

GE 希望工程农村教师培训项目

GE 公司长久以来一直致力于推动中国农村教育的发展。2002 年,GE 照明与中国青少年发展基金会(青基会)合作举行了首次慈善拍卖,GE 塑料集团也首次赞助青基会的希望工程教师培训项目。2004 年,GE 基金会正式与青基会开始了官方合作,并捐赠 110 万人民币用于希望工程教师培训项目。2005 年,为了继续支持这一项目,GE 基金会董事会捐赠了一笔 80 万美元的款项,为期 3 年,用于培训来自 5 个省和自治区 10 个县的希望小学的校长和教师。

这一集中式培训项目的目的是培养一批高水准的学校管理者,使其拥有先进的教育理念和教学技能,能够领导课程的创新,并在各自的学校独立发展。最终,该项目将使三十万学生直接或间接地受益。

GE 希望工程的教师培训项目也包括以下几个方面:

- 项目负责人培训: 为青基会项目的主要负责人专门开设的培训班以提高项目负责人和工作人员的能力。
- GE 培训材料的开发: 新的培训材料, 将使学员接触到新的教育理念, 开阔视野, 提高教学技能和总体水平。培训材料包括一系列的专门为培训农村小学和幼儿园教师所设计的教科书,以及用来教授语文、数学等主要学科的多媒体软件。
- GE 项目研讨会: 召开系列会议以确立执行培训项目的基本策略。负责执行 GE 教师培训项目的机构就项目的执行情况进行交流。研讨会的内容包括总结、分析和评估上一年项目的执行情况。

GE volunteers 在公司的企业社会责任活动中也扮演着重要的角色。在 GE 的希望工程教师培训项目中,GE 的志愿者们举办了有关公司文化、领导力特点和开发,以及公司志愿者行动等的互动讲座,并带领学员们参观 GE 的中国技术中心。GE 的志愿者们还在计算机课程中为农村教师充当助教,此外许多志愿者还亲临希望小学提供更多的支持与协助。

在中国关于企业社会责任其它方面的努力

- 联合国儿童基金会(2004-2005)—捐赠金额共计 90 万美元通过推广科学的育儿方法来促进儿童的全面发展,提高医疗和教育服务的质量,并积极推动跨部门合作机制
- 江苏汉博教育培训中心(2006-2007)—捐赠金额共计 45 万美元,帮助“做中学”探究式科学教育项目在北京、上海选择 20 所以城市低收入家庭孩子和农民工子弟为主要生源的小学,通过捐赠项目开展科学教育

GE Project Hope Rural Teacher Training Program

GE is committed to the development of rural education in China. After GE Lighting's first charity auction in partnership with the China Youth Development Foundation (CYDF) and GE Plastics' first grants to the CYDF Project Hope Teacher Training Program in 2002, the GE Foundation started its official partnership with CYDF by donating RMB 1.1 million to the Project Hope Teacher Training Program in 2004. By 2005, with the objective to further support this program, the GE Foundation board approved a 3-year grant of USD 800,000 to train 1,500 Hope primary school headmasters and teachers from 10 counties in 5 provinces and autonomous regions.

This concentrated training program in conjunction with follow-ups aims to develop and foster a group of school headmasters with high standards of teacher ethics, knowledge of advanced education concepts, and remarkable professional capabilities that will enable them to lead curriculum innovation and independent development in their respective schools. About 300,000 children in rural schools will ultimately benefit from this program.

The Teacher Training Program also includes the following:

- Project manager training— a special course for key CYDF project leaders to improve the competency of project managers and working staff.
- GE training materials development—new training materials that will help update the trainees' education concepts, broaden their vision, improve their teaching ethics and skills, and heighten their general competency. The training materials will include a series of textbooks specially designed for training primary school and kindergarten teachers in rural areas. Multimedia software will also be developed for teaching major disciplines such as Chinese and mathematics.
- GE project symposia—a series of conferences to build the fundamental strategy for the execution of the training projects. Institutions undertaking the GE teacher-training program will conduct exchanges and conferences on their execution of the program. The symposia will include summary, analysis, and evaluation of the program execution and the results measure of the previous year.

GE Volunteers also play a significant role in GE's CSR activities. In the GE Project Hope Teacher Training Program, GE Volunteers conduct interactive speaker sessions on corporate culture, leadership traits and development, and corporate volunteerism, and lead the trainees on tours of GE's China Technology Center. GE Volunteers also serve as teaching assistants during computer classes for the rural teachers. In addition, many volunteers also make site visits to various Hope primary schools to provide further support.

Other CSR efforts in China

- UNICEF Early Childhood Development grant (2004-2005)—USD 900,000 to promote key parenting/caregiver practices to improve children's development, quality and access to health / education services, and interagency coordination mechanisms
- Thinktank Handsbrain Education Jiangsu grant (2006-2007)—USD 450,000 to support the implementation of the “Learning by Doing” science education program in more than 20 disadvantaged primary schools in Shanghai and Beijing



通用电气(中国)有限公司

核心业务:多元化的科技、媒体、金融服务和产品
进入中国市场年份: 1906; 1979重建贸易关系
全球员工人数: 300,000+
中国员工人数: 12,000+
网址: www.ge.com.cn

GE (CHINA) CO., LTD.

Core business: Diversified technology, media, and financial services and products
Year of China market entry: 1906; reentered 1979
Employees worldwide: 300,000+
Employees in China: 12,000+
Website: www.ge.com.cn