

Vocational Education Brings Employment to Impoverished Youth

Yao Li

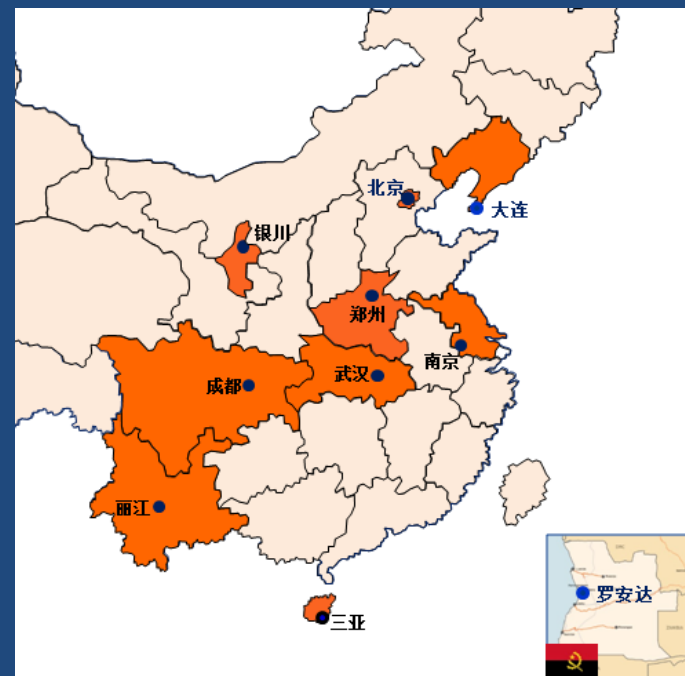


Brief Overview of BNVS



What We Are: Established in 2005, the BN Vocational School (BNVS) is China's first tuition-free, non-profit charitable vocational school. BNVS is supported by the China Youth Development Foundation and the Project Hope Vocational Education Fund.

BNVS Campuses: Beijing, Chengdu, Dalian, Nanjing, Sanya, Wuhan, Yinchuan, Zhengzhou and Lijiang. In 2014, with the support of Citic Construction Co., BNVS' s model is being replicated in Angola to help Angolan underprivileged youth change their destiny.



Brief Overview of BNVS



BNVS Mission: To provide employment-targeted vocational training with courses based on and in response to market demand. BNVS invites businesses to participate and to lead in the learning and teaching process.

Education & Employment Success: As of August, 2014, more than 4,169 under-privileged youth have received tuition-free vocational education through BNVS. Its 2,006 graduates have all successfully obtained employment. This has dramatically improved the financial status and living conditions not only for the graduates themselves but also for their entire family.

Background: Who is left Behind



Ten years ago

In 2005, there were 140 million rural migrant workers in China, 70% of whom were between the ages of 15-30 years old. 25-33% of these workers were unemployed due to economic difficulties and a lack of education.

——*National Bureau of Statistics of China*

In 2005, Beijing had 2.87 million migrant workers, 70% of them were living in poverty and had access to only low-skilled jobs. However, between 2006-2010, Beijing needed 2.48 million technical workers, far exceeding the available number of 1.47 million.

——*Bureau of Statistics of Beijing*



BNVS Student Profile



16-22 years old

Middle school graduate

Healthy and wanting to acquire vocational skills and work in corresponding industries

From a family with an average income that is lower than the local poverty standard and/or is receiving social benefits



BNVS Approach



Course and Curriculum Development:

- A two-year program: the first year in the classroom, the second year in full-time off campus internship
- Vocational focus: local market demand
- School size is kept small to foster high quality and individualized teaching



BNVS Core Curriculum: Life Skills & Long-term Development



BNVS Life Skill Courses

Reading, Practical Writing & Literacy	Practical Math & Numeracy	Computer Skills
English	Financial Literacy	Internet & ICT
Inter-personal Skills	Citizenship & Law	Social Morals & Ethics
Self-management	History & Geography	BNVS & Philanthropy
Health, Hygiene & Life	Urban Life Skills	Art & Culture
Housekeeping		Creativity Factory

