

## *HOPE Updates – 2022 No.6*

*15<sup>th</sup> June 2022, Edited by: Daniel Zheng*



*4 Barbers “group-booked” to serve over 60 clients in a compound in Shanghai to welcome the lifting of lockdown*

## News and editorial from HOPE

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- *Number of postgrads rises in last decade*
- *Education firm finds fortunes via livestream*

## Shanghai and HOPE are back to the future

After almost 70 days' lockdown, Shanghai is finally back, not to the familiar past but to an uncertain future.



*People in Shanghai enjoy the fresh air in front of the Cathedral in Xujiahui area near HOPE Shanghai City Centre Office*



From 1<sup>st</sup> June, but more from 6<sup>th</sup> June after Chinese' Dragon Boat Festival, most people in Shanghai were back to office, when they found the city, their work mode and even life style have not been exactly the same as before. The city is less crowded but cleaner; There are suddenly so many Covid Test Stations on streets; people are getting used to queuing for the Covid tests once every 3 days in order to get into office buildings, super markets and any indoor shops; restaurants are now open but only take-aways are allowed; People are advised to take the working necessities with them to home every day just in case. So many changes are happening and people are wondering if they are now back to normal or to an uncertain future.



### ***Covid test stations on street in Shanghai***

Same is with study abroad business. Although our staff in Shanghai have been back to office from 6<sup>th</sup> June, the business model is not resuming its past but going to something new and “contactless”. There are endless online meetings and events; Business trips outside Shanghai and even local visits are not encouraged; Our clients are getting used to contactless counselling and signing agreement with us without meeting us in person; various offline events are postponed to an uncertain future date although people are more than ever longing for more direct communications in person. I am not sure when we can come to visit you and you can come to visit us, but let's expect some time next spring!

What is the future? How will business go? No one can offer a definite answer. However, we are confident that future is surely for those who make the full preparation. HOPE is on the way!

## HOPE staff and kids online party celebrates Children's Day and Dragon Boat Festival

From piano to violin solo, from folk song and dancing to tongue twister in local dialect, from accordion to table tennis, 14 kids of HOPE staff from 6-month-old to 12-year-old staged a wonder performance at an online party celebrating the International Children's Day and Chinese Dragon Boat Festival on 2<sup>nd</sup> June.



*Online party for HOPE future stars*

*"little potato" posing as a flamingo*

It is a tradition that HOPE organizes celebration event in early June for staff's kids to mark these two special days. Before pandemic, the events were usually tours to theme parks or parties in resort hotels. Due to the covid, this year's event was moved online with performance, quiz and prize awarding.

The talent our HOPE future stars showed is remarkable, and that is why all staff, with or without kids, enjoyed the party and even can not wait for the event next year!

The party was highlighted by a scholarship awarding ceremony to Shirley Xue, daughter of our Deputy GM, who is currently studying LLB at Bristol University. This 1000 sterling pound HOPE Future Star Scholarship is for the kids of HOPE staff who achieve academic excellence when studying either in overseas schools or universities.

## UK partner universities tour promoted on social media

While our staff in Shanghai were kept at home for 70 days, our Senior Project Manager Dake Xu in our UK office was extremely busy with traveling across UK to visit our partner universities, from Scotland to Southampton and Exeter!

8 universities were visited in May and first half of June including UCL, University of Glasgow, Strathclyde University, Heriot Watt University, University of Edinburgh, University of Sheffield, University of Sussex, University of Southampton. Dake is to visit Loughborough London campus and University of Exeter later this month.



*Live interview on campus, Southampton    Poster for live event Uni of Glasgow*

All the video interviews with the university representatives and filmed campus tours are being edited into short video clips with sub-titles, and will be used to promote universities via our social media apart from being sent to our targeted students and Chinese partner universities.

