China Recruitment Update

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Sunrise International is a Beijing-based full-service media production studio and education company that is flexible and attuned to your needs. We are experts at providing cross-border digital services, whether it is a short promotional campaign or a comprehensive marketing solution, Sunrise has the experience and network to help deliver your message to Chinese students, parents, and schools.
中国学生意向留学国家/地区TOP10

<table>
<thead>
<tr>
<th>年份</th>
<th>国际学生人数</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018/19</td>
<td>369,548</td>
</tr>
<tr>
<td>2017/18</td>
<td>363,341</td>
</tr>
<tr>
<td>2016/17</td>
<td>350,755</td>
</tr>
<tr>
<td>2015/16</td>
<td>328,547</td>
</tr>
<tr>
<td>2014/15</td>
<td>304,040</td>
</tr>
<tr>
<td>2013/14</td>
<td>274,439</td>
</tr>
<tr>
<td>2012/13</td>
<td>235,597</td>
</tr>
<tr>
<td>2011/12</td>
<td>194,029</td>
</tr>
<tr>
<td>2010/11</td>
<td>157,558</td>
</tr>
<tr>
<td>2009/10</td>
<td>127,628</td>
</tr>
</tbody>
</table>
China has **174 cities** with 3 million or more people\(^2\)

In comparison, the US has **2 cities** with over 3 million people\(^3\)

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**Cities, by population**
- ● 4 mil. >
- ❌ 1 mil.-4 mil.
- ○ 0.5 mil.-1 mil.
- ○ >0.2 mil-0.5 mil.
**Tactic 1:** Diversify inside China

Smaller cities are likely to continue closing the gap with larger cities.

- Disposable income per capita in tier-1 cities
- Disposable income per capita in tier-2 cities
- Disposable income per capita in lower-tier cities

### China’s City-Tier Classification by GDP, Political Administration, and Population

<table>
<thead>
<tr>
<th>City-tier classification</th>
<th>Tier 1</th>
<th>Tier 2</th>
<th>Tier 3</th>
<th>Tier 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Political administration of the city*</td>
<td>Directly-controlled municipalities and leading provincial capital cities</td>
<td>Directly-controlled municipalities, provincial capital cities and economically important cities</td>
<td>Provincial capital cities and prefecture-level cities</td>
<td>Prefecture-level cities and county-level cities</td>
</tr>
<tr>
<td>Population</td>
<td>Over 15 million people</td>
<td>3 – 15 million people</td>
<td>150,000 to 3 million people</td>
<td>Less than 150,000 people</td>
</tr>
</tbody>
</table>

**Examples**

- Beijing
- Guangzhou
- Shanghai
- Shenzhen
- Changsha
- Chengdu
- Chongqing
- Dalian
- Hangzhou
- Nanjing
- Ningbo
- Qingdao
- Suzhou
- Tianjin
- Wuhan
- Xian
- Changde
- Chongguan
- Foshan
- Guijin
- Guyang
- Hohhot
- Lanzhou
- Lhasa
- Nanning
- Nanning
- Urumqi
- Wenzhou
- Zhuhai
- Zibo
- Chishan
- Hulin
- Linhai
- Taiyuan
- Xiangcheng
- ZaoYang

*Directly-controlled municipalities and leading provincial capital cities include Beijing, Shanghai, Tianjin, and Chongqing.*

- Tier-1 Cities
- Tier-2 Cities
- Rural Area
Distribution of Internationally Certified Schools in Mainland China in 2019

- Guangdong Province: 188
- Jiangsu Province: 131
- Beijing: 114
- Shanghai: 109
- Zhejiang Province: 88
- Shandong Province: 69
- Sichuan Province: 50
- Henan Province: 39
What is the Coronavirus?

- Coronavirus (nCoV or COVID-19) large family of viruses that cause illness ranging from the common cold to more severe diseases like SARS and MERS. The COVID-19 outbreak was identified in Wuhan, Hubei in December 2019.

- Can cause mild symptoms including a runny nose, sore throat, cough, and fever. It can be more severe for some persons and can lead to pneumonia or breathing difficulties. More rarely, the disease can be fatal. Older people, and people with pre-existing medical conditions (such as, diabetes and heart disease) appear to be more vulnerable to becoming severely ill with the virus. (Source: WHO 2/11/20)

- Spreads from infected people through coughs and sneezes.
That Sounds Much **Scarier** Than It Is

- Lethality rate not yet known, but likely well below 3%.
- Sequencing and test kits done. Vaccine in 6-12 months.
- Surgical or N95 masks are necessary for those suspected of infection and of people caring for them. WHO: “A medical mask is not required, as no evidence is available on its usefulness to protect non-sick persons.”
- Keep 1 meter distance from those with symptoms, wash hands, and cover coughs and sneezes.
- Latency period is up to 14 days is concerning, but many more die from the flu each year. And roadside accidents. And heart disease. And air pollution related illnesses.
Responses in China

- Hubei sealed.
- Limitations on gatherings
- Domestic travel: checkpoints at city borders
- Companies slowly re-opening
- Agents: no offline training activities permitted before March in Shanghai.
- School restart dates pushed back to late Feb / early March. Earliest re-start date is 2/17
Air Travel

- Cancellations from 59 airlines in 44 countries

- Mainland Chinese airlines continue to operate, and routes through Korea, Japan, Hong Kong, Thailand, and Russia are also open.

