HERE COME THE CHINESE MILLENNIALS:
RECRUITING, ADMITTING AND EDUCATING CHINESE UNDERGRADUATE STUDENTS

Region II NAFSA Conference
Park City, Utah
October 23, 2008
DAPHNE JOHNSTON
UNIVERSITY OF KANSAS

CARMEN VAREJCKA-MCGEE
UNIVERSITY OF NEBRASKA-LINCOLN

djohnston@ku.edu
(785) 864-3647
OPEN DOORS
1999-2006

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>India</td>
<td>42,337</td>
<td>54,644</td>
<td>66,836</td>
<td>74,736</td>
<td>79,736</td>
<td>80,466</td>
<td>76,503</td>
<td>83,833</td>
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<td>China</td>
<td>54,466</td>
<td>59,939</td>
<td>63,211</td>
<td>64,757</td>
<td>61,765</td>
<td>62,523</td>
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UNIVERSITY OF KANSAS
1999-2008
GRAD/UNDERGRAD
SHIFTING PROPORTIONS
# University of Kansas Grad/Undergrad Shifting Proportions

<table>
<thead>
<tr>
<th>Year</th>
<th>Grad</th>
<th>Undergrad</th>
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<tr>
<td>Fall 2008</td>
<td>47%</td>
<td>53%</td>
</tr>
<tr>
<td>Fall 2007</td>
<td>65%</td>
<td>35%</td>
</tr>
<tr>
<td>Fall 2006</td>
<td>79%</td>
<td>21%</td>
</tr>
<tr>
<td>Fall 2005</td>
<td>81%</td>
<td>19%</td>
</tr>
<tr>
<td>Fall 2004</td>
<td>83%</td>
<td>17%</td>
</tr>
<tr>
<td>Fall 2003</td>
<td>84%</td>
<td>16%</td>
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<tr>
<td>Fall 2002</td>
<td>87%</td>
<td>13%</td>
</tr>
<tr>
<td>Fall 2001</td>
<td>91%</td>
<td>9%</td>
</tr>
<tr>
<td>Fall 2000</td>
<td>90%</td>
<td>10%</td>
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# Open Doors Shifting Proportions

<table>
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<th>Year</th>
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<th>Undergrad</th>
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<tbody>
<tr>
<td>2006</td>
<td>71%</td>
<td>15%</td>
</tr>
<tr>
<td>2005</td>
<td>76%</td>
<td>15%</td>
</tr>
<tr>
<td>2004</td>
<td>79%</td>
<td>13%</td>
</tr>
<tr>
<td>2003</td>
<td>82%</td>
<td>13%</td>
</tr>
<tr>
<td>2002</td>
<td>81%</td>
<td>15%</td>
</tr>
<tr>
<td>2001</td>
<td>80%</td>
<td>14%</td>
</tr>
<tr>
<td>2000</td>
<td>80%</td>
<td>14%</td>
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</tbody>
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KU CHINESE STUDENTS
<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Grad</th>
<th>Undergrad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 08</td>
<td>428</td>
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<td>228</td>
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<td>Fall 07</td>
<td>260</td>
<td>170</td>
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<td>Fall 06</td>
<td>190</td>
<td>150</td>
<td>40</td>
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<tr>
<td>Fall 05</td>
<td>189</td>
<td>154</td>
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<td>176</td>
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<td>Fall 02</td>
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<td>147</td>
<td>21</td>
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<tr>
<td>Fall 01</td>
<td>173</td>
<td>158</td>
<td>15</td>
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<tr>
<td>Fall 00</td>
<td>153</td>
<td>138</td>
<td>15</td>
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</tbody>
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FALL 2008
Chinese Student Scholars & Friendship Association (CSSFA)

WE ARE BACK

First meeting
Sept 21, 2008 4:00pm
Refreshments provided
@ McCook Rm, 3rd Floor
Burge Union

For more information
please contact us:
CSSFA
kucssfa@gmail.com

第一次聚会
时间：九月二十一日
下午四点
地点：McCork Rm, 3rd Floor
Burge Union

欲知详情
请发邮件至
堪撒斯大学中国学生会
kucssfa@gmail.com
FACTORS CONTRIBUTING TO INCREASING CHINESE UNDERGRADS
FACTORS CONTRIBUTING TO INCREASING CHINESE UNDERGRADS

- ECONOMICS
- ONE CHILD POLICY
- CHINESE EDUCATIONAL SYSTEM
- US EDUCATIONAL SYSTEM
- US VISA POLICY
- SEEKING OPPORTUNITY
- LONGSTANDING VALUES
ECONOMICS
ECONOMICS

- Economy is booming.
- Many families now have means or willingly make sacrifices.
- A high priority on education.
- Young people hold the keys to both family’s & nation’s economic success & security.
- More consumer items, once considered luxuries, are now available & desired.
- Parents are encouraged and expected to cater to their children’s opportunities and good life.
ONE CHILD POLICY

- Proposed in 1979 & enacted in China in 1982, to reduce the press of population on resources, this policy has had remarkable results, reshaping the traditional Chinese family and restructuring the typical parent-child relationship.

- There are roughly 300 million adults in China under age 30.

- By 2015, the number of Chinese adults under 30 is expected to increase 61%.

- This increase will equal over 500 million--equivalent to the entire population of the European Union.
ECONOMICS COUPLED WITH THE SINGLE CHILD
ECONOMICS COUPLED WITH THE SINGLE CHILD

There is an interplay between economics and policy that is playing itself out on a global area; one we are witnessing in our admissions offices and on our campuses.

