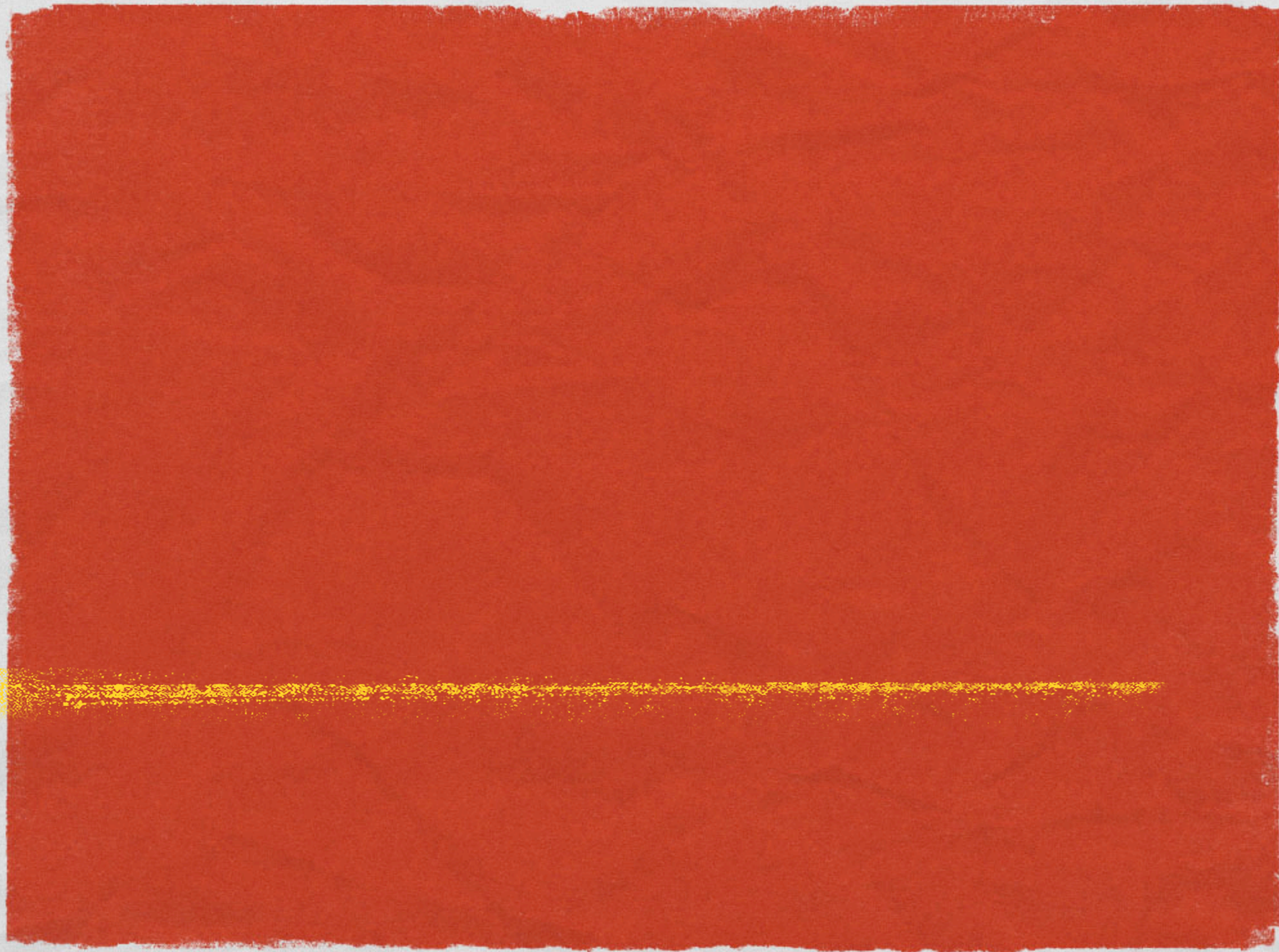


HERE COME THE CHINESE MILLENNIALS:

