



KEAN
UNIVERSITY

October 25, 2018

Dear Colleague,

Kean University launched a strategic partnership in Wenzhou, China culminating with our first cohort of students in 2012. At a time when state support for public universities was shrinking and competition for students was increasing, we identified an opportunity to diversify Kean's revenue sources while creating new and affordable global opportunities for all our students who traditionally had limited access to studying abroad. Now in our sixth year of operations, Wenzhou-Kean University (WKU) has grown from a bold concept to a thriving reality.

As more students from around the world discover the power of an American-style education in China, tremendous growth has occurred at WKU. In fact, more than 2,000 students enrolled there this fall. In short, our pilot has been a success. Here are some facts:

- Students are traveling between the two campuses gaining global exposure and developing an appreciation for one another's culture and values which will have a lasting effect on their approach to the future.
- Our newly gained status as the first public American university in China has brought distinction to Kean, and parents and students have reported this unique Kean offering as their reason for choosing our University. Our current enrollment at Kean USA is very strong, and Wenzhou-Kean is part of the reason.
- Wenzhou-Kean has developed into a truly international campus. The faculty demographics serve to prove it. We currently have 102 faculty at WKU. Nine are from New Jersey. Another 49 come from different places throughout the United States, and 44 come from various countries around the world.
- The endeavor is having the positive financial impact we had hoped as well. This semester we have 90 Wenzhou-Kean students studying at Kean USA, and we have hosted 705 WKU students since the first exchange year in 2015. This not only serves to further our reputation as a truly international campus here at home, but also means substantial revenue. To date Wenzhou-Kean students have generated more than \$7.5 million dollars paid to Kean USA with no drain to the institutional, state or federal financial aid system.

OFFICE OF THE PRESIDENT

- Thus far, ***Wenzhou-Kean has invested more than \$1.5 million dollars, paid directly to Kean USA for curriculum development and program modernization for ALL Kean University Campuses.*** And the agreement for the next five years requires that 9% of gross tuition revenue of WKU be paid to Kean USA for curriculum development and technical support.

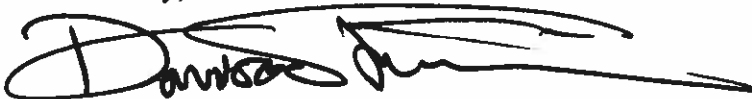
We always knew this initiative would only happen if shepherded by a unique community like ours. It required vision, courage and the belief that we could achieve something very few have before. We had it. We did it, and we are now ready for the next chapter. Having reached this point of success, growth and maturity at Wenzhou-Kean, we are now working to prepare WKU to move to the next logical and planned step of directly employing faculty effective in Fall 2019. ***To be clear, academic management, standards, policies, assessment and accreditation will be managed by Kean USA, with all senior academic managers remaining Kean USA employees.*** Moreover, no Wenzhou-Kean faculty member can be appointed or reappointed without the recommendation of the Kean USA president/provost, which will only occur following the normal Kean USA evaluation process via the provost's office. ***The curriculum and degree requirements will also continue to be based on those at Kean U.S.A., ensuring the same level of world-class instruction and assessment for our WKU students.***

While we understand some people may purposely misconstrue information about this transition, the administration is focused on communicating the facts directly with faculty. ***Our objective is to focus on what benefits our students both at WKU and Kean USA*** and to provide faculty at WKU with comparable salary, benefits and other privileges as those who work here at Kean USA. In a recent meeting, Kean University leadership clearly stated that faculty will receive comparable tenure status, benefits and compensation in Chinese currency. It is worth noting that our sister institutions in China, NYU Shanghai and Duke Kunshan, are already using the local employment model, and have been successfully for a few years.

Kean's commitment to our WKU students and faculty is stronger than ever and we look forward to working with our Chinese partners on the next chapter of WKU's growth as a truly international university. I would like to invite a representative of your board to join me and members of the Wenzhou-Kean Advisory Board in China for our June 2019 Commencement ceremonies, at which time we may also visit our two sister institutions and learn more about their experience as well.

I appreciate the constructive input and feedback many of you provide. We couldn't have achieved all we have without teamwork. I look forward to continuing to work with you as we actualize the full potential of what we started to the betterment of our students and our beloved Kean University.

Sincerely,



Dawood Farahi, Ph.D.
President