BNVS Core Curriculum: Life Skills & Long-term Development



Vocational courses	Beijing	Cheng du	Nanjing	Wuhan	Sanya	Zheng zhou	Dalian	Yin chuan	Lijiang
Electrical & comprehensive maintenance	★	★	★	★	—	★	★	★	—
Air-conditioning, plumbing & engineering	★	—	—	—	—	—	—	—	—
Air-conditioning operation & maintenance	—	—	—	—	★	—	—	—	—
Hotel & property services	★	★	★	★	★	★	★	—	★
Chinese cooking	—	—	★	—	—	—	—	—	—
Nursery TA	—	—	—	—	—	★	—	—	—
Halal cooking	—	—	—	—	—	—	—	★	—
Graphic design	—	—	—	—	—	—	—	★	—
Integrated nursing care	—	—	—	—	—	—	—	—	★

**** BNVS also provides selective courses at the schools based on demand / need, e.g. ATM maintenance, coffee-making, hairdressing, retail, advanced English, senior care, etc.**

BNVS Core Curriculum: Life Skills & Long-term Development



Basic Engineering	Low Voltage Operation & Maintenance	Plumbing	Engineering Schematics & knowledge	Interior Decoration & Construction
Electrical Maintenance	Intelligent Building	High Voltage Operation & Maintenance(intro)		
Air Conditioning Maintenance	Refrigeration & Air Conditioning Technology	Welding Technique		
Hotel & Property Services	Conference Services	Restaurant Services	Front Desk Services	Housekeeping Services
Call Center Services	Mandarin	Telemarketing	Conflict Handling	
Elective Courses	Graphic Design	Coffee & Cocktail Making	Hardware Engineer	Argon Arc Welding

Support of BNVS by multi sector partnerships



	Companies	Individuals	Foundations	Government
Teaching Support	√	√	√	√
Internship Support	√			
Employment	√			
Cash Donation	√	√	√	√
Donated Items	√	√	√	√
Volunteer	√	√	√	√
Volunteer Teachers	√	√		

Support of BNVS by multi sector partnerships



Supports	Number of Supporters
Teaching Support	413
Internship Support	170
Employment	230
Volunteer Teachers	>2000

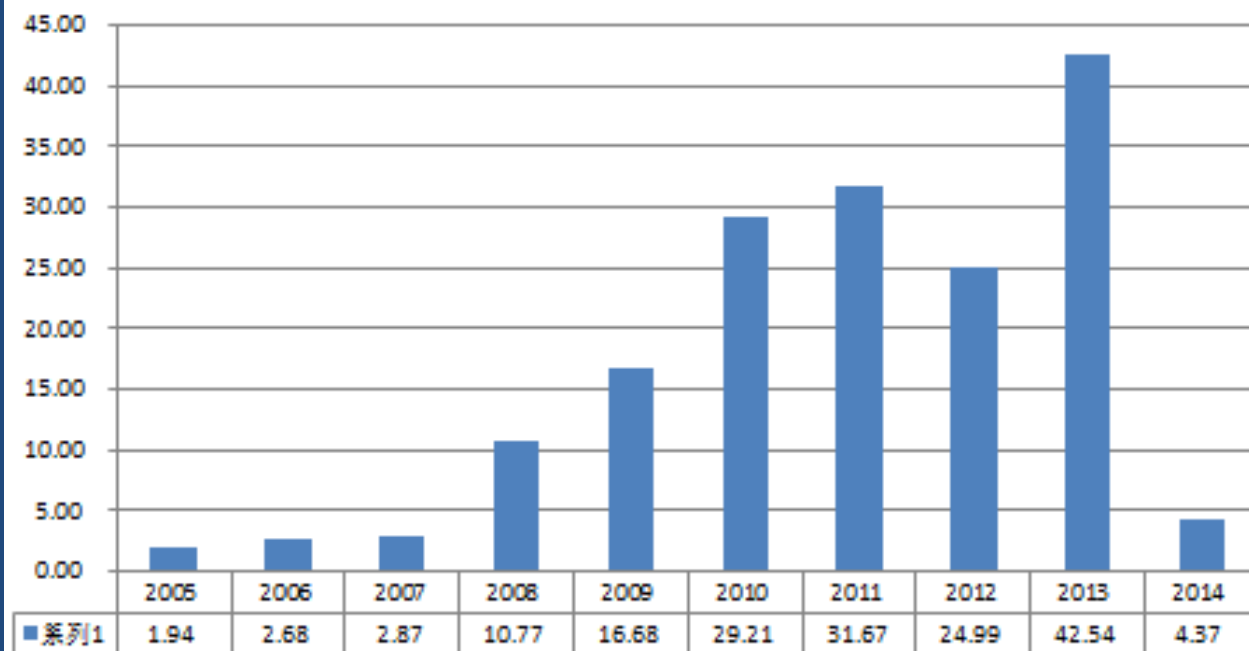
Support of BNVS by multi sector partnerships



