



OVERSEAS ASSOCIATION FOR  
COLLEGE ADMISSION COUNSELING

## OVERSEAS REGIONAL INSTITUTE

China 2015

August 17-18, 2015



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**Kevin M. Hostetler**  
**Senior Assistant Director, UCLA**

**Percy Jiang**  
**Chinese Director, Beijing National Day School**



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## AGENDA

Economic History of China Admissions  
Realities of China Recruitment Strategies

Chinese Admission Counseling  
Gaokao Reform



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# Economic History of China Admissions



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# Leading Senders

Top Sender	Year
1987 – 1988	Taiwan
1988 – 1994	<b>China</b>
1994 – 1999	Japan
1999 – 2001	<b>China</b>
2001 – 2009	India
2009 – Present	<b>China</b>

Open Doors Fact Sheet: China  
Educational Exchange Data from Open Doors 2014



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# China: Admission History

Year	# of Students From China	% Change from Previous Year	# of U.S. Study Abroad Students Going to China
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2002/03	64,757	2.4%	2,493
2001/02	63,211	5.5%	3,911
2000/01	59,939	10.0%	2,942
1999/00	54,466	6.8%	2,949
1998/99	51,001	8.6%	2,278
1997/98	46,958	10.5%	2,116
1996/97	42,503	7.3%	1,627

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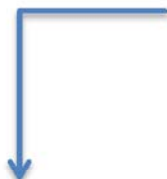




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The  
Recession  
of 2007



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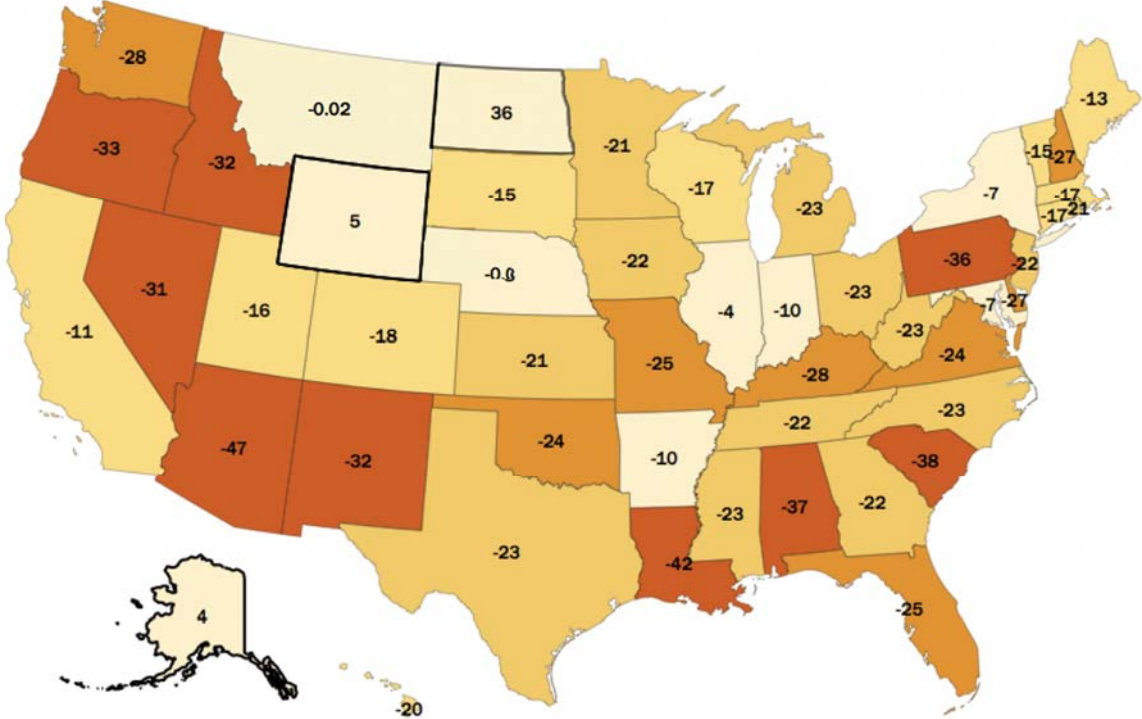
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# Budget Cuts at Public Institutions

Percent change in state higher education funding (2008-2015)



Washington Post  
<http://www.washingtonpost.com/blogs/govbeat/wp/2015/05/13/the-economys-bouncing-back-higher-education-funding-isnt/>

