

## China Initiative Builds on Existing Strengths to Expand MSU's International Reach

Michigan State University is opening a China office in Beijing as part of a broad MSU China Initiative, consistent with MSU President Lou Ann K. Simon's strategic imperative to expand the university's international reach "through academic, research, and economic development initiatives and global, national, and local strategic alliances." The mandate is part of her recently announced Boldness by Design strategic positioning statement for the university. The China office, as well as the broader initiative, will be administered through International Studies and Programs and directed by Weijun Zhao. (See related article in this issue.)

The spring 2006 opening of the MSU China Office in Beijing is a major milestone in MSU's quarter-century involvement in that country. The office will share space with the Sun Wah Education Foundation in the northeast part of Beijing, close to Beijing International Airport. The China office will serve as a gateway for MSU China programs, with responsibilities that include developing more joint education and joint research programs, facilitating technology transfer and consulting services, assisting the MSU Office of Admissions in the strategic recruiting of high-quality undergraduate students from China, and working with the Michigan Economic Development Corporation (MEDC) office in Shanghai to promote Michigan business interests in China and Chinese investment in Michigan.

ISP Acting Dean Jeffrey Riedinger said, "The emerging China Initiative may well furnish a template for MSU strategic engagement across the missions of research, teaching, and outreach in full partnership with universities abroad, expanding and deepening our collaborations."

**Education programs.** MSU is collaborating with four Chinese universities in a joint five-year bachelor's degree program in turfgrass management. (See related story in the spring 2003 issue of this publication.) The total number of students enrolled in this program has expanded to 120. In addition:

- The College of Communication Arts and Sciences signed an agreement with Tsinghua University in 2005 to jointly offer a master's degree in advertising at that institution. The agreement awaits approval by the Chinese Ministry of Education.
- Based on the success of the joint turfgrass education program, Beijing Forestry University has requested the development of another joint bachelor's degree program with MSU's Department of Forestry in biotechnology. In this four-year program, Chinese students will likely study two years in China followed by two at MSU.
- Discussions are taking place between MSU and Zhejiang University on a joint master's degree program in environmental science in China.

**Technology Transfer.** A recent development in technology transfer is a cooperative agreement between MSU and the China Sports Industry Group to explore the possibility of building a portable athletic field for the National Arena for the 2008 Olympic Games. Under this agreement, MSU would provide technical consultancy in design, construction, and maintenance of the field.

**Food Safety Research.** Three cooperative agreements have been signed since November 2004 between MSU and the following Chinese agricultural research institutions: Chinese Academy of Agricultural Sciences, Jiangsu Provincial Academy of Agricultural Sciences, and Zhejiang Provincial Academy of Agricultural Sciences. The agreements will lead to the establishment of a joint food safety research laboratory at each academy.

**Children's Art Program.** Building on the existing Michigan 4-H China Project, four MSU 4-H representatives visited Binzhou, China in May 2005 to develop an art exchange program between Michigan and Binzhou children. Discussions were held with Ministry of Agriculture and China Youth Federation officials about jointly developing a 4-H China program.

Additional plans for expanded MSU-China collaboration include involvement in upcoming conferences in China on issues as diverse as online education and the environment.

For additional information about MSU involvement in China, see recent issues of this publication. More about the Office of MSU China Programs will soon be posted at [www.isp.msu.edu/china](http://www.isp.msu.edu/china)

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—Jeffrey Riedinger  
ISP Acting Dean

## VIPP Hosts Delegation of Chinese Journalists

From October 27 through November 8, 2005, MSU's Visiting International Professional Program (VIPP) hosted a delegation of 17 young journalists from Ningbo, China, a port city south of Shanghai. The journalists, affiliated with the Ningbo Journal Newspaper Group, participated in a series of workshops featuring MSU faculty members from the School of Journalism and other departments in the College of Communication Arts and Sciences. Topics included media management, ethics in media, media and public health, technology and social trends in the information society, environmental journalism, news writing, and media law.

Outside the formal workshop context, the group met and exchanged ideas with then-State Senator Virg Bernero, visited the offices of Michigan Government Television and Michigan Governor Jennifer Granholm's communication office, and toured the

WKAR radio and television studios on the MSU campus. They also sat in on an editorial meeting at the *Detroit Free Press*, a highlight of their visit.

"You have a gorgeous campus and great people here at MSU," said Mao Yanyan, an editor from the *Southeast Commerce Journal* of Ningbo, China. Her positive assessment of the program was apparently shared by the entire group – the Ningbo Journal Newspaper Group is planning to send more professional journalists for a similar program in the future.

For more information about VIPP, visit:  
[www.isp.msu.edu/vipp](http://www.isp.msu.edu/vipp)

—Patrick Dunafin and Qing Xia



Chinese journalists from the Ningbo Journal Newspaper Group visit the Detroit Free Press in fall 2005 through a program organized by MSU's Visiting International Professional Program.