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# Edutimes



A Long Lost Melody  
And the Beauty of the  
World It Carries



Academic Integrity in  
College Education



Importance of Oral  
English



A Sailboat's Story



Learning at Columbia



Some Guidance  
On Application for  
Prospective Students

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# A Long Lost Melody and the Beauty of the World It Carries

□ BY KENT XU

Music is such a magic vehicle which can carry the whole world of its most romantic, beautiful and purest aspects a human being can dream of. The first time I was hit by such formidable power of music was around 25 years ago when I was a young man in a mood of romance. I was learning playing guitar and happened to get a music cassette of Nicolas de Angelis. Immediately I was absorbed and shocked by one of his compositions “Quelques notes pour Anna” of its beauty, romance and purity. For few weeks, I was kind of drunk into the melody and dreamed of someday I can play out some beautiful guitars like that.

25 years later, with many dreams of youth gone, when I totally lost memory of that feeling, I came across with that permanent melody again. This time, it overwhelmed me again with its romance, beauty and purity as before and it touches me much more profoundly with many retrospective pictures and experiences of my past 25 years elapsing like movies. Coincidentally, I ended my career working for others and started my career of educational consulting from scratch and dealing with many young students on daily basis. My interactivities with these young people, stunned by their ideology on pursuit, purity on morality, and beauty in mind, reminds me of my time of youth. It reflects to me just like music, like that classic guitar “Song for Anna”. To my astonishment, after a long lost, these two most beautiful things come together back into my life again!

I could not declare that I have found out my destiny of life. But I can tell you that, to me, all the mundane chasings, for power, money, and success, will fade away in front of these purification processes. Many adults jeer at their teenage son or daughter when they ask something like the meaning of life, the destiny of living, the fairness of society etc. But these questions are related to the essence of your living and explore the answers to these inquiries are always main themes for every human being. We are moved by youth because of its beauty and purity which carries the most valuable and fundamental important components this world could offer. Yes, the reality is ugly and the world is consisted of diversified elements, but when human being goes to the lord, the most memory he or she would take away must be the most beautiful, most romantic and most pure experiences he or she had lived.

Live your life with beauty, romance, and purity like teenagers. Enjoy Nicolas de Angelis’ “Quelques notes pour Anna”. That is life!



# Article

## Academic Integrity in College Education

□ BY KENT XU

Few public figures' fraud degree licenses, plagiarizing on research papers, have been disclosed and these controversial events have stirred China's academic society with serious challenges on its reputation and integrity. Academic integrity draws public attention.

In general, students trained from China have some basic knowledge about the principal of academic integrity on citing and quoting resources in their academic research paper or articles. But serious training and instruction have not been given in general, specifically for college students who engage in daily searching sources and writing essay or papers at school. When referring information sources from public domain like internet, how to make right citation, quotation, and

paraphrasing, becomes a more severe challenge. With temptation of using powerful search engine like Google, you can get rich information with few clicks, but how to take away the right information in an acceptable manner is a not easy job as you imagine.

According to academic integrity standard of college education in USA, you should be very clear about few most important principals and know how to operate in daily writing. For every paper or essay or assignment you write, you should comply with these rules. But in China, except your degree thesis or dissertation, or serious scientific research paper which is supposed to be published, your normal paper or essay writing will not be taken seriously by professors in terms of academic integrity.

Let us take a look at the basic concept and an example.

The fundamental concept in academic integrity is to be honest when using other people's work, ideas, or words by citing or quoting them strictly according to the rules set by the schools or colleges. For instance, take a look at the example used by MIT on illustrating the right and acceptable quoting and plagiarizing:

You can see the standard is very strictly set and the detail mastering of these rules is critical when you study in a USA college. A number of Chinese students have stumbled in this area because of their ignorance and not well informed or trained before they jumped onto their heavy load of work at school.

### Original source

Because of their unique perspective, Americans fear globalization less than anyone else, and as a consequence they think about it less than anyone else. When Americans do think about globalization, they think of the global economy as an enlarged version of the American economy.

Thurow, L. (1993).

Fortune Favors the Bold (p. 6). New York: Harper Collins.

### Accurate quoting

Lester Thurow (1993) asserts that the American reaction to globalization is different from that of the rest of the world in that "American's fear globalization less than anyone else, and as a consequence . . . think about it less than anyone else" (p. 6).

Why is this accurate?