**RECRUITING, ADMITTING AND EDUCATING CHINESE
UNDERGRADUATE STUDENTS**

Region II NAFSA Conference
Park City, Utah
October 23, 2008

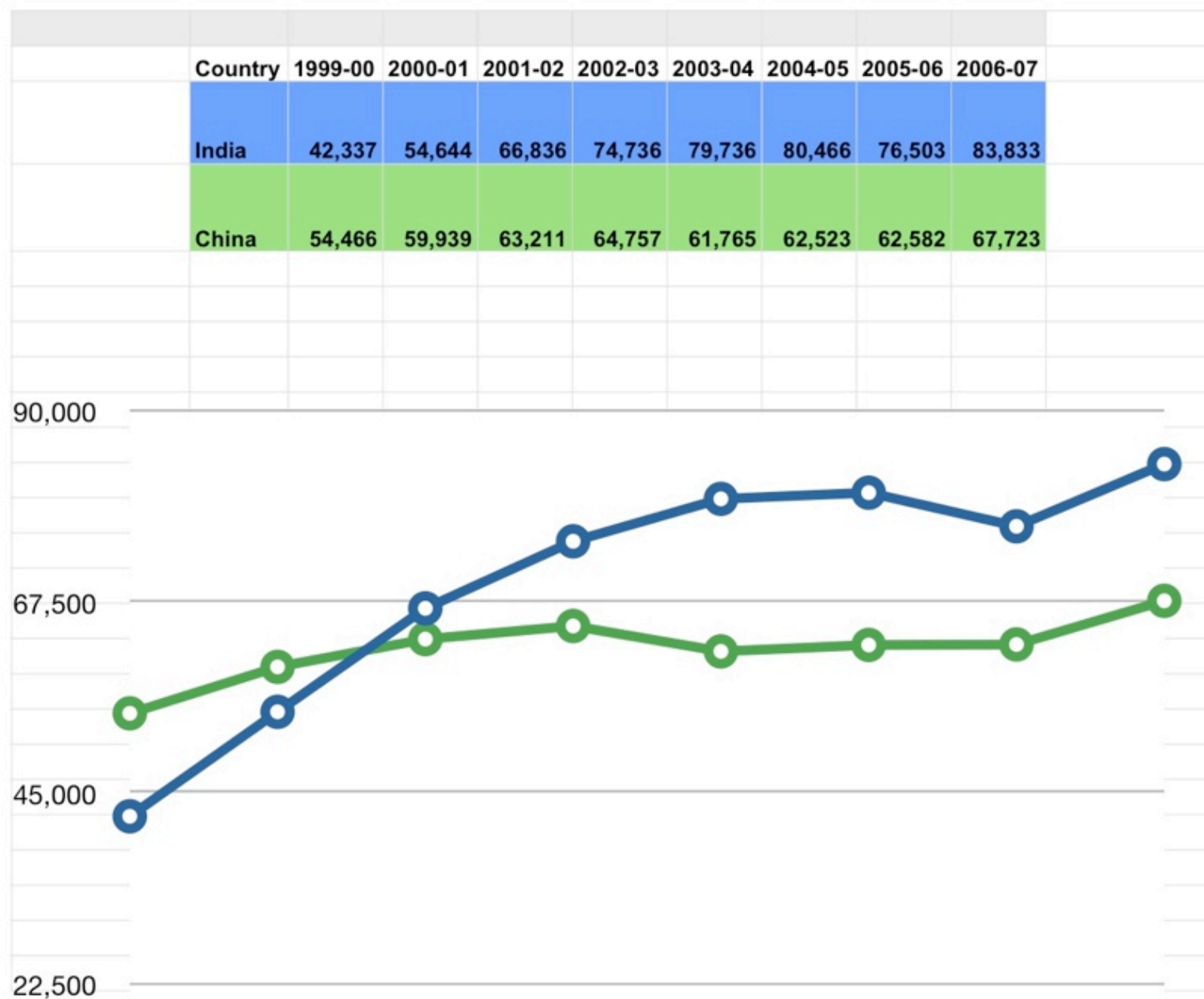


DAPHNE JOHNSTON
UNIVERSITY OF KANSAS

CARMEN VAREJCKA-MCGEE
UNIVERSITY OF NEBRASKA-LINCOLN

djohnston@ku.edu
(785) 864-3647

OPEN DOORS 1999-2006

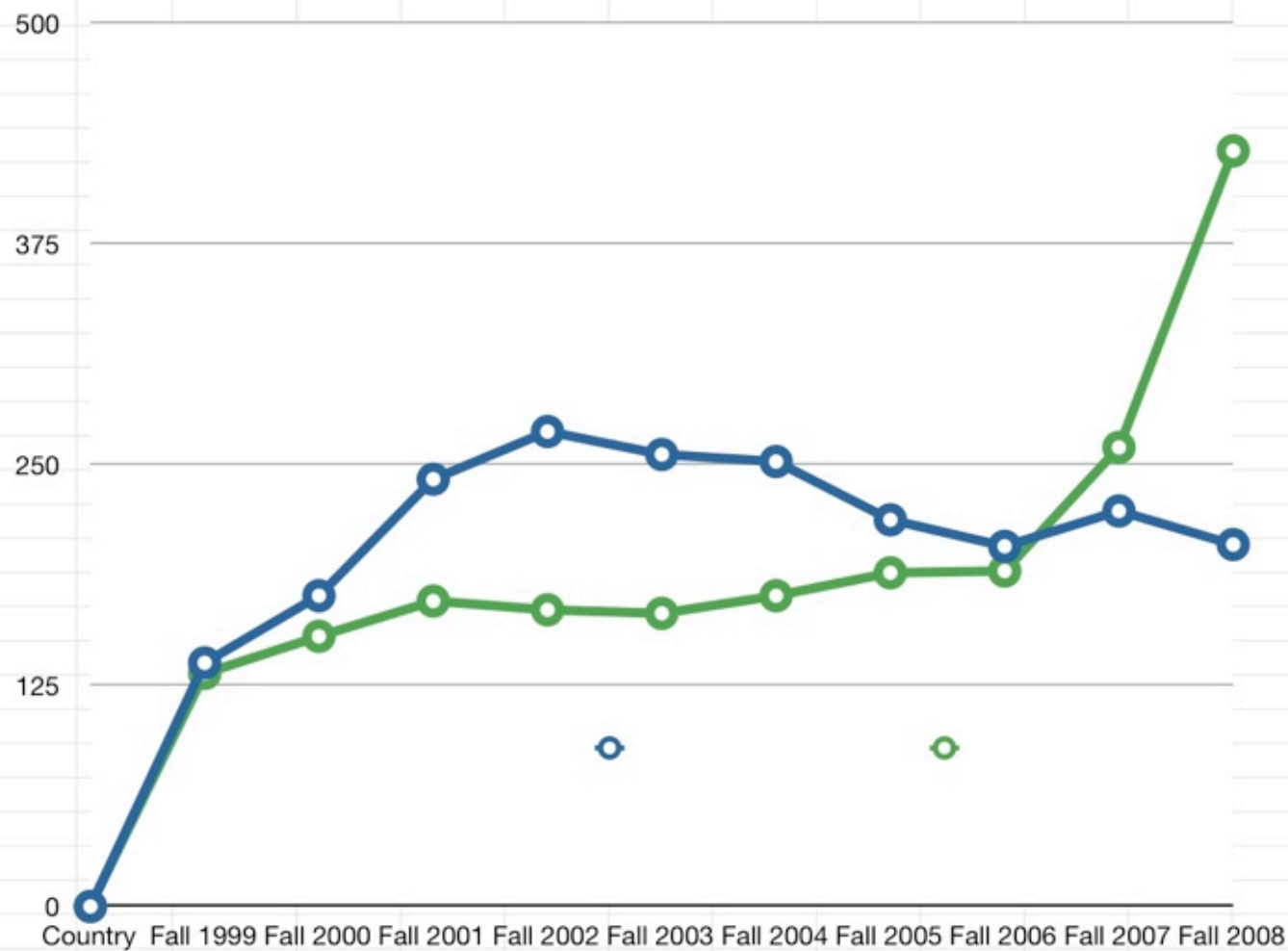


UNIVERSITY OF KANSAS

1999-2008

| Country | Fall 1999 | Fall 2000 | Fall 2001 | Fall 2002 | Fall 2003 | Fall 2004 | Fall 2005 | Fall 2006 | Fall 2007 | Fall 2008 |
|---------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| India | 138 | 176 | 242 | 269 | 256 | 252 | 219 | 204 | 224 | 205 |
| China | 132 | 153 | 173 | 168 | 166 | 176 | 189 | 190 | 260 | 428 |

Chart 3



GRAD/UNDERGRAD SHIFTING PROPORTIONS

GRAD/UNDERGRAD SHIFTING PROPORTIONS

UNIVERSITY OF KANSAS

| Year | Grad | Undergrad |
|------|------|-----------|
|------|------|-----------|

| | | |
|-----------|-----|-----|
| Fall 2008 | 47% | 53% |
|-----------|-----|-----|

| | | |
|-----------|-----|-----|
| Fall 2007 | 65% | 35% |
|-----------|-----|-----|

| | | |
|-----------|-----|-----|
| Fall 2006 | 79% | 21% |
|-----------|-----|-----|

| | | |
|-----------|-----|-----|
| Fall 2005 | 81% | 19% |
|-----------|-----|-----|

| | | |
|-----------|-----|-----|
| Fall 2004 | 83% | 17% |
|-----------|-----|-----|

| | | |
|-----------|-----|-----|