During the visits to University of Glasgow and University of Southampton, we also initiated live interviews and Q & A session with students and parents in China via online platform. The “walking interviews” at Southampton with the academic, the international office and the student not only showed the university campus but also the university’s world leading optoelectronics lab. This trial was particularly welcomed by our students who call this “cool and fresh”!



## HOPE's international school principals' panel discussion focuses on hot topics

Cancellation of AP exams in China has been leading to a series of hot discussions on the fate of international education and international schools in China. To offer more authentic information and advice for students and parents, HOPE invited some principals and recruitment directors of our local partner international schools for two panel discussions on 25<sup>th</sup> May and 8<sup>th</sup> June.



**国际教育专家圆桌论坛**

**铿锵四人谈**

**论坛热门话题**

**话题1**  
✓ AP, IB和A Level三大考试取消的解读和对策

**话题2**  
✓ 疫情、政策、国际形势三座大山压力下的国际教育如何选择？

**话题3**  
✓ 对于申请海外名校，体制内、国际化学校和海外就读三类学生谁更有优势？

**特邀嘉宾**



**郑天慷 先生**  
科博国际教育董事长  
英领馆文教处前高级教育官员



**陈文国 先生**  
上海宏润博源学校总校长  
上中国际部创始人之一



**王胜 先生**  
上海致极学院执行院长  
青少年企业家精神教育专家



**孙引颢 先生**  
中英教育专家  
剑桥家长

**活动时间**  
2022年5月25日  
北京时间晚上 19:30

 扫码在线报名



**国际教育女性专家圆桌论坛**

**铿锵三人谈**

**论坛热门话题**

**话题1**  
✓ 目前形势下，选择国内国际学校是否还“价”有所值？  
如何做到让学生学术优秀和全面发展平衡？

**话题2**  
✓ 如何有效地从体制内学校过渡到国际学校？

**话题3**  
✓ 要培养孩子成为国际化人才，家庭教育应该如何与学校教育相辅相成？

**嘉宾介绍**



**王亚赛 女士**  
圣比斯全球校区国际合作总监  
圣比斯惠州校区执行校长



**倪晶晶 女士**  
南京汉开书院学校  
双语部主任



**陈宁安 女士**  
康桥学校昆山校区  
招办主任



**温利群 女士**  
科博国际教育  
上海分公司总经理

**主持人**  


**活动时间**  
2022年6月8日  
周三 19:00-20:30

 扫码在线报名

The first panel discussion on 25<sup>th</sup> May was joined by Principal of Shanghai Hongrunboyuan International School, Principal of Arete College, International Principal of Suzhou International Academy and Daniel Zheng, Managing Director from HOPE. The discussion mainly focused on 1) solutions to students whose AP exams have been canceled; 2) under current pandemic, government new policy and international affairs, how do Chinese families choose international education? 3) who are more in advantage in terms of applying top universities, students study in Chinese government schools, in local international schools, or those who study in overseas schools?

The panelists for the second panel discussion were all women specialists, including Principal of St Bees Academic Centre Huizhou, Director of Bilingual Division, Hankai Academy, Director of Recruitment, Kangqiao International School in Kunshan. Different from the first panel discussion, the topics covered this time more focused on the value of studying in an local international school, how to transit from Chinese education to international education, and how can school and family be complementary to each other to train students with international perspectives.

All the panelists gave professional and objective opinion to the above questions as well as sufficient confidence to the parents that international education and international schools are sustainable pathways to train the all-round talents.

The event is also a good opportunities for HOPE and local international schools to know each other so that they can work more closely and widely in the future. Currently, services HOPE offers to local international schools include university applications, teacher training, teacher recruitment, school links and extra-curricula activities.



## Vocational college collaboration demanded

With government's recent policy to enhance vocational education in China, more and more vocational colleges in China are seeking international partnership.

HOPE has been approached by several vocational colleges of high education (who provide 3-year diploma course) in east China region for 3+0, 3+1, or 3+1+1 partnership. The subjects include hotel and tourism management, electric engineering, and telecommunication. Some colleges are also seeking teachers' training opportunities as well.