The writer has introduced the quotation with his/her own words and has indicated where exact words of the source begin and end. S/he has also named the source in an introduction phrase.

(Complete Thurow reference appears in bibliography)

### Plagiarism

The American view of globalization is unlike that of the rest of the world. Because of their unique perspective, Americans fear globalization less than anyone else, and therefore think about it less than anyone else (Thurow, 1993).

Why is this plagiarism?

Although the writer has identified the source, s/he has not put quotation marks around his words, thereby allowing the reader to think the words are the writer's, not Thurow's.

Sourced from MIT web site.

# Some Guidance on Application for Prospective Students

—Sourced from top universities web site of USA

□ BY KENT XU

With years of heated demand in studying abroad market and rapid growth in agent services of college admission, Chinese students and parents have more and better knowledge about the application procedure, the good and famous universities in US and what type of students these schools are looking for. But given the practice in the market, there are still many misunderstanding and gaps in between, here from perspective of some elite universities of USA, we share some fundamental points of these universities addressing to their prospective undergraduate students for your references. Meanwhile, reflecting from their insights, we add our observations and comments taking China as a benchmark:

## 1. General pursuit

The mission statements from different universities vary dramatically, but many of them share mutual goals like “exploring, discovering, creating and advancing scientific knowledge, theories, technology for the benefit of human being and the society we live through educating and training young generation their heads, their hearts and their hands in educational institutes”.

This sort of mission statement

has defined the direction of a school in general and asserts the most important characters of their prospective students. Very typically, the students, universities are looking for and who can fulfill the school’s mission, are passionate, creative and responsive with leadership and teamwork spirit and are intellectually stronghold on academic talents and foundations.

From western education system’s point of view, this pursuit has been rooted and supported from early stage education in kindergarten up to higher

education in college. But the picture in China is quite different. The reality is Chinese high school students are not nurtured and raised in the field which could lead them to western education system seamlessly. The apparent gaps between China and Western here are the lack of real interest and passion for knowledge pursuit and loss of creativity as younger generation. The root is the China’s notorious National College Entrance Examination which evaluate and rate students or high schools only by the scores they made at that one test.

## 2. “No formula” , but .....

There is “no formula” to admit students, every university says. But the most important and ultimate suggestion could be given to a student is the real essence of the whole application. That is: not to aim at the satisfaction or “standard” of a college admission officer, instead, to find out whom you are and what really interests you and inspires your passion, then endeavor

your enthusiasm, effort, creativity and leadership, in your own character or ways, to achieve tough and challenging goals ahead of you. If you did all these before or during your application for a college, you are fully prepared to demonstrate yourself for admission to your desired colleges.

### 3. Three types



Normally, three types of students are admitted by top colleges from USA. First, “well-rounded” type who has reasonably good SAT and GPA scores, involving many initiatives, participating many clubs, activities and community services. Basically, this type of students have no obvious weakness, they are just good at all around aspects; Second type, “well-lopsided” type who has exceptional strength in some areas or subject of academic study or extracurricular activities, like music, art or athletic talents etc. The representative of this group could be Olympia Math or Physics Contest Medalist or a young writer who has published books or papers. And the last is “overcomer” type who has overcome enormous challenges and barriers from a very tough and difficult circumstance and finally accomplished something impressive either academically or otherwise. Practically, the applicant could be different from any of the above “types” and is unique in his or her own way given the complexity of background and environment he or she grows up, but having this picture in mind will help you to position yourself better.

### 4. Diversity and fitness

Top universities and increasingly more tier two and three as well have been

endeavoring for years on advocating diversity and multi-culture among their student body and school engagement in many facets. Selecting a group of new students, say for instance 1,000+, from tens of thousands candidates, is a challenge. Some schools view this group of people as a team set to go through a 4 year journey. They want diversified people with different ability, talents, ethnic origin, personality and culture or background growing up. This colorful diversity enriches the student community and brings to the school the international elements, culture and experiences which are increasingly important in this rapidly globalized world. This resembles the reality world when they enter job market and start their career in a business or industry which is more or less internationally related.

Fitness is a key component for each top school to check carefully when selecting candidates from crowd. Each school has its own culture, character, essence value and traditional heritage which they want to sustain and advance continuously. Each top profiled student has his / her dream, character or “type” which may or may not fit with the school’s “Credo”. On the other hand, as a student, to get some knowledge about the main characters of a school which you intend to apply and see whether this sort of “soft” stuff make you feel comfortable or suitable is fundamentally a necessity.