| Fall 2003 | 84% | 16% |
|-----------|-----|-----|

| | | |
|-----------|-----|-----|
| Fall 2002 | 87% | 13% |
|-----------|-----|-----|

| | | |
|-----------|-----|----|
| Fall 2001 | 91% | 9% |
|-----------|-----|----|

| | | |
|-----------|-----|-----|
| Fall 2000 | 90% | 10% |
|-----------|-----|-----|

OPEN DOORS

| Year | Grad | Undergrad |
|------|------|-----------|
|------|------|-----------|

| | | |
|------|-----|-----|
| 2006 | 71% | 15% |
|------|-----|-----|

| | | |
|------|-----|-----|
| 2005 | 76% | 15% |
|------|-----|-----|

| | | |
|------|-----|-----|
| 2004 | 79% | 13% |
|------|-----|-----|

| | | |
|------|-----|-----|
| 2003 | 82% | 13% |
|------|-----|-----|

| | | |
|------|-----|-----|
| 2002 | 81% | 15% |
|------|-----|-----|

| | | |
|------|-----|-----|
| 2001 | 80% | 14% |
|------|-----|-----|

| | | |
|------|-----|-----|
| 2000 | 80% | 14% |
|------|-----|-----|

KU CHINESE STUDENTS

KU CHINESE STUDENTS

| Year | Total | Grad | Undergrad |
|---------|-------|------|-----------|
| Fall 08 | 428 | 200 | 228 |
| Fall 07 | 260 | 170 | 90 |
| Fall 06 | 190 | 150 | 40 |
| Fall 05 | 189 | 154 | 35 |
| Fall 04 | 176 | 146 | 30 |
| Fall 03 | 166 | 140 | 26 |
| Fall 02 | 168 | 147 | 21 |
| Fall 01 | 173 | 158 | 15 |
| Fall 00 | 153 | 138 | 15 |

FALL 2008

FALL 2008

Chinese Student Scholars & Friendship Association (CSSFA)

