



Green Shoots
INTERNATIONAL SCHOOL

Who are we?



Main players:

Catherine – Founder and director

The 'Vision' behind the idea

Alpha – Director of operations

The 'Link' between Green Shoots and our host society

Dave – Head of School

The designated 'Leader' of the team (on age and experience)

Our school:

- 18 months-16 years, 130 students
- British National Curriculum and Cambridge International Examinations
- COBIS, CIE and (soon) CIS



Cambridge International School



What are our ambitions?

To be the best international school in central Vietnam

- strong focus on academic quality and competencies
- whole-child development and aspects of character
- blending learning experiences to suit our situation and modern life style

To build a Green campus – to complement the above.

- A unique learning space for a special kind of learning
- Sustainability and Environmental Literacy at its core, in keeping with both Quang Nam and Da Nang's stated aims of Green Growth

To expand opportunities within our school to more Vietnamese students

International Education



How do we judge the value of education?

Compare national educational systems

OECD - Programme International Student Assessment (**PISA**) Tests

72 countries –assessed in Mathematics, Science and Reading every 3 years

Maths			Science			Reading					
1		Singapore	564	1		Singapore	556	1		Singapore	535
2		Hong Kong, China	548	2		Japan	538	2		Hong Kong, China	527
3		Macau	544	3		Estonia	534	3		Canada	527
4		Taiwan	542	4		Taiwan	532	4		Finland	526
5		Japan	532	5		Finland	531	5		Ireland	521
6		China	531	6		Macau	529	6		Estonia	519
7		South Korea	524	7		Canada	528	7		South Korea	517
8		Switzerland	521	8		Vietnam	525	8		Japan	516
9		Estonia	520	9		Hong Kong	523	9		Norway	513
10		Canada	516	10		China	518	10		New Zealand	509
11		Netherlands	512	11		South Korea	516	11		Germany	509
12		Denmark	511	12		New Zealand	513	12		Macau	509
13		Finland	511	13		Slovenia	513	13		Poland	506
14		Slovenia	510	14		Australia	510	14		Slovenia	505
15		Belgium	507	15		United Kingdom	509	15		Netherlands	503
16		Germany	506	16		Germany	509	16		Australia	503
17		Poland	504	17		Netherlands	509	17		Sweden	500
18		Ireland	504	18		Switzerland	506	18		Denmark	500
19		Norway	502	19		Ireland	503	19		France	499
20		Austria	497	20		Belgium	502	20		Belgium	499
21		New Zealand	495	21		Denmark	502	21		Portugal	498
22		Vietnam	495	22		Poland	501	22		United Kingdom	498
								31		Croatia	487
								32		Vietnam	487
								33		Austria	485

What options are there for families outside their home country?

1. Foreign national curriculum schools mostly target own nationals in their own language

French, Japanese, Dutch

2. Foreign National curriculum schools teaching in English

British, American, Australian, Canadian

3. English-medium, international curriculum schools

International Baccalaureate, IPC and Cambridge International Examinations

International Education in Vietnam



What does government policy recognize?

Three tiers of international schools are allowed:

1. International schools for international families
(pilot programmes allowed in hub cities)
2. International model schools with a bi-lingual component
3. Vietnamese schools using pieces of an international programme

Cap of 10% enrolment for Vietnamese children in such schools (HS 20%).
No Vietnamese children under 6 years of age

There are restrictions on foreign investment activity in tiers 2 & 3

It is time for the Central region to have similar flexibility to the cities for tier 2

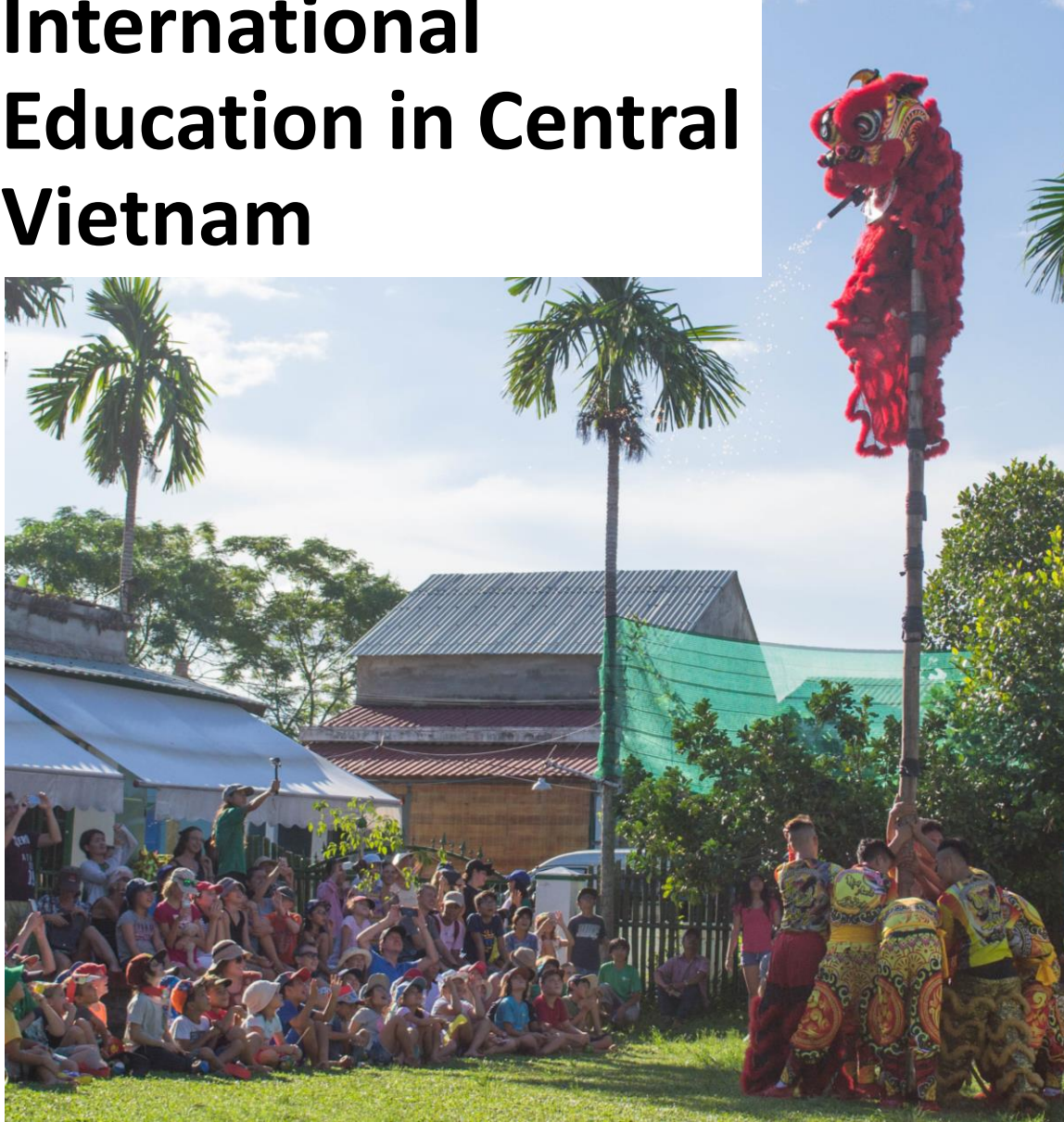
What options exist for Vietnamese families?