Fitness works more critical as a veto cast. When the school views a student as not a fitness for their school, the door is basically closed. Diversity plays a more important role when the school makes decision on picking someone from a competitive crowd.

### 5. Ownership, role of parents and advisers

It is very clear from western point of view that application to college is the student’s personal issue and no one else, either parents or any agent, can undertake this job. Even lovely parents are very keen to offer help, guidance or resources; it is up



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to the student if he will accept these assistances, needless to say agent serving as admission adviser.

In China, originated from imbalanced information years ago, agent services are quite popular and are widely accepted as securitized solution even the students are capable to apply independently. Many Chinese parents are very much involved and even dominate the process. Meanwhile, students concentrate more on preparation of all standard tests and school GPA. Parents will shop for a “right” agent to help, pack their children for application and pay tens of thousands for services. At this point, the student are do their job to get every condition enrolled for a college ready and agent and parent are helping on picking school and documenting everything needed. At the end, the real applicant could lose passion, real interest in targeted school and in depth touch on the material for application which is in many occasion made by agent. This is a very true picture which many universities in USA don’t wish to see their picked students are all served by agents, especially when these agents are found out working in a very unacceptable way morally and technically.

## 6. Course selection and beyond

A standard requirement on courses you have to take in high school is a commonplace you can get easily, like Math, Sciences / Physics, Chemistry, English Language / Reading, Writing, Foreign Language, History, etc. But the insights behind the list are very much valuable for students to really “get it”.

For instance, learning language, either English or foreign languages, is not just about know the vocabulary or

grammar, and skills on reading and writing, something go beyond into the training of Critical and Analytic ability on reading and writing and establishment of reading and writing as a habit, a fun, or even a lifelong enjoyment! When you read a specifically subject, or follow up an author through a series reading, you may track down the path and find out some interesting pattern or some astonishing observations and for which you pretty much like to share with others by an analytical writing. Apart from that, experiencing the author’s world and especially going through some dramatically different society by learning a foreign language, may enrich your view and your comprehension about the diversified world. These activities and endeavor are more likely driven by real fun, curiosity and love and less by working load or obligations. But there is something you have to master like Math which is playing a universal language of scientific world whether you like it or hate it, you just have to do your job in high school study and training and look for further higher education in general. History, American or Europe, is fundamentally knowledge which tells you how the world evolves like it looks today and may give you a lot imagination or hints where it will head to in the future.

## 7. Extracurricular activities and community jobs

Extracurricular programs or engagement will demonstrate more personality, character, interest and talents than in school study when courses are set as a standard requirement. One type students like involve many things with moderate depth; others may go deeper in specific area or subject. All work well as long you really find fun and enjoyment and demonstrate your unique contribution either as leader or as a good team player. But in general, one in depth program with rich learning and significant achievement will impress people more than multiple activities with not much take away or fruit in hand.

## 8. Quota, the reality for international students

It is a very true reality that top colleges in USA offer very limited quota to their international student pool, typically from 8%-15%. Taking into so many countries into account, like Canada, UK, and many strong Asia competitive countries like India, Hong Kong, Singapore and Korea, the numbers fall into China mainland is tiny. The good news is there are plenty good and decent universities and colleges, especially liberal art colleges, to chose from even many of them are not well known in China.





# A Sailboat's Story

□ BY YITING SHEN

Prologue: 'Mount a long wind some day and break the heavy waves; And set your cloudy sail straight and bridge the deep, deep sea.' the mother give her best wishes through the Chinese poem shortly before the daughter left Shanghai for her U.S. college study. The daughter has been attached with sailboats since, treating them as the bond with her mother. The lines are intensely remembered even today. The best conversations with mothers always take place in silence, when only the heart speaks. Carrie Latet



On this extremely dark and quiet night, the daughter is restless, feeling the rough sea. With eyes wide open all night, she does not want to sleep, nor dare to sleep because she's afraid being lost in the darkness. Turning on the light, looking around, she wondered, 'is this my home?' A simple desk, a beloved photo frame, a vintage world spinning globe... Everything is yesterday once more, familiar and strange. She is very sick. After all, it's been almost two years that the daughter didn't come home. The young conceited sailboat does not think about the peaceful harbor until she is wounded against storms and thunders.