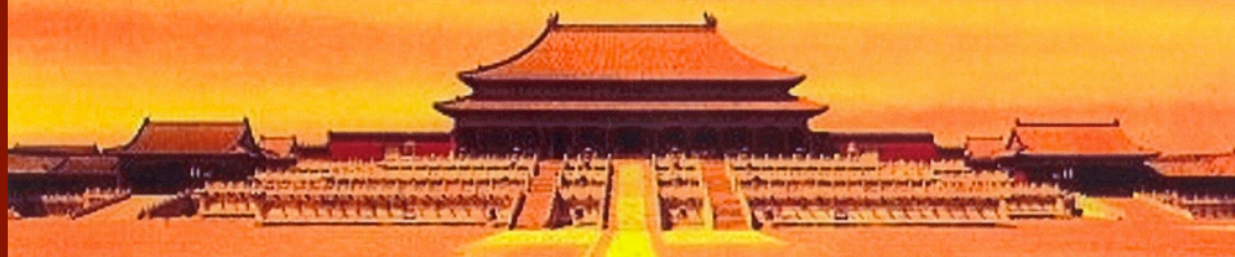
WE ARE BACK

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

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

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

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

ONE CHILD POLICY

- Proposed in 1979 & enacted in China in 1982, to reduce the pressure 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

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



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 responsibilty
- filial duty & piety
- loyalty

The image features a solid red background with a fine, grainy texture. A horizontal band of gold or yellow pigment is applied across the middle, showing a similar grainy texture. The text 'CHINA TODAY' is positioned at the bottom in a bold, yellow, sans-serif font.

CHINA TODAY



CHINA TODAY

**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



RECRUITMENT FAIRS

RECRUITMENT FAIRS



VARIETY OF EDUCATIONAL BACKGROUND & EXPERIENCE

VARIETY OF EDUCATIONAL BACKGROUND & EXPERIENCE

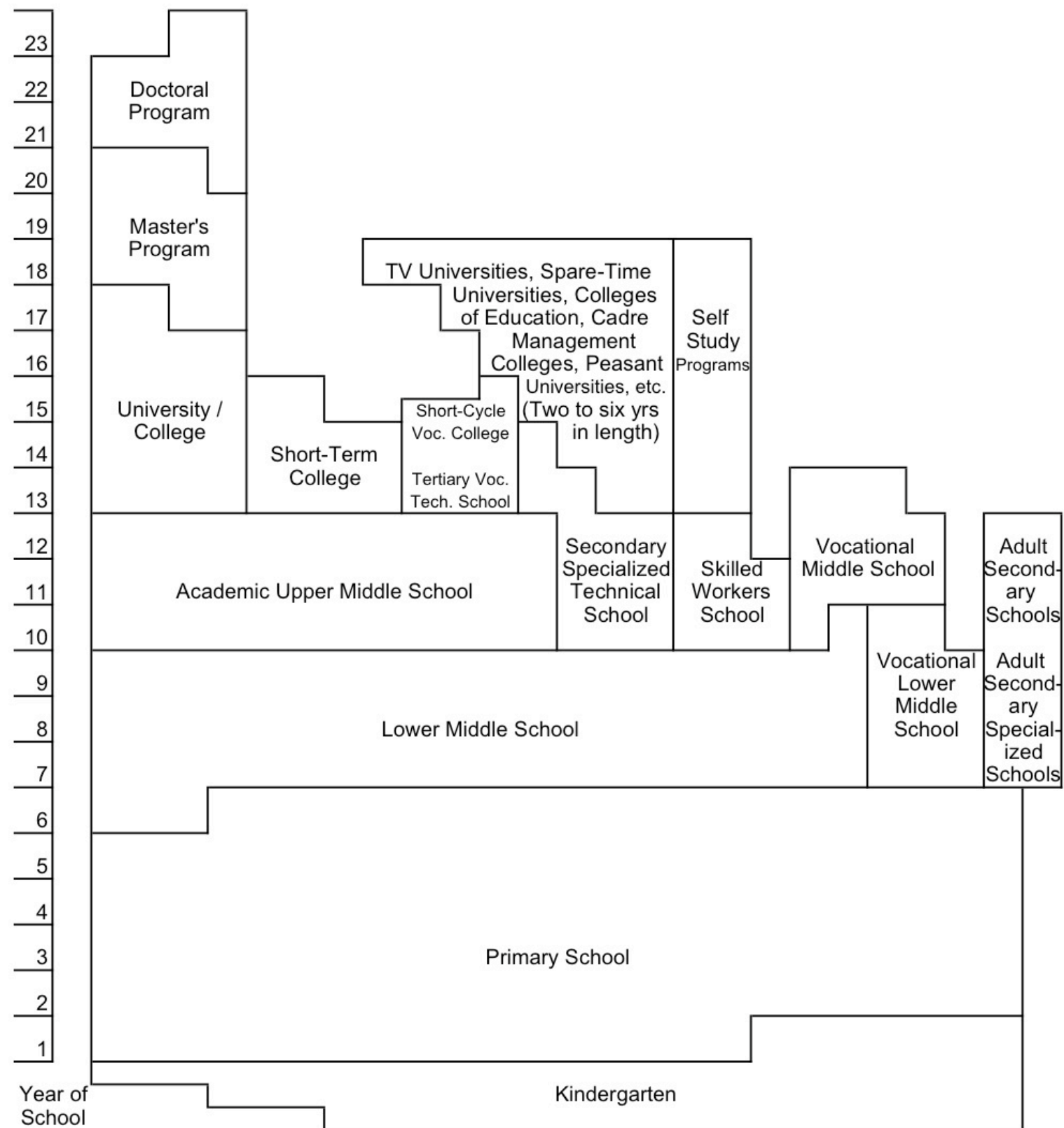
- Regional & Provincial variations
- Urban-Rural differences
- Public-private schools
- Selective or open admission
- International Schools & IB programs



EDUCATIONAL LADDER

A thick, horizontal, textured yellow line that spans the width of the page, positioned below the title. It has a rough, hand-painted appearance with some darker and lighter yellow areas.

