

2018 CHINA GATEWAY

ANNUAL REPORT



TABLE OF CONTENTS

Overview	3
Financial Report and Analysis	4
Student Services	5
Recruitment	5
Career Services	6
Education Abroad Programs	9
Pre-Departure Orientation	10
Testimonials	10
Global Leadership Academy Grant	11
Faculty Services	13
Ohio State Delegation Visits	13
Stories of the Year	13
Testimonials	14
New Agreements and Partnerships with Chinese Universities	15
Grant Opportunities	16
Alumni Relationships and Engagement	18
Big Four Reached Scarlet Level, One to Go	18
Themed Events	18
Communication	19
Featured Project: “Smart City, Smart Mobility” Pan Asian Forum	20
Why “Smart City, Smart Mobility?”	20
Alumni Reception	20
Forum Review	21
Highlights	21
Marketing and Communication	22
Summary	24

OVERVIEW

This annual report aims to share information about the Ohio State China Gateway's key programs, events and activities in the past fiscal year.

The China Gateway continues to find success in three key areas, including faculty support, student engagement and service and alumni engagement. The office finds opportunities to expand locally and internationally and further engagement and impact in East Asia. The office has explored new initiatives such as the Smart City, Smart Mobility Pan-Asia Forum.

In fiscal year 2018, the China Gateway maintained excellent performance through interactions with alumni and services catering to new Ohio State alumni and OPT students returning to China. Despite a slight drop in international student applications to study in the United States, Chinese student enrollment at Ohio State reached a record number of 4,465. The number of alumni in the Greater China area increased by 27%, and the alumni's activity improved significantly, maintaining the highest profile among all Ohio State international clubs.

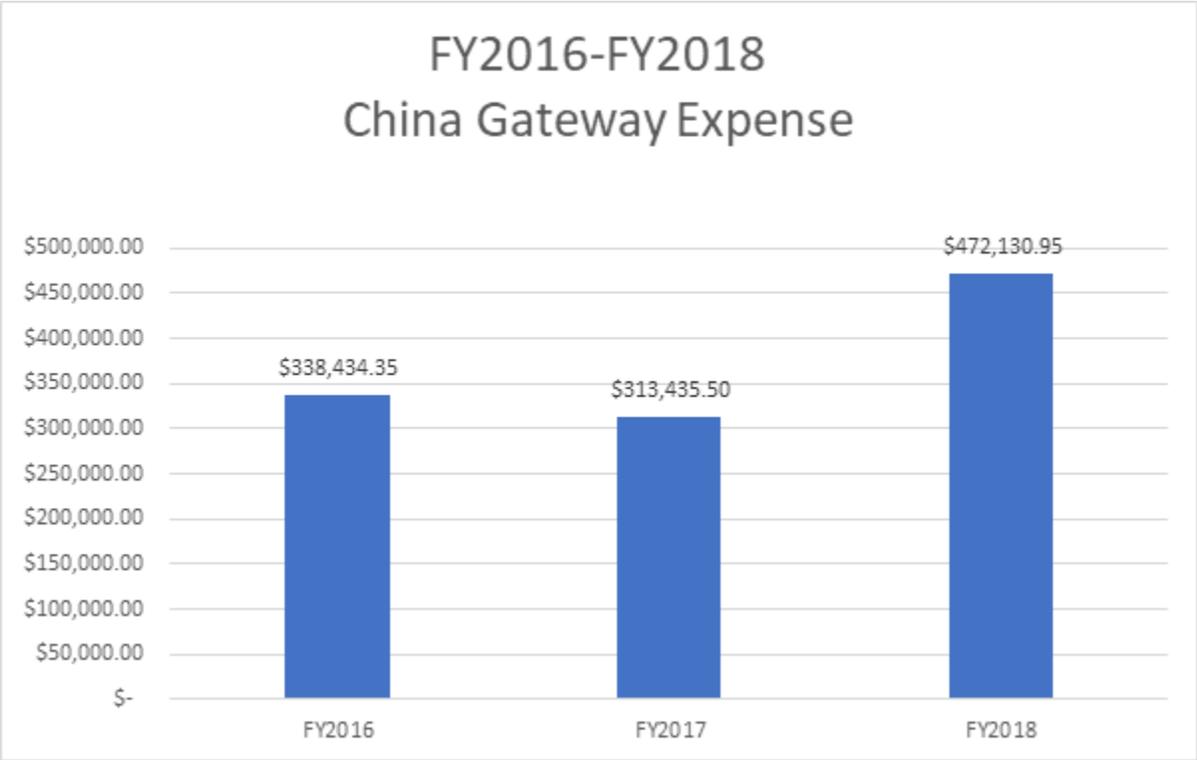
The China Gateway will continue to facilitate faculty collaborations, career consultation services, internship and job placement opportunities, alumni mentorship and engagement, as well as parent and family relations support our many stakeholders.

