U.S Consortium-based Gaokao Recruitment in China

Andrew Chen, CEO, WholeRen Group LLC
About Me

Andrew Chen

A writer,
A student success coach for students.
Ability: can work with over-achieving Tiger moms.
WholeRen Group

WholeRen Education Consulting
no commission

American Homestay Services (CSIET certified)

JobUpper

ReadyAI

WholeRen (AIRC certified)

10 years, founded and based in Pittsburgh PA

5 Service areas in the U.S., 3 centers in China
Comprehensive team and tools: marketing, sales, service, tutoring, career advisor, 24x7 support, service apps, payment

All professional services provided in the U.S.

Only work with Chinese clients.
Topics to be covered

00: The Gaokao Exam: what is it and how could it be used to assess academic background

01: Institutional Push to Recruit Internationally

02: Consortium Development & Goals

03: The Project: Plan, Initial Challenges, Modifications and Evolution, Take Aways
Gao Kao: Evaluation/Admission

Characteristics of the

Administration
- Fair
- Tested
- 41 years
- One test
- No repetition
- No cheating

Academic
- Comprehensive - all 6 subjects
- Systematic
- Rigor
- Well-prepared
- Attitude - full student efforts

Admission
- High resolution - 750 / 10.4M
- Extremely effective
- One score only
- “Perfect” Bell Curve

Results
- Highly predictive
- Proven products
The Gaokao Exam

- Created in 1952
- Nine Hour exam
- Administered in early June

- 6 subjects in 2 days-3 days (depending on province)
  - All tests include standard Chinese and Mathematics, Foreign Language
    - Chinese: Command of language, analytical ability, modern literature and Classical Chinese
    - Choice in foreign language: English, French, Japanese, Russian, German, Spanish
    - Choice of concentration: Social or Natural Science
      - Social Sci: History, Poli Sci, Geography
      - Natural Sci: Physics, Bio, Chem
The Gaokao Exam

- In 2018: 9,750,000 students took the exam, for 7,909,900 available “spaces” in Chinese post-secondary schools

- In 2019, 10,310,000 students took the exam

- Multiple choice and short answer questions

- Note: English section is not comparable to SAT/ACT English

- Majority of provinces score exam out of 750 (150 each for Chinese, Math, Foreign Lang; 300 for chosen science)

- Each province establishes cut off percentile for admission into Tier 1-3 universities; approximately 10% of test takers are eligible to apply to Tier 1 universities
2019 Shanxi STEM Score

N = 175,533
Mean = 460
Std Dev. = 100
Benefits of Recruiting Gaokao Students

1. 98%
   10 Million 2019
   High resolution - Bell Curve

2. Academic subjects qualified
   VS.
   TOEFL/SAT score, Transcript qualified

3. Authenticity
   no leaks, no repetition
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Relative number of Gao Kao test-takers in last 10 years

Department of Education, China 2019
Total number of Gao Kao test-takers in China in the last 10 years
Number of Gao Kao test-takers in Beijing in the last 10 years
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</tbody>
</table>
Gaokao Reform in China

- **Pilot then implementation**
- **3 year notice**
  - No separation of STEM and humanity
  - English is offered twice
- **3 + 1 + 2, or 3+3**
  - Math, Chinese, Foreign language
  - Physics/History
  - 2 of Chemistry, Biology, Politics, Geography
- Introduce GPA during high school
- Tighten interview-based acceptance, enhance score-based acceptance
- Tighten “award” admission
- **Piloted in Zhejiang since 2017**
- Select 80 majors among 23,700 majors in 1400 colleges (Zhejiang, since 2017)
The Consortium

- WholeRen- University of New Hampshire successes in recruiting in the Chinese Gaokao pool
- Conceived idea of consortium based recruitment in December 2018
  - A means to share expenses
  - To offer students multiple options across a wide variety of schools
- Invitations extended:
  - Cal State Fresno- large public University in CA
  - Kapiolani Community College-community college in Hawaii
  - Santiago Canyon College-community college in CA
  - Western New England University- small private university in MA
  - University of North Texas - large public university in TX
The Project

Preparation for Recruitment Success:
Ample Time to Plan

Carefully constructed initial plan/timeline: Streamline the process, visit to China Gaokao Schools, School Representatives to China for Gaokao Fairs, Online Media Campaigns

Excellent collaboration with GKAC schools; full “buy in” from partners
Plan B

Chinese GK schools were not accommodating
211 schools were contacted

Gaokao Fair Schedules repeatedly delayed
Dates/location were subject to change

Plan B
Fair attendance
Online media presence/campaigns
Media conference
Project Evolution