Education System of China*



* PIER World Education Series: The People's Republic of China Workshop Report, 2000.

ADMISSION CRITERIA

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

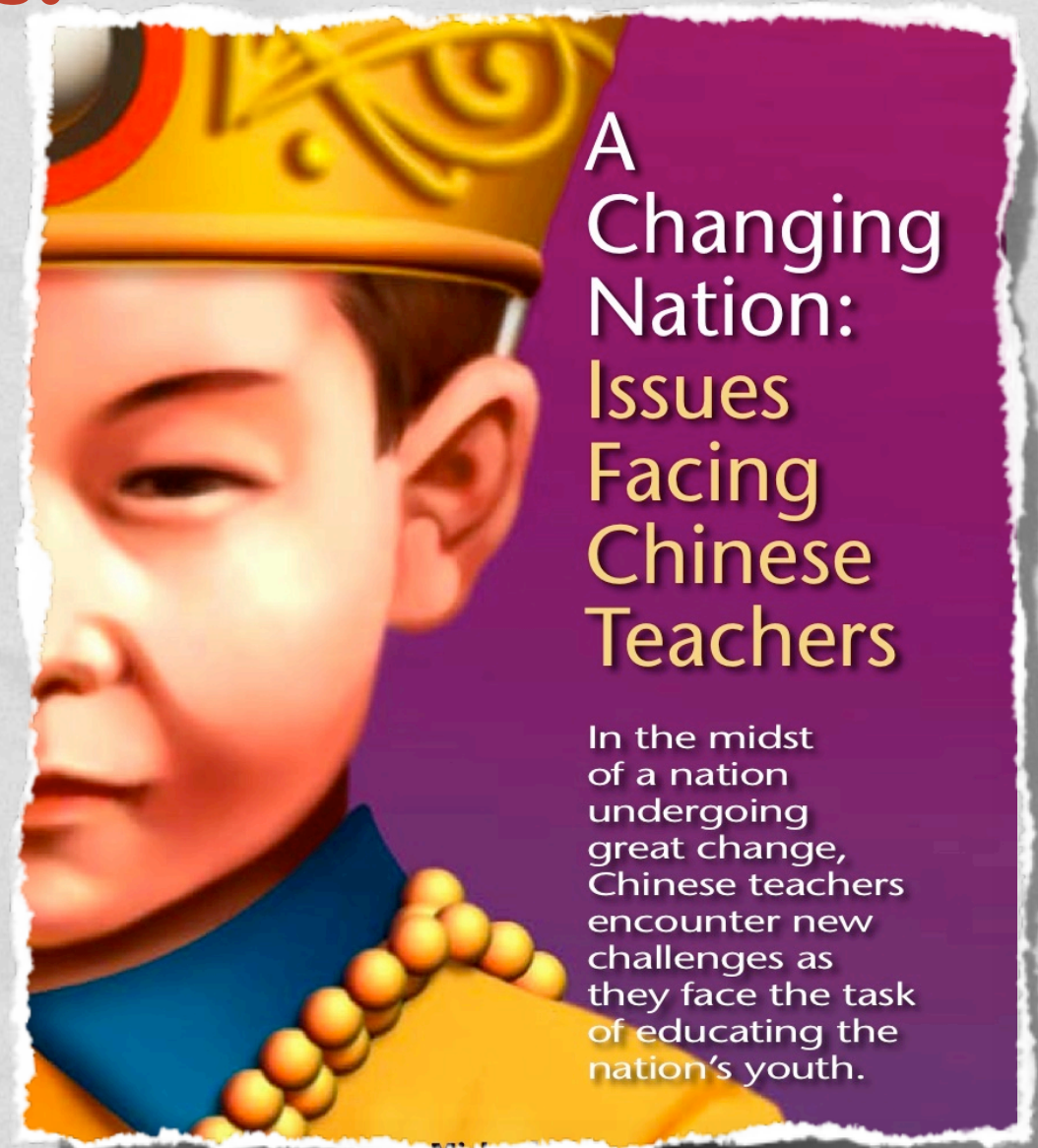


“THE LITTLE EMPORERS”