Over time, the China Gateway has demonstrated its commitment to supporting the Office of International Affairs, Ohio State and U.S.-China higher education, and will continue to do so into the future.

FINANCIAL REPORT AND ANALYSIS

In 2018, the total expenses for the China Gateway is \$472,130.95 (exchange rate to CNY is 6.87 as of December 9, 2018). Compared to last year's total of \$313,435.50, expenses have increased significantly by \$158,695.45 (50.63%). The increase was due to reimbursable expenses for university programs and events such as the Global May program travel cost and pre-departure program venue cost. Growing payroll and employee benefits including year-end bonuses for staff and increasing travel expenses to facilitate student programs, faculty visits and alumni events also contributed to the overall increase.

The following is a chart showing a comparison of the last three years of operating expenses of the China Gateway. The annual expenses are expected to grow continuously in the next fiscal year taking into consideration inflation in the China market and other growing businesses and services.



STUDENT SERVICES

Recruitment

In 2018, the China Gateway provided full support for the Office of Enrollment Services with recruiting efforts. These events also received good feedback on enhancing Ohio State’s brand in China. The office attended undergraduate recruitment events such as the EducationUSA College Fair, supported graduate recruitment activities, hosted counselor dinners and frequently responded to questions from students and parents. Detailed events and activities are listed below. *Students who indicated interest of applying to Ohio State.

Chart 1 – Undergraduate Recruitment Events and Activities

Dates	Event	Location	Attendance
9/17/2017	EducationUSA College Fair in Xi’an Tiejizhong High School	Xi’an	26*
9/24/2017	SIPFLS University Fair	Suzhou	5
11/27/2017	Star River High School Information Session	Shanghai	6
3/11/2018	Concordia High School College Fair	Shanghai	28*
3/13/2018	SUIS College Fair	Shanghai	5*
3/16/2018	EducationUSA College Fair	Shenyang	6*
3/17/2018	EducationUSA College Fair at Tsinghua University High School International	Beijing	12*
3/18/2018	Wuhan San New High School College Fair	Wuhan	5*
3/20/2018	Shanghai Wenlai High School Spring Fair	Shanghai	15
6/15/2018	High School Counselor Dinner	Beijing	11
6/20/2018	High School Counselor Dinner	Shanghai	10

Chart 2 – Professional and graduate school recruitment events

Dates	Event	Event Description
10/19 -24/2017	Moritz College of Law	The China Gateway staff assisted with visiting eight top law schools in China
10/24 - 11/2/2017	Fisher College of Business	The China Gateway staff accompanied Fisher College of Business Dean Anil K. Makhija to visit top business schools such as SJTU, Tongji, DUT and explored new partnerships in Shanghai and Dalian
11/28 - 12/7/2017	Fisher College of Business	The China Gateway staff assisted with conducting interviews for graduate business degree candidates, information sessions at local universities and alumni gatherings in Shanghai and Beijing

The China Gateway received questions and inquiries from students and parents throughout the year. From July to August, the office received many questions about paying tuition, students’ health insurance, early arrival at the residence halls and travel preparation. From September to April, the office received questions about academics, holidays, housing and safety. From May to June, many students and parents asked to expand the event capacity of Pre-Departure Orientation.