When the Columbia undergraduate admissions letter magically flew into her home in Shanghai two years ago, the daughter knows that the family life is

forever changed. Relatives' high praises and peers' envy looks have made the daughter feel overly achieved. The mother wrote the poem in her daughter's graduation memory book, 'mount a long wind some day and break the heavy waves, And set your cloudy sail straight and bridge the deep, deep sea.' At that time, the ambitious daughter single-mindedly interpretes that mother expects her to conquer the world. Because of the poem, the naïve daughter went and bought a 1500 piece jigsaw puzzle of a large sail ship. The daughter tirelessly works on the puzzle – a big fast moving sail ship against the strong wind and wave. She envisions a photo: the daughter is holding the last small puzzle piece high in the air, while the big elegant sail ship confidently rides the wave on the desk. The photo also reflects

the daughter's confident smiles, symbolizing that big success is to be made soon. Now, the daughter realizes that going to the US is merely the very 1st step to sail away from the harbor, and into the rough sea.

To achieve the best exam scores, accumulate valuable work experience, and practice outstanding leadership skills, the daughter keeps herself busy, non-stop. When staying up all night, she drinks buckets of coffee; when over slept, she bites bread to classes. Yet, she feels fulfilled, instead of being suffered. When exhausted, she reminds herself of her mother's perseverance: the mother studies at the continuing education school for a college degree in parallel to managing 300 people at work, and raising the child. In childhood, the



daughter didn't understand her mother, 'Dad is always on business travel, why can't mom not go to the night school or work?' The daughter thought herself of almost an orphan. Two years abroad, she appreciates the independence gained in her younger age. Facing the five spices of life, the daughter smiles just like her confident mother. In the past 18 years, the mother's care is hidden, never in big hugs or night kisses. The daughter spent six years in boarding kindergarten since 15 months' old seeing her parents only once a week. Her gift to the 1st day of elementary school was DIY - a school bag and a home key. Watching other kids being picked up, and sharing their school stories with their families, the daughter's eyes were red. In grade one, her parents had to travel on business, the daughter was home alone for 3-days. The

mother is always willing to let go of her daughter, letting her choose her own path. Fortunately, the daughter hasn't let the family down nor asked for any family support. She follows formality, learns music, and her grades are always in top 3 in the whole school... The daughter is the sunshine of the family. At the airport gate to say farewell to her parents, she keeps smiling with excitement, 'I'm ready to fly; I'm ready to sail.' The poem given by the mother is in her heart, 'Mount a long wind some day and break the heavy waves; and set your cloudy sail straight and bridge the deep, deep sea.'

The daughter blends in the Manhattan exciting and intense life, while holding her sacred space. Her bed table lays a few books, 300 Tang poems, Pride and Prejudice... The

daughter often thinks of the poem given by her mother and the big sail ship puzzle. She remembers her mother's birthday June 3rd and mails out birthday cards with sailboats, with her own poems. The mother doesn't understand why the daughter likes sailboats. Nonetheless, she started liking sailboats because her daughter likes them. On the daughter's 20th birthday, the mother emailed her own drawing on Photoshop: the bright moon hangs on the navy sky, a little white sail meets rough waves. Later on the phone, the daughter learned that her mother is learning English and computer graphics. She raised her thumb for the mother and adored the painted scene: The bright moon reflects the mother's smile, the blue sea and sky immersed with her care and advice. The white sail holds her expectation, committed to break the wind and

wave. Nonetheless, why is the sailboat painted with just a few simple lines? The painted image of 'a tiny sail with long shadow' is very different from the grand sail ship in the daughter's mind to complete the voyage.

In between coffee and cocktails, the daughter learned to make up her face, wearing diverse outfit to greet people. In many eyes, the daughter is a good student and well connected. Study after study, parties after parties...yet her heart is desolate. Why does the daughter want to be the bright moon surrounded by small stars? Why does she want to be the big and arrogant sail ship? The daughter contemplates deeply on the significance of her mother's drawing of the little sailboat: Hold big aspiration at heart; Be humble and not self-centered; Prepare to sail

against the wind and waves, as the sea is wide and long. The daughter rumbles that she's busy with no time to call or write to her family. In reality, she's playing games against money and status. She is lost as if the sailboat at night without the lighthouse. Yet the night is too dark. The daughter is too scared to give herself the time to think. She almost lost the confidence to reveal herself ...



