

CHINA ADVISORY COUNCIL SPRING 2017 MEETING SUMMARY

March 28, 2017 | 11:00 am to 12:00 pm | Crumley Hall Conference Room

List of Attendees:

Doug Anderson, Barrett Bryant, Pinliang Dong, Jincheng Du, Su Gao, Yan Huang, Joseph Oppong, Amy Shenberger, Aleka Myre, Cathy Hu, Pieter Vermeulen, and Amanda White Bennett

I. Welcome by Amy Shenberger

- Amy Shenberger, Interim Vice Provost for International Affairs and Director of Study Abroad, welcomed everyone to the Spring 2017 meeting of UNT's China Advisory Council.

II. China Initiatives

- Amanda White Bennett, Director of Global Partnerships and Research Engagement, noted that data on UNT's China Initiatives for 2015-2016 is available on the UNT International webpage through the UNT Global Engagement Dashboard and the UNT-I Annual Report. She also mentioned that UNT-I is compiling data for the 2016-2017 academic year.
- Amanda presented information on the 2016-2017 China Venture Fund.
 - 3 out of 7 proposals were funded through the China Venture Fund and an additional 2 were funded through the Global Engagement Grant.
 - The China Venture Fund recipients were from the Colleges of Health and Public Service, Information, and Music.
- Amanda presented an overview of the China Venture Fund that noted the number of proposals, awards, total award amounts, and colleges from 2013-2014 to present.
- Amanda presented an overview of UNT's active agreements involving international objectives with China.
 - UNT has 70 active agreements of which 22 represent China Undergraduate Transfer Program agreements and 29 represent International Recruitment Agent agreements.
 - UNT partners with 37 different higher education institutions in China.
- Amanda also presented a summary of President Smatresk and the UNT College of Information's recent trip to China and collaborations with Beijing Normal University.

III. China Undergraduate Transfer Programs

- Aleka Myre, Director of Sponsored Students and Special Programs, presented information on UNT's China Undergraduate Transfer Program.
- Aleka provided an overview of the program and its establishment and described the purpose and goals along with the program's academic timeline.
- Aleka presented enrollment numbers by semester and college.
- Aleka also highlighted that the students are high academic performers with a 90% retention rate, 95% graduation rate, and average GPAs by College that range from 3.2 to 3.96.
- Aleka discussed the upcoming 2017 Graduation Ceremony for the China Undergraduate Transfer Program that will be held at Dalian Jiaotong University and where 4 UNT students will graduate.
- Aleka, along with Dr. Jincheng Du, described a new initiative with Dalian Jiaotong University to develop a 1+3 program.

IV. China Recruitment Initiatives

- Pieter Vermeulen, Director of International Recruitment, presented a map of China that highlighted UNT student enrollment by provinces.
- Pieter presented information from the 2006-2007 academic year to present on UNT's international student enrollment by top countries versus U.S. nation-wide international student enrollment and noted that UNT is below the national rate of Chinese international student enrollment.
- Pieter also presented information on UNT's marketing materials for recruitment in China, UNT's strategy for international recruitment agents in China, and UNT's participation in recruiting events in China, including select education fairs and leveraging agents to help market and host small recruitment information sessions, such as at Starbucks.
- Pieter presented information on UNT recruitment interest in different locations in China.
- Pieter presented UNT's graduate pathway initiative that is modeled on UNT's Grad Track Pathway Programs.

V. Discussion and Feedback from the China Advisory Council

- The China Advisory Council expressed interest in learning more about the UNT China Undergraduate Transfer Program.
 - The China Advisory Council noted that information about the UNT China Undergraduate Transfer Program was not widely available and recommended sharing information at UNT Chairs Academy Meeting.
 - Aleka explained that information in the past had been shared on a targeted basis, and Amy noted that a presentation on the China Undergraduate Transfer Program was given during a Provost's Dean's Council Meeting.
- The China Advisory Council also requested more information about the China Undergraduate Transfer Program's "experimental class."
 - Aleka noted that the "experimental class" model seeks increased participation from the U.S. institution, including having U.S. faculty teach at the institution in China. Aleka noted that the U.S. institutions (Northern Arizona State, Ball State, and George Mason University) that are most actively participating in the "experimental class" model are also receiving increased numbers of China Undergraduate Transfer Program students at their institutions.
- The China Advisory Council asked for clarification on how UNT engages with international recruitment agents in China.
 - Pieter explained that UNT strategically picks international agents with solid reputations who have offices/recruit in key markets. Pieter noted that UNT also works closely with agents who are personally familiar with the North Texas region and/or UNT.
- The China Advisory Council mentioned that they liked the model of having small meetings with prospective students and asked if international agents could help UNT faculty visiting China host similar sessions.
 - Pieter said that UNT's agents could help promote these types of meetings, but the UNT faculty would need to also be involved in promoting via social media and helping to organize.
- There was interest from some meeting participants in receiving additional information and guidance about establishing initiatives in China.
 - Amanda said that UNT International would follow-up to schedule individual meetings with anyone who is interested.