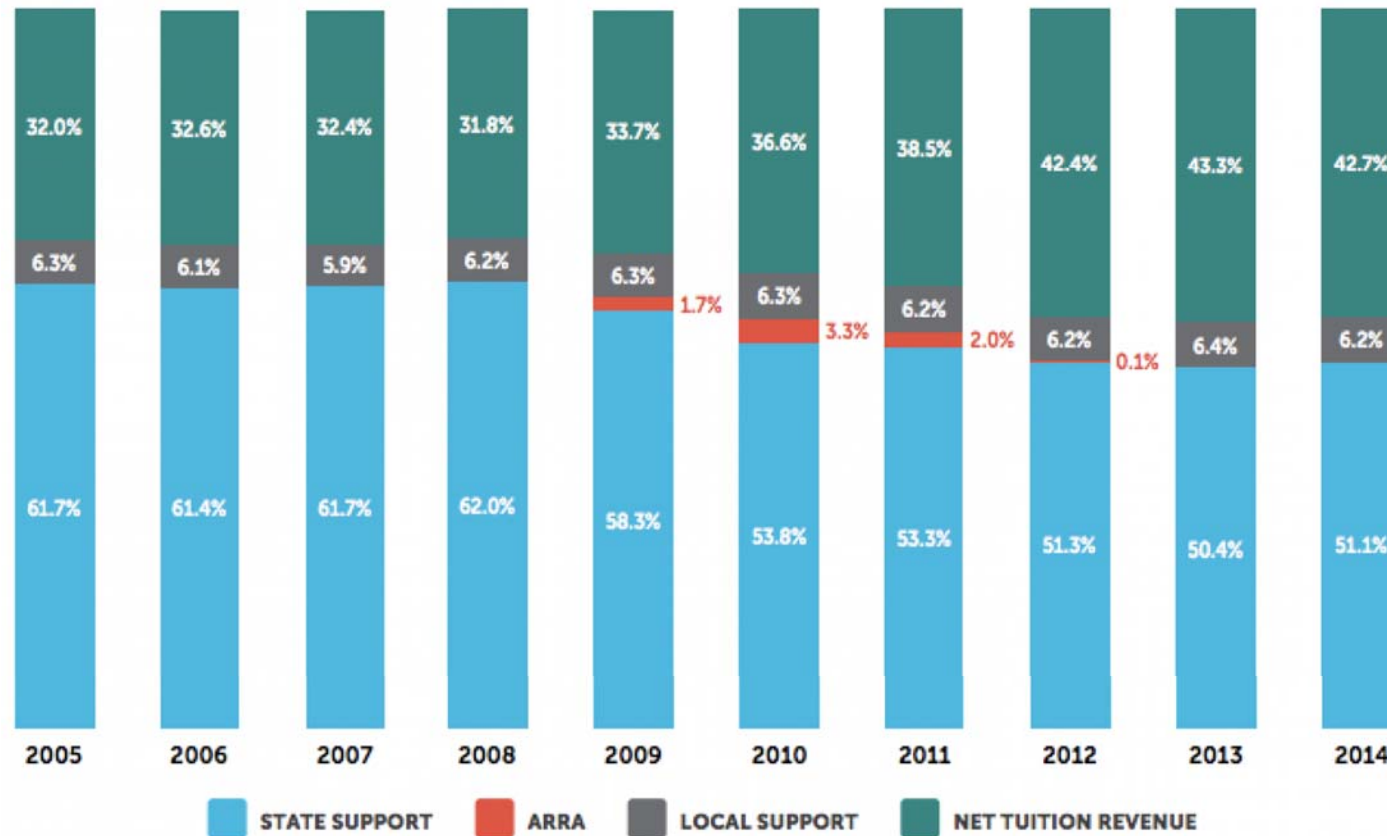


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DISTRIBUTION OF FUNDING SOURCES, FISCAL 2005-2014



Source: State Higher Education Executive Officers

Washington Post

<http://www.washingtonpost.com/blogs/govbeat/wp/2015/05/13/the-economys-bouncing-back-higher-education-funding-isnt/>



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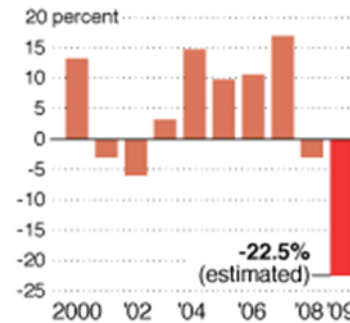


# Influences on Private Institutions

## Endowments drop

Colleges reported their endowments lost 3 percent in 2008 and expect a much greater loss for this year.

### Average annual returns for surveyed colleges, fiscal years



NOTE: Figures through 2007 are from 2008 Commonfund Benchmarks Study. Figures from 2008 and first five months of 2009 reflect figures by NACUBO, TIAA-CREFF and Commonfund Institute.