Private schools which have various mixes of international or foreign national curricula together with certain prescribed elements of the Vietnamese national curriculum, primarily owned by Vietnamese nationals and targeted at growing middle class Vietnamese families.

Serve Vietnamese nationals and bi-cultural Vietnamese/foreign families mainly in larger cities

Investment return (profit) is often a major factor in determining what percentage of both the curriculum programme and the teaching staff is international and what percentage is local.

International Education in Central Vietnam



Current K-12 school options in the Central area

Vietnamese

- Government schools
- Fee paying private schools using the Vietnamese curriculum (Hoang Sa, ABC)
- Fee paying private schools with additional focus on English language (Skyline, Dana Bilingual International School)

International

- Full (FDI – Tier 1) International schools (Green Shoots)
- Combined English/Vietnamese curricular schools (Tier 2 - SIS and APU)

The pros and cons of an international education for children

Pros:

- Multilingualism / Multicultural awareness
- Enhanced job prospects with other international investors
- Empathy / Awareness of different thinking forms (Analytical thinking – innovation)

Cons:

- Distancing children from birth culture and language
- Expense
- Continuity – once started there is pressure to continue
- Talent drain and economic imbalance

Opportunities to develop new education services in Central Vietnam

The region is attracting more productive expatriates

Thanks to business opportunities noted previously and lifestyle quality (seafront, air quality, lower cost of living than HCMC and Hanoi).

HCMC and Hanoi residents are moving toward the fresh air

They, and increasingly affluent local Vietnamese, are increasing demand for international and bilingual education opportunities.

Local official are supportive of efforts to build these services

Education is a high value asset and is respected as such in Vietnam

Why does this region need more International schooling options?

Central Vietnam is attracting investment growth

Long-term potential, the PM's drive to develop the region and the spotlight shone on the area by APEC

Domestic and Foreign investment require supporting infrastructure.

Infrastructure is both physical (roads, ports) and social (hospitals, schools)

To encourage FDI, educational opportunities are needed to build local competencies in an increasingly global world

Region's children need access to international ideas and ways of thinking together with the expectation of access to overseas higher education

While the central region's GDP and FDI are lagging HCMC and Hanoi, it is catching up fast and must ensure all necessary infrastructure is in place to support and sustain that growth

Times are changing:

In six years of operation Green Shoots' clientele is showing significant change – where previously there were young backpackers, there are now a growing number of qualified and experienced professionals coming with their families.

Challenges to the sector's development

1. There is limited understanding and experience among the local licensing authorities with this business sector
2. It is difficult to establish a fair cost base for a high quality school
3. It is difficult to attract and keep talent within the school's staff

Result: Despite a willingness to help, this slows project development and may limit the scope for creativity and innovation

Because: The expat community is still 'young', wages remain lower than in HCMC and Hanoi, so parents' ability (and willingness) to pay the fees needed to run a competitive high quality school are restricted.

Because: Competition is fierce in the global market place for talent

Suggestions for Change

1. Allow greater foreign participation in different kinds of education for both expatriate and Vietnamese children
2. Reduce the start up cost of foreign invested international schools from the current VND50 billion
3. Allow more Vietnamese children to attend full international schools, starting at kindergarten age

Because: Allowing foreign investors to contribute more widely would undoubtedly benefit both sides in the future

Because: The current amount acts as a barrier to growth in secondary cities outside the major hubs

Because: There is great benefit from early language learning

**Thank you for
your attention**



Green Shoots
INTERNATIONAL SCHOOL

