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2013

## UA35/11 Confucius Institute Fall 2013 Publication (Report)

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### Recommended Citation

Pan, Dr. Wei-ping Director, "UA35/11 Confucius Institute Fall 2013 Publication (Report)" (2013). *The Confucius Institute Publications*. Paper 5.

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# CONFUCIUS INSTITUTE

at Western Kentucky University

西肯塔基大学孔子学院

*Innovating with a Passion.*

满怀激情 勇于创新





## Hanban Chinese Teachers

Since the inception of the Confucius Institute at WKU on April 2010, the number of Hanban Chinese teachers at the Institute has increased from 11 to 36 in 2013-2014. This is a 227% increase in a 3 year time-frame, with the number of registered student also increasing from 1,600 to 9,888 during three years.

During academic year 2012/2013, the Confucius Institute at WKU became the first Institute in the state to award 17 of its 33 Hanban Chinese Teachers with official Kentucky Teacher Certification by Kentucky's Educational Professional Standards Board (EPSB) for teaching Chinese for all grades K-12. During academic year 2013/2014, the Confucius Institute at WKU again received Kentucky Certification for 10 new teachers. In addition, WKU had a Hanban Teacher return rate of 42% (15/36). This shows the impact and passion the teachers have on the communities they service, and how the communities have embraced our Hanban Chinese Teachers and the programs we offer. Over one half of the students of the program will be taught by a second year Hanban Chinese Teachers who will be even more effective. The returning Hanban Chinese Teachers provide stability and consistency to our Chinese language program. Confucius Institute at WKU is poised to offer certified teacher in the states of Kentucky, Tennessee, and Georgia for school districts seeking certified Chinese teachers.

Upon the teachers arriving at the Confucius Institute at WKU, we increased the Hanban Chinese Teachers' training from 5 days (in previous years) to 18 days. This ensured that the Hanban Chinese teachers were well-prepared with resources and classroom management strategies to effectively teach in the U.S. classrooms on Day #1. Increasing

this allows the Hanban teachers to become acclimated quicker to the differences in the culture and expectations of U.S. school districts and expectations of the Confucius Institute at WKU.

## 汉语教师志愿者项目

西肯塔基大学孔子学院自2010年4月成立以来，汉语教师志愿者数量已经从最初的11人增长到2013—2014学年的36人，三年期间增长了227%。注册汉语学生人数也从最初的1,600人增长到9,888人。

2012—2013学年，西肯塔基大学孔子学院33名汉语教师志愿者中有17名首次获得了由肯塔基州教育专业标准委员会（EPSB）颁发的K-12（幼儿园至高中）年级汉语教师资格证书。2013—2014学年，西肯塔基大学孔子学院又有10名新汉语教师志愿者获得了肯塔基州汉语教师资格证书。此外，汉语教师志愿者在西肯塔基大学孔子学院的续任率达42%(15/36)。这不仅反映了汉语教师志愿者对所在社区的影响和热爱，同时也反映了社区对汉语教师志愿者的关怀和对汉语教学项目的支持。由于续任汉语教师志愿者有助于保障汉语教学的稳定性和持续性，因此，一半以上的汉语学生由第二年续任的汉语教师志愿者授课，有效地保障了教学效果。西肯塔基大学孔子学院将根据需要向肯塔基州、田纳西州和佐治亚州学区提供认证汉语教师。

西肯塔基大学孔子学院还将汉语教师志愿者在西肯塔基大学的培训时间由往年的5天延长至18天，以确保汉语教师志愿者能够有效地掌握课堂教学资源和管理策略，从而从第一天起就能很好地适应美国的课堂教学。另外，培训时间的延长有助于汉语教师志愿者更快地适应中美文化差异，以达到美国学区和西肯塔基大学孔子学院的相关要求。

### Chinese Learning Center at the Confucius Institute at WKU

The Chinese Learning Center (CLC) was established on May 20, 2011, and provides a glimpse of China without even leaving Kentucky! It consists of over 391 square meters (4,200 square feet), contains seven touch screen videos highlighting Ancient Chinese Science and Technology, Chinese Characters, Famous Philosophers, Paper Cutting, Folk Music, Kung Fu and Chinese cities. The CLC also has a growing library of books and encyclopedias in both Chinese and English about Chinese history, tea ceremonies, music, food, geography, etc. The rotating art exhibits are sponsored and/or donated by generous patrons from around the world, as well as the WKU community. Last, the spacious Community Room is set-up for lectures, workshops and demonstrations and is equipped with a computer, screen and projector. More than 15,000 students from K-12, University and community individuals visit our CLC every year.