SOURCE: NACUBO-Commonfund AP

U.S. News

<http://www.usnews.com/education/articles/2009/01/27/the-recession-hits-college-campuses>



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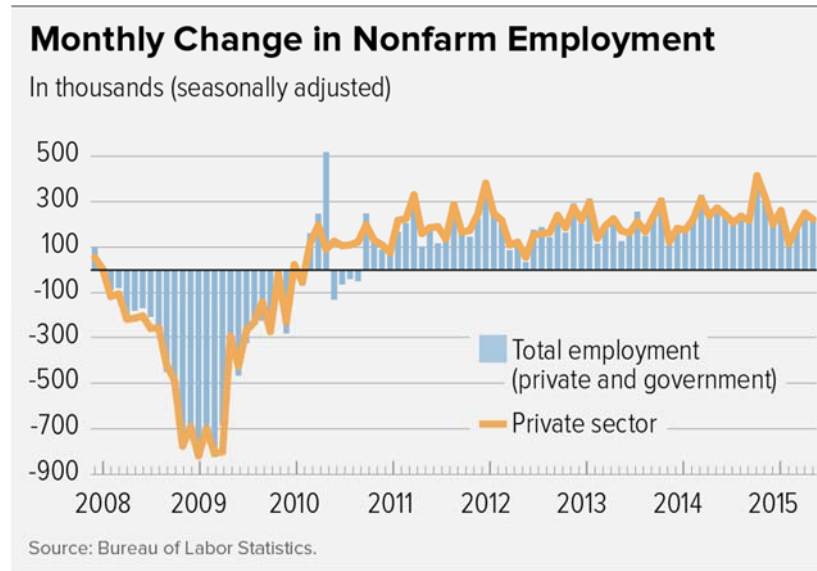
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# Effects on U.S. Families

	2007	2009/2010
Unemployment	5%	10%
Avg Expenditure per Household	\$52,203	\$48,109



CENTER ON BUDGET AND POLICY PRIORITIES | CBPP.ORG

U.S. Bureau of Labor and Statistics

BLS Spotlight on Statistics The Recession of 2007-2009

Center on Budget and Policy Priorities

Chart Book: The Legacy of the Great Recession



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# Changes in U.S. Demographics

- Leveling off of high school age students
- Less going to four year institutions
- Transfer pathways



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# China: Admission History

Chinese  
Middle  
Class  
Emerges



U.S.  
Recession

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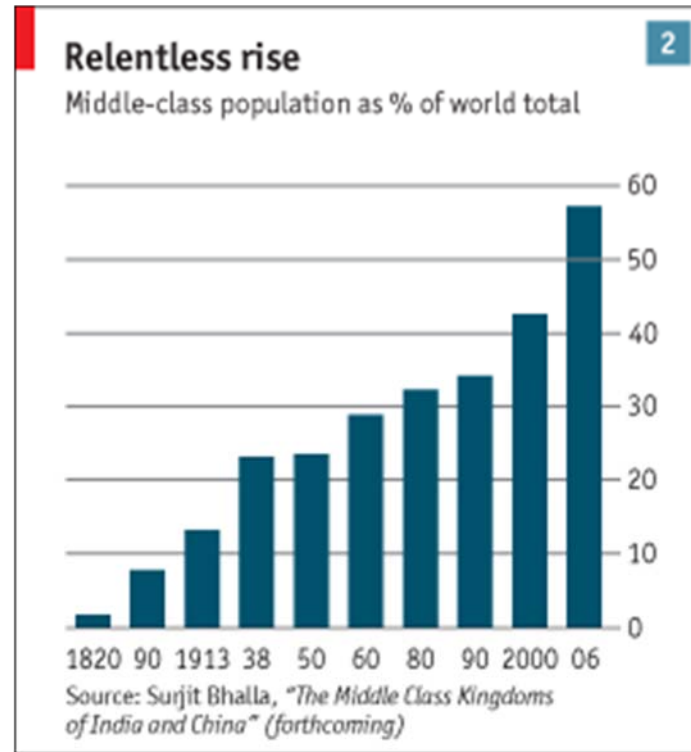
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# Global Rise of Middle Class