Donating Sectors	Number of Contributors	%
Individuals	929	27.52%
Local Companies	299	41.4%
International Companies	49	15.40%
Foundation	26	11.01%
Government	7	3.02%
Non-Government	11	1.01%
Others	38	0.64%
Total:	1359	100.00%

Support of BNVS by multi sector partnerships

BNVS sponsorships
Sep.2005-Apr.2014 (Million, RMB)



As of April 2014, BNVS received donations of:

- 167,710,966.71 RMB (incl. in-kind high-value items worth 2,923,941.52 RMB and 209,208 non-costly items)
- 413 educational services.
- 1,359 sponsors (organizations and individuals) donating funds, items and services



Donation analysis

(as of December 2013)



	Amount (RMB)	% of total donation	Number of donors	% of total donors
¥ 1- ¥ 999	154,164	0.10%	417	30.68%
¥ 1,000- ¥ 4,999	829,726	0.53%	417	30.68%
¥ 5,000- ¥ 9,999	446,052	0.29%	64	4.71%
¥ 10,000- ¥ 49,999	3,971,849	2.55%	190	13.98%
¥ 50,000- ¥ 99,999	4,812,598	3.09%	75	5.52%
¥ 100,000- ¥ 199,999	599,882	0.39%	69	5.08%
¥ 200,000- ¥ 999,999	37,194,615	23.87%	89	6.55%
¥ 1,000,000- ¥ 1,999,999	23,319,784	14.97%	17	1.25%
¥ 2,000,000- ¥ 5,000,000	54,862,603	35.21%	17	1.25%
> ¥ 5,000,000	29,181,267	18.73%	4	0.29%
Donation from interns	436,732	0.28%	n/a	n/a
Total	155,809,272	100.00%	1359	100.00%

Key factors that make BNVS partnerships sustainable



1. Sharing the same values and goal

Goal: For students to become economically independent through gainful employment, and are thus enabled to integrate into and positively contribute to society.



Key factors that make BNVS partnerships sustainable



1. Sharing the same values and goal

Values

Holistic Learning: BNVS students learn to be Physically Healthy, Morally Conscientious, Economically Independent

Motto: Integrity, Responsibility, Discipline, Diligence, Love, Tolerance

Leading and Teaching: Actions speak louder than words -- every staff member leads by example; all teaching aims for real world application

Student Participation: BNVS students are involved in the school's management and development

Professional and Personal Development: Students acquire technical skills for immediate employment and life skills for their long term development and growth

Innovation and Localization: BNVS models a balance of the creative and the practical within a local setting

Key factors that make BNVS partnerships sustainable



2. Awareness of expectations from different partners

Government expects BNVS will provide valuable experiences and practice for vocational education renovation.

Foundations or NGOs have their own missions and visions. BNVS will help to realize their own missions of supporting impoverished youth and improve their life.

Enterprises expect to realize their social responsibilities or promote their images in public. Some do need skillful employees for increasing quality of the services or speed of expansion.

Individuals from different circles wish to repay society or personal fulfillment.