Career Services

The China Gateway has established a career resource center that extends career services beyond the United States. The service center aims to assist Ohio State students and alumni in exploring career opportunities in China and better engage corporate partners for multifaceted collaborations.

Global Internship Program

The Global Internship Program in China is a non-credit bearing program that focuses on providing professional opportunities to Ohio State students in China. There is no cost to participate in the program but students are responsible for their own transportation and accommodation expenses. Successful student interns have been offered the following services:

- Application and internal referrals
- Company interviews and placements
- 10-12 week project-based internship experience in China
- 24/7 phone support for logistics
- Networking opportunities with local alumni
- Potential full-time opportunities with hosting employers

This year, the China Gateway worked with 20 companies and promoted 75 open internship positions throughout various channels on campus. Fifteen students gained project-based internship experience with Continental AG, Fiat Chrysler, JWT, Credit Ease, Apple, Merieux Nutrisciences and the China Gateway. Students come from a wide variety of disciplines including accounting, finance, logistics, economics, communication, food science and biochemistry.

Full-time Job Opportunities in China

The China Gateway has been actively collaborating with local corporate partners to develop full-time career opportunities in China for Ohio State students and alumni. Over 100 job descriptions from 25 employers have been posted through various channels including:

- Buckeye Career Network, ECS Career Engine and Handshake
- The China Gateway social media platforms (WeChat/Weibo)
- University and college career counselors
- Student organizations: Chinese Student Scholars Society and Undergraduate Chinese Student Organization

China Career Fair

The China Career Fair provides a platform to connect employers with their target candidates as well as for Ohio State students to tap into the China job market. It not only benefits our students, but also improves Ohio State's brand as a global university. This is the third year since the career fair project in China was initiated.

Career Open Day Overview

The Career Open Day was held on December 19, 2017, in collaboration with six other top American universities, for students and alumni in finance and business. Ohio State was one of the hosting universities. In the morning session, industry leaders were invited to share industry trends and career advice to our returning students. The event also created networking opportunities for the university to connect with more corporate partners. In the long run, the event would also improve student recruitment for Ohio State programs.

Key Figures

Hosting universities: 3

Participating universities: 4

Participated employers: 30

Registered students in total: 474

Registered Ohio State students/alumni: 61

Attending Ohio State students/alumni: 28

China Career Fair Overview

The summer career fair was held in Shanghai, Beijing and, for the first time, Shenzhen. Phoebe You, director of the China Gateway, hosted the morning session on behalf of AUCA at the Shanghai event. The fairs were well-supported by local government and sponsors and well attended by over 2,500 students and 160 employers across all industries including Alibaba, IBM, JP Morgan, Unilever, Citi, L'Oréal and Deloitte.

Key Facts

- Date/Location: July 21, July 28 and August 4 in Shanghai, Shenzhen and Beijing
- Hosting universities: 6
- Participating universities: 8
- Employers in attendance: 66 in Shanghai, 52 in Shenzhen and 50 in Beijing
- Total student attendance: 2,500
- Internship and full-time openings: over 2,000
- Registered Ohio State students/alumni: 221
- Attending Ohio State students/alumni: 114

Highlights

- The fair has expanded geographically, and was hosted in Shenzhen to cover southern China
- Jeffrey Rice, executive director of the Fisher College of Business Office of Career Management, attended the event in Shanghai for the first time
- Ohio State was awarded “Outstanding Contributing University” by the AUCA committee
- Group visits to Bloomberg, Baidu, JD, SenseTime and FengLin Group were organized by the AUCA committee to further engage and connect with employer partners

Education Abroad Programs

The China Gateway has helped facilitate five education abroad and student exchange programs including:

- 2018 Fisher College of Business Global Operations Lab
- Global May China in Shanghai
- Global Internship Program
- Global Leadership Academy with Wuhan University
- Fisher Global Applied Project with Roche China

The China Gateway customized services according to each program's needs. For example, the China Gateway assisted the Fisher College of Business Global Operations Lab with:

- Selecting Shanghai and Suzhou to introduce students to each city's history and culture
- Booking hotels and local transportation and arranging visits for students to companies such as GM, Totole, Didi and Continental
- Following up with news stories, website updates and relationship management with the local universities

Pre-Departure Orientation

The China Gateway has helped coordinate Pre-Departure Orientation (PDO) in partnership with the Office of International Affairs and the Office of Student Life since 2012. PDO has become a large-scale event that ranks high among U.S. universities and receives broad attention from incoming students, parents, alumni, university administrators and educational peers. Through PDO, Ohio State:

- Engaged with 473 students and 492 parents who attended the sessions in Beijing and Shanghai – a record number of participants
- Hosted alumni receptions in Beijing and Shanghai. Each had nearly 100 attendees, including alumni, faculty, students, incoming students and their parents
- Hosted international high school counselor dinners in Beijing and Shanghai to develop collaborative opportunities

Testimonials

Shuo Yang, a student volunteer, spoke highly of the event. She said, "This is a great event for new students and their parents. They will learn about the campus, the city and most importantly, the culture of The Ohio State University. Furthermore, incoming students could make new friends through this event. PDO will give them a fantastic first impression of Ohio State."

Parents also loved PDO. One of the participating parents said, "This is very helpful. I know my daughter will have a great journey in United States. She has already made some connections with the student association!"

The China Gateway provided the following services for the PDO program:

- Reserved high-quality venues in both Beijing and Shanghai for two full-day meetings and luncheon, alumni reception, parent dinners and counselor events
- Localized the materials preparation, which included producing and shipping event T-shirts, sending invitation letters to all admitted students' families and printing the handout
- Arranged transportation which included airport pickup and drop off for the university delegation team
- Created social media buzz on WeChat, Weibo and Facebook to engage the PDO community. Social media no doubt generated an unprecedented impact on this year's PDO
- Answered questions from students and parents before, during and after PDO

Global Leadership Academy Grant

The Global Gateways and the East Asian Studies Center received a \$50,000 grant for September 30, 2017 - October 1, 2018, from the U.S. Department of State to provide intercultural training and overseas opportunities for undergraduate students at Ohio State. The Global Leadership Academy is hosted at the Center for American Culture at Wuhan University.

Nine Ohio State students studying Chinese participated in the Global Leadership Academy at Wuhan University in Wuhan, China, from May 2 – 26, 2018. The trip was coordinated by the Global Gateways and the East Asian Studies Center.

The goal of the program was to give Ohio State students an education abroad experience through a culture and language practicum and to develop leadership skills, while also providing students in Wuhan the opportunity to learn from and participate in language and cultural exchange. The Global Leadership Academy provides opportunities for students to take the language they are learning in the classroom and apply it in real life situations like ordering food, getting transportation, conversing with fellow Chinese students and even watching a movie in the theatre.

During their time in China, Ohio State students visited universities to understand higher education development and structure and collaborated with Wuhan University communication students to practice language skills. The students also participated in a traditional Chinese tea ceremony and a cultural exchange through dance, music, poetry, sports, calligraphy, Tai Chi and dumpling making.

Students visited the Great Wall, Tiananmen Square and the Forbidden City in Beijing, the Yellow Crane Tower and Hubei Provincial Museum in Wuhan and the Pearl Tower and Yu Yuan Garden in Shanghai. While in Shanghai, the group also visited the China Gateway to learn more about the structure and services provided to Ohio State.

FACULTY SERVICES

Ohio State Delegation Visits

From July 2017 to June 2018, 384 faculty and staff visited China. The number has declined since the historical peak of 417 the last fiscal year. Altogether the China Gateway facilitated 42 visitors. The top travel destinations for Ohio State delegations remain Beijing, Shanghai, Hong Kong, Wuhan and Taiwan, which are consistent with the previous year. The top purposes of faculty's travel remain academic conferences, lecturing, exploring partnership opportunities, meeting with Chinese universities, conducting field work and leading education abroad programs.