Economist Magazine  
<http://www.economist.com/node/21528212>

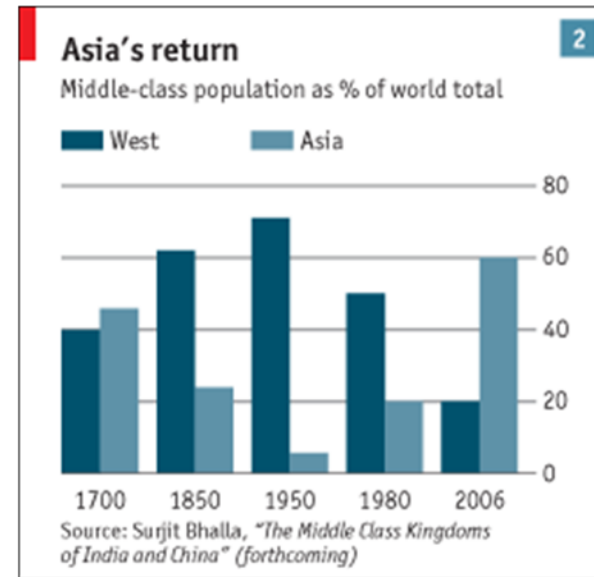


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# Asia's Middle Class



Economist

<http://www.economist.com/node/13063298>

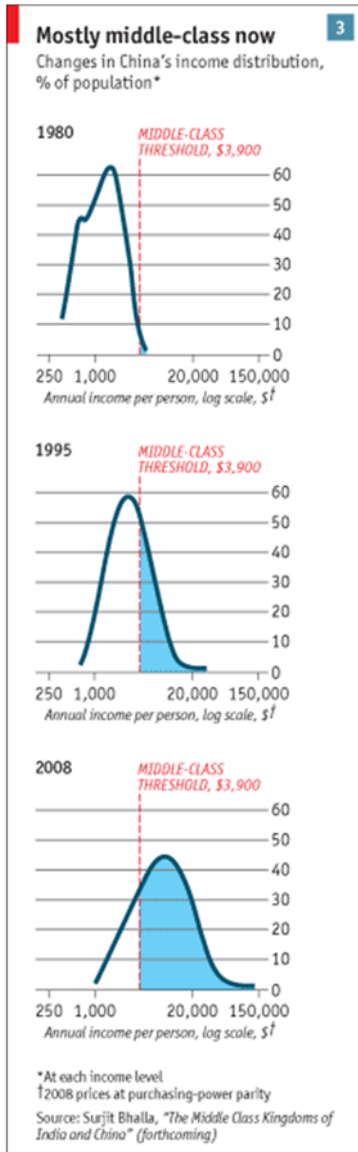


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# China's Wealth

Year	Wealthy Households
2008	1.6 million
2015	4.4 million

McKinsey and Company  
[http://www.mckinsey.com/insights/marketing\\_sales/understanding\\_chinas\\_wealthy](http://www.mckinsey.com/insights/marketing_sales/understanding_chinas_wealthy)

Economist  
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# Changes in Chinese Demographics

- Fierce competition for university placement
- One child policy
- Ability to pay for study in the United States
- Students seeking critical thinking and U.S. style of education
- Status symbol of U.S. education



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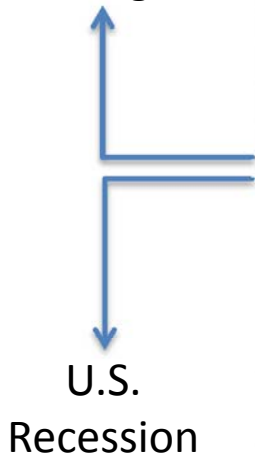
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Peak in Growth and Decrease in % Change

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Peak in Growth and Decrease in % Change

Increase in U.S. Student Mobility and Interest in China

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# BUT...It is not all about revenue



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# Realities of China Recruitment Strategies



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# Understand

## Chinese Education Model

- National curriculum, international schools, international divisions
- Huikao, Gaokao
- University placement system
- Testing culture

## Cultural Norms

- Placing Western norms onto China

## Fear and Uncertainty

- Agent culture



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# Concern

## Test Accountability

- SAT, ACT, TOEFL, IELTS
- Emergence of third party interviews

## Agents and Fraud

- Transcripts, Recommendations, Essays

## Campus Integration

- Orientation, Housing, Academic Integrity

## Politics and Economics in China

- Education Reform, Currency Devaluation, Slowing Growth

## Socioeconomic Diversity and Access

- Educating the world's wealthy



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# Innovation

## Third Party Interviews

- InitialView, Vericant, etc

## Professional and Conference Membership

- OACAC, NACAC, East Meets West

## Transcript Verification Services



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# Location

## Primary

- Beijing, Shanghai, Nanjing, Shenzhen, Guangzhou

## Secondary

- Suzhou, Hangzhou, Wuhan, Chengdu, Xi'an

## Tertiary

- Dalian, Shenyang, Changchun, Chongqing, Ningbo, Tianjin



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# Reward

## For the Institution

- Diversity of perspective
- International alumni and development
- Educating students in the global marketplace