Almost dawn time, new moon is hanging, as if mother's trusted and acknowledging smile. The daughter feels a lot more peaceful and confident. Her view moves closer - A little light from the childhood desk lamp. The lamp has two little sailboats plain sailing. The mother has kept all her daughter's childhood stories... The daughter feels guilty for considering herself as an orphan. On the bed table, there're a few books. The daughter caught sight of a Chinese Tang Poem Dictionary. As she browses through, many familiar poems: A Traveller's Song, 'The thread in the hands of a fond-hearted mother Makes clothes for the body of her wayward boy; Carefully she sews and thoroughly she mends, Dreading the delays that will keep him late from home. But how much love has the inch-long grass For three spring months of the light of the sun?' As the childhood voice starts to filling the room, the daughter's eyes become wet: When the daughter entered the elementary school, her mother still studied on her continuing education degree. The daughter knew few words, but was eager to read the poems with the mother. Despite the heavy work and study, the mother engaged her daughter in reciting the Tang poems together. The Chinese classical poems become daughter's favourite, although many lines are only half understood.

Another good poem, Li Bai's Hard Road,  
'Pure wine costs, for the golden cup, ten thousand coppers  
a flagon,

And a jade plate of dainty food calls for a million coins.  
I fling aside my food-sticks and cup, I cannot eat nor  
drink...

I pull out my dagger, I peer four ways in vain.  
I would cross the Yellow River, but ice chokes the ferry;  
I would climb the Taihang Mountains, but the sky is blind  
with snow...

I would sit and poise a fishing-pole, lazy by a brook –  
But I suddenly dream of riding a boat, sailing for the sun...'

Li Bai describes two friends' encounter and mindset to encourage his big journey. Lv Shang sits and poises a fishing-pole, lazy by a brook, while Yi Ying dreams of riding a boat, sailing for the sun. The mother and daughter's relationship is no less than what's described in the Hard Road poem. The daughter triples her confidence without noticing that the mother has already sat by her bed. The mother's hair at the temples shines the silver light. "Time for your pills, watch out your eye sight. Mom will read, you listen." The daughter received the glass of water, and swallowed the medication. She is grateful for everything, and doesn't want to put down the glass as she feels the mother's body heat on the glass.

'Pure wine costs, for the golden cup, ten thousand coppers  
a flagon,

Journeying is hard,  
Journeying is hard.

There are many turnings –  
Which am I to follow?...

I will mount a long wind some day and break the heavy  
waves

And set my cloudy sail straight and bridge the deep, deep  
sea.'

Mother closes the book... while the daughter also recites,  
'I will mount a long wind some day and break the heavy  
waves; And set my cloudy sail straight and bridge the  
deep, deep sea.'

'Mom, you have such good memory!' Both the mother and  
the daughter smile in their hearts.

NB: Mother has the greatest love of all. However, the  
mother told the daughter, 'your father's love is implicit.'  
While writing this article, the daughter has already  
amalgamated the father's, mother's, and friends' love  
together. On the last Mother's Day of the 20th century, the  
daughter expresses her love for the mother the 1st time –  
a tribute for words not said from both sides.

# Importance of Oral English

□ BY KENT XU



Wise Young

For many Chinese students who take TOEFL, the lowest session of their test score normally is Speaking English. It portrays the real picture of our English education status.

English language ability has been always the biggest barrier for majority of Chinese students who study in USA or UK to achieve their full potential both in education and afterward career development. Among four skills of Listening, Speaking, Writing and

Reading, Oral English plays critical role. Your pronunciation and accent is more of your trade mark than any of three skills which are not so obviously recognized by people who communicate with you on daily basis classroom or group study.

Having said that, the real pity I found out through my experiences of studying, working and living in North America for few years is that many Chinese don't care much about their Oral English ability, especially their pronunciation. Either they think I am too old to change my pronunciation or it doesn't matter much as long I can speak out with right words and grammar. But that is not true. A Chinese who can speak Native American English is differently viewed and will be offer much better chances in his / her life.

Wise Young is a world renowned professor of Spinal Cord Injury at Rutgers University in New Jersey. His patients include famous Superman **Christopher Reeve** and Chinese gymnast **Sang Lan**. He impressed me when he was interviewed in around 2003 by a local Chinese magazine in New Jersey. He said he had set a very high bar for himself at English speaking ability when he came from Asia at 18 and was studying at college in USA. He claimed during the interview that he can speak American English better than 90% of

native speakers in terms of pronunciation, the words used and phrasing. I guess apart from many of his talents and his crazy persistence in his career pursuit, his mastery of English is an important element for his grand success.



