarship Council government (non 211/985 universities request an agreement with TTU).
   • 1-2 year visiting PhD students from China, who will be sponsored by China Scholarship Council.

   Our faculties can teach in China in the summer, which will be good outlets for faculties who are looking for summer teaching opportunities.
4. Develop connections with US companies in China, such as IBM, SAS, Oracle, Wal-Mart, etc.
   - Do joint research projects
   - Help them develop business strategies

5. Redesign incentive mechanism for encouraging outreaches in China
   - Faculty Merit evaluation system. For example, the joint grants in China could be counted in
     annual faculty report in an additional category.
   - Academic unit merit evaluation system. Encouraging colleges/center to develop their joint
     programs with Chinese universities/research programs.
   - Budget a fund to sponsor the effort with the connections with Chinese organizations, which will
     have the potential to lead to extensive collaborations with TTU.

6. Establish a TTU China Collaboration Center to operate different TTU-China programs.
   - 1-2 Full-time staff at the beginning
   - a small committee to make decisions
   - a research team for outstanding issues related to TTU-China projects
   - certain budget
Appendix 1: TTU China Task Force Meeting

**Time:** April 3, 2014, 4:00-5:30p

**Location:** BA 337 Conference room

**Attendees:** Jared Lay, Jorge Ramirez, Chenggang Wang, Guigen Li, Zhen Cong, Yunjuan Luo, Hong Zhang, Zhangxi Lin

**Invited:** Jibing Jiang (FJUT), Fumin Zou (FJUT)

**Topics:** Opportunities, Challenges, TTU’s status, General strategies

**Summaries:**

**TTU status:**

1) No enough Chinese students know TTU

2) TTU is not well recognized by China Ministry of Education

3) TTU is quite behind other US universities in China

4) International student enrolment is dropping down badly in recent years. Financial supports, language, etc. are factors.

**Suggestions:**

1) Advertising TTU in China
   - Public relationship management with China Ministry of Education
   - Pay brokers/intermediaries for bringing in students.
   - Talk to those companies to advertise TTU
   - Chinese student interviews: What’s good, not good
   - Need to do survey from the students – Lily Luo will design the questionnaire
   - Create a website to promote TTU’s reputation
   - Need to prepare materials in Chinese introducing TTU

2) Managing the information of China connections
   - China travel registration, link traveler together
   - Take Chinese alumni advantage
- Create scholarship database

3) Targeted Marketing

We may focus on more than big cities but also smaller cities, and inland schools, such as Chengdu, Changsha, etc.

4) Improving policies to international students

- TTU needs to treat International students better. Too high insurance costs, etc.
- Campus culture change is urgent

**Remark:** Current harvest is from past inputs, which are not enough, and current effort will bring us harvest in the future. If we are to be loved by international students we need to change us right now.
Appendix 2: Proposed joint programs in China

Note: The following is extracted from the report by TTU delegation visiting China during May 18-Jun2 1, 2014. This is to make consistency to the report prepared by the delegation.

Highlights:

1. One comprehensive center at Fuzhou based on FJUT with functions: recruitment of joint program, TTU students' base, and oversea research center aiming at China's market also for US companies.

2. Four types of programs: A+B+D, B+D, C+D, and FJUT 2+3 program

3. The relationship with US IT companies in China

0. Generalized programs

1) 3+1+1.

3-years undergrad in China, one year in TTU taking graduate courses, and one year in TTU's graduate program. Bachelor degree from China and master degree from TTU.

Key issues:

- qualification to take graduate courses at TTU before earning a bachelor degree.
- transferability of some courses taken in China as the leveling course in TTU

The cost to students: 200k RMB/year (50% for the tuition, 50% for living expenses), and about 400k RMB in total.

2) 3.5+0.5+1. Similar to the above

Differences:

- lower costs. 300k RMB in total
- TTU can send faculties to China to teach the students before they go to TTU

Key issues:

- How to catch the application deadline for the last "1"
- If TTU have enough faculties willing to teach in China for 1-2 months.

3) 1.5+1 (or 2+1, depending on the years for students in the program as required by MoE of China)

- Dual master degrees
• Targeted at the enrolled master students

Key issues:

• transferability of some courses taken in China as the leveling course in TTU
• If TTU have enough faculties willing to teach in China for 1-2 months if the students need to complete leveling courses in China.

4) 0.5 + 1 . This is the model of University of New Mexico, on-going with B-School of Xiamen University.

• single master degree by TTU
• Targeted at the undergraduate students at their 3rd year. They will get a master degree in one year in TTU, which is much faster than the 3-year program in China.

Key issues:

• transferability of some courses taken in China as the leveling course in TTU
• If TTU have enough faculties willing to teach in China for 1-2 months if the students need to complete leveling courses in China.

The above give us the following further modularized model.

There are four modules:

• 3-year or 3.5-year undergrad students (senior stage) needing one more year to complete: A
• 1-year or 0.5-year graduate education based on TTU’s curriculum and tuition system: B
• 1.5-year or 2-year graduate education at China needing one more year to complete: C
• 1-year graduate education dedicatedly in TTU: D

Here are three programs by combining the above:

1) Prog-I: A+B(in TTU)+D. For undergrads

2) Prog-II: B (in China)+D. For undergrads

3) Prog-III: C+D. For graduate students