



# China Gateway

*Annual Report*

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**2021**



**THE OHIO STATE UNIVERSITY**  
OFFICE OF INTERNATIONAL AFFAIRS

# Introduction

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Since June 2010, the China Gateway has served as a hub of information and resources for the Buckeye community supporting students, faculty and alumni.

In 2021, the China Gateway organized events, participated in recruitment and career fairs and partnered in developing programming to connect Ohio State with students, families, alumni and partners. Social media accounts managed by the China Gateway have 16,488 followers on WeChat and 33,425 followers on Weibo, two of the most powerful social media platforms in China.

New partnerships and programs were explored, such as the Buckeye Bridge Series in partnership with Global Education and the College of Engineering which connects alumni with students virtually to learn about global engineering career possibilities, and the virtual I-House Learning Community cultural event which allows students to discover other cultures.

The long lasting 40-year partnership with Wuhan University was renewed with senior leadership from both universities encouraging new collaborations in the areas of staff exchange, languages and environmental studies.

Looking forward, strategic recruitment for undergraduate students is underway with collaboration and support from the Office of Student Academic Success along with additional programs with various campus partners to engage students and families.

We are grateful for the support from the Buckeye community and are looking forward to another year of engagement between Ohio State and partners in China.

**PADMINI ROY-DIXON, EXECUTIVE DIRECTOR**  
GLOBAL GATEWAYS AND PARTNERSHIPS

**PHOEBE YOU, DIRECTOR**  
CHINA GATEWAY



# Students

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The China Gateway supported the recruitment of new students to Ohio State, provided resources to incoming students, promoted academic programs and identified internships for students to gain practical experiences in their future careers.

## Recruitment

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Supported Ohio State's undergraduate and graduate recruitment efforts by hosting in-person and virtual information sessions and attending college fairs, such as those hosted by American Universities China Association (AUCA).

- Hosted seven virtual information sessions with 330 students
- Visited six cities including Beijing, Shanghai, Kunshan, Suzhou, Hangzhou and Nanjing
- Attended two American Universities' China Association (AUCA) virtual graduate fairs to support the Fisher College of Business and College of Engineering with 657 students

**TOTAL: 28 events, six cities – 5,377 prospective students reached**



Held **8** in-person high school visits with **390** students



Participated in **11** college fairs with a total of **4,000** attendees

Thanks to the China Gateway for hosting the New Year Tea Chat. I was able to find a new home, meet new friends; it is very warm-hearted. I wish Ohio State a Happy New Year of the Ox!

— A parent of an autumn 2021 incoming student

## Engagement

Provided resources to and engaged with students and scholars by hosting a virtual and in-person Pre-departure Orientation (PDO), two virtual events for admitted Ohio State students and connecting students to internships and job opportunities.

- Partnered with the Offices of Student Academic Success, Student Life and International Affairs to hold one virtual and two in-person PDO sessions in Shanghai and Beijing and reached 174 people virtually and 123 students and 52 guests in person
- Hosted two virtual events in partnership with Undergraduate Admissions and the Office of Student Life for 320 students
- Collaborated with international and local employers to share internship and job opportunities to students and alumni through the China Gateway job portal
- Coordinated a series of virtual and in-person career events, workshops and employer talks in the summer and autumn
- Established a company visit with PricewaterhouseCoopers for Buckeyes in Shanghai to learn about the China job market

**TOTAL: 18+ events – 4,243 students reached**



Delivered **2** email campaigns that reached **3,800** admitted students



Organized **3** career fairs, a student career development forum and **9** employer recruitment talks with the AUCA

## Student Programs

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Created and partnered with many university departments and units to provide programming opportunities for Buckeye students, staff and alumni.

- Collaborated with the Office of International Affairs Global Engagement team to host three monthly mixers for current students to meet university staff members
- Partnered with the International House Learning Community and Global Citizens Learning Community for students to interact with alumni and learn about their international travel and cultural experiences
- Coordinated with Global Education, College of Engineering and Office of Academic Enrichment's Honors and Scholars community to organize a virtual event series connecting students with alumni who have worked in China



Hosted **2** New Year Tea Talk events for students and parents to introduce university resources and engagement with university officials

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Thanks to the China Gateway for hosting this kind of event. This is a really good opportunity for a freshman's parent to learn about this university. I also want to mention about the WeChat posts of Ohio State, they are always timely and comprehensive. I have followed many other universities as well, but Ohio State's is the best. It helps parents to understand this university well.