- Entry bans in Australia, New Zealand, US, Singapore, Italy, and Israel.
Recruitment Travel and In-Country Events

- Most recruitment fairs, tours, and conferences scheduled through April have been **cancelled**.
- In-person admitted receptions are challenging to host before April.
- In-country reps largely telecommuting only.
- Offline events involving Chinese universities and high schools will be challenging this spring.
Impact for Admissions and SIOs

- Entry bans: Australian universities were hit hard, with 106,000 Chinese students unable to enter Australia. Uncertainty for US.

- Study abroad in China for the summer and fall is less likely to be cancelled, but recruitment will be very challenging until the media discourse improves.

- US visa services temporarily suspended in China due to staffing issues.

- Standardized testing: February dates of GMAC, GRE, TOEFL, IELTS, civil service exam, and ACT have been cancelled. College Board has not provided an update for the popular March SAT date.

- Students who live in areas that have adopted “Stopping class, not stopping learning” have had their studies done online for at least 3 weeks. Distance learning will be more common this year among Chinese applicants, and students will be more open than ever to online programs.

- The process of getting official transcripts and letters of recommendation may take longer with schools out of session or at limited staff.
What we expect in the future

- Best case: new infections slow down to the point that more people are recovering than catching the illness each day, at some point in the next month.

- Worst case: illness becomes a worldwide seasonal illness, with travel and mobility restrictions in place until summer or until a vaccine is developed.
Recommendations on Campus

• For UK, Canada, and continental Europe: Curtailing activities on campus for those who have been in mainland for 14 days prior. Self-isolation suggested. Impacts for housing and working with faculty to allow remote class participation.

• Coordinated response with health services and ISSS. Spring break travel. Mental health. Handling of possible infection cases. Stopping racism and fear mongering.

• The crisis may affect their ability to pay tuition on time because of the economic impact.

• Donation campaigns.
Han Hong Love Charity Foundation

Founded by famous Chinese singer Han Hong, the Han Hong Love Charity Foundation focuses on relief work all across China. Their work during the novel coronavirus has been widely praised. The team has so far delivered at least five batches of supplies to Wuhan medical workers.

How to donate: www.hhax.org

Hubei Charity Federation

Hubei Charity Federation is one of two government-designated donation recipients, and has so far received more than RMB $30 million yuan in donated funds. The organization has been allocating medical supplies to hospitals and public transport stations.

How to donate: www.hbcf.org.cn

Give2Asia

Based in the San Francisco Bay Area, Give2Asia is an international nonprofit that serves as a strategic partner and ally working on the ground in more than 25 locations across the Asia Pacific.

How to donate: give2asia.org
Recommendations at a High Level

- We advocate a monthly or bi-monthly review of this highly fluid situation, and consider permissions over bans, though monitor status of consular services, airlines, and country entry policies.
- Consider extending application deadlines and waiving application fees for Chinese students, either selectively or nationwide.
- Talk with your agent partners and inter-university partners, ask how you can support them. Many are running lessons online, and there may be ways to collaborate.
- Review your test optional or test flexible policies since English assessments and US standardized testing options will be limited.
- Make sure that your virtual campus tour is modern, user-friendly, and accessible in China. Use it as much as you can!
- Talk to your credential evaluators about barriers to getting original transcripts (school openings and mailing challenges).
- Review how your financial aid office will assess students affected by the virus (Eg. offering in-state tuition).
- Share a guide on entering your country from China for admitted students. Only Singapore has banned Mainland citizens.
Localize Your Digital Presence!

- Search yourself on Chinese search engines and social media. You'll be surprised at what you find!
- Contact Us for a Web Presence Report
Students Use Local Online Tools as Much as In-School Counsellors to Learn about Colleges

On our fall 2019 undergrad recruitment tours, we surveyed more than 4,000 students at college fairs in second tier cities and received more than 2,500 responses. Students value information from in-school college counsellors and college fairs most, followed closely by Chinese online tools.
What Do You Use Most to Inform Your College Research?
Many government videos feature the front line workers, struggling but proud to help their fellow citizens and fight “the war against Corona”. “Heroes of our time” as the main theme.

Thousands of individual citizens are sharing their own videos online, ranging from the fearful to the inspiring. “Citizen Journalists” - it will be interesting to see where this trend goes long term.

Chinese Tiktok “DouYin” is Evolving Beyond Dances to Become Much More
“Current status of the outbreak: We all become cooks, doctors become soldiers, teachers become live streaming hosts, civil servants become gatekeepers, parents become invigilators... Only the children are still the same. Before they had to secretly use their phones, but now they are above board...”

