

Venture Education Subscription Service

For K12 Schools in Mainland China



Our story is simple.

Our team is filled with people who love making creative ideas happen, are passionate about building community, and care deeply about quality education.

And it's not just a job for any of us. It's who we are.

It's why on our weekends you'll find us forming and leading local sports teams, organising hikes in the mountains, learning new skills, directing amateur theatre, growing online communities, guiding social enterprises, and connecting people.

When one of us used to work in an international school the head said "they are the secret guardian angel to our school. Unreservedly bringing in useful resources and interesting people from all across the city that help our school to thrive."

So why not let us be your "secret guardian angel" too?

More specially, we keep leadership informed and ahead of the curve so they can make better decisions. We raise the profile of your school among both parents and the education community so you can maintain solid enrolment and hire the best staff too.

Support us, and we'll give you the most informed, creative and dynamic ball of energy that China has to offer for less than the price of an intern each month.



Subscription packages

	Light (8,000 RMB per year) <i>Insightful updates</i>	Comprehensive (24,000 RMB per year) <i>Meaningful support</i>	Premium (72,000 RMB per year) <i>Bespoke projects</i>
News Summary	✓	✓	✓
Policy Analysis	✓	✓	✓
Key reports	✓	✓	✓
Schools' Choice	✓	✓	✓
Key reports	✓	✓	✓
Topical updates	✓	✓	✓
Insight Series		✓	✓
Recruitment Support		✓	✓
Leadership consultancy		✓	✓
School promotion		✓	✓
Student enrolment		✓	✓
Marketing & Admissions consultancy		✓	✓
Bespoke offering tailored to you <i>(see page 8 for examples)</i>			✓

All offerings are explained in more detail in pages 4-7

- L** Light package
- C** Comprehensive package
- P** Premium package

Leadership

News Summary (monthly)

LCP

Our concise and readable summary analyses hundreds of key news articles from 30 Chinese news sources every month. Understand what the government is really thinking, see what matters, and predict the future movements of the sector.

Policy Analysis (bimonthly)

LCP

We monitor and sift through every policy statement, guidance and regulatory directive from the Ministry of Education, providing a bimonthly overview of routine changes, and an explanation of major new policies affecting the sector.

Insight Series (bimonthly)

LCP

These off-the-record, one-hour Q&As with Chinese experts from government, academia and thinktanks provide deep, frank and on-the-ground insights that reveal some of underlying priorities and ideologies shaping the landscape.

Key reports (three every year)

LCP

Using our networks of thousands of teachers and parents in China, we are able to conduct extensive research to track motivations, experiences, challenges and intentions which shape your teacher recruitment and student enrolment in our two flagship reports "Teachers in China" and "Parents in China". Our final report, Schools' Choice, gives member schools and opportunity to vote on the topic that they would most like our research team to dig into.

Topical updates (ongoing)

LCP

It's not radical to say that the world of education in China is a changeable one. We deliver concise, one-page updates when big news stories drop, giving you the information you need to know.

Recruitment support (ongoing)

LCP

- Features in the TeachBetter newsletter position your school as a thought-leader and school that cares about teacher development
- Online and offline jobs fairs for hundreds of prospective teachers
- Jobs page on the Venture website featuring only subscriber schools

Consultancy (ongoing)

LCP

Contact us whenever you like to ask questions, get advice, seek answers or get our honest thoughts on what is happening. We work closely with the leadership of all of our subscriber schools to provide them with opportunities that will truly allow their school to stand out and flourish.

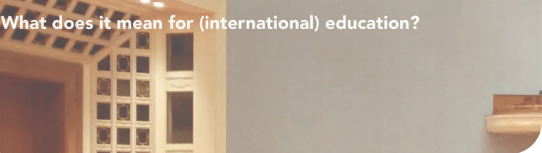


Leadership in action



Through analysing trends in state-run newspapers, in November 2022, we warned schools to be mindful of cyberbullying and hacking during online lessons and offered a series of measures for schools to undertake. When the new regulations were enacted a month later schools were well prepared and thankful.