Stories of the Year

While numbers capture the big picture, stories convey more in detail. Below are activities that were made possible through the China Gateway in FY2018:

Training Program: College of Nursing Launches U.S.-China Evidence Based Practice Immersion Program

The U.S.-China Evidence-Based Practice Immersion Program is a certificate program for clinicians, healthcare leaders and faculty and provides a step-by-step evidence-based practice process as well as effective strategies for integrating and sustaining evidence-based practice in clinical and academic organizations of any size or level of complexity. The program took place in December 2017, and included three tracks or emphasis designed for mentors, leaders and faculty.

Lynn Gallagher-Ford, director of the Center for Transdisciplinary Evidence-based Practice at The Ohio State University College of Nursing, Huixiong Xu, vice president of Tongji University, and Xiaoping Shen, vice president and dean of SIPO Polytechnic, presented opening remarks. Phoebe You, director of the China Gateway, served as master of ceremony.

Conferences through the Gateway Grant: Battelle Center Held Conversations with Chinese Society of Astronautics

In August 2017, the Ohio State Battelle Center and the Chinese Society of Astronautics jointly conducted the first Sino-American workshop for culture exchange on space exploration in Beijing. This workshop was made possible thanks to the Connect and Collaborate Grant provided by the China Gateway, the generous support of the College of Engineering and the American Institute of Aeronautics and Astronautics and the co-sponsor, Chinese Society of Astronautics.

Conferences through the Gateway Grant: Second Annual Ohio State China Global One Health workshop in Beijing

During May - June 2017, Global One Health initiative collaborator Shu-Hua Wang from the Ohio State Wexner Medical Center, visited hospitals, tuberculosis health departments, a clinical microbiology laboratory and gave a presentation on antimicrobial resistance and antibiotic stewardship. The goal of the workshop was to develop potential One Health collaborations, and the meeting was held at the China Agriculture University. This workshop was supported by the Gateway Grant.

Education Abroad Program through the China Gateway: Global May and Global Operations Lab

In May 2018, the Fisher College of Business Global Operations Lab and Global May China education abroad programs visited the China Gateway. While in Shanghai, the Global Operations students visited companies such as GM, Totole, Didi and Continental. After a month of cultural studies in the Sichuan Province, the Global May China students, led by Mark Bender, visited Shanghai's cultural sites including the Yu Garden and Zhujiajiao. Both programs' visits to Shanghai were coordinated by the China Gateway.

Testimonials

“My stay in Beijing was productive and enjoyable, thanks to your planning and the excellent hosting by your office.” -- Anil Makhija, dean of the Fisher College of Business

“I just wanted to take a moment to thank you for all your support during my trip and to congratulate you on an excellent event. Please pass on my sincere thanks and complements to your whole team. I really enjoyed taking part in the forum and traveling to Shanghai, I hope our paths will cross again soon.” – David Cooke, assistant director of Research Operations, Center for Automotive Research

“A big thank you to all of you for coming together and getting us connected to him. This was the perfect example of team work! More engagement to come for Jason.” – Jeff Schoenherr, assistant vice president, The Ohio State University Foundation

“Thank you again for all the help and for these notes. I could not have done it without you!” – Caroline J. O’Connell, interim assistant dean for International and Graduate Affairs, Moritz College of Law

“A big thank you to Phoebe, Xitong and especially Shaun (who has been answering all of my questions) for pulling together hotel venues and securing contracts. You’re such great partners and this would not be possible without your work.” – Ryan W. Lovell, senior director of Parent and Family Relations and Sorority and Fraternity Life, Office of Student Life

“Thank you so much for taking the time to meet with Frank a few weeks ago when he was in Shanghai! I saw him this week in Chicago and he noted how much he appreciated meeting with you and getting to see one of the game day events. Thanks again for your partnership!” –Natasha Kanakkanatt, regional engagement officer, Northeast and Midwest U.S., The Ohio State University Alumni Association

New Agreements and Partnerships with Chinese Universities

Ohio State has maintained over 48 active agreements with universities and partners in the greater China region. In 2018, Moritz College of Law renewed a number of its partnership agreements with Chinese universities, specifically for its LLM student exchange program. Three new MOUs were formed in Taiwan with Taiwan National University of the Arts, Taipei Medical University College of Pharmacy and National Taiwan University School of Pharmacy.