### 西肯塔基大学孔子学院中国文化体验中心

西肯塔基大学孔子学院中国文化体验中心 (CLC) 于 2011 年 5 月 20 日正式揭牌，学生不用离开肯塔基州，就可以在这里体验到中国文化。中国文化体验中心占地 391 平方米 (折合 4,200 余平方英尺)，配有 7 台触摸屏电视，分别安装了古代科技、汉字演变、诸子问答、中国剪纸、中国民乐、中国功夫和城市变迁等多媒体学习课件。中国文化体验中心拥有丰富的中英双语图书馆藏和百科全书，包括中国历史、中国茶艺、中国音乐、中国美食、中国地理等书籍。西肯塔基大学社区和世界各地的慷慨赞助者还为中国文化体验中心捐助了艺术品旋转展台。另外，宽敞的活动场地还配备了计算机、投影仪和大屏幕，可用于汉语教学、文化讲座和活动示范。每年参观中国文化体验中心的 K-12 年级中小学生、大学生和社区人士达 15,000 余人。





## Official HSK Testing Site & HSK Scholarships

Student enrollment in Chinese classes in the Modern Language and Chinese Flagship departments at Western Kentucky University have increased 150% for past three years, as a result of a strong introduction of Chinese language into K-12 systems in the surrounding districts. As a result of this increase, in April 2013, the Confucius Institute at WKU became an official testing site to administer the HSK test. Thus, fourteen (14) WKU undergraduate students took the test; of which eight (8) of the students received a Hanban scholarship and will attend the Chinese language and culture classes at North China Electric Power University (NCEPU) in the Spring of 2014.

## 汉语水平考试官方考点和孔子学院奖学金

过去三年间，正是由于西肯塔基大学孔子学院在周边学区K-12年级中小学大力推广汉语，才使得西肯塔基大学汉语旗舰项目班和现代语言系汉语班的学生人数增长了150%。2013年4月，西肯塔基大学孔子学院正式成为汉语水平考试(HSK)官方考点并举办了首届汉语水平考试(HSK)。来自西肯塔基大学的14名本科生参加了此次考试，其中有8名学生荣获了孔子学院奖学金，他们将于2014年春季赴中国华北电力大学学习中国语言和文化。

## Developing Chinese language and culture at WKU

Under the leadership of WKU President, Dr. Gary A. Ransdell, the Confucius Institute at WKU have many new program additions this coming year. This is largely due to the many partnerships developed over the last three years. First, North China Electric Power University is our official partner, and is the host site for our summer programming that was developed in July 2011. Second, Hebei University and WKU have worked to develop a 2+2 Bachelor of Arts: English Major and a 2+2 Bachelor of Science: Business Major. Third, Beijing Language and Culture University and WKU have developed 1+2 Master of Teaching Chinese to Speakers of Other Languages (MTC SOL) which will solidify our Hanban Chinese Teacher program.

## 西肯塔基大学积极致力于中国语言和文化推广

在西肯塔基大学校长Gary A. Ransdell的领导下，西肯塔基大学孔子学院在过去三年间建立了很多校际合作关系，并于新学年开展了许多新项目。首先，孔子学院中方合作院校华北电力大学自2011年7月起就一直组织和接待孔子学院夏令营活动。其次，河北大学与西肯塔基大学共同开展了英语本科专业和工商管理本科专业“2+2”合作办学项目。第三，北京语言大学与西肯塔基大学共同开展了“1+2”汉语国际教育硕士联合培养项目，以进一步推动中国国家汉办汉语教师资格认证项目。





### CI Mobile unit: The Chinese Cultural Experience

Of the 120 counties in Kentucky, at least 50% of the counties reside within the western portion of the state. Thus, the purpose of the Confucius Institute's "The Chinese Cultural Experience," is to establish a new innovative and economic platform, which will be transported strategically throughout the state of Kentucky to promote the Chinese language and culture. The mobile unit will not only support the 9,888 students presently enrolled in the program, but be used to increase the number of school districts and students not presently exposed to our program. This is a win-win for all involved.