The 20th National Congress of the Communist Party of China Party Congress



When we signed up for subscription, we did so mostly for the opportunities to increase exposure to our school. In reality though, I've personally benefitted from having the Venture team support and share resources on so many of the projects I'm developing myself. Their voice in the sector is always appreciated, but I also value their discretion and nuance on more complicated challenges.

In November 2022 we surveyed and interviewed 411 teachers in China allowing schools to improve their job adverts aligning with teacher drivers, benchmark their teacher retention against the sector, and understand what factors would encourage teachers to stay. Updated in February to see what impact the opening up had on teachers 'definitely staying', 'unsure' or 'definitely leaving' in the summer.

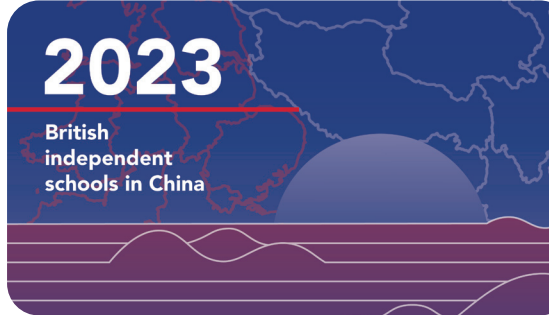
The Modified Private Education Promotion Law

(Effective 1st September 2021)



We love having a credible set of numbers that we can use to talk to our board! When we tell them that foreigners, students or teachers are leaving, they are skeptical. Venture gives us really valuable reference points that we can point to and say 'look, it's not just us saying this, it's happening across the sector!'

Our bimonthly insight series featured an academic in September who spoke about the hidden developments being undertaken by teaching institutes in China to develop home-grown international school teachers who can teach not only in school in China but also in third countries along the belt and road.



Marketing & Admissions

School promotion (ongoing)

LCP

Feature your school on our LinkedIn with 4500+ followers; amplified by our team and their 20,000+ followers.

Champion your unique history and achievements through our work behind the scenes on a number of prominent educational publications.

Student enrolment (ongoing)

LCP

Our cofounder, Zhubei, has a growing social media channel with an audience primarily composed of parents in China who are considering or undertaking the international education path with their children. She visits your school, or runs a session online, promoting what you do to a whole new audience.

We get to know your school inside out and share information positively with everyone we meet; especially in parent communities around China.

Consultancy (ongoing)

LCP

We work really closely with marketing and admissions teams so we know what they are promoting and leading in order for us to align it with the work we are doing in public reports, events or other activities. We love to help!



Marketing & Admissions in action



In this month alone, Venture have referred three students to our school; they have all been a really good fit because Venture knows who we are and what we do.



Member schools were able to speak at our 'Considering China' webinars, putting them in front of hundreds of educators around the world and giving them the opportunity for their teachers to share honest experiences and promote their school as a place to work that cares about teachers



When our school wanted to promote the work we were doing in our primary campaign, Venture shared the word among thousands of education groups on WeChat that really elevated our brand.



During the China Schools Awards 2022, several of our member schools featured on Venture cofounder's live stream of the event, giving interviews and talking about their school. This garnered 5,500+ live views and has generated a real buzz among parents and families about great schools in China.



Working with their online channel was so much different to other KOLs we have worked with. They get education and ask the right questions, authentically.



