



OVERSEAS ASSOCIATION FOR
COLLEGE ADMISSION COUNSELING

OVERSEAS REGIONAL INSTITUTE

China 2015

August 17-18, 2015



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Ethics in Asia

- **Peter Hauet** – Retired Counselor St. Mary's Int'l School Tokyo, Western Academy of Beijing
- **Percy Jiang**- Chinese Director, College Counseling, Beijing National Day School
- **Panetha Nychis Ott** – Director of Admission, International Recruitment Brown University



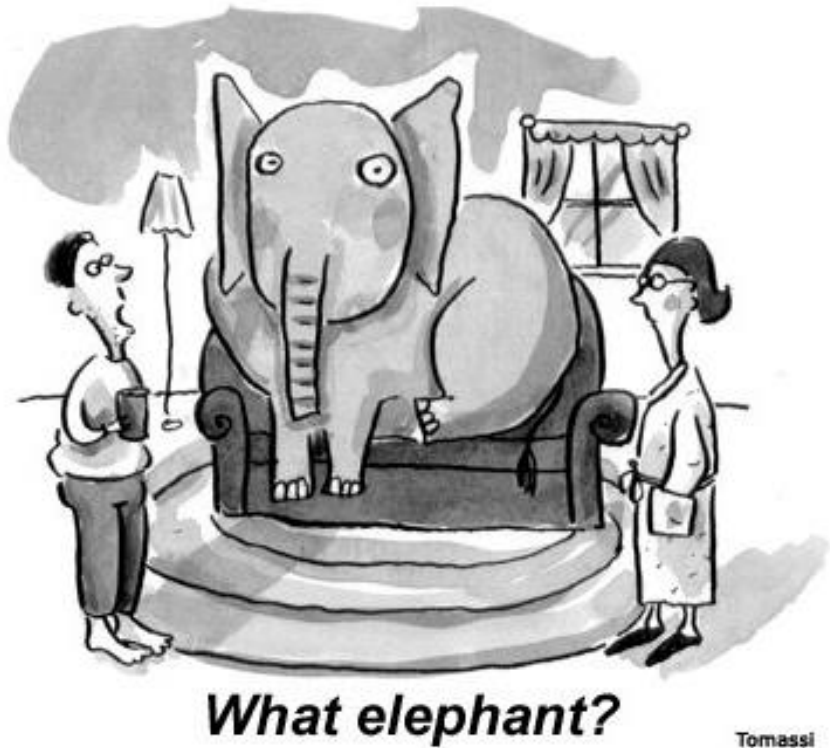
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Is there an Elephant in the Room?



What are the issues facing Chinese and other students applying internationally?

What are the issues faced by colleges And universities receiving applications?

What can be done to make the situation better for all?

How can OACAC and NACAC help?

How can you help?



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THE COMMON APPLICATION

- *Beijing (CNN)* Jessica Zhang, a 21-year-old Chinese student from Jiangsu Province, says her English wasn't strong enough to fill in her U.S. college admission form.
- So her parents paid three consultants \$4,500 to fill out the application, write her personal essay and compose teacher recommendation letters.
- They also arranged her visa and communicated with her prospective colleges -- eight ranked between 40 and 100 on the U.S. News & World Report College rankings.
- "It would have been too much hassle if I had applied myself," says Zhang, which is not her real name.
- In August, she'll start her undergraduate career with an open major at a Midwestern university, in the United States. She says she's unaware that her application could be considered fraudulent and even get her expelled.



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S201

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Autumn

- Autumn, who has an impeccable transcript, has applied to top colleges. One top college receives a tip from an anonymous source that Autumn's grades were not ones which suggested she was competitive enough to get into a top school when he served as her "advisor."
- An alumna of the university calls to say that she met Autumn and is concerned that Autumn is unsure of herself, and may not have strong English skills.



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S202

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ABC Australia 4 Corners

- <http://www.abc.net.au/4corners/stories/2015/04/20/4217741.htm>



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RECRUITING RUSH Concern is deepening that American colleges don't understand the Chinese market; 30,000 students attended a foreign-college expo in Beijing last month.
Shiho Fukada for The New York Times





College Essay Guy get inspired.

