

Challenge 2014

The British Council China is to organise a new competition for Chinese students in 2014 and would like to call for your interests!

Contents

Background of Challenges.....	1
Aims and Objectives	2
Targets.....	Error! Bookmark not defined.
Why Electronic Engineering?	2
Benefits to UK Partner Universities.....	3
Proposed Format	4
Roles and Responsibilities.....	5
Application	5

Background of Challenges

The Education Challenges are designed by a group of leading cultural, scientific and educational institutions in the UK and organised by the British Council. The challenges are interdisciplinary competitions that aim to give students a chance to experience a little of the innovative and exciting nature of UK education.

The three education challenges include The Pitch; an interactive football management competition, which has been held in 2009, 2011 and now for a third time in 2013, Dynamic Designs (2010), an engineering challenge, and Dream Lab, an art and design challenge, exploring our perceptions of the future- which has been held twice in 2009 and 2012.

Out of the previous Education UK challenges and the current Pitch 2013 challenge a total of 180 educational institutions participated with a combined total of 2,950 people participating in the challenges. The challenges have so far reached participants from 30 different cities across the length and breadth of China.

Totally all the challenges (2009-2012) had a media reach of 103,000,000 (circulation), the challenges managed to reach 3,632,753 netizens through various online outlets. The challenges have so far produced 372 media clippings from a range of diverse media outlets, with mentions in print, TV and online, providing a combined media value of over RMB27 million.

Aims and Objectives

The British Council China is to organise a new competition for Chinese students in 2014, these competitions known as 'Challenges' have been running in China since 2009.

- To give Chinese students a chance to experience the innovative and exciting nature of UK education
- To promote the UK as a top study destination in a creative and interactive way
- To create an on-going platform for UK universities to demonstrate their academic and research excellence and to interact with Chinese counterparts for nurturing strategic partnerships

Target

We will target the following during the Challenge 2014 project:

- **Cities:** 15 active and developing markets
- **Target audience:** middle school and university students
- **Number of participating institutions:** 30 universities and 30 middle schools
- **Number of participating teams:** 200
- **Online reach:** 30,000,000
- **UK partner institutions:** 5
- **Chinese partner:** National Institute of Education Science
- **Theme:** Electrical Engineering

Why Electronic Engineering?

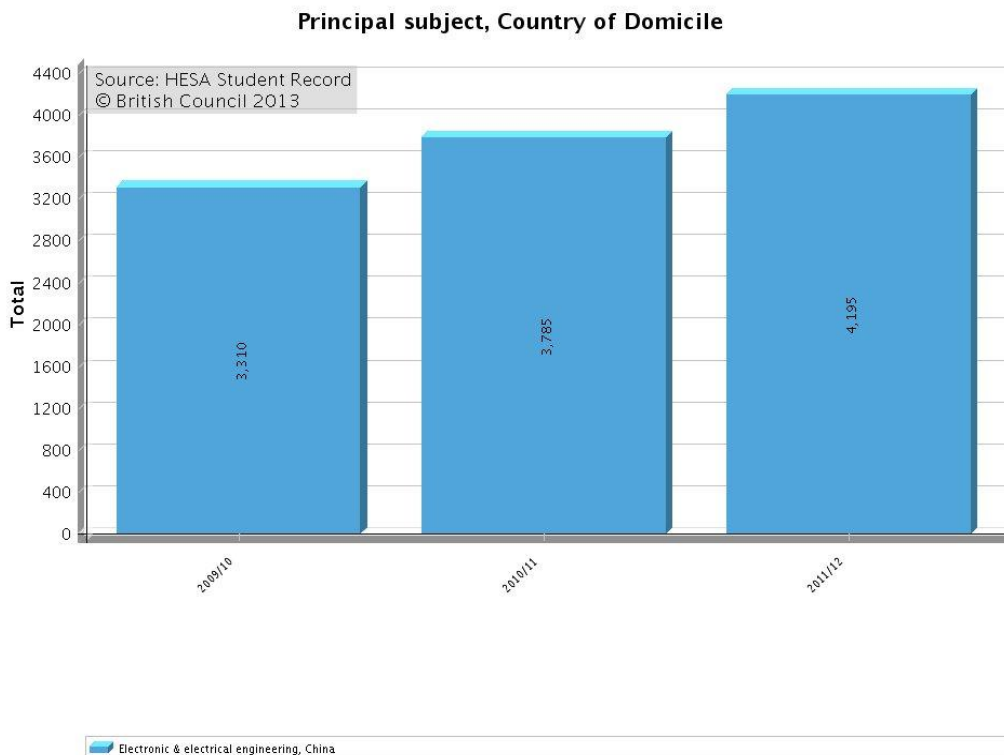
In 2014 the British Council has decided to embark on a challenge with the theme of Electronic Engineering (EE). We have chosen this subject area for several reasons, firstly recent reports have suggested that globally there is a demand for graduates from EE, especially so in the United Kingdom- as the Challenge is an international bridge between UK and Chinese students and institutions, and then this is especially relevant¹.