If any of our partner UK institutions are interested in these potential opportunities, please get in touch with HOPE.



## Shanghai relaxes household registration policies to draw talent

By Cao Chen | chinadaily.com.cn | Updated: 2022-06-08 12:58



*Lujiazui, Shanghai's financial center, forms a perfect backdrop to the Bund area.  
[Wang Gang/For China Daily]*

Shanghai will relax its household registration permit regulation by granting them the permit, or *hukou*, to non-local students who graduate from the world's top 50 universities if they work in the city starting from July to June next year.

The move is aimed at expanding the talent pool to aid the resumption of business operations in the current wave of the COVID-19 pandemic.

According to the policy issued by the Shanghai Municipal Human Resources and Social Security Bureau on June 1, the shortlisted candidates, unlike regular candidates, will not be required to earn points based on social security payment like before to obtain the *hukou* and can settle in Shanghai with *hukou* immediately.

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In addition, fresh graduates from the world's top 100 universities can qualify for a hukou if they pay social insurance in the city for six months and have full-time jobs in the city.

Authorities will take reference from the world university rankings of Times Higher Education, US News & World Report, Quacquarelli Symonds World University Rankings, and Shanghai Ranking's Academic Ranking of World Universities, according to the policy.

The city will also offer rental reductions or exemptions, subsidy and loans, and other preferential policies for graduates from international universities who start their own business in Shanghai.

The bureau said that it will hold innovation and entrepreneurship competitions for those studying overseas this year to promote exchanges and business collaborations.



## Shanghai students begin returning to classrooms

( *CHINA DAILY* ) 2022-06-07

Around 100,000 grade 11 and 12 students from over 250 high schools in Shanghai returned to school on Monday after about three months away from campus because of the COVID-19 epidemic.

The returning Grade 12 students will prepare for the national college entrance exam, which has been postponed to early July.

Due to epidemic prevention and control requirements, students are not allowed to take public transportation to school. As such, schools have been providing private bus services. Students can also choose the weekday boarding option offered by their schools.

"I'm both excited and nervous," said Jiang Xinyi, a Grade 12 student at Shanghai No 3 Girls' Middle School. "The college entrance examination is imminent. But I will have one more month to prepare for it."

Gao Ruoyun, a Grade 11 student at Shanghai Xiangming High School, said, "We are going to have the proficiency test in mid-June, an important milestone in my high school journey."

Yuan Zheng'an, a member of the city's epidemic prevention and control leading group, said on Sunday that parents and students should cooperate with the epidemic prevention measures and regulations and carry out daily self-health monitoring.

Besides washing hands regularly, Yuan suggested students wear masks, maintain social distance and exercise regularly to stay healthy.

All schools are required to set up nucleic acid testing stations on campus and prepare a supply of epidemic prevention materials that can last at least a month, Yang Zhenfeng, deputy director of Shanghai's education commission, said in an earlier news briefing.

Authorities have required students to take an antigen test before going to school as well as a nucleic acid test before leaving school on a daily basis. Students will also need to have their body temperature measured twice a day at school.

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Grid management has been implemented on campuses, which means dividing different grades, classes and school function areas into grids to minimize the risk of infection, according to Yang.

Grade 9 students can also return to school on June 13 to prepare for their senior high school entrance exam that has been postponed to July 11 and 12.

In-person classes are optional, and students can continue preparing for the exams at home.

Students in other grades at middle and primary schools will continue with online classes until the end of this semester, according to Yang.

Shanghai Gezhi High School carried out a nucleic acid testing rehearsal on Saturday, establishing six more testing points in the playground to ensure ventilation. An epidemic prevention gift kit was presented to students returning to school by Shanghai Luwan Senior High School with prevention supplies such as masks, alcohol spray, hand sanitizer and customized surprise gift boxes.