Grant Opportunities

Faculty Travel Grant

The China Gateway released \$1,000 travel grants to eight Ohio State professors to support their research in collaboration with Chinese institutions. The funding period is for one academic year beginning May 1, 2017 – August 30, 2018. The following is a list of awardees and their research topics:

- **Qinghua Sun**, College of Public Health, Turn "America First" to "America Best" via course teaching of "Climate Change and Human Health"
- **Chris Zirkle**, College of Education and Human Ecology, "Workforce Development in Fujian Province: Professional Development for Educators"
- **Ramteen Sioshansi**, College of Engineering, "Advancing the Decarbonization of Electric Power Systems with Concentrating Solar Thermal Generation"
- **Li Wu**, College of Veterinary Medicine, "An Ohio State-China Virology Program Focusing on Collaborative Research and Education"
- **Qihong Wang**, College of Food, Agricultural, and Environmental Sciences, "Combating Enteric Viruses to Improve Swine and Human Health and Educate Students"
- **Adrian Rodgers**, College of Education and Human Ecology, "Using Chinese Video Models of English Teaching to Demonstrate Communicative Language Approaches to Teaching English as a Second Language"
- **Roger Williams**, College of Food, Agricultural, and Environmental Sciences, "Research Abroad Program in China"
- **Yi Zhao**, College of Engineering, "Collaboration Initiative on Point-of-Care Diagnosis Between Ohio State and Chongqing Medical University"

The China Gateway provides this grant opportunity to incentivize Ohio State faculty to collaborate with Chinese institutions and as a result promote internationalization in research at Ohio State.

Connect and Collaborate Grant

Although no grant applications were received this year, the portal for the [Connect and Collaborate Grant](#) was open for faculty, staff and students at Ohio State. For this [competition](#), the funding was intended to support international workshops and conferences that bring together experts from both the United States and the Greater China area or India to address at least one of the Discovery Themes and spawn opportunities for long-term international collaborative projects. To increase the visibility of this competition, the China Gateway will increase marketing channels next year.

ALUMNI ENGAGEMENT

Alumni relations is a key priority for the China Gateway. This year, the office continued to work on alumni relationships and engagement and cooperated with the alumni association, the Office of Advancement and other Gateway offices to reach, develop and support a larger alumni audience. Through our collaboration, the China Gateway strengthened its engagement with alumni in the Pan-China area, as well as increased the total number of alumni in the database from 1,572 to 2,007, a 27.7% increase, in the last fiscal year.

Quick Facts about Alumni Engagement:

- Alumni Clubs: 5
- Alumni in Database: 2,007
- Alumni Events: 79
- Total Interactions: 1,620

Big Four Reached Scarlet Level

At the end of 2018, all four alumni clubs in the Greater China area (Beijing, Hong Kong, Shanghai and Taiwan) – with the assistance of the China Gateway – reached Scarlet Level status, the highest level granted by The Ohio State University Alumni Association. To reach the Scarlet level, an alumni club must host several events, meetings and raise scholarship funds.

The China Gateway also helped Shenzhen launch an official alumni club. Until this year, there are five alumni clubs in the Greater China area. The China Gateway office will be in touch and offer support for the Shenzhen Alumni Club to reach the scarlet level in 2019.

Themed Events

More and more alumni in the Greater China area have participated in a variety of activities including game watch, alumni receptions, mixer parties, career support, community service, wellness events and corporate visits. In total, there were 79 alumni events held by these five alumni clubs in FY2018 (27 by Beijing, 22 by Shanghai, 21 by Hong Kong, eight by Taiwan and one by Shenzhen). Over 1,600 individuals have participated in alumni events this year. With the great support of alumni clubs and their board members, we have a huge increase of the alumni events and participated alumni.

Particularly, the Alumni Association awarded the Beijing Alumni Club \$1,500 for winning the Innovative Program of the Year, by hosting the Football 101 event.