Premium

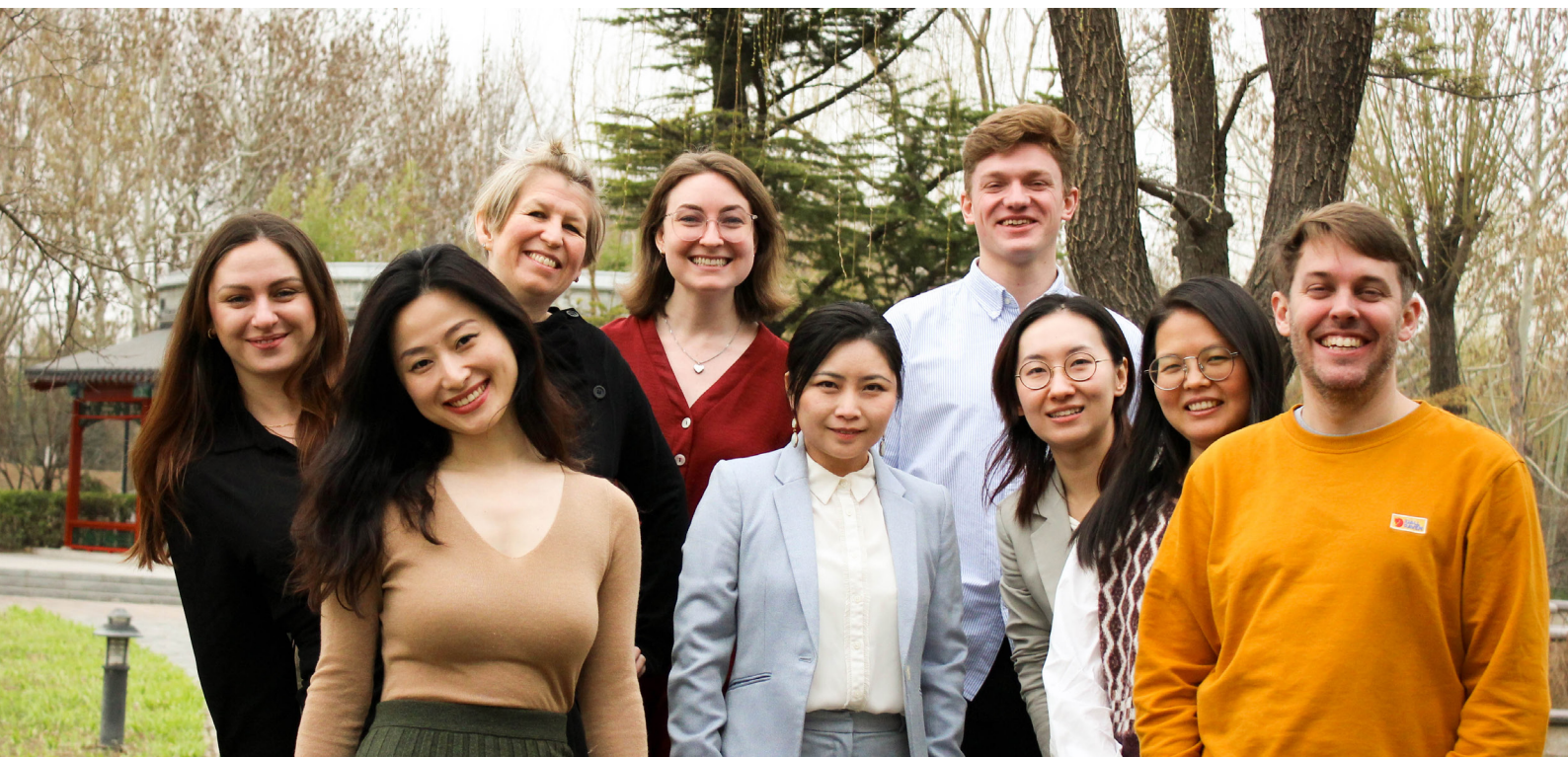
Hungry for something a little more specific? We know that each school is different and so the above services just might not be enough for some members. This is why we have developed our premium subscription in order to give schools all of the services listed on the previous pages, plus an extra project personal to them. See below some of the bespoke projects we have done for our premium members:

- Created, designed and launched a promotional campaign targeting embassies, sports groups, chambers and all other sources of foreign families in China to support foreign-passport holder enrollment.
- After highly irregular A-Level POE results, we interviewed several subscriber schools, created a report and lobbied the head of Cambridge exams.
- Contacted 100 UK-based IB schools to arrange a formal partnership with a subscriber school in China.
- Monthly strategy sessions between the leadership of a school in southern China with our cofounder Julian; concluding with an annual strategy report.
- Research report on alumni to establish a more resilient and sustainable alumni network that could contribute to the ongoing school community.