- Marc, a native English speaker living in Beijing, was a black market writer of phony applications, helping dozens of young Chinese students like Zhang get into U.S. colleges.
- For a year, he wrote personal essays based on a set of questions and answers provided by an education agent he never met in person. He said he was paid \$100 for each 1,000-word essay, and has written more than 40.
- Marc, not his real name, gave up working as a sub-contractor when he no longer needed the extra cash.
- "You never feel right doing it, I knew from the beginning that it was bad," he says. From CNN



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S203




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Sunshine

- Sunshine is a talented art student whose gaokao score was not high enough to get her placement
- A “friend” gives her a list of 117 schools, which includes Yale but not RISD, and tells her to choose 6 to which to apply.
- The small print on the list suggests that the “friend” is an agent



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S204



And then there is the SAT

- Chinese nationals cannot take the test in their own country.
- Delays in score results
- Cost – test, hotel, transportation
- Prep courses
- Pressure



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Just How much does it cost?

SAT and ACT test prep courses can range in cost from free to nearly \$2,000. The College Board with Khan Academy offers free online courses.

IECA - average, a complete package from junior year to submitting the application in senior year will run \$4,035.

Most consultants also offer hourly rates of about \$150 an hour for students who simply want some general direction.



The Crazy Price Tag for College Consultants
By Barbara Booth, CNBC November 12, 2014



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- “Real SAT,” a private academy
- that helps Korean students with Test Prep

- The company in Seoul charges \$15,000 for an eight-week SAT boot camp, and another \$15,000 for personal essay consulting.

- By JUN-YOUB LEE Wallstreet Journal
- Nov. 14, 2014



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- Morgan Meng, who attended a college fair a company hosted in March, was one of 22 students in his SAT-prep course, which cost 40,000 yuan, or \$6,100.
- Test preparation was only part of Meng's package., Meng paid 4,500 yuan, or nearly \$700, for each of three test-taking excursions the company arranged to Hong Kong.
- For an additional 26,000 yuan, or \$4,000, he also hired them as his "agent" on his college applications. Meng says the company helped him "promote"—by which he meant "improve," **according to his interpreter**—an essay that he submitted to colleges on the exploitation of cheap labor in developing countries

Total Cost: \$12,200

By [Daniel Golden](#) May 05, 2011 Bloomberg News



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ABC Australia 4 Corners

- <http://www.abc.net.au/4corners/stories/2015/04/20/4217741.htm>



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- The University of Southern California, which had more than 4,000 Chinese students enrolled in the 2014 academic year, says the concerns about falsified applications from China are "very real."
- Timothy Brunold, the university's Dean of Admission, says Chinese students need to understand that anyone promising admission to a specific American university is not offering a legitimate service.
- "They are attempting to game our system and subvert our attempts to select students who present the best fit for our institution."
- Brunold says the university uses various methods to gauge the "veracity and authenticity of student-submitted essays" and any prospective student found to have cheated would be banned from admission, while current students would usually be expelled.
- He says fraudulent applications are identified "all the time" and not just from applicants from China.



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S302





15 Chinese nationals indicted in test-taking scheme

Joshua Berlinger, CNN May 2015



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Marigold

- A student writes to tell us that Marigold, the daughter of the Vice Principal, sent an optimistic transcript.
- Marigold is not a good student
- Marigold is not involved in the extra-curricular activities she has listed
- The anonymous source is a fellow student



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S303



Patricia J. Parker, assistant director of admissions at
Iowa State – *NY Times*

- She has seen conditionally admitted students increase their Toefl scores by 30 or 40 points, out of a possible 120, after a summer break, despite no significant improvement in their ability to speak English. Her students, she says, don't see this intense test-prepping as problematic: "They think the goal is to pass the test. They're studying for the test, not studying English."



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S304 plus next slide





At a major public university this fall, several Chinese students showed up for classes but did not match the security photos that were snapped when they supposedly took the Toefl months earlier. E.T.S. says it takes additional precautions, such as collecting handwriting samples to reduce the chance that students will hire someone to slip in, in their stead, after breaks. *NY Times*



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These are the Headlines we are seeing.

- China: Students Given Answers to Repeat Tests
- South Korea: Test Centers Obtained and Distributed Advanced Copy
- Test-Takers In China, South Korea Likely Cheated On Last Two SATs



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- As tens of thousands of Chinese students prepare to study in the U.S., they might reflect on the experience of some of those who went before them. According to an estimate by a U.S. education company, some 8,000 Chinese students were expelled from American universities last year alone – and the main reasons were poor grades and cheating.
- Wang Jianmin/Zuma Press



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S310



What can High Schools Do?

- Create accurate profile
- Assure genuine transcripts and recommendations
- Recommend in person or online interviews
- Take part in conferences
- Visit universities
- Encourage college visits to your campus
- Work on PR



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What can Universities Do?

- Direct high school visits
- Find out more about the high school
- Encourage online or in person interviews
- Attend conferences
- Insure accuracy of documents
- Use representatives with caution



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Let's Get rid of the Elephant



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