Communication

Currently, the alumni mailing list now has 1,497 subscribers, an increase of 36%, compared to the 1,102 subscribers in FY2018. Through an e-newsletter, the China Gateway regularly distributes information about alumni events, Ohio State news, Gateway news and career opportunities. On the social media platforms, the WeChat public account of the China Gateway also reaches 10,000 followers and publishes at least one new article every day. Buckeyes can receive event notices, find new job opportunities or read Ohio State news easily through this platform.

“SMART CITY, SMART MOBILITY” PAN-ASIA FORUM

The China Gateway, in collaboration with the College of Engineering, the Office of Advancement, the Office of International Affairs and Center for Automobile Research, successfully hosted the first Ohio State Pan-Asia Alumni Reception and Forum on October 22 - 23, 2018 in Shanghai.

The reception and forum provided a great opportunity for alumni from mainland China, Hong Kong, Taiwan, Korea, India, Malaysia and the United States to gather together and network. Ohio State’s involvement in this event also increases its brand awareness in the Pan-Asia area, especially in mainland China. The event was sponsored by CHJ Hi-Tech Park, Daikin Fluchemical and Willas-Array Electronics.

Why “Smart City, Smart Mobility?”

Strong background in the Buckeye state: Ohio is among the world’s leaders in the development of smart mobility and smart city technologies that have major impact on the transportation industry and job creation. Columbus, home to The Ohio State University, competed against 77 cities in the United States to win the first Smart City Challenge in 2016. With \$40 million from the U.S. Department of Transportation and \$10 million from Vulcan Inc., a Paul G. Allen Company, Smart Columbus aims to reinvent mobility, which will lead us to a brighter future.

Hottest topic in Pan-Asia: In recent years, more and more unicorn companies are suddenly appearing in the smart city, smart mobility field in China and other Asian countries. Thousands of traditional industries are upgrading their products to take part in smart city and smart mobility development. Many of our alumni are involved in related businesses as well, which was a great resource for the forum.

Alumni Reception

The Pan-Asia Alumni Reception was hosted in the Peninsula Shanghai No.1 Waitanyuan on October 22. In total, 64 guests, including 49 alumni attended the reception, including members of the Alumni Club of Beijing, Shanghai, Hong Kong and Taiwan. David Tomasko, vice dean of the College of Engineering, thanked all the participants for joining the event.

Forum Review

More than 100 participants joined the forum and listened to speeches and two panel discussions presented by guest speakers from The Ohio State University, Kookming University, Shanghai Jiao Tong University, Malaysia Institute for Supply Chain Innovation, eHi Car Rental, Didi, Ford, Daikin, Automobility, Genvict, Jobs Ohio and Linear Venture. Industry and academic experts shared their thoughts on advanced driver assistance systems, autonomous vehicle systems development, infrastructure development, big data and data analytics, and renewable energy technology for electric vehicle cars.

Highlights

- First time gathering of leaders from four alumni clubs in Asia: Beijing, Shanghai, Hong Kong and Taiwan
- Campus-wide collaborations among the Global Gateways, the College of Engineering, the Office of Advancement, Alumni Association and other departments
- Participation and support by Jobs Ohio and Columbus 2020
- Raised sponsorship to cover the cost of events
- Pan-Asia Forum has been featured in online news sites and in print media, including Toutiao, Tencent, Sohu, Ifeng, Xinhua Daily, Jiefang Daily, and dozens of posts on WeChat and Weibo
- This event helped Ohio State build brand awareness and promote the university's research innovations and strong alumni network

MARKETING AND COMMUNICATION

The China Gateway strives to create clarity and transparency in communication with the university and the audience in the Greater China area.

