

各位國際教育先進道鑑：

「蒙古臺灣教育中心」為協助我國高等教育機構於蒙古當地之推廣，招收優秀學生來台就學，已順利推動 2015、2016 台灣高等教育「誰是接班人」電視競賽宣傳計畫，由國內學校保證提供全額獎學金(學雜費)以及每月生活津貼，競賽節目已在蒙古全國各地播放，各參賽者依語言能力(中文、英文測驗成績)、學術表現、演說技巧、溝通技巧以及領導力作為評分標準，競賽過程中參賽者以英文或中文進行發表，評委針對參賽者的表現評分，同時參賽者透過社區服務及完成競賽活動等相關任務，最後選出優勝者贏得台灣頂尖大學就學以及獎學金機會。

臺教中心廣續推動新一季 2017 台灣高等教育「誰是接班人」電視競賽宣傳計畫，將與蒙古烏蘭巴托最具指標性的 UBS 烏蘭巴托電視台合作，本計畫邀請 10 所台灣大學參加，由學校保證提供全額獎學金(學雜費)以及每月生活津貼，利用這種有創意和更具宣傳效果的方式激發出許多潛在學生申請來台就學。烏蘭巴托電視台工作團隊 2017 年 3 月中預計造訪參加學校，拍攝宣傳影片，經後製/配音/剪輯後製成宣傳影片，電視台每周免費播出宣傳影片及網站宣傳。

本計畫不收取費用，參加學校需在 2017 年 3 月協助蒙古烏蘭巴托電視台工作團隊來台實地拍攝宣傳影片。細節請見下頁說明(附英文、中文說明)。

如貴校有意願參與新一季 2017 台灣高等教育「誰是接班人」電視競賽宣傳計畫，請填寫附件表，**2016 年 12 月 15 日(四)之前** email 回寄附件表，連同貴校校徽 jpg 或 ai 圖檔(清晰、高解析度)一併回傳至 ivy@mail.mcu.edu.tw。謝謝!

敬祝 道安

劉國偉

銘傳大學國際教育交流處處長

[kwliu@mail.mcu.edu.tw](mailto:kwliu@mail.mcu.edu.tw)

蒙古教育中心計畫承辦人

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蒙古臺灣教育中心專屬網站：<http://www.tecm.org.tw>

蒙古臺灣教育中心影音網站：<http://video.tecm.org.tw/>

蒙古臺灣教育中心照片網站：<http://www.flickr.com/photos/taiwaneducationcenter/>

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附件表 **2017 台灣高等教育「誰是接班人」電視競賽宣傳計畫報名表**

學校名稱：\_\_\_\_\_

無意願

願意參與: 請參考下頁獎學金證明書格式，以及附上本校校徽圖檔

本校願意提供獎學金名額 1 名:

(英文授課)碩士獎學金  (英文授課)大學部獎學金  (中文授課)大學部獎學金

請以 1、2、3 阿拉伯數字標示優先順序。依參加學校回傳確認先後順序，享有優先選擇獎學金選項。

填寫單位：

職稱：

聯絡人姓名：

電話：

E-mail：

此獎學金證書將頒發給  
大學部優勝者以證明受  
獎資格



Logo 更換成獲獎學校校徽  
請於 12/15 之前一併回傳  
校徽 jpg 或 ai 圖檔

## 獎學金證明書

### *Certificate of Scholarship*

中華民國一〇六年 x 月 x 日  
Date of Issue: dd/mm/2017

台灣高等教育「誰是接班人」電視競賽宣傳計畫  
優勝者(姓名: XXXX)

獲 XXXX 大學提供「4 年全額獎學金(學雜費)以及每個月生活津貼  
新台幣 6,000 元」

更換成獲獎學校校名

**Study in Taiwan Television Reality Project 2017**

**Finalist Award for Mr./Ms.XXXX**

“Full scholarship (tuition waivers)

and a monthly stipend of NT\$6,000 up to 4 years”

Awarded by XXXX University

註:

1. 優勝者應符合入學學校訂定之申請入學條件(含語言能力、學業成績等)，並依入學學校規定完成申請審核程序，獲得錄取。
2. 優勝者將獲得 4 年全額獎學金(學雜費)以及每月生活津貼(依入學學校實際核發金額而定)，但每年應符合入學學校規定之學業成績與操行成績標準方得繼續享有獎學金資格。
3. 獎學金不得延期使用，亦不得轉換第二人使用。
  1. The finalists should meet the admission requirements regulated by the respective university, including language proficiency, academic grades, etc., complete the application procedures of the respective university and receive the official admission.
  2. The full scholarship refers to tuition waivers and a monthly stipend for up to 4 years. The monthly stipend is subject to the amount awarded by the respective university. However, the renewal of the scholarship is contingent upon academic and behavioral performance of the finalists and they will comply with scholarship regulations of the respective university.
  3. Scholarship award is not extendable, nor transferrable to the other.