Shanghai has reported 16 new infections outside quarantine and controlled areas since June 1 when the city started to fully bring production and daily life back to normal. The city currently has 13 medium-risk zones in six districts, the Shanghai health commission said on Monday

## China holds national college entrance exam with tailored COVID-19 countermeasures

Xinhua | Updated: 2022-06-07 16:11



*Examinees queue for temperature check before entering an exam site in Chifeng, North China's Inner Mongolia autonomous region, June 7, 2022.*

BEIJING -- China has adopted tailored measures to ensure candidates take the 2022 national college entrance exam on schedule despite the impact of the latest COVID-19 resurgences.

The exam, also known as the "gaokao," saw a record 11.93 million candidates sign up this year. Except for a postponement in Shanghai due to COVID-19, the exam kicked off Tuesday nationwide.

Apart from 330,000 ordinary exam rooms and 1.02 million proctors and relevant staff members, additional backup exam rooms, sites and personnel have been reserved for the exam, according to the Ministry of Education.



In provincial-level areas of Beijing, Liaoning and Sichuan, exam services have been provided to 12 candidates who tested positive for COVID-19 in makeshift hospitals.

Authorities have also assigned special exam rooms for 120 students in designated isolation facilities and for more than 700 students in closed-off management areas.

## Tests compel interesting answers

By LUO WANGSHU | China Daily | Updated: 2022-06-09 10:03



***Students leave an exam site after their first test in Huzhou, East China's Zhejiang province, June 7, 2022.***

The gaokao essay questions have echoed China's double reduction policy of bringing school education back to its essence of improving students' overall abilities while enhancing the quality of teaching and learning in the classroom, experts said.

A record 11.93 million students in China are sitting the national college entrance exam this week. The Chinese language was the subject of the first test, which was held on Tuesday morning.

The essay questions in the Chinese language test always attract a great deal of attention every year, making local and national headlines.

Xinhua News Agency, People's Daily and Guangming Daily, for instance, published all the essay questions from various papers.

Students took seven different papers on the Chinese language this year, which means seven sets of essay questions. There were four national papers produced by the National Education Examinations Authority of the Ministry of Education, and three local papers produced by education authorities from Beijing, Tianjin and Zhejiang province.

The questions covered classic works of literature, State affairs and common values.

One much-discussed essay question provided an excerpt from the classic of Chinese literature, A Dream of Red Mansions, and asked students to write an 800-word essay based on it.

"Classics and culture-related essay questions are becoming popular. Students have the opportunity to express a deeper understanding by analyzing the reading materials," Zeng Yiming, a Chinese language teacher from South China Normal University Affiliated High School, told Xinhua News Agency.

"The content of the excerpt is about aesthetic education. President Xi Jinping once told educators across the country to improve students' attainments in the fields of arts and humanitarianism. From this point of view, the paper emphasized five types of education — military, practical matters, morality, worldview and aesthetics — proposed by influential Chinese philosopher and educator Cai Yuanpei. It also shows the nation's view toward selecting talented young people," Tao Quyong, an associate professor from Renmin University of China's literature school, told Guangming Daily.

Another essay question asked students to write about basic, smart and lousy moves to make when playing weiqi, also known as the game Go.

China Youth Daily quoted some experts who designed this year's questions as saying that they inspired students and teachers to pursue the ability of learning and gaining knowledge instead of simply memorizing answers.

Other questions related to State affairs included the Beijing 2022 Winter Olympic Games and the 100th anniversary of the founding of the Communist Youth League of China.

A major trend in essay questions in recent years has been to closely link daily life subjects with popular political issues, said the experts. Students have more room to play if they pay attention to the development of the nation and the times, Xinhua News Agency quoted experts who produced Chinese language tests as saying.

This year's exam was the first since China carried out its double reduction policy, a combination of measures introduced last year aimed at reducing the academic burden on students from homework and extracurricular tutoring.