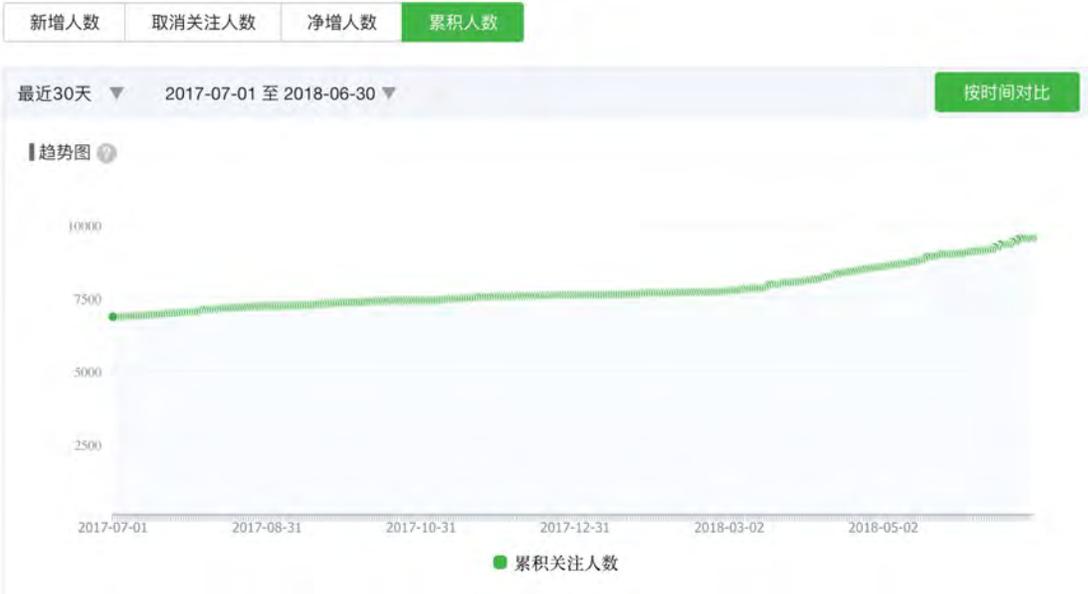
The China Gateway collaborates to share news and announcements together with the Office of International Affairs, Office of Student Life, Undergraduate Admissions and First Year Experience and the Office of Advancement. The China Gateway also communicates with academic units such as colleges and departments to convey cooperative interests from Chinese universities or to promote existing collaborations.

Current communication tools and target audiences include:

- The China Gateway news stories on the Office of International Affairs website and social media (Facebook, Twitter, Instagram) (public)
- The China Gateway bimonthly newsletters (faculty and staff)
- Faculty travel request greeting messages (faculty)
- Alumni announcements (alumni)
- The China Gateway social media on Facebook, WeChat and Weibo (public)
- Various targeted social media groups (parents, students, corporate and university partners)

WeChat and Weibo are the two most used social media platforms in China. WeChat's functions much like a combination of Whatsapp, Twitter and Facebook. Weibo is the equivalent of Twitter.

Social media in China continued to grow. In FY2018, the China Gateway WeChat account increased its followers by 33.6% from 7,110 to 9,500, and the Weibo account now has 11,824 followers. Since 2018, the China Gateway has posted an "Ohio State History" series on WeChat, which had high view counts.



Facebook and Instagram are the two main social media platforms used to share information about the China Gateway and Ohio State in English. [Facebook](#) has 122 followers, and [Instagram](#), launched in February 2018, has 145 followers.

The China Gateway has helped enhance Ohio State’s reputation throughout China, and its social media platforms serve as an advocate for Ohio State in China. The China Gateway strives to deliver the Ohio State brand as well as meet the needs of a diverse audience including prospective students, current students, parents, alumni, partners and other potential collaborators.

SUMMARY

In this fiscal year, the China Gateway has seen tremendous growth and expansion in many aspects. With the same staffing as last year, the office has increased its visibility through new and innovative services.

With increased creative programming, feature projects such as the “Smart City and Smart Mobility” Forum, seed grants to leverage international impact in research, and the China Gateway to facilitate a myriad of services to support students, faculty and staff, Ohio State’s internationalization efforts continue to grow.

The Global Gateways will continue to evolve with new challenges and opportunities, and the China Gateway looks forward to a new year of possibilities.