## For the United States and China

- Soft power diplomacy
- America's greatest export



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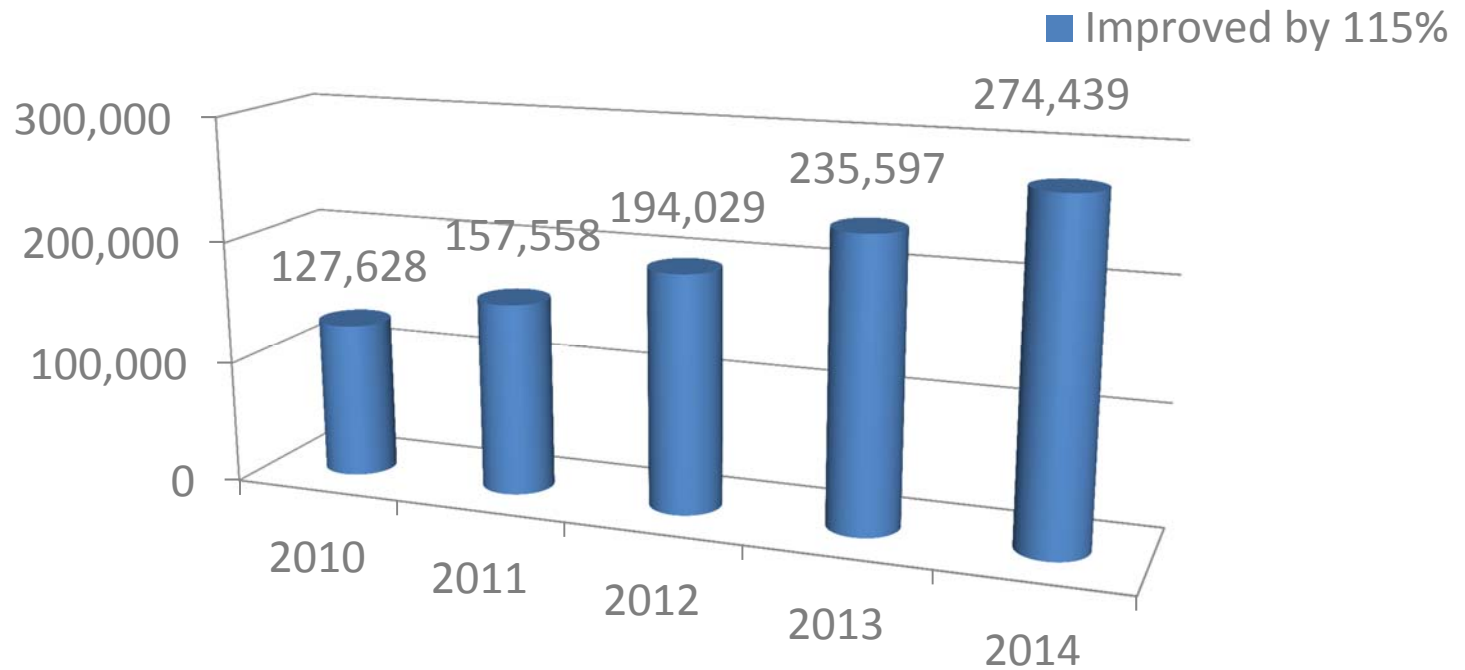
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## Chinese students in the U. S.



\*Source: (IIE) Open Doors Data



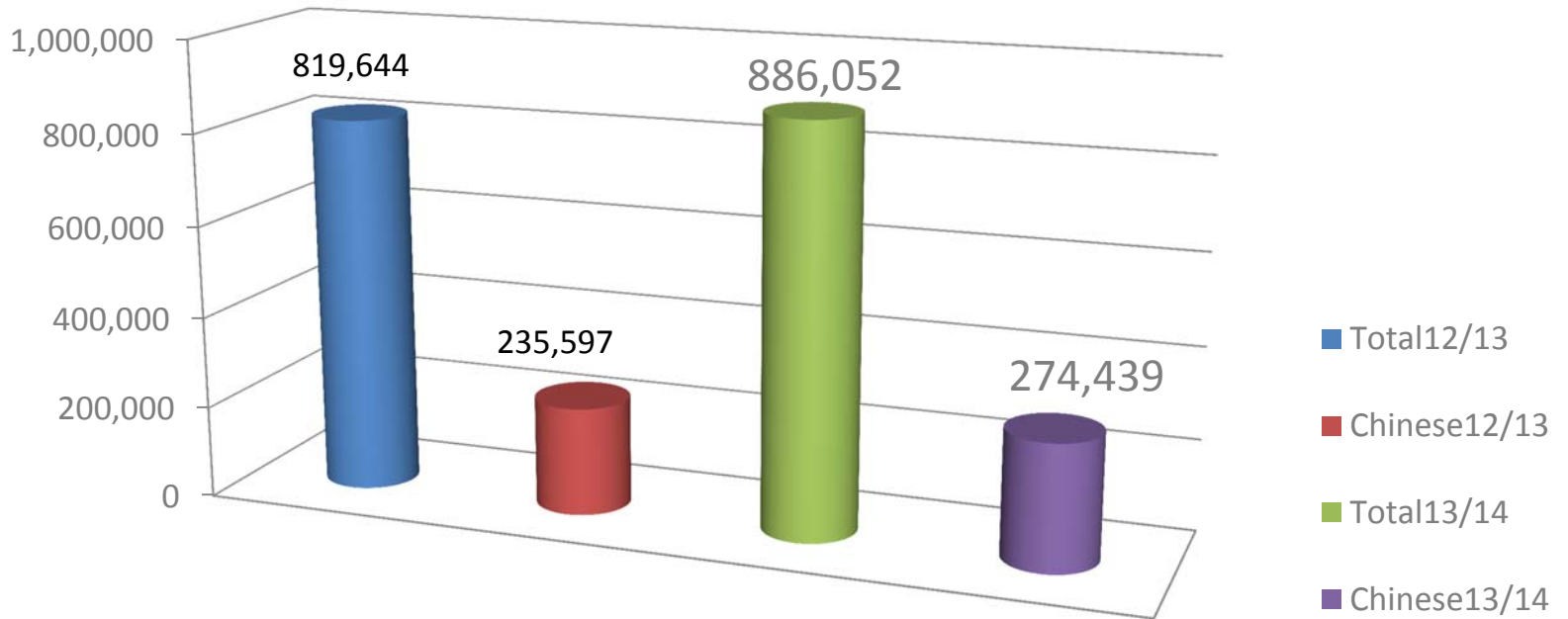
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### # of Chinese students in total international student body: 2012/13-2013/14