Key factors that make BNVS partnerships sustainable



3. BNVS Management

Clean, Transparent, and Effective

Legal Counsel :

Zhang Xuebin, Zhu Maoyuan, Zhong Lun Law Firm

External Audit :

Beijing Everhonest Accounting Firm
(China standard)

Deloitte HuaYong accounting firm Beijing
branch
(International standard)



ISO9000



Deloitte
德勤



Key factors that make BNVS partnerships sustainable



3. BNVS Management

A. Clean

1. Legal income

All donations go through CYDF, all donors receive official / formal receipts.

2. Clear pay out

Strict budget management, formal invoices required for all payments

3. Multiple audits

Internal, external and extensive audits.

B. Transparent

1. All donations published on the website

2. Audit reports published on the website

3. Annual reports sent to all sponsors

4. Special reports sent to restricted sponsors

Key factors that make BNVS partnerships sustainable



3. BNVS Management

C. Effective :

Organization: School Board, Sponsors, Management team, Teaching team, Volunteers

The BN School Board is the schools' governance and decision-making body.

All board members and supervisors serve on a voluntary basis.

The term of duty is four years.

The current school board has 20 board members, 1 board supervisor.

As the school founder, Ms. Yao Li, serves as the Chairperson.

Key factors that make BNVS partnerships sustainable



4. Quality education

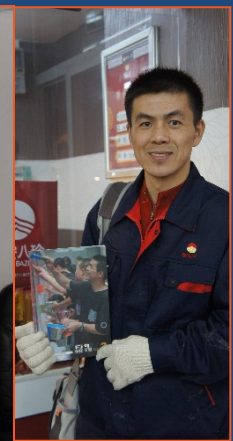
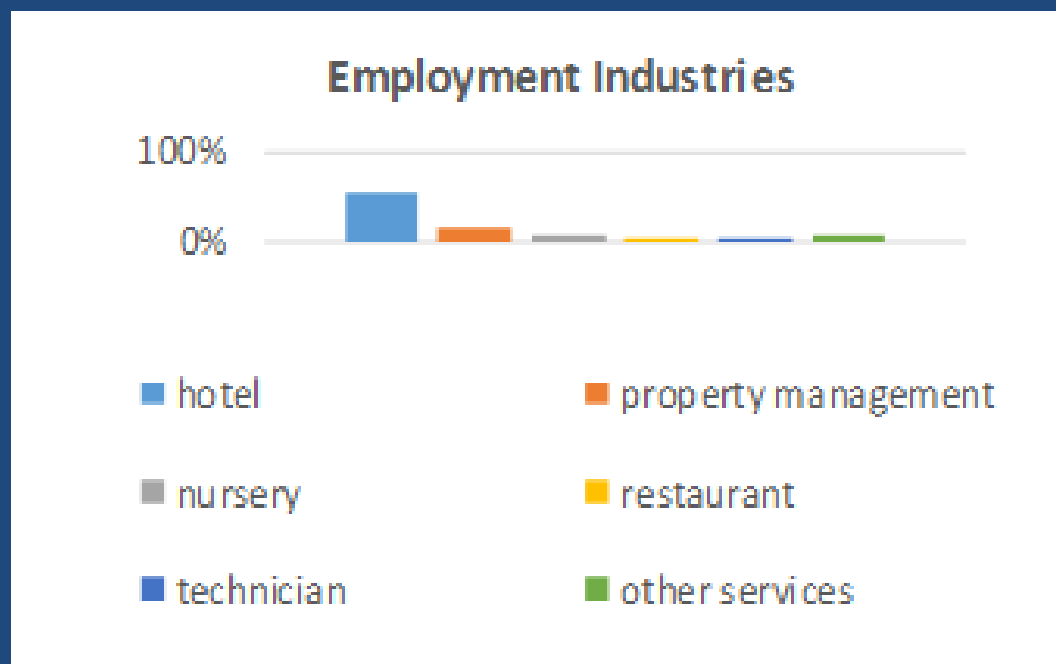
Satisfied outcome with our graduates



Life Changing: Alumni Survey

(524 valid questionnaires, Aug. 31, 2013)