“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

Academic

Arrival

Social-Emotional

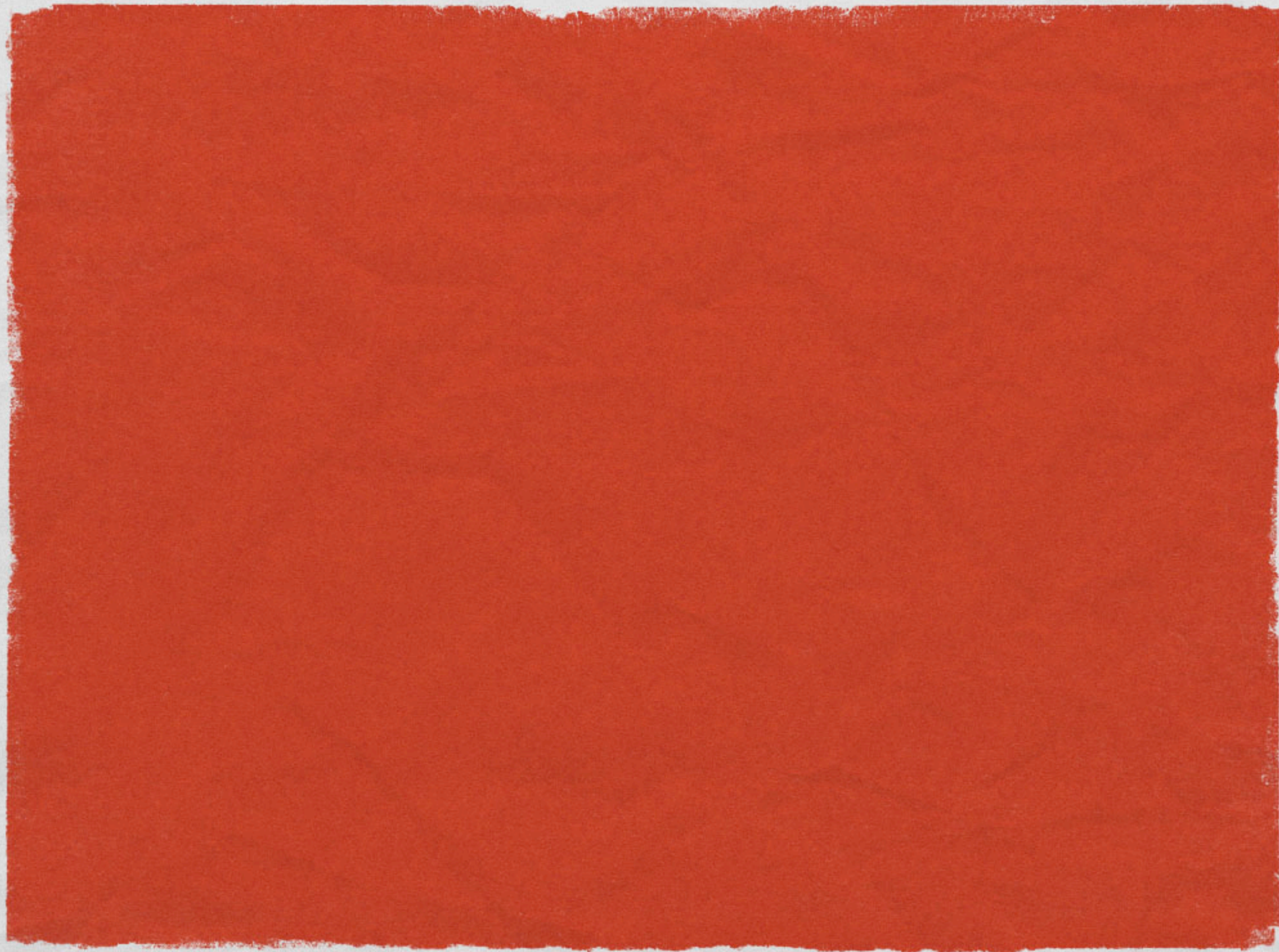
Transition

Cultural

MEETING THEIR NEEDS ON OUR CAMPUSES

MEETING THEIR NEEDS ON OUR CAMPUSES

- 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.