% of total :28.7%-30.97%

\*Resource: (IIE) Open Doors Data

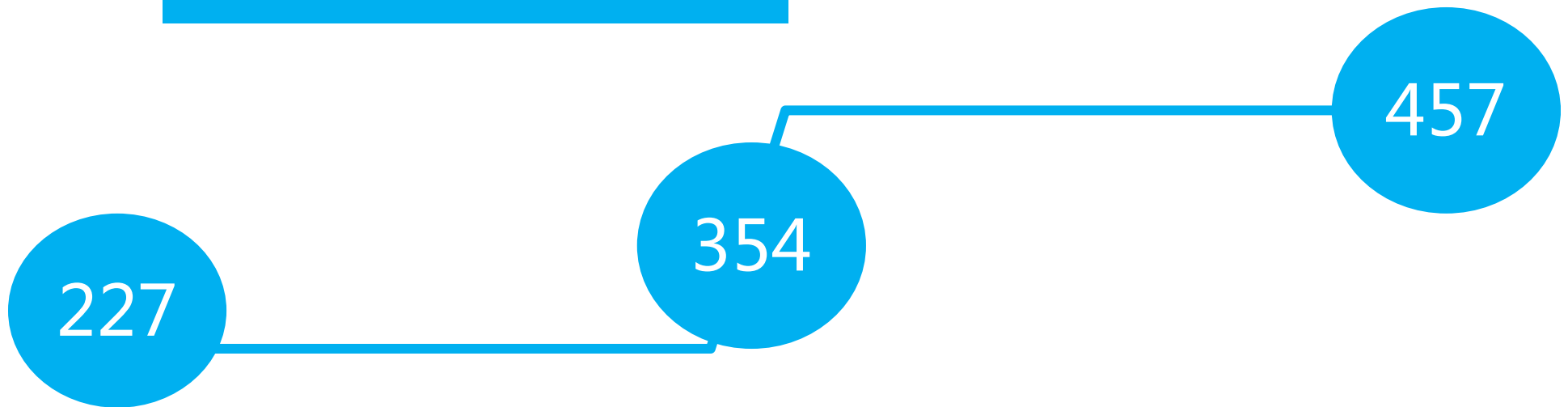


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# Chinese Schools with Int'l. Programs