— A parent of a freshman student at the New Year Tea Chat

# Faculty

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The China Gateway engaged with faculty by fostering existing partnerships and facilitating new relationships.



- Organized a webinar themed “Earth Day: Green Solutions to Restore Our Earth,” with the School of Water Resources and Hydropower Engineering, Wuhan University, Environmental Science Graduate Program and National East Asian Language Resources Center
- Renewed a Memorandum of Understanding between the College of Arts and Sciences, College of Food, Agricultural, and Environmental Sciences and Wuhan University



Facilitated a virtual staff exchange between Wuhan University and Ohio State’s Office of Student Life

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The China Gateway continues to be a great partner to the Office of Student Life in promoting student success through events and activities that engage both students and their families. The Gateway team is a key contributor in both content creation and translation for our Buckeye Family Newsletter for our parents in China. In addition, our Gateway colleagues have provided critical support to Student Life in not only answering questions but also for specific events like our recent Wuhan University staff exchange and the International Student and Family Town Hall discussion. We greatly appreciate and value our continued partnerships with Phoebe You, Tina Zhan and the China Gateway team!

– Ryan W. Lovell, Associate Dean of Students, Office of Student Life

# Alumni and Friends

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One of Ohio State's most important assets are individuals who want to engage and remain connected to the university – no matter where they reside in the world. The China Gateway helps Ohio State remain connected to alumni and friends in the region.



- Assisted with the charter and launch of the Chengdu Alumni Club, the first alumni club in southwest China
- Six alumni clubs in Beijing, Hong Kong, Shanghai, Shenzhen, Chengdu and Taiwan, including four Scarlet Level clubs and one Gray Level club
- Assisted 44 alumni through 71 personal interactions
- Attended event with 13 alumni from the Moritz College of Law who received updates about Ohio State and the China Gateway



**27** events hosted by alumni clubs in China

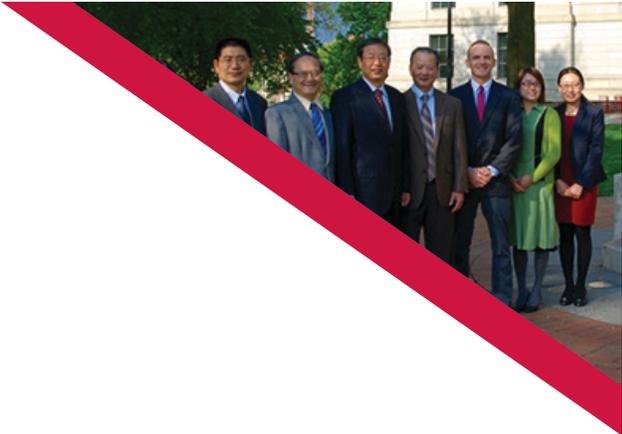
**TOTAL: Six alumni clubs,  
27 events**

As always, the China Gateway is a valued partner in our outreach efforts in China. Their hard work visiting schools, attending fairs, giving presentations, and being a resource is very much appreciated.

– **Marco Chavez**, associate director, International and Transfer Outreach and Recruitment, Undergraduate Admissions, Office of Student Academic Success

# Outreach

The China Gateway collaborates to share news and announcements together with the Office of International Affairs, Office of Student Life, Office of Parent and Family Relations, Undergraduate Admissions and First Year Experience and Office of Advancement. The China Gateway utilized various social media platforms to reach its stakeholders in the Greater China area.



Platform	Followers
	16,488
	33,425
	142
	265
	872
	3,467

# Partners

The China Gateway worked with a diverse array of partners—academic, corporate, governmental and NGOs—to connect Ohio State students, faculty and staff with these organizations. In 2020, the China Gateway developed a Business Portfolio to help potential collaborators understand how the China Gateway can connect them to opportunities within Ohio State.

## Academic Partners

China University of Political Science and Law (CUPL)

Peking University Law School

Shanghai Jiao Tong University

Wuhan University

## Non-academic Partners

Amazon

Meiyume

Bloomberg

Merck

BOE

P&G

Cisco

Philips

Continental AG

PwC AC

Ctrip

SF Technology

Deloitte

Standard Chartered Bank

GE

Taikang

HSBC

Tencent

IBM

Third Bridge

Iqvia

Unilever

Jardine

Wuxi Biologics

Mars

XJ Capital



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