It was introduced by the general offices of the Communist Party of China Central Committee and the State Council in July. The policy forbids academic tutoring courses during weekends, public holidays, and the summer and winter vacations.



## Number of postgrads rises in last decade

By LUO WANGSHU | chinadaily.com.cn | Updated: 2022-06-14 14:39



Examinees

*leave a venue of the postgraduate entrance exam at Xi'an University of Technology in Xi'an, Northwest China's Shaanxi province, Dec 26, 2021. [Photo/Xinhua]*

China has not only educated more postgraduate students in the past decade, but has also improved the quality of teaching and research programs, training more capable graduates to better serve national development needs.

According to the Ministry of Education, more than 600,000 doctoral graduates and 6.5 million master graduates have been educated in the past decade,

More majors required to boost national economic and social development have also been created, including cyberspace security, integrated circuit science and engineering, and Chinese medicine, said Hong Dayong, director of the ministry's Department of Degree Management and Postgraduate Education, during an online news conference on Tuesday in Beijing.

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More doctoral programs in science, engineering, agriculture and medicine are now available, with the number increasing from 1,944 in 2012 to 2,575 today.

Some disciplines associated with philosophy and social sciences that have important cultural value, such as the study of oracle bones, have been promoted.

Postgraduate programs tailored to national strategic needs, such as public health, research of the history of the Communist Party of China, and quantum science and technology have also been established.

## Education firm finds fortunes via livestream

By CHENG SI | China Daily | Updated: 2022-06-14 07:37    

### New Oriental teachers trending online by selling in both Chinese and English

Embattled education training company New Oriental began trending on China's social media platforms recently, after its teachers started livestreaming the selling of agricultural products, books and daily necessities using both Chinese and English.

anchors on the Douyin livestream channel Dongfang Zhenxuan, meaning Oriental Select, combine useful English phrases with the selling of products, such as providing the English translation of the product and commonly used sentences. The anchors' excellent pronunciation and grammar have garnered the channel an enthusiastic fan base and attracted millions of views. The knowledgeable and oftentimes amusing approach to selling products have led to netizens posting comments such as "It's a good way to spend money where you get a product and also some extra knowledge".

The latest figures from Economic View, a financial media outlet of China News Service, show that the Dongfang Zhenxuan Douyin account had 1.57 million new followers in three days from Friday. The account has over 3.37 million followers in total. Its sales volume was 17.7 million yuan (\$2.64 million) over the same three days.

New Oriental used to be a tutoring titan in the domestic market, but faced the massive challenge of transforming its business model after authorities tightened up the management of off-campus tutoring in July, 2021.

The company's founder, Yu Minhong, said in a letter to the company's employees on June 1 that the firm has experienced great difficulty in its fiscal year of 2022, when the company's market value plummeted by 90 percent and its employees decreased to 50,000 from the previous 110,000.

"However, we've planned our new services in accordance with the government's policy. We've also set up Dongfang Zhenxuan, which has grown to be an important platform for selling produce and daily supplies," he said in the letter.

"It's quite an innovation and I am interested to see the livestreams," said Liu Minyi, a 28-year-old follower of Dongfang Zhenxuan. "I swiped the video on Douyin on Friday, in which the anchors are teaching the difference between shrimp, prawn and crayfish when selling these aquatic products. I followed them that day and watched their livestreaming show the last two nights."

She said the anchors not only teach English, but also philosophy when selling books. "They are quite knowledgeable, and it's still worthwhile to listen to their talks even if you don't buy anything."

Xiong Bingqi, director of 21st Century Education Research Institute, said in an interview with Seashell Finance, a finance media outlet of Beijing News, that he is not surprised that New Oriental went viral online as it has a strong online marketing capability. Its bilingual livestreams bring new experience to viewers.

However, he said that he has a "wait-and-see" attitude toward the future development of the company's livestreaming, as most livestream shoppers want to buy "cheap and cheerful" bargains.