“Getting up late, studying in bed, taking online classes while eating snacks. My kid says: ‘I feel like in heaven.’”

“Thanks my friend sending me masks from Guangzhou. Send blessings and hope everyone stay safe. We shall believe that Wuhan and China can defeat this virus!”

“Today my whole family was busy doing online classes. The virus has changed our life, everyone needs to adapt themselves continuously.”

“Hope that we find a solution soon and everything will be back to normal.”
WeChat Posts We Have Sent for Our Partner Universities about Coronavirus

New Jersey Institute of Technology

Case Western Reserve University

University of Oregon

Gettysburg College
Examples of University Donation Campaigns on Weibo

The University of Fribourg

Bellevue University

University of Chicago
Questions asked on Zhihu
(a Chinese knowledge platform)

- “How will the new virus impact applications for study abroad? And how should we deal with it?”

- “Six U.S. universities have announced the extension of application deadlines including St. Louis Washington University, Miami University Business School, New York University.”

- “How will the new virus impact current students abroad? How do we adapt our mindsets and deal with the racism?”
Baidu and 360 are the two most popular search engines in China. The top 10 keywords have been searched by internet users on both search engines in the past week are mostly related to the new coronavirus, current situation in Wuhan, and government officials appointment in Hubei.
Trending Articles Posted on Toutiao

Chinese Students from Cambridge University donated to Wuhan

Policy changes of universities regarding the application and enrollment of Chinese students

Embassy and universities have been supportive to Chinese students on how to deal with racism
Live Streaming Platforms Recommended

瞩目 Zhumu
Zhumu is the original software-based conference room solution for online meetings, training and technical support. The functions are similar to Zoom, but it is accessible in China.

How to use: www.zhumu.com

抖音直播 Douyin (Tik Tok)
Douyin is a trendy Chinese living streaming. More than just a video and broadcasting app, Douyin is very much interactive, which inherently makes it a social media platform.

How to use: www.Douyin.com

微开讲 VKaiJiang
VKaiJiang is a live video micro-course tool, is committed to community management for media, and building its own knowledge brand.

How to use: www.vkaijiang.com
Spring 2020 China Webcast Series

What is it?

• Each webcast series will feature up to 6 universities per session, each with 10 minutes to present. Q&A will follow. Each webcast will be broadcast in one or several school auditoria in different cities around China, with hundreds of students observing each session. Parents are also welcome to dial in and join. We coordinate these assemblies closely with counsellors, associations and school administrations.

• Students will see and hear the representatives speak. Reps will be able to use Powerpoint and/or promotional video, using a platform similar to Zoom.

• Participating universities will be able to follow up by distributing virtual interest cards and displaying your Wechat QR code, and will receive the signup information of students, counsellors and parents that opt in to hearing more from you.

• We expect that **each series will have at least 1,000 participating students**, and universities can expect to receive an opt-in **contact list of at least 100 participants**.

• Each undergraduate series will have a virtual round-table discussion for counsellors and teachers.
Leveraging Virtual Reality:

- Host VR-Supported “Virtual Visits and Info Session”
- Create VR Promotional Videos Sharing Brief Clips of Classes, Clubs, and Facilities
- Get a VR Camera (10% Discount + Free VR Stick from our Partner Insta360): [Here](#) and Download Our VR “DIY” Guide: [Here](#)
- Send us Up to 6 VR Images to Host For You for Free
- [Visit Campus 360.org](#) Or in China, [360Campus.cn](#)
A New Channel for Recruitment
Sunrise is proud to introduce the China Test Optional Initiative (CTOI), to bridge the gap between the growing test-optional policy movement in higher education with the extraordinary number of Chinese students seeking international education opportunities after taking the Gaokao or other standardized exams.

How does CTOI work?
The CTOI is a web index accessible inside Mainland China. Students browse a list of test-optional universities organized by geography and indicate their interest in learning more about that school’s application process. Once they express interest in applying to a particular university, we relay that student’s inquiry and the contact information that they choose to provide to the university that they inquire about.
Resources and Next Steps

• Fill in [this form](#) if you’d like to share any updates regarding your admissions policies on our unified page for Chinese students and counselors. Likewise, please complete the form if you would like our help in crafting a message for your Chinese social media about the crisis, a Chinese web presence review or walk you through how to make your VR tour accessible in China.

• Please feel free to [schedule a call](#) with us if you have any specific questions or need additional support.

• Review and register for our [upcoming student webcasts](#) to engage students remotely.

• You can view a [list of spring recruitment events](#) we put together with daily status updates.

• Sunrise’s 2019 [White Paper](#) on China’s digital recruitment landscape. We’ll be making a 2020 one soon.

• [IIE has emergency grants](#) for students affected.

• We’ll send out another update in a few weeks as the situation develops.
Thanks

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