英雄帖

来此桃园结义

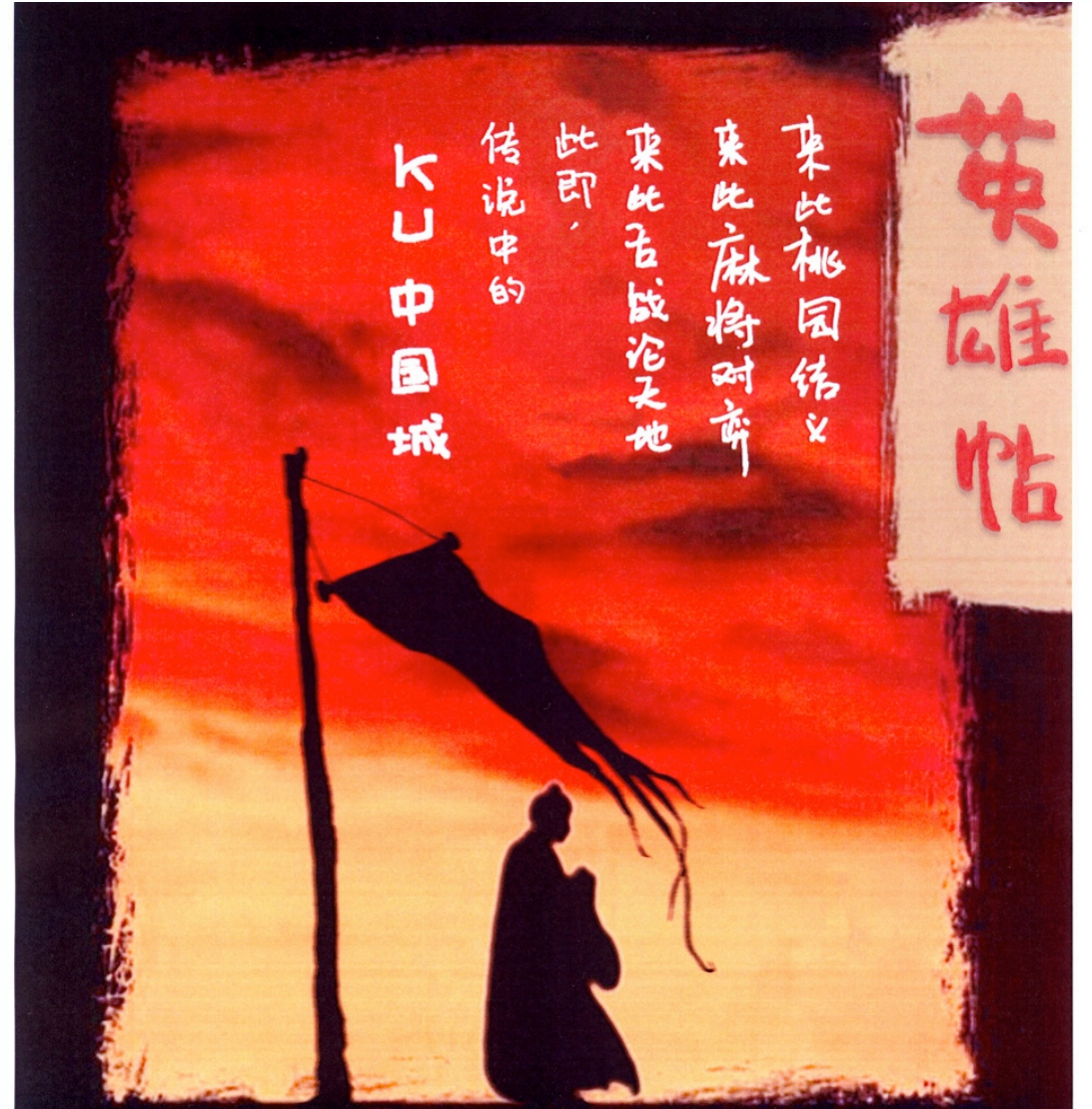
来此麻将对弈

来此舌战论天地

此即

传说中的

KU中国城



谁说英雄注定要孤独?

来KU中国城吧!

时间: 10月16日, 周四, 4:00~11:00 pm

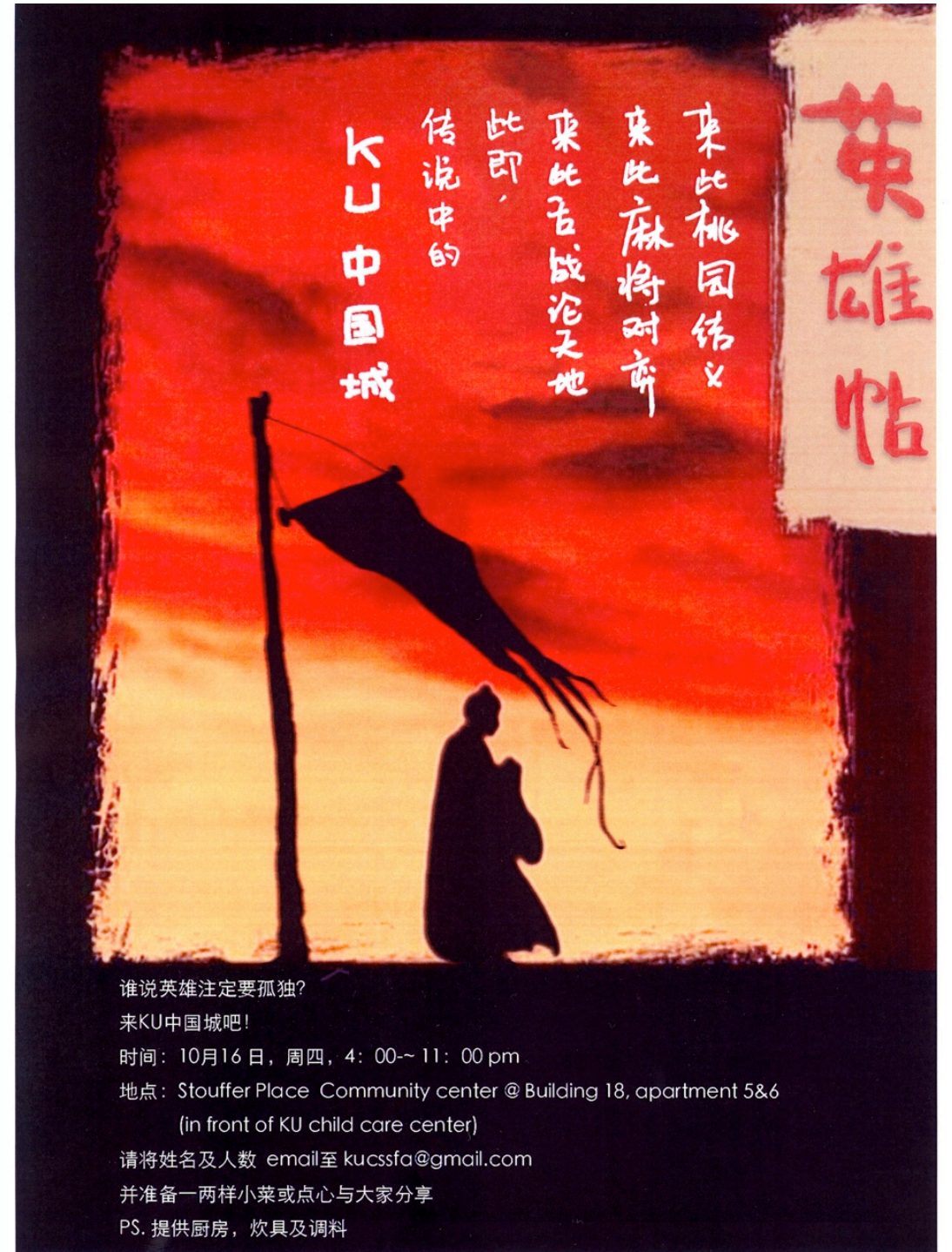
地点: Stouffer Place Community center @ Building 18, apartment 5&6
(in front of KU child care center)