-WEIBO (1500-53,000 Read Counts)
Website gkac.us
学生简介：

西新英格兰大学是一所四年制私立大学，位于美国马萨诸塞州斯普林菲尔德，毗邻波士顿和纽约市。西新英格兰大学为约有3700名学生。我们在商业（AACSB）、工程（ABET）和法律（ABA）方面达到最高的认证标准，并被评为《美国新闻与世界报道》列出的北部地区的“最佳大学硕士系列”，体现出我们的卓越成果。《经济学人》杂志将西新英格兰大学列为美国最具价值的36所大学之一。在独特的环境中，我们提供个性化的实习经历和多元世界的学习体验。为国家和美国学生提供卓越的教育机会。目前有11位数学教师、员工、管理员、教授和高年级学生的个性化关注。奖学金由8000美元至21000美元不等，提供给高中平均绩点不低于2.5的优秀考生。

有条件录取的申请资格及要求

二零一九年秋季，WNE计划接纳200人，2018年或2019年六月可申请2019年秋季及之后的招生。最低录取标准如下：WNE没有特殊条件，并且会决定是否有条件录取和奖学金给予优先考虑。有条件录取的条件如下：

1. 高中成绩单（GPA 2.5-4.0分）或同等分数
2. 美国高校录取办公室申请表（包含195美元不予退还的录取审理费用）

本校对符合第二节中上述条件学生提供条件录取。如需全面录取及取消条件—请查看下文第3节中的申请条件，如申请条件录取可取消条件正式文件。条件录取的申请人，须将美国高校录取办公室申请表格及录取审理费款交至：application@gauc.us，电子邮件主题行必须包含学生全名。

申请程序和要求

申请人在提交美国高校录取办公室申请表并接受条件录取后，须提交以下材料方可获得全面录取。

申请材料：

1. WNE在线申请（https://connect.wne.edu/apply/）
2. 美国高校录取办公室申请表
3. 高中成绩单
4. 高考分数（至少与正式文件相等）
5. 英语水平证明：托福不低于79分，雅思不低于5.5分，多邻国不低于54分，PTE不低于43分
6. 护照个人资料页
7. 财政支持证明文件（金额不低于20000美元—50000美元）

申请截止日期

3月1日：招生正式开始，招生名额额满后即截止招生。

注意事项及免责声明

申请人必须确认提交的所有资料真实无误，本校有权要求申请人提交相关证明文件；如申请人未能提供有关材料，本校有权拒绝申请或取消录取，所交费用和学费不予退还。本院尊重申请人的隐私，申请入提交的数据仅供入学使用。申请人提供的申请材料不退还，WNE保留拒绝申请或取消录取的权利。

注：本文内容由启德教育提供。如需了解更多信息，请访问启德教育官网www.qide.com
2019年美国高校招收中国高考学生政策发布会成功举办

2019年06月21日 22:00 新浪网 作者 媒体记者报道

6月21日，美国高校录取联盟在中美高校招生活动合作协议下，召开了2019年美国高校录取政策发布会。发布会全面展示了2019年美国高校录取政策，为中美学生及家长提供了全面的信息参考。

众所周知，美国的高等教育，目前占据着世界高校的主流。根据上海交大世界大学学术排名，世界前10名高校中，8所在美国，而美国前100名大学中50所在美国。美国的高等教育，在专业发展，独立思考，就业能力，升学指导等方面，都有独一无二的优势，吸引全世界的优质学生。
WeChat/WeiBo

Regularly Contact with leads through Wechat

On average 3-5 check ins/week
Plan C

Online seminars
Online Presence

- Target Gaokao students

- 7.5 million read count
GKAC Assets

- Gaokao Admission Consortium website gkac.us is established and running.
- Streamlined Gaokao admission process.
- WeChat and Weibo
- Gaokao Admission bulletins
- Primer for Gaokao Students (16 pages, in English and Chinese)
- China Recruitment - Gaokao or no-Gaokao?
  (https://www.wholerengroup.com/en/articles/china-recruitment-gaokao-or-no-gaokao/)
Challenges

- Despite being much more prepared, this project yielded high interest but very few applicants (total 3)

- News media conference did generate local, in China interest; not international

- Conditional Admission Offers
  - Despite ease of an initial application to receive conditional offer, parents/students did not want to spend any time away from Gaokao studies
Recommendations

Gaokao student pool is too big to be ignored.

It is important to understand Gaokao and its ongoing reform.

Educate Gaokao students about American education.

July-August time window is too limited.

Learn from Hong Kong/Australia universities.

Complex problem, one step at a time.
Open Questions

- Chinese population may be fickle when it comes to study abroad
- Is consortium ideal for recruitment in China? Financially advantageous for partners, but is this confusing for Chinese families?
- This population does raise concerns about finances
- Underpreparedness for study abroad, especially given short timeline
- Gaokao families were less educated to U.S. education
- GK schools are reluctant to open doors to Intl. institutions
- What are the next steps?
Thank you.

Andrew Chen, CEO
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andrew.chen@wholeren.com
www.wholerengroup.com
412-298-1666