We are witnessing the movement of a demographic cohort that serves as a bridge between the formerly closed China of the Mao years and the globalized economic powerhouse that China is becoming.
HIGHER EDUCATION
Chinese Universities

- highly competitive
- limited seating
- students’ future is determined by single test

US Universities

- abundant & a variety of choices
- wide range of options
- by comparison, admission is often quite open
OPPORTUNITY

- US Visa Policy
- America: the Golden Mountain 金山
- The Sea Turtles come home
- Changing identities
- China: an emerging world power
VALUES TO LIVE BY
VALUES TO LIVE BY

- mastery of knowledge
- goal of self perfection
- perserverance
- hard work
- diligence
- harmony in relationships
- ambition
- success
- self-reliance
- individual responsibility
- filial duty & piety
- loyalty
NOT ALL MILLENNIALS HAVE THE SAME OPPORTUNITIES
NOT ALL MILLENNIALS HAVE THE SAME OPPORTUNITIES
VISITING CHINA, WORKING WITH AGENTS & ALUMNI
VISITING CHINA, WORKING WITH AGENTS & ALUMNI
VARIETY OF EDUCATIONAL BACKGROUND & EXPERIENCE
VARIETY OF EDUCATIONAL BACKGROUND & EXPERIENCE

- Regional & Provincial variations
- Urban-Rural differences
- Public-private schools
- Selective or open admission
- International Schools & IB programs
EDUCATIONAL LADDER
Education System of China*

ADMISSION CRITERIA

- A variety of high schools & curriculum
- "Gao Kao" results or not?
- What academic records are needed?
- What test or exam scores required?
- Essays & recommendations?
TO BE A MILLENNIAL
BORN BETWEEN 1980-1995
MORE BROADLY 1976-2001
TO BE A MILLENNIAL
BORN BETWEEN 1980-1995
MORE BROADLY 1976-2001

- optimistic
- nurtured
- confident
- self-centered
- easily bored
- team oriented
- tech savvy
- multi taskers
- worldly
- celebrate diversity
- friends = family
- entitled
- like structure
- need feedback
- don’t like criticism
- cannot be harsh
- cannot disappoint
- re-writing the rules
GENERATIONAL DIFFERENCES OF PARENTS
GENERATIONAL DIFFERENCES OF PARENTS

- **China’s Lost Generation**
  - grew up during or shortly after Cultural Revolution
  - limited or interrupted educational opportunities
  - learned through hardship to survive

- **America’s Baby Boomers**
  - born after WWII
  - grew up in most affluent period of US history
  - multitude of affordable & various educational opportunities
CHINESE MILLENNIALS
CHINESE MILLENNIALS
“THE LITTLE EMPORERS”
Chinese teachers’ concerns:

- pushed to perform & achieve
- spoiled by families
- self-centered
- lack discipline
- question authority
- child is “in charge”
SHOWING PATRIOTISM & DEFENDING CHINESE POLICY ON THE KU CAMPUS
MEETING THEIR NEEDS ON OUR CAMPUSES
MEETING THEIR NEEDS ON OUR CAMPUSES

Communication
Arrival
Transition

Academic
Social-Emotional
Cultural
MEETING THEIR NEEDS ON OUR CAMPUSSES
American higher education has a history of adapting to meet the changes and challenges our students present.

Likewise, meeting our Chinese millennials’ needs may require that we challenge our established assumptions, policies and procedures.
谁能英雄注定要孤独？
来KU中国城吧！
时间：10月16日，周四，4:00~11:00 pm
地点：Stouffer Pl ace Community center @ Building 18, apartment 5 & 6
（in front of KU child care center）
请将姓名及人数 email至 kucsta@gmail.com
并准备两样小点心与大家分享
PS: 提供厨房，炊具及调料
An Invitation for Heroes
An Invitation for Heroes

To gather in the alliance of the "Peach Tree Garden" tradition,
An Invitation for Heroes

To gather in the alliance of the "Peach Tree Garden" tradition,

To compete as Mah Jong fighters,
An Invitation for Heroes

To gather in the alliance of the "Peach Tree Garden" tradition,

To compete as Mah Jong fighters,

To debate/discuss global issues.
An Invitation for Heroes

To gather in the alliance of the "Peach Tree Garden" tradition,

To compete as Mah Jong fighters,

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Who Said a Hero has to be lonely?
An Invitation for Heroes

To gather in the alliance of the "Peach Tree Garden" tradition,

To compete as Mah Jong fighters,

To debate/discuss global issues.

Who Said a Hero has to be lonely?

Come to KU's Chinatown Pot Luck.
MEETING THEIR NEEDS ON OUR CAMPUSES
MEETING THEIR NEEDS ON OUR CAMPUSES

- Be prepared to provide more transitional services for new students.
- Offer educational sessions for university faculty & staff.
- Hold individual interviews or focus groups to elicit student thoughts & feelings about their experience on campus.
- Work closely with nationality group leaders & advisors.
- Engage the involvement of Chinese faculty, staff, graduate students.
SOME MIND SETS TO RECONSIDER
“If students choose to come to the USA to study; they need to adapt to the way we do things here.”

“Why should we provide special services for one group of students?”
谁说英雄注定要孤独？
来KU中国城吧！
时间：10月16日，周日，4:00 - 11:00 pm
地点：Stouffer Place Community center @ Building 18, apartment 5&6
（in front of KU child care center）
请将姓名及人数email至kucssfa@gmail.com
并准备一两样小菜或点心与大家分享
PS. 提供厨房、炊具及调料
AN INVITATION TO HEROES
Bibliography