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 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,

To debate/discuss global issues.

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

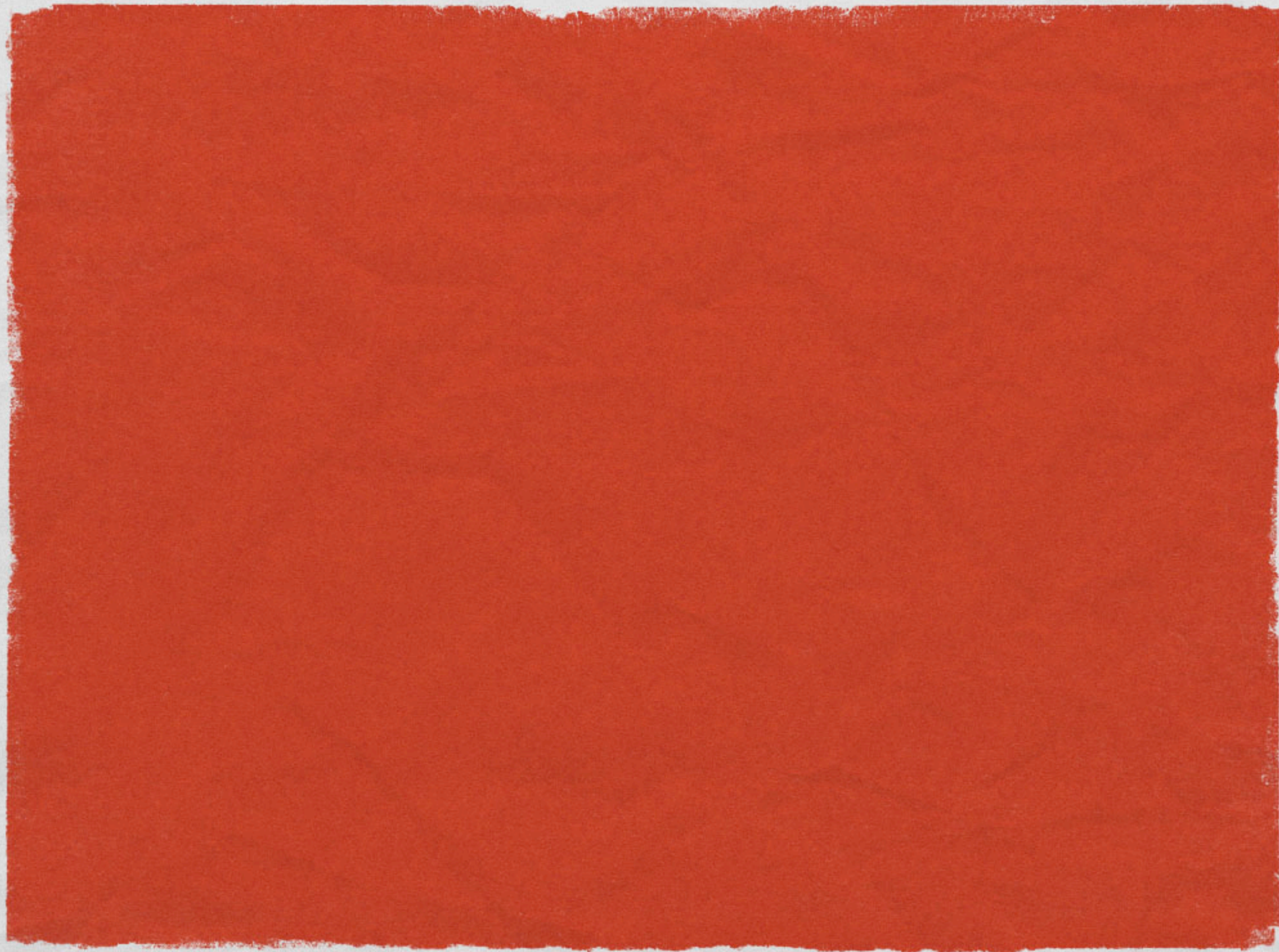
- Be prepared to provide more transitional services for new students.
- Offer educational sessions for university faculty & staff.
- Hold individual interviews or focus groups to elicit student thoughts & feelings about their experience on campus
- Work closely with nationality group leaders & advisors.
- Engage the involvement of Chinese faculty, staff, graduate students.

SOME MIND SETS TO RECONSIDER

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?”





AN INVITATION TO HEROES



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