### 孔子学院中国文化体验移动车

肯塔基州有120个县，其中至少有50%的县位于肯塔基州的西部。孔子学院中国文化体验移动车旨在以一种创新节俭的方式在肯塔基州有计划地巡回推广中国语言和文化。该移动车不仅面向目前正在学习汉语的9,888名学生提供教学资源支持，而且也面向目前还没有学习汉语的学生提供中国文化体验服务，以吸引学区更多的学生学习汉语，实现参与方的共赢。



### 2013 China Concert Tour

In May 2013, the Confucius Institute at WKU led its largest group of eighty (80) to China at part of the "2013 China Concert Tour" with over 56 Symphony at WKU students and faculty, who performed at 4 major universities in China (North China Electric Power University-Beijing, Beijing Language and Culture University, Hebei University, and North China Electric Power University-Baoding), over a two-week span. More than 6,000 Chinese students, faculty, staff, and community individuals attended the concerts. In addition to the student and faculty trip, on a simultaneous trip, 24 alums and parents of orchestral students joined the tour.

### 2013年中国之旅音乐会

2013年5月，西肯塔基大学孔子学院率领由80人组成的庞大团组赴中国开展了2013年中国之旅音乐会演出活动。由56名西肯塔基大学师生组成的交响乐团在华北电力大学北京校部、北京语言大学、河北大学和华北电力大学保定校区进行了四场演出，此次活动为期2周。6,000余名中国师生和社区人士观看了此次音乐会演出。除西肯塔基大学师生外，24名西肯塔基大学校友和交响乐团演出学生的家长也参加了此次活动。



### WKU iMedia

The iMedia project features a multifaceted and detailed look into Confucius Institutes around the world by using visually enticing, intuitively explanatory infographic banners, which are digitally overlaid with mobile-accessed video articles. The 9 panels provide increased depth of explanation and emotional context about the Confucius Institute program worldwide. The augmented-reality (AR) overlay technology is accessed through camera-linked smartphones or tablet applications which allow interactive features to promote dynamic audience engagement. The project consists of facts interweaved with narratives from many different perspectives. This project has been displayed at WKU Kentucky museum and Hanban headquarters since May 2013. Around 10,000 have visited the display.

### 西肯塔基大学西部传媒专题报道孔子学院

西部传媒(iMedia)新闻专题报道通过在生动形象、图文并茂、可视化的展板上附加可移动访问的数字视频画面,多角度详细地介绍了全球孔子学院。9块展板深入地反映了世界孔子学院的情况和动人的故事。通过智能手机或平板电脑的应用程序将摄像头对准展板,可以体验现实增强叠加技术实现的交互环境,从而提高观众的动态感受。该新闻专题报道以大量事实从不同视角反映孔子学院。2013年5月以来,该新闻专题报道曾在西肯塔基大学博物馆和中国国家汉办/孔子学院总部展出,近10,000人参观了展览。

### Confucius Institute Chinese Poster Contest

Throughout each year, the Confucius Institute at WKU's main mission is to promote the Chinese language and culture. We work with over 12 school district Superintendents, over 45 different school principals, and district coordinators throughout the state of Kentucky and Tennessee to determine how to continue to grow the program and offer new and exciting programming. Thus, we hold a plethora of events, and social gatherings to create a broader network. Thus, in 2013, we developed a Chinese Poster Design contest for high schools students throughout the state. Each student was to create a poster, in which each Chinese teacher and school coordinator(s) would judge and select one high school as the best poster. Then the final 12 posters were placed in Western Kentucky University's Panda Express restaurant for one week for all of WKU faculty and staff to make the decision. During this time, a website was created, which allowed WKU faculty and staff to vote on their personal favorite. Based on the network voting system, the 2013 WKU Poster Design Competition was awarded to Ms. Amber Johnson of Greenwood High School in Bowling Green, KY. In addition to winning the poster design competition, the winner received an all-expenses paid trip to attend the 2013 China Bridge Trip.