百年职校
BN Vocational School



Alumni Donations




School/Year	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	total
Beijing	16,500.00	28,804.00	22,850.00	37,440.00	36,038.14	28,182.00	46,942.00	42,637.90	259,394.04
Chengdu	-	-	-	-	5,832.00	10,911.30	9,596.00	12,250.00	38,589.30
Dalian	-	-	-	-	-	-	-	5,485.30	5,485.30
Lijiang	-	-	-	-	-	-	1000.00	-	1,000.00
Nanjing	-	-	-	-	-	23,810.00	28,978.60	17,258.00	70,046.60
Sanya	-	-	-	-	-	17,830.00	39,512.40	39,483.10	96,825.50
Wuhan	-	-	-	-	-	26,011.00	35,206.00	21,980.00	83,197.00
Yinchuan	-	-	-	-	-	-	-	6,459.00	6,459.00
Zhengzhou	-	-	-	-	-	17,169.00	40,143.50	37,436.00	94,748.50
total	16,500.00	28,804.00	22,850.00	37,440.00	41,870.14	123,913.30	201,378.50	182,989.30	655,745.24



BNVS alumni giving back to local schools

Case Study: Equip Youth Program, donated by Caterpillar



	
Teaching Support	√
Internship Support	
Employment	
Cash Donation	√
Donated Items	√
Volunteer	√
Volunteer Teachers	√



Caterpillar Program



CATERPILLAR®

Funding

Year	Program	Budget USD)	Via
2011.1-2013.6	Y.2011 Electrical Class of BNVS Beijing	81,415.00	Give2Asia
2012.3-2013.3	Equip Youth Program Beijing, Wuhan, Nanjing, Chengdu, Zhengzhou	162,426.00	IYF
2013.3-2013.8	Equip Youth Program Beijing, Wuhan, Nanjing, Chengdu, Zhengzhou	66,542.00	IYF
2013.8-2014.11	Equip Youth Program Beijing, Wuhan, Nanjing, Chengdu, Zhengzhou	258,310.00	IYF
Total		568,693.00	

Equip Youth Project



Caterpillar Equip Youth project, established in 2012, is a program funded by Caterpillar Foundation via IYF. Caterpillar underwrites and teaches all electrical maintenance classes in five of BNVS' schools, Beijing, Zhengzhou, Wuhan, Nanjing, and Chengdu.



Program achievements



- 37 students of BNVS Beijing in 2011 completed on campus study, an off-campus internship and ultimately obtained employment in June 2013.
- In 2012, 127 students from the 5 IYF- Caterpillar Equity Youth classes graduated. 85% of these students opted to stay with the company which offered them an internship.
- In 2013, 123 students from the 5 IYF- Caterpillar Equity Youth classes went to different companies to start their one year internship.

Activities



- BNVS Beijing Electric Class students participated in a tree planting activity with Caterpillar China staff
- Caterpillar China attended BNVS Beijing' s Skill Competition and Expo. and made special visit to the electric class
- Ms. Michele Sullivan , Chairman of Caterpillar Foundation visited BNVS Beijing in July 2014
- Caterpillar China organized CSR training for its employees at BNVS Beijing in July.



The Challenges We Are Facing



Compared to a decade ago, the Chinese government is now encouraging and offering resources for vocational education institutions. Many schools are thus being established.

Our challenge: BNVS must strive to be the number one vocational institution in quality of teaching, quality of management, and successful graduates. We must distinguish ourselves as the best school in China and a model that should be used around the world.

How we are tackling this challenge: We are establishing BNVS as a brand. We are already offering our management and educational model to improve other vocational schools worldwide.

The Challenges We Are Facing



The Internet and technology are dramatically changing the world.

Our challenge: Training in school is no longer enough. We must teach our students to be adaptive to this ever changing world - to seek knowledge beyond the skillsets they learned within our walls. We must encourage our students to gain life skills and be willing, wanting and able to change with the times. We must teach our students that learning is a life long process, and BNVS is just the start.

How we are tackling this challenge: We will use MOOC, Mass Open Online Courses, to instruct our students in the future. We see this as an important shift in our educational approach. This tool will help students to continue their learning beyond BNVS.

教育照亮人生 技能立足社会

Education Lights the Journey of Life



www.bnvs.cn