

# **Eight-year Chinese Language Education Promotion Plan (2013–2020)**

## **Ministry of Education**

In response to the global demand for Chinese language education, Taiwan's Chinese language education sector has been vigorously looking outward and internationalizing and marketing itself, and this led to planning and implementing the Eight-year Chinese Language Education Promotion Plan (2013–2020). This eight-year plan is now well underway.

### ■ **Goals**

#### **1. Strengthen the organizational network and build a base for sustainable development of Chinese language education**

The Ministry of Education set up the International Chinese Language Education Advisory Committee in August 2011, and the Interdepartmental Chinese Language Education Development Support Task Force under this advisory committee was set up in March 2014 to help organize Chinese language education planning and promotion.

The Office of Global Mandarin Education Office (OGME) was established, in 2016, to work together and in coordination with Chinese language education institution units undertaking evaluation, building language databases, and cloud language education,

#### **2. Improve the quality of Chinese language education and promote specialization and differentiation**

Take a total quality management (TQM) approach to Taiwan's Chinese language education to ensure and highlight its high quality and competitiveness. This includes evaluating Chinese language education institutions and providing advice to help them upgrade the quality of their operations, and develop areas of specialization to feature.

#### **3. Promote international exchanges on overseas Chinese language education and increase the number of Chinese learners**

Fully integrate and compile an inventory of Chinese language education resources to provide more resource support for this sector, and integrate the resources of government agencies in Taiwan to boost development of this sector and the selection of overseas markets to target.

#### **4. Develop the higher education industry and set up a complete Chinese language education network**

Adopt a holistic approach and link the marketing of Taiwan's higher education with the business sector. When foreign students come to study in Taiwan they spur and expand the benefits to the local tourism industry. Two related projects include the Promotion of Chinese Language Education Cooperation with Industry and Performance Management, and the Development of Cloud Education, each addressing different aspects.

#### **5. Establish mechanisms for cooperation between the government, academic, industry, and research sectors and set up a complete Chinese language cooperation network**

Open up overseas markets by promoting the supply chain concept, providing incentives to set up government-academia-industry task forces, and integrating overseas resource channels in ways that are fully aligned with international practices.

### **■ Implementation Strategy and Key Work Focus**

The Eight-Year Plan was progressively revised a number of times in 2016 and six new key focus points were added: 1. Systems and environments, 2. Institutions and organizations, 3. Training of skilled professionals, 4. Educational resources, 5. R&D and international cooperation, and 6. A holistic cross-sector approach, incorporating the higher education, life services, and tourism industry sectors. The Eight-Year Plan is positioned as part of the higher education sector. Its development strategy and key work focus are outlined below.

#### **(1) Development Strategy**

1. Establish implementation and oversight mechanisms.
2. Strengthen the Chinese language education institutions' facilities and operations.
3. Train skilled professional Chinese language education personnel.
4. Research and develop Chinese language education resources and set up related databases.
5. Encourage international research on Chinese language education.
6. Set overseas promotion targets and create a strong market presence.

(2) Key Work Focus

1. Create training bases for Chinese language teachers.
2. Enhance the capacity of Chinese language education institutions.
3. Open up new overseas markets for Chinese language education.
4. Promote the TOCFL Chinese language proficiency tests.
5. Set up a Chinese language corpus and standards system.
6. Develop hands-on and digital Chinese language education materials.
7. Promote learning Chinese in Taiwan.