About Venture

Founded in 2013, Venture Education has spent the past ten years supporting the international education sector in China, building meaningful networks, gathering intelligence, and supporting the growth of schools. We are educators, we are driven to help others, and we care about what we do.

Some of the organisations we've worked with over the past two years:



Price

Free:



Subscribe to our quarterly newsletter for insights into key trends, opinion articles from our team of experts and a summary of upcoming events in the sector.



Follow us on LinkedIn for daily articles about all things K12 education in China.

Light:

8,000 RMB per year

Your annual subscription includes 27+ reports per year. Passive but powerful.

Comprehensive:

24,000 RMB per year

Your annual subscription includes the Leadership and Marketing & Admissions services listed in this brochure.

Premium:

72,000 RMB per year

Your annual subscription includes the Leadership and Marketing & Admissions services listed in this brochure, as well as a bespoke element. Contact us for discussions on how we could make this work best for you!

Contact Mary at mary@ventureeducation.org or scan the QR code for more information.



Our approach

Leadership

50%

Marketing

&

Admissions

50%



5%

of every penny we receive from subscribers will go to a charity that is very close to our hearts.

Educating Girls of Rural China

Social Impact

We really care

Social impact has always been at the centre of what we do.

We make sure that through every subscription, we are paying it back to those who really need it.

Impact

Social Impact

Impact Social

Pub quizzes across the country to raise money for good causes and give school staff a great night out.

Charity Quiz for Schools

Example Calendar

Please note that all dates and events are subject to change

SEPTEMBER

- 5** Intelligence News Summary
- 21** Support Teach in China
- 26** Intelligence Policy Updates

OCTOBER

- 10** Intelligence News Summary
- 26** Intelligence Insight Series

NOVEMBER

- 7** Intelligence News Summary
- 28** Intelligence Policy Updates

DECEMBER

- 5** Intelligence News Summary
- 7** Research Teachers in China Annual Report
- 8** Intelligence Insight Series

JANUARY

- 9** Intelligence News Summary
- 18** Support Teach in China
- 31** Intelligence Policy Updates

FEBRUARY

- 6** Intelligence News Summary
- 7-16** Support TeachBetter
- 15** Intelligence Insight Series

MARCH

- 6** Intelligence News Summary
- 27** Intelligence Policy Updates

APRIL

- 10** Intelligence News Summary
- 20** Research Parents in China Annual Report
- 26** Intelligence Insight Series

MAY

- 8** Intelligence News Summary
- 16-25** Support TeachBetter
- 30** Intelligence Policy Updates

JUNE

- 5** Intelligence News Summary
- 14** Intelligence Insight Series
- 26** Research Schools' Choice

JULY

- 3** Intelligence News Summary
- 24** Intelligence Policy Updates

AUGUST

- 7** Intelligence News Summary
- 23** Intelligence Insight Series

SEPTEMBER

- 4** Intelligence News Summary
- 20** Support Teach in China
- 25** Intelligence Policy Updates

OCTOBER

- 9** Intelligence News Summary
- 17-26** Support TeachBetter

NOVEMBER

- 25** Intelligence Insight Series
- 6** Intelligence News Summary

DECEMBER

- 27** Intelligence Policy Updates
- 4** Intelligence News Summary
- 20** Support Insight Series

Ongoing

Support
Promotion

Support
Consultant on Call

2022

2023

2023

2023