Sang Lan

In so called upper society of America, your English pronunciation and accent is one of important traits which represent where you are from and which classes you belong to. Needless to explore your career development in USA after your education in college, even in schools, for the sake of mastering English as a language, making your communication with teachers, classmates more comfortable and enjoying your student life more comprehensively, your oral English is very important and it really matters!



Christopher Reeve

# Learning at Columbia

□ BY YITING SHEN



Manhattan in many others' eyes is a non-sleeping, social networking and barbaric bull fighting place. Yet, I found it my learning home – Columbia University.

On a sunny afternoon, the big lawn at Columbia has a shining scene: a dozen all so students on flip-flops and shorts sitting on the lawn causally. First glance, you would've thought it's a college picnic scene, yet a closer look reveals a wall-less classroom on the lawn. Sometimes, you hear the reading aloud followed by heated debates. Students and professors do not have hierarchies at Columbia. We all indulge ourselves in Plato's Symposium. I have no literary background in Western Philosophy, yet I am easily drawn into discussions with fellow classmates from around the world. Although liberal arts are Columbia's strong foothold, for a Chinese with little Western culture training, it is quite difficult. At the beginning often I don't understand the points, so I make self-laughter. Athena is important from the historical perspective, yet we're making part of the contemporary history.

In my junior year, I luckily passed the audition and selected piano as one of my elective class. At Columbia, learning scheme is flexible. Even one selects the major, there is still plenty

room to develop other interests, as long as the Major requirements is fulfilled. As an engineer, I ventured to piano learning. Every week, my teacher only gives me 30 minutes of lessons but the one-on-one part is very useful. Unlike traditional piano lessons, my piano study turns out fully opened. My teacher encourages me to study the pieces I want to play. Sometimes, he also gives recommendations. My favourite is when he introduces different ways to interpreting music for the same melody. Whether a piece of sonata, lullaby, or waltz, my teacher and I each has a piano, playing back and forth, with rhythms moving up and down, exchanging using the sound of music. Although some pieces are simply practice tunes, it has made all the difference with the interactions. The music and teacher inspire me, and broaden my vision of music.

Studying Engineering at Columbia is fun as professors and students on the same battle line and working on real cases in the classroom. Even outside the classroom, professors and students often get together exchange experiences. My System Design course is one example. The class is divided into several working groups where students self form. The professor does not often give lectures

but rather encourage groups to visit him to discuss individual problems they have. He also encourage we learn from other groups.

Wall Street is a new battle field. Professors of the Financial Engineering classes are often adjunct from the Wall Street. In the classroom, the professor has exciting stories to tell and difficult challenges to solve. Complex calculations are accompanied by real cases. Although I often study past midnight, when thinking about the assignment is such close to the real battle field, I am fully engaged. We don't even have finals at the end of the semester. A work report at the Adjunct Professor's office meets the requirements. Our travelling from uptown Manhattan campus to downtown Wall Street professor's office is short yet significant. As the managing director for a credit risk exchange platform, the adjunct professor gives us a tour of the whole platform so that we have the 1st hand understanding. My team members and I asked critical questions during the tour to warm up. When it comes to our report time, things become much easier to handle.

I fully enjoyed my experience at Columbia, learning, sharing, and practicing all together. Your turn to explore the similar ones in the US!

# News



## 1. MIT – Shenzhong Inventeam Update

In our last quarterly newsletter, we report MIT-Shenzhen Middle School (Shenzhong) Inventeam's inception. In the past quarter, they have carried out two to three rounds of brainstorming and concept designing activities. The four groups of students have generated dozens of innovative ideas covering from facilitating devices for disables, auto-adaptable curtains, electric car plate, carbon dioxide transfer devices to integrated software for mobile phone etc.

In the process of screening these ideas, Shenzhong Inventeam has invited experienced teachers, representatives from parents, experts

from sponsor Tencent and MIT alumni to help them on assessment. These professionals have helped them setting up criteria on selection and shared many valuable comments and insights with students. At the end, students have much more clear idea about what kind of innovative proposal would fit into the current MIT Inventeam project after taking into consideration of proposal's technical availability, feasibility of making a prototype from it and its applicability in the real world or market.