2011-2013-2015



A-Level:192 AP: 198 IBDP: 67

In total: +101%

\*Source: Hantong Education



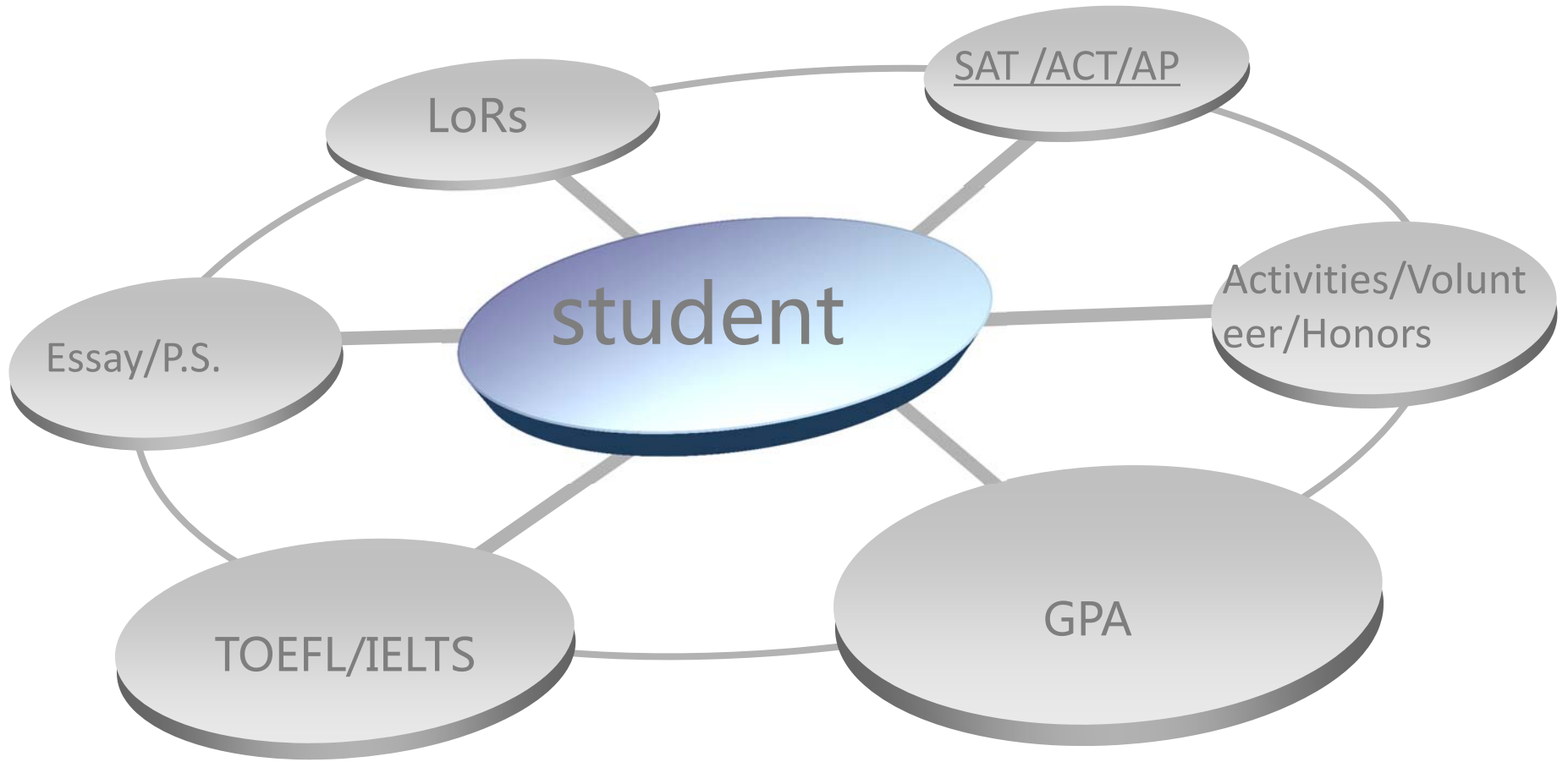
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# Application factors



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## Who are “counseling” Chinese students?

- Counselors
  - School-based counselors
  - Third-party counselors
  - Independent counselors
- Returning alumni/graduates
- “Former admission officers/rej
- “Professors” or “Experts”
- Agency
- Agency
- Agency
- ...



Such complex has made it challenging not only for college reps to locate the right candidates, but also the students to get the transparent and direct information on college application.



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# What a counselor can do?

- 1. Help students with college search and selection.
- 2. Train students on counseling/application tools, like Naviance, etc.
- 3. Prepare students on resume, Common Application and other applications.
- 4. Guide students on essay writing and review essays.
- 5. Write counselor's letters of recommendation, submit or send students' transcripts and provide school report.
- 6. Assist students to submit or send files from the College Counseling Centre (CCC) /school office, via Naviance/Common Application, or express mail in hard copy .



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# Counselor's Responsibility

- 7. Advocate students' applications
- 8. Host or attend college fairs
- 9. Receive college visits, promote the high school, and maintain connections with colleges and the high school's overseas alumni.
- 10. Arrange college tours, which help students visit campuses and meet admission officers in person.
- 11. Direct teachers on letter of recommendation writing.
- 12. Prepare parents by regular parent conferences/workshops.