### 孔子学院中文海报设计大赛

西肯塔基大学孔子学院将中国语言和文化推广作为全年的主要任务。通过与肯塔基州和田纳西州12个学区教育局长、45个中小学校长以及学区协调员合作,确定了继续开展新颖有趣的活动,促进孔子学院发展的策略,即通过举办不同形式的活动和联谊会,进一步提高孔子学院的影响力。2013年,西肯塔基大学孔子学院举办了肯塔基州高中生中文海报设计大赛。首先,每位汉语教师和学校协调员从参赛学生的海报作品中评选出本学校最好的参赛海报作品。然后将评选出的12幅优秀海报作品在西肯塔基大学熊猫餐厅进行为期一周的展出,以吸引西肯塔基大学师生的参与,并且还面向西肯塔基大学师生开通了网上投票。根据网上投票结果,肯塔基州Greenwood高中的Amber Johnson女同学荣获了2013年中文海报设计大赛特等奖,并获得资助免费参加了2013年汉语桥高中生夏令营活动。





### Community Outreach

While the Hanban Chinese Teacher program continues to be our core program, we understand that in order to remain fresh, relevant, and interesting, our initiatives need to reach beyond the classroom. Thus, initiatives such as the “Chinese Cultural Experience,” our programming extends throughout our community. We have recently been approved and have established three Confucius Classrooms (Barren County Schools, Simpson County Schools, and Bowling Green Chinese Learning Center), which will become anchors of Chinese language and culture within the communities they serve.

Our summer programming continues to be strong, as this is the third year of their existence. Our Confucius Institute has participated in the China Summer Bridge program for the last three years, and has sent over 25 high school students to China. In addition, our Adult Summer Program has sent in excess of 152 member of WKU faculty, staff, students, and community members to China, which was possible with the support of North China Electric Power University.

Aside from our own programming, we support community programs as well. This is the third year that the Owensboro Dragon Boat Festival has been in existence, and our Institute has supported them every year. We are happy to report that in 2013, we came in 1<sup>st</sup> place in the Competitive Division, and 2<sup>nd</sup> place overall. This is also the very first year that we have supported the Cumberland River Dragon Boat Festival in which we came in 1<sup>st</sup> place.

We have very strong ties within the Bowling Green community, and in August 2013, our Confucius Institute received an anonymous donation in the amount of \$250,000. Of these funds, \$50,000 has been earmarked to create a Chinese American Friendship Garden on the campus of WKU. Another \$25,000 have been earmarked to provide scholarships to send more students to China, with the balance of the funds to go toward an Interest bearing endowment account, in which the funds will be used to continue to support student travel to China.

### 拓展社区服务

尽管汉语教师志愿者项目一直是孔子学院的核心项目，但是要想保持该项目的新颖、适宜和有趣，还需要走出课堂向外拓展。为此，西肯塔基大学孔子学院将中国文化体验活动进一步扩展到了社区。最近，西肯塔基大学孔子学院下属的三所孔子课堂(巴伦县学区孔子课堂、辛普森县学区孔子课堂和鲍灵格林汉语学习中心孔子课堂)被批准成立，他们将成为所在社区中国语言和文化推广的坚实阵地。

- 中国文化体验夏令营活动一直非常成功，今年是第三年举办此类活动。三年来，西肯塔基大学孔子学院先后派出25名高中生参加了汉语桥高中生夏令营活动。此外，在华北电力大学的支持下，西肯塔基大学孔子学院还派出152名大学师生和社区人士赴中国参加了成人夏令营活动。
- 西肯塔基大学孔子学院除了开展校内汉语言文化活动之外，还积极支持社区活动。欧文思伯勒市龙舟节活动举办三年来，西肯塔基大学孔子学院每年都给予了大力支持。值得自豪的是，在2013年欧文思伯勒市龙舟节划船比赛中，西肯塔基大学孔子学院代表队取得了小组比赛第一名、总赛第二名的好成绩。2013年，西肯塔基大学孔子学院代表队还第一次参加了坎伯兰河龙舟节划船比赛，并荣获第一名。
- 西肯塔基大学孔子学院与鲍灵格林市社区有着紧密的合作关系。2013年8月，鲍灵格林市民出于对中国文化的热爱，向西肯塔基大学孔子学院捐资25万美元，其中5万美元被指定用于在西肯塔基大学校园修建中美友谊花园，2.5万美元被指定为资助学生去中国留学的奖学金，剩余的资金将存入捐款计息账户，以不断资助西肯塔基大学的学生赴中国访问。





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If you are interested in partnering with the Confucius Institute, please contact us at (如果您希望与西肯塔基大学孔子学院合作, 请联系我们):  
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