K12 Textbook Publishing in China

Chunchi Yu  China Education Publishing &Media Group Co. ltd
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PART 01

Overview of K12 Education in China
## Part 1

2019 statistics: school, students and teachers

<table>
<thead>
<tr>
<th></th>
<th>Primary Schools Education</th>
<th>Junior Secondary Education</th>
<th>Senior Secondary Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schools</td>
<td>160,000</td>
<td>52,000</td>
<td>14,000</td>
</tr>
<tr>
<td>Students</td>
<td>106 million</td>
<td>48 million</td>
<td>24 million</td>
</tr>
<tr>
<td>Teachers</td>
<td>5.9 million</td>
<td>3.7 million</td>
<td>1.9 million</td>
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</tbody>
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Pre-school education also celebrates a period of sustained development. K12 education is witnessing the fastest and best development in China over the last decade and more...
2019 Statistics: Enrolment Rate

- Net enrolment rate of primary school: 99.94%
- Gross enrolment rate of junior high school: 102.60%
- Consolidation rate: 94.80%
- Gross enrolment rate of senior secondary education: 89.50%

consolidation rate

A term for the compulsory education in China, arithmetically the percentage of the assemble enrolment dividing into contemporary graduates.
2019 Statistics: Fiscal Expenditure on Education

The eighth consecutive year that the figure had exceeded 4%.

Fiscal Expenditure on Education in 2019 is over 580 billion USD, 8.25% higher than the previous year.

2019 China's GDP (Over 14 trillion USD)
PART 02
Textbook Compilation and Selection System in K12 Education
In 2001, the government issued a policy to encourage bidding for the publication of primary and secondary school textbooks. Since then, the monopolized market of primary and secondary school textbooks has been open to all publishers.
CASE STUDY

FLTRP with McMillan Education
New Standard English

People’s Education Press with Cengage Learning English
Textbook Management System

- **Supervision and coordination of textbook publication**
  - National Textbook Committee

- **Promulgates textbook plans**
  - Department of National Textbooks

- **Researches in textbook theories and practices.**
  - National Institute for Curriculum and Textbook Research
On the one hand, textbook compilers and examiners are required to meet certain standards and requirements.

On the other hand, Three-Subject Courses – Morality and Rule of Law, Chinese Language and Culture, and History – People’s Education Press is the exclusive publisher.
Textbook Selection Procedures

MOE
providing selection policies, procedures and guidelines

Local Education Department
responsible for local textbook selection, management and supervision
PART 03

K12 Textbook Publication of PEP
K12 Textbook Publication of PEP
Digitalization of Textbooks for K12 Education
Digitalization of Textbooks for K12 Education
Thank You!