Finally within China the situation for EE graduates, general engineering admission within Chinese universities are increasing by around 5% through 2010-2012, according to the China Ministry of Education. Also Chinese education authorities have reported is very good figures in terms of employability for EE graduates, the employment rate for EE graduates is 90% , with domestic media reports suggesting that the starting salary for EE is a lot higher than for graduates of other areas such as social sciences, maths and physics- as the Challenge not only aims to highlight the strength of the UK and

¹ Global migrants: Which are the most wanted professions? <http://www.bbc.co.uk/news/business-21938085>

participating UK institutions in EE, but also the skills gained from participation in the Challenge which enhance participants employability prospects.

Higher Education Statics Agency reporting shows that Chinese applicants applying to study EE in the UK has been increasing over the last few year- suggesting a strong audience base of potential participants for the Challenge project.



Benefits to UK Partner Universities

The Challenge is a creative way of promoting a specific subject area, previous experience has indicated increasing amounts of enquiries for further study in subject areas covered by the Challenge within participating UK universities. Furthermore, the Challenge project has also led to the furthering of communication between competing institutions and UK partner universities. The British Council China is pleased to facilitate communication and possible cooperation between institutions in China and the UK.

- Partnering universities will have the opportunity to directly reach than 30 targeted middle schools and 30 targeted universities, throughout the challenge, including teams- about 200 teams in total, with 4 students and a tutor in each team.
- Each partnering university will have extensive profile-raising in China, during the length of the Challenge, with extensive online and media coverage as well as

direct engagement with participating students and a broader audience of interested observers.

- Due to the focus of the challenge, targeting students considering their future education, the Challenge is an excellent tool to aid in student recruitment for your university.
- The Challenge provides an on-going platform to demonstrate the academic excellence of UK universities.
- The Challenge, from past experience, is also a perfect chance to create potential links with Chinese schools or universities, initial contacts can be made through the Challenge and the British Council China will offer assistance in creating long lasting links.
- The Challenge 2014 will be partnered with the National Institute of Education Science, an organ under the Chinese Ministry of Education, which will ensure a larger number of recruited student teams and generate a bigger impact.

Proposed Format

Chinese Partner: National Institute of Education Science

Theme: Electrical Engineering

Launch Stage (*April-June 2014*): Promote the project and raise awareness of the competition amongst Chinese universities/schools through online and offline platforms.

Preliminary Stage (*July-August 2014*): Teams from Chinese middle schools and universities are set up and have to complete a task- a plan in upgrading or improving a household electronic device. Teams can choose their preferred partner universities upon registration, (similar to a UCAS form choosing several universities in order of preference) and reps from the UK universities will select their favourite teams who have the best plans, to work with them in the next round.

Online Stage (*September-October 2014*): Teams work online with the UK partner university they have been paired with. Teams should work on developing their initial plans based on their own ideas and feedback from their UK university mentor, at the end of the stage they should present the results of the work they have completed in an interactive and compelling way. Each university will choose one team from both middle school and university level; they have worked with to represent them in the final stage of the competition.

Live Final (*Late November 2014*): Each team will demonstrate the finished project they have been working on. They should show the work they have done with their mentor during the online stage and by themselves prior to the final, through video recordings which should be shown during the final. They should also present their final product and

demonstrate its use. Each UK mentor should also address the live final audience as to why their team's product is the best. The winners will be decided by the panel of UK mentors.

Winning Trip (2015) One winning university team and one winning middle school will visit the UK as their prize. Winning teams will take part in a variety of educational and cultural activities during their stay, in conjunction with the British Council China and UK partner universities.

Roles and Responsibilities

British Council China

- Organising and promoting the Challenge
- Liaising with UK partnering universities
- Liaising with Chinese participating teams
- Organising the winning trip to the UK in 2015
- Facilitating collaboration between UK partner universities and Chinese institutions

UK Partner Universities

- Developing the task briefs for different stages
- Marking competition entries during first stage
- Working with and providing detailed feedback to teams during online stage
- Possible talks and visits to China during online stage
- Representative to attend live final and mentor their selected teams
- Hosting the winning teams' trip to the UK in 2015

Chinese Partner

- Recruiting teams from middle schools and universities to participate in the Challenge

Application

Please email your interest to participate in this Challenge to **Mr Ewan Evans by 30 November 2013.**

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