



UAA Confucius Institute & Alaska Business: A Partnership

World Trade Center
Alaska
Fifth Alaska-China
Business Conference





**UAA Confucius
Institute**

UNIVERSITY *of* ALASKA ANCHORAGE

Hanban Administers the CI system

- Partnerships between Hanban and local educational institutions.
- First US CI's at Univ. of Maryland, Univ. of Kansas and Chicago Public Schools.
- Nearly 50 US CI's including Univ. of Hawaii, Portland State, Montana State and Univ. of Washington.



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The UAA Confucius Institute is Unique

- No one else at UAA does what the UAA CI does.
- UAA CI operates in China, within UAA and in the local community.
- We are a key component of UAA's internationalization, but also of UAA as a “public square.”



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The UAA Confucius Institute is Unique

- Educational programs.
- Cultural programs.
- Support Chinese language instruction K-16.
- Offer scholarships and teaching opportunities.
- Manage relationships with Chinese Universities.
- A wide array of community programs.



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The Confucius Institute is One of Many

- A major program sponsored by Hanban.
- Modeled on the German Goethe and Spanish Cervantes Institutes.
- Resources to promote cultural understanding.
- Now nearly 300 CI's in 78 countries world wide.
- Provides UAA CI with funding for cultural programs.



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Chinese Partner Institutions

- UAA is partnered with Northeast Normal University, Changchun, Jilin Province.
- The number two Normal University in China.
- Strong education and language programs.
- Equally strong in Environment, Biology, Engineering, and the Arts.
- Very good Men's & Women's basketball teams, too.



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The UAA Confucius Institute

- Final agreement with Hanban signed November, 2008.
- Dedication Ceremony December 6, 2008.
- Opening Ceremony September 8, 2009.
- Housed in the College of Arts and Sciences.
- Core mission is to promote knowledge of Chinese language and culture.



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Contact the UAA Confucius Institute

- Rasmuson Hall, RH 115, UAA.
- www.uaa.alaska.edu/ci.
- Paul Dunscomb, 786-4317.
- GuoFeng Pu Fricke, 786-1787.
- UAA CI Front Desk 786-1760.



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Fulfilling Our Core Mission: Language

- UAA Languages Department.
- Anchorage School District: Scenic Park Elementary, Begich Middle School, Bartlett High School.
Assist in creation of Chinese immersion program.
- Mandarin Chinese instruction for community interest.
Business Chinese, “Survival” Chinese, Etc.



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Fulfilling Our Core Mission: Culture

- Cultural Performances:
Beijing Opera (National Academy of Chinese Theatre Arts).
“Celebration of Chinese Performing Arts.”
- Workshops (Business Etiquette, Chinese Life).
- Speakers Series (Chinese Philosophy, History, Society, Economics, Etc.).



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UAA CI Services for Business

- Numerous programs for business available in 2010.
- Translation
- Language Instruction
- Cultural Education
- Language Certification
- Fee Schedules Under Construction



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Translation Services

- Assist in the creation of promotional/informational materials in Mandarin Chinese.
- Not legal documents or contracts.
- Brochures, Flyers, Chinese business cards, etc.
- Can assist in locating Mandarin Chinese interpreters.



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Language Instruction

- Regular non-credit courses in Introductory Chinese.
- Regular non-credit courses in Business Chinese.
- Tailored Chinese language courses for specific businesses.
i.e. Hospitality Industry.



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Cultural Education

- Courses and workshops is basic Chinese business etiquette.
- Tailored cultural training courses to serve Chinese customers or clientele.
- Background briefings on Chinese politics, economics, history or society.



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Language Certification

- Certification of Mandarin Chinese language proficiency for employees.
- Administer the HSK exam
(Chinese version of TOEFL exam).



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Coming in 2010

- UAA CI staff off to Beijing for 4th CI Directors Conference.
- UAA on semester break.
- Back on the job by January 11.
- Keep up with our website for programs this spring and throughout 2010.



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Conclusion

- UAA CI a Chinese sponsored program unique for UAA.
- The breadth of our activities, the range of services and the number of roles we play not seen before at UAA.
- Seek to make the UAA CI a key element in internationalizing UAA and community resource.



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Thank You

- Happy to Take Questions.

<http://www.uaa.alaska.edu/ci>.



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