To facilitates Shenzhong Inventeam's progress, the Head of ECs of MIT, Rossana Lin and her husband, David Lin, the Operation Director of Microsoft R&D Asia Group, came to Shenzhong on Sep.24th, 2010.

David gave an excellent seminar to students, introducing the methodology on inventing and guided the students on each initiative. At the end, Rossana gave a wonderful speech to an assembly of 300-400 students and parents on MIT, application process to colleges in USA and how to raise children with global competition edge, sharing her wonderful experiences as EC (Interviewer) of MIT for more than 10 years and as a successful mom with three wonderful sons growing up. Kent Zhan Xu (the founder of KCG), as mentor of Shenzhong Inventeam and alumni, former EC of MIT who interviewed and recommended Chen Weixin, the first student admitted by MIT in Shenzhen, participated the seminar and shared pieces of his experiences with the audiences.



## 2. KCG' s marketing event with Bank of China in Shenzhen

This summer, Bank of China Nanshan Branch has joined KCG on promoting private education counseling and advising services to their VIP clients.

During the seminar, KCG's founders, Kent Zhan Xu (graduate from MIT) and Yiting Shen (graduate from Harvard, MIT and Columbia) and their adviser Joyce Fu (PHD from Cambridge University) , an international private educator from Cambridge, UK, shared their enrich experiences on personal educational services areas.

One of services KCG offers and the VIP clients of Bank of China like most are MBTI and Strong instruments which can identify their children's psychological type and interest direction. Many students and parents have showed their willingness to take formal tests to see how the instruments help them to identify their children's type and interest especially when they are at the stage of making choices in high school or college application.

Apart from that, KCG has made it clear that as admission adviser, KCG has world class experts who have background of interviewer and admission officer from top colleges of

USA. By offering one on one service, instead of mass market oriented like most agents do, KCG provides more in depth services in essay revision, interview guidance and alumni interactivities for their clients. Some high school students approached KCG for further information and services on admission adviser after meeting.



### 3. Shaw Prize Celebration and University of California – San Francisco

As one of prominent awards from Asia, Shaw Prize gets more attention from Scientists and public. This year Shaw Prize on Biology and Medicine has been awarded to , the Professor

from University of California – San Francisco. Mr. Julius is a MIT graduate and he earned his PHD in University of California – Berkeley.

Doctor Julius' research is on the human body's reaction mechanism to the outside impetus, like spicy pepper to the taste system of human, at molecule biology level.

The University of California – San Francisco, where Doctor Julius heads the Department of Biomedical, is not a public renowned university in general, but its Medical and Biology is ranked at top three of universities of USA.

### 4. KCG' s marketing event in Shanghai



As part of commercial marketing activities, KCG has done few seminar and promoting events among friend circles. They are quite a representative group of people, including successful entrepreneurs, white color managers, and executives of big firms and their child are at grade of 7-9 at secondary school. Many of them are planning for their child's education path on global basis.

KCG's founders and adviser from UK have participated the interactivities with clients. As a practical taste of the, MBTI first step instrument was introduced to part of clients.

KCG's Shanghai commercial promoting has been quite successful with few clients signed up at the end.

### 5. Participation of Qing Ji, Zhenwei Zhao, Young Wen, Michael Choi.

Last quarter, KCG has welcomed four more advisers joining us. They are Judy Ji, MIT MBA07, the Senior Director of M&A at Tencent in Shenzhen; Wesley Chan, MIT '97 ME, the founder of a real estate marketing firm and an advertising firm in Guangzhou; Michael Choi, Columbia'05 BA, an admission counselor at Shanghai Experimental School and Zhengwei Zhao, MIT'03 ME, the Senior Director of international appraisal firm in Fusan. Their bios are listed below:



#### Qing Ji

Qing Ji is senior director of Mergers & Acquisitions Department at Tencent, and has worked as key team member for in several domestic and international M&A deals. Prior to joining Tencent, Qing worked at Boston Consulting Group (Shanghai) and participated in many strategic consulting projects, including China outbound M&A study, IT planning, business growth strategies and etc. Prior to this, Qing had gained rich experience in China IT industry, including working as senior support engineer at Microsoft Global Engineering Center, UNIX System Administrator at Shanghai Guoxin Lucent Technologies.

Qing Ji has studied at MIT Sloan School of Management and received MBA degrees. She also holds a Bachelor of Science degree in Computer Science Department of Fudan University.

