

## 创新教育

2004年3月IBM与中国教育部合作启动了一个“创新教育”项目,IBM为此名为“基础教育创新教学”项目投资70万美元,目的在于通过提高教师的专业发展使学生达到新的全国性的课程标准—该项目尤其开发并贯彻了新的教学策略,包括以网络为基础的学习和其他信息技术,包括中外教育家和科研人员—其中许多是从现有的创新教育场所来的一共享创新教学的方法和技巧。

一项由独立权威学术部门对项目最初两年所作的评估结果显示,有700多名老师已完全采纳了新的教学模式,还有500名教师正在参加培训。12所试点学校的骨干教师也创造机会培训其它学校的教师,受培训的教师总数达到4,000人,是项目原定目标的三倍多。此外,有北京,上海,广东和四川地区的13,000多名教师参加了各种培训和因扩大项目范围而组织的活动。下面是由首都师范大学教育技术学院所做的这项评估报告中的一些主要结论:

- 1.改革使教师能力得到提高,课堂活动从以教师为中心转变为以学生为中心,在教师中加强了跨地区交流,把信息化技术(ICT)结合进教学,在教师中掌握信息化技术的人增多了。
- 2.学生们提高了解决问题,与人交流与合作方面的能力,新方法使学生增加了学习兴趣。
- 3.试点学校自身投入资金把在IBM的帮助下的项目继续下去.据统计数字显示,各地对试点学校的投入总额达到190万美元(15,400,000人民币)。

“基础教育创新教学”项目,是在IBM高校合作项目、IBM“KidSmart小小探索者”儿童早期智力开发工程实施成功的基础上,中国教育部和IBM在教育领域合作的新拓展。在此项目之前,IBM已以投入现金、设备和派遣专家形式对中国的非赢利机构和教育研究机构捐赠金额共达8000万美元。2004年1月15日中国教育部向IBM颁发了“捐资助教特殊贡献”奖章,以表彰IBM对中国教育事业所做出的突出贡献。迄今IBM对中国教育的贡献共达1.9亿美元。

### 在中国关于企业社会责任其它方面的努力

- “放眼世界看科学”项目,已在中国十个城市的科技博物馆实施
- “跨越时空的紫禁城”项目,与文化部和北京故宫博物院合作
- “全球网格大同盟”项目,已有中国四城市的大学和研究所参加
- EX.C.I.T.E.女童科技夏令营活动,已有中国三个城市的中学女生参加
- IBM公司全球范围的“员工爱心献社区”志愿者活动
- 网页灵活浏览技术应用项目,已在中国三个城市和地区的老年人社区推广
- 开放计算技术项目,与中国教育部,西安交通大学和中国西部20所试点小学合作

## Reinventing Education

In March 2004, IBM began its Reinventing Education partnership with the China Ministry of Education. With a grant of USD 700,000, the project, called “Basic Education, Innovative Teaching and Learning,” aimed to improve teacher professional development as a way of helping students reach the new national curriculum standards. The project specifically developed and implemented new instructional strategies that included Web-based learning and other information technologies, and invited domestic and foreign educators and researchers—many from existing Reinventing Education sites— to share methods and skills in innovative teaching and learning.

An independent evaluation of the first two years of the project found that more than 700 teachers had fully adopted the new instructional methods and another 500 teachers were in training. Staff at the 12 pilot schools also developed opportunities to train teachers in other schools, bringing the total number of teachers trained to 4,000—more than three times the initial project goal. In addition, more than 13,000 teachers in the Beijing, Shanghai, Guangdong, and Sichuan regions participated in various training and outreach activities for further replication and expansion. Following are some of the key findings of the evaluation:

1. Reforms have resulted in improved teacher competencies, movement from teacher-centered to learner-centered classroom activity, increased cross-regional communication among teachers, integration of Information Communication Technology (ICT) into teaching and learning, and greater ICT literacy among teachers.
2. Students’ problem solving and communication and collaboration skills have improved. The new methods also increased student interest in learning.
3. Pilot schools have invested their own funds in sustaining the work begun under the IBM grant. Statistics show that local investment in the pilot schools was approximately USD 1.9 million (RMB 15,400,000).

The Reinventing Education initiative represents the latest step in an ongoing collaboration between IBM and the PRC Ministry of Education that includes the IBM University program and the KidSmart Early Learning program. Prior to Reinventing Education, IBM had donated USD 80 million in cash, equipment, and expertise to not-for-profit organizations and educational institutions in China and on January 15, 2004, received the PRC Ministry of Education’s inaugural Outstanding Contribution to Education Award. To date, IBM has provided USD 190 million in contributions to China.

### Other CSR efforts in China

- TryScience Program, in science and technology museums in 10+ cities in China
- Forbidden City Beyond Space and Time Project, Ministry of Culture, Palace Museum, Beijing
- World Community Grid Program, universities and research institutes in four cities in China
- EX.C.I.T.E. Camps Project, girl students of middle schools in three cities in China
- On Demand Community Program, IBM program worldwide
- Web Adaptation Technology Project, in three cities and regions
- Open Source Program, MOE and Xi’an Jiaotong University, 20 pilot elementary schools in western China



### 国际商业机器中国有限公司

核心业务: 信息技术  
进入中国市场年份: 1979  
全球职工人数: 320,000  
在华职工人数: 7,000+  
网址: www.ibm.com/cn

### IBM CHINA CO., LTD.

Core business: Information technology  
Year of China market entry: 1979  
Employees worldwide: 320,000  
Employees in China: 7,000+  
Website: www.ibm.com/cn