Sponsors

- **American Distance Education Consortium**
  Oregon State University
  University of Nebraska
  New Mexico State University
  University of Minnesota

- **USDA Foreign Agriculture Service**
  Research and Scientific Exchanges Division
  International Cooperation and Development Department

- **China Ministry of Agriculture**
  In-country support
Dave King
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Extension and Experiment Station Communications
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Team Members

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Media Productions  
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New Mexico State University
Team Members

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Communications and Information Technology
Institute of Agriculture and Natural Resources
University of Nebraska
Team Members

Bob Rubinyi
Extension Professor
University of Minnesota
Itinerary

March 17-21
Beijing
Meetings

Beijing

• Central Agricultural Broadcasting and Television School
• China Agricultural University, e-College
• CAU-EDU.net Network College
• US National Science Foundation, Beijing office
• Chinese Academy of Agricultural Sciences
Itinerary

March 22-25
Kunming
Yunnan Province
Meetings

Kunming

- Yunnan Provincial Agricultural-Technical College
- Yunnan Provincial Agricultural Information Center
- Yunnan Provincial Agricultural Broadcasting and Television School
- Danyun Business Affairs Consulting Co. Ltd.
- Yunnan Agricultural University
- International Development Extension Resources
Itinerary

March 26-29
Shijiazhuang
Hebei Province
Meetings

Shijiazhuang City
- Hebei Agricultural Broadcasting and Television School
- Hebei Provincial Agricultural Department
- Hebei Department of Plant Protection
Meetings

Xinji City
• Rural Loudspeaker Program

Gaocheng City
• Agricultural Integrative Service System
March 30-31
Beijing
Meetings

Beijing
• University of Florida Center for International Studies
Goals

- Review existing distance education programs focused on reaching rural audiences
Goals

• Review existing distance education programs focused on reaching rural audiences
• Review technology adoption, access to bandwidth, and Internet use
Goals

- Review existing distance education programs focused on reaching rural audiences
- Review technology adoption, access to bandwidth, and Internet use
- Identify possible opportunities for collaborations
CABTS
CABTS
CAAS

National Agricultural Library
Agricultural Information Institute
National Ag Science Data Center
Yunnan Ag Dept., Kunming

Dept. Ag Information Center
Yunnan Ag Vocational College
Yunnan Ag Broadcasting and Television School
Gaocheng, Hebei Province

Integrated TV, Radio, Computer systems

Intelligent Advisory System
2007年3月26-28日，以美国俄勒冈州州立大学教授、大卫·克雷格为首的美国代表团先后考察了河北省农业科技教育和远程教育的现状、规模、形式和运行情况。在考察期间，双方进行了友好的交流与探讨。

考察第一天，河北省农业厅党组成员、副厅长张会敏副厅长对我省农业科技教育和远程教育的现状、规模、合作方式和运行情况进行了详细的介绍。代表团对我国的远程教育给予了很高的评价，对河北的农业科技教育给予了很高的评价，尤其是对河北的农业科技和远程教育的模式给予了高度的评价。代表团对我省的农业科技和远程教育给予了很高的评价，对河北的农业科技教育给予了很高的评价，尤其是对河北的农业科技和远程教育的模式给予了高度的评价。代表团对我省的农业科技和远程教育给予了很高的评价，对河北的农业科技教育给予了很高的评价，尤其是对河北的农业科技和远程教育的模式给予了高度的评价。
Agriculture in China

Target Audience

800 million farmers out of a population of 1.4 billion in China
Following the Message

“How to tend your winter wheat.”

Recorded in Beijing
Following the Message

Digital MP3s

Posted on central Web site.
Following the Message

Downloaded to MP3 player in Xinji City... a rural village
Following the Message

Connected to village audio system.
Following the Message

Broadcast over loudspeakers in middle of village
Following the Message

Broadcast over loudspeakers in middle of village

Last Mile Wireless Solution
Following the Message

Farmers ride their bicycles in from the fields... listen to the message... and ride back out to work
Issues in rural education

✓ Investment in farmer’s education is insufficient
✓ Teaching staff capacity awaits further enhancement
✓ The farmer’s positivity toward educational training is low
✓ The educational resources are still lacking

(according to MOA)
Observations from the Team

The hierarchy of the MOA supports a channelized communication system.
Observations from the Team

Reports of rapidly expanding Internet access in China appears to be true, but may also be deceiving because of the huge potential of the yet un-connected audience.
Observations from the Team

Cell phone information good for short bits of information, such as weather or market prices...but text messages not great for in-depth or personalized distance education
Much of the most visible distance education is audio/video based.

Domestically developed Web conferencing software making inroads.

Hybrid satellite Internet connections take advantage of existing satellite infrastructure.
Observations from the Team

Some of the most sophisticated development is occurring in a public/private partnership (CAU-EDU.net) that is using Web conferencing software for classes—10,500 new students in 2006.
A Natural Village

Visit Dapingde... a Miao Village... with Danyun Company, Danish NGO.
A Natural Village

Rural village, electricity but no land-line telephone
...some cell phones...
electricity not always reliable for the entire day.
A Natural Village

VCD player... no Internet access... two computers, but only one works... satellite access
Villagers concerned about the quality of this year’s corns seed obtained at the fall farmer’s fair down the mountain.

Where would they get more useful information? Would they trust the Internet more than the seed sellers at the fall fair?
A Natural Village
Adults in the village are intent on their children becoming Internet capable.
A Natural Village

Part of the Danyun project helps Miao women sell their stitching and weaving on the Internet.
Part of the Danyun project helps Mia women sell their stitching and weaving on the Internet.

The world is flattening very fast.
What benefit we accrue for ADEC, and all member institutions will come slowly as we continue to build the required working relationships that ensure success in Asia.
ADEC Next Steps?

✓ Plan a conference in Beijing on Agricultural Distance Education... seemed to be some support for this option.

✓ Offer training on distance education best practices to Chinese counterparts... contract for training

✓ Additional USDA sponsored exchanges
ADEC Next Steps?

Make it easier for U.S. universities to partner with Chinese institutions in offering individual courses via distance.

Provide a list of classes that ADEC could make available (translate list into Chinese).
ADEC Next Steps?

Sherman Bai, UF, suggested examples of collaboration opportunities...
ADEC Next Steps?

Sherman Bai, UF, suggested examples of collaboration opportunities…

- Participate in advanced manufacturing center research
- Teaching classes in their partnership with Chinese colleges
- Represent ADEC for larger presence in China
ADEC Next Steps?

Contact:
National University of Modern Distance Education Cooperative Group
68 Chinese university members

http://www.tisnghua.edu.cn/docsnn/jpc/yxz/
Questions?