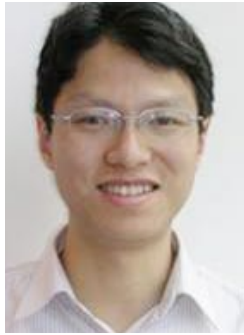


#### Zhenwei Zhao

Zhenwei Zhao, Sr. Manager, Retail & Direct Distribution of Esquel Enterprises Limited. He has ten years working experience around the world. After obtaining M.S. in Mechanical Engineering in Tsinghua University, he has worked in Ford/Visteon Automotive Systems, as Lean Manufacturing Consultant. His main duty is to reduce inventory level and production lead time, reduce production cost and improve product quality.

Heresafter, Zhenwei Zhao studied in Massachusetts Institute of Technology in USA, obtained M.S. in Mechanical Engineering. Mr. zhenwei Zhao has working experience in big companies in Hong Kong and Guangdong province. Mr. Zhao's expertise includes manufacturing Processes/System Design, Production Planning & Control, Supply Chain Management, ERP and Scheduling Systems, Statistical Quality Control, Dynamics and Control, Machine/Product Design.

Zhenwei Zhao's study and working experience is a successful case, which can provide important life reference for the young.



### **Young Wen**

Dr. Young Wen has a successful experience in securing scholarships from top universities in the USA, including MIT, Stanford, Princeton, UCLA, USC and etc.

While pursuing a PhD at MIT, he has also minored in western literature.

In addition, he has helped faculty members to select graduate students in top universities in Hong Kong and the USA. In his spare time, he has often been sought for advice on scholarship applications.



### **Michael Choi**

S. Michael CHOI, Columbia '02, joins Kent Consultancy Group based out of Shanghai. A graduate of Cherry Hill HS East, one of the foremost academic high schools in the US, Michael earned acceptances to seven top universities and is quite familiar with the US application cycle.

After graduating from Columbia, Michael worked at Peterson's EssayEdge division, helping over one thousand clients realize their university admission dreams and eventually managing the USD 3.6 million/year business. Michael's clients have been accepted to Harvard, Princeton, Yale, Cambridge, Oxford, and dozens of other top global universities in programs ranging from Engineering to Physics, Economics to Art & Design.

**BELIEVE IN EDUCATION**





# Case Study



## 1. Jennifer Z

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Jennifer Z is a Chinese student who has lived in Vancouver, Canada for a few years. She is a smart girl and works hard in school. She plays piano quite well and contributes as a volunteer in a local church's Sunday activity. She entered an IB program and has got the certification with decent scores. Her GPA in percentage is around 89% in her last one-and-a-half years of high school.

Jennifer has been thinking of applying to colleges in US, but she finally gave up when the second year of IB course drove her crazy.

With KCG's help, she was admitted this year by McGill University majoring in Business which is one of the most competitive and selective majors in this renowned school.

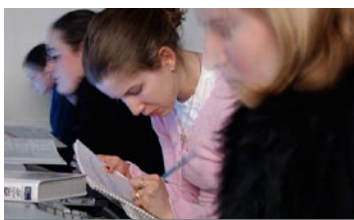


## 2. Nelson M

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Nelson M is an ABC (American Born Chinese). He is a well rounded student with many interests in sports such as basketball, tennis and water polo. Meanwhile he is an active member in many student clubs. His SAT overall is 2,280 and SAT II History and Physics are in the range of 730-780. But his GPA is a little bit normal at weighted 3.58 even though he took 7 AP/Honor courses in his last two years at high school. He graduated from a public school in the Western Coast of America.

With help of KCG, Nelson applied 9 schools and was admitted by 5 of them. This May, he finally chose Notre Dame and majored in Physics.



## 3. Peter Lin

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Peter is an energetic ABC (American Born Chinese) and studied at famous public school close to Philadelphia. He is keen about business and investment during his senior high school years. As an initiation, he founded an investment club in his school and has been running the club successfully by practicing in stock investment and earning multiple returns for their original fund. The club has attracted more and more students participating since its inception around two years ago.

Another signature point for Peter is that he finished more than 10 AP courses with almost all 5 scores. This is phenomenal for a high school student. Meanwhile, he is quite well rounded on other social, athletic activities. He is the Captain of Swimming Team of his school and engaged many internship and volunteer activities during his summer or winter breaks.

Peter was admitted through ED (Early Decision) by a top business school in USA on November of 2010.