Each year, we compile and update brochures with design assistance from Biomedical Graphics. We also compile text, translations, and pictures for our latest view book and yearly newsletter.

每年我们与专业的设计人员精心编制和更新维恩州立大学孔子学院宣传手册。同时我们也为最新版的宣传册和年度简报进行文本编辑、翻译和图片处理。
Connecting SE Michigan with China

Promoting Chinese Language and Culture in Southeast Michigan

MISSION
The Institute's mission is twofold:
1. To enhance inter-cultural understanding of students and faculty at Wayne State University and residents of the metro-Detroit community by providing resources, programs related to Chinese language and culture, and;
2. To establish and foster educational and economic ties between China and the United States and especially between Wuhan and Southeast Michigan.

CAMPUS
K-12 Teaching Certification in Chinese
WU Chinese Culture
China Corps High School Summer Camp
Chinese Language and Culture Learning Community
Confucius Cali / China Lecture Series
Chinese Conversation Partner Program
Chinese Resource Library
Diplomacy Room (ping pong)
Chinese Students Association
Translation Services

OFF CAMPUS
Chinese Language Association of Michigan (CLAM)
Annual CLAM Conference
K-12 China Quiz Bowl
College China Quiz Bowl
Chinese K-12 Homeschool Program
China Business Club
China Business Partnerships
K-12 Outreach / School Visits
Specialized Teaching

PROGRAMS IN CHINA
Study at Huazhong University of Science and Technology
Summer Service Learning Program in Rural China
China Horse Trip
Hunan High School Summer Camp
Teaching Delegation
Business Delegations

clas.wayne.edu/ci
**Brochure 小冊子**

**The Confucius Institute**
Wayne State University
Detroit, Michigan

**Contact Information**

**Connecting Southeast Michigan with China**

**Professional Programs**

- **Adult Education**
  - Focus: Chinese courses focusing on practical Chinese. Courses can be tailored to suit the needs of any group.

- **CLAM: Chinese Language and Culture in Michigan**
  - An annual conference for K-16 educators and advocates of Chinese language and culture. Teachers, professors, administrators, and students share practical ideas about teaching, learning, classroom management, and program development.

- **Chinese Teacher Certification**
  - Wayne State offers Chinese teacher certification at the K-12 level.

- **Business Delegations to China**
  - The CI of WU can arrange tours and meetings with officials from the Economic Development Zone in Weihai, the lake Dale Business location at Harbin, Harbin Institute of Science and Technology, and other business representatives in the City of Weihai.

**Promoting Chinese Language and Culture in Southeast Michigan**

**K-12 Programs**

- **K-12 Outreach**
  - Workshops from Wayne State University and local schools, providing supplemental instruction and activities.

- **China Corps Summer Camps**
  - Two to three weeks of Chinese language and cultural enrichment for middle and high school students at campuses in Batman, Oakland, and Wayne counties.

- **High School China Bridge Program**
  - Students enjoy two weeks of engineering and science scholarship. Students learn about Chinese language and culture in China. Students pay for only airfare and visa.

- **Study Abroad Opportunities in China**
  - Semester and year-long programs at Tsinghua University of Science and Technology. Scholarships are available.

- **China Corner**
  - Chinese language available in these K-12 schools. Students can participate in China Corner activities.

**University Programs**

- **Michigan China Quiz Bowl**
  - A quiz bowl competition testing students and high school students on their knowledge of Chinese language and culture.

- **Chinese Learning Community**
  - Wayne State students offer Chinese cultural events and study sessions to promote learning and cultural exchange.

- **Summer Service in China**
  - A summer service program where Wayne State students learn Chinese language and culture in a rural village in China.

- **Confucius Café**
  - A weekly gathering featuring lectures or performances and an opportunity for students to practice their Chinese and English.
Brochure 小册子
VIEWBOOKS 宣传册

The WSU-CI has created colorful view books each year, highlighting its various programs with colorful pictures and texts.

宣传册

伟恩州立大学孔子学院每年出版一期新的宣传册，编排大量图片和文字介绍孔子学院丰富多彩的活动。
S.W.A.G. 各类活动纪念品
S.W.A.G. 各类活动纪念品
FACEBOOK MARKETING  Facebook 市场推广

This chart is a breakdown of the gender and age makeup of the users on our Facebook page. We have an especially large percentage of male and female users in the 18-24 year-old age range. This is a good sign, showing that our efforts on Facebook have been targeting the intended demographic and are getting more members of the Wayne State and global community interested in the Chinese language and culture. The location breakdown under the bar chart conveys which country and city our users have hailed from over a two-week time span.

这张柱状图描述了伟恩州立大学孔子学院Facebook主页访问群体的性别和年龄分布情况。绝大多数的访者都是18-24岁的男性和女性。这是个好的迹象，表明我们的Facebook主页达到了吸引目标人群的目的，同时让越来越多的本地和国际群体对中国语言与文化产生了兴趣。柱状图下的地区分析表中我们可以看出访者来自哪些国家和地区。
This is a more in-depth graphical display of the information conveyed in the first chart. This graph also shows the growth of our user base over the month of August, 2013. We were able to obtain an additional 10,254 people on our main Facebook page. This number of initial fans enabled us to reach more than 7,456,819 total users around the world. At any given time, a message posted on Facebook from the Confucius Institute at Wayne State University has had the potential to be seen by more than 7,000,000 people worldwide.

The number of “People Talking About This” conveys the amount of people on Facebook who have specifically mentioned the Confucius Institute in one of their Facebook posts. In summary, the Confucius Institute at Wayne State University is growing its presence on Facebook. This surge in growth is expected to continue through 2013 as our video series gains more momentum in the online world.

这张图表更深入地说明第一张图中所传达的信息。此图显示了2012年8月Facebook访问者的增长情况。有10,254个人访问了我们的主页，他们帮助我们吸引了7,456,819名来自世界各地的用户。任何时候，伟恩州立大学孔子学院Facebook主页上发布的一条消息都可能被超过7百万人来自全世界的网友查看到。

“人们在讨论”一栏的数字说明了在Facebook帖子中明确提及“伟恩州立大学孔子学院”的网友的数量。总而言之，伟恩州立大学孔子学院Facebook主页的访问量在秋季学期开始前一直在不断增长，随着我们“两分钟学习汉语词”系列视频的推出，我们期望2013年会有更多网友关注我们的网页。