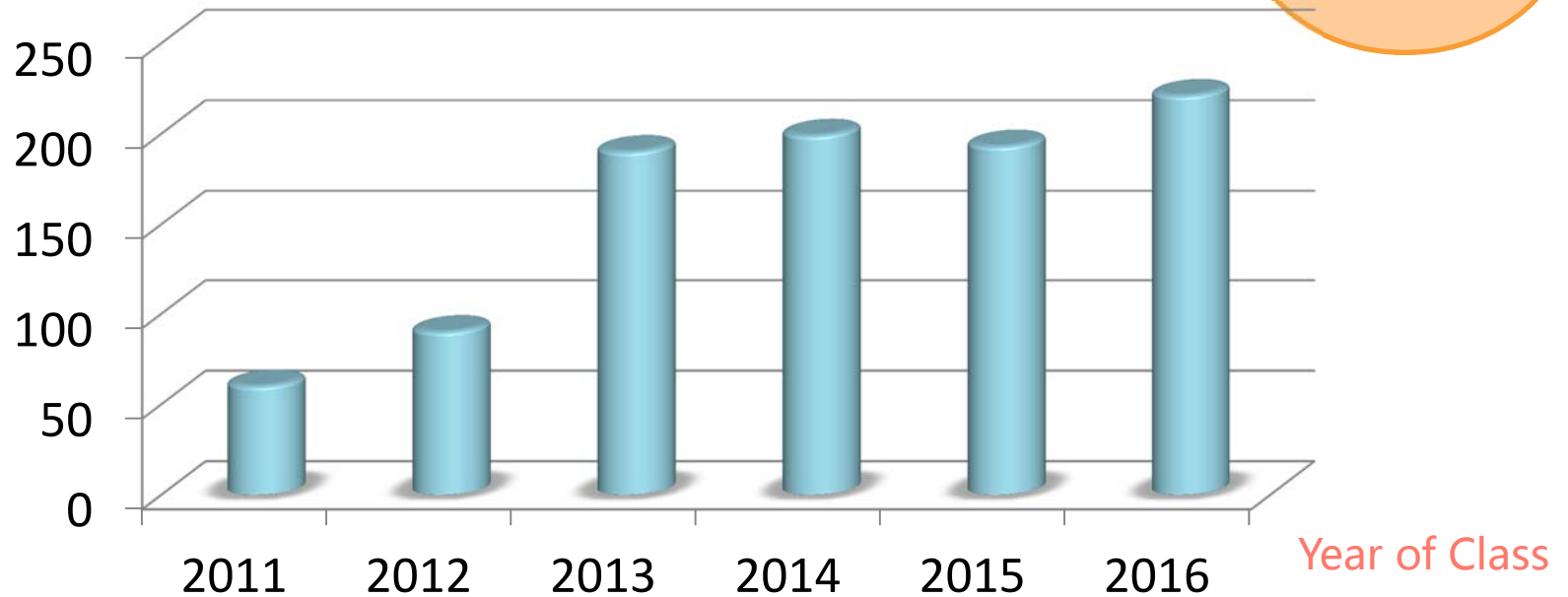
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**BNDS: The number of students looking for overseas study has been growing rapidly, and now is stable.**

**1/3  
graduating  
cohort**



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**BNDS  
College  
Counseling  
Center(BNDS  
CCC)**

Started in

2010

80-90%

Working with us

# of  
counselors

2010-  
15

College  
visits/year

2.5-8

200

Curriculum  
types

Total counselees

800

4



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What BNDS does with:



1

Transcripts

2

References

3

Applications

4

Essay writing

5

Advocacy



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# Gaokao Reform: 2017

- The Gaokao Day: Chinese and Math
  - English: twice/year, taking the highest
  - The other 6 or more subjects: Huikao Level and Gaokao Level (HL & GL)
  - Gaokao final score: CH+MA+EN+ 3 GL from the other six
- will we have more?**



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# Gaokao Reform: 2017

- National-Standardized Test Paper: more places
- No National/Social Science Track
- Paralleled College Application List
- 2017: first experiment in Shanghai and Zhejiang (confirmed) ;Beijing: might have the change from 2018
  - Chinese Universities' admissions: more comprehensive/holistic



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# International Programs: Policy Change

- Textbooks: investigated and proved by government.
- National mandatory courses
- International employees' qualifications: more detailed and demanding requirements
- Public schools separate int'l divisions from main campus
- Students without Hukou(residential card) : not allowed to study in local public high schools
- Tuition: will be cut down, similar to the cost for national curriculum students



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# Chinese High Schools

- Challenges they are facing
  - Test-oriented education system, no transcripts
  - Students are prepared for Gaokao, not any college's holistic admission review
  - No budget/personnel for college counseling
- The most urgent helps they need
  - College visits, help them understand U.S. education
  - School-based counseling service
  - Deserved reputation for doing the ethical & correct



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# Q & A



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# Thank you

Kevin M.Hostetler:

[khostetler@saonet.ucla.edu](mailto:khostetler@saonet.ucla.edu)

Percy Jiang:

[percy.bnds@gmail.com](mailto:percy.bnds@gmail.com)



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