此獎學金證書將頒發給  
碩士班優勝者以證明受  
獎資格



Logo 更換成獲獎學校校徽  
請於 12/15 之前一併回傳  
校徽 jpg 或 ai 圖檔

## 獎學金證明書

### *Certificate of Scholarship*

中華民國一〇六年 x 月 x 日  
Date of Issue: dd/mm/2017

台灣高等教育「誰是接班人」電視競賽宣傳計畫  
優勝者(姓名: XXXX)

獲 XXXX 大學提供「2 年全額獎學金(學雜費)以及每個月生活津貼  
新台幣 6,000 元」

更換成獲獎學校校名

**Study in Taiwan Television Reality Project 2017**

**Finalist Award for Mr./Ms. XXXX**

“Full scholarship (tuition waivers)

and a monthly stipend of NT\$6,000 up to 2 years”

Awarded by XXXX University

註:

1. 優勝者應符合入學學校訂定之申請入學條件(含語言能力、學業成績等)，並依入學學校規定完成申請審核程序，獲得錄取。
2. 優勝者將獲得 2 年全額獎學金(學雜費)以及每月生活津貼(依入學學校實際核發金額而定)，但每年應符合入學學校規定之學業成績與操行成績標準方得繼續享有獎學金資格。
3. 獎學金不得延期使用，亦不得轉換第二人使用。
  1. The finalists should meet the admission requirements regulated by the respective university, including language proficiency, academic grades, etc., complete the application procedures of the respective university and receive the official admission.
  2. The full scholarship refers to tuition waivers and a monthly stipend for up to 2 years. The monthly stipend is subject to the amount awarded by the respective university. However, the renewal of the scholarship is contingent upon academic and behavioral performance of the finalists and they will comply with scholarship regulations of the respective university.
  3. Scholarship award is not extendable, nor transferrable to the other.

# Study in Taiwan Television Reality Project 2017

## Project Goal:

The purpose of this project is to attract talented Mongolian students and provide them with an opportunity to win a scholarship to study in Taiwan at leading Taiwanese universities by participating in a television-based reality program. Participating universities in Taiwan will guarantee at least one full scholarship /full tuition and a monthly stipend/ for each one of the ten finalists of the television program. The competition will be announced nationwide in Mongolia and the finalists will be selected by their language /English and Chinese/ test scores, academic performance, public speaking, community service and leadership skills. The Taiwan Education Center Mongolia is collaborating with UBS Television, one of leading national television networks in Mongolia, in the broadcasting twice a week for 5 months starting 1 January 2017 until 1 June 2017. The project will be renewed each year upon reconfirmation of the scholarship offers from universities in Taiwan.

The USB Television crew will visit the participating universities in mid March 2017 and produce a number of on campus video-shooting and will broadcast it throughout the entire season. The benefit for the participating universities is to make their university brand known in Mongolia and by offering the full scholarship, they can introduce their university as an attractive place to study. As a result of the program, universities will be promoted throughout the season instead of a one-time marketing. The program will stimulate the prospective student interests to each university and will assist their marketing in a creative yet effective way.

This offer is only limited to ten universities at a time and participating universities will enjoy weekly commercial broadcasts, logo and web site publications. Participating universities are required to host the television crew in March 2017 and facilitate the campus video shooting and the video production on site.

## Television Program Duration and Content:

The Study in Taiwan Television Reality program will consist of the following sections for duration of 30 minutes per program, twice per week for 5 months:

1. *World Education /8 minutes/*: In this section, participating university videos will be broadcasted and universities are expected to work with the production team to contribute to the content of this section in a way that appeals to their interests. Some university videos are readily available from previous year visits and those can be used unless otherwise instructed.
2. *English Class /8 minutes/*: Mongolian and American TESOL instructors will conduct a short lesson during this time.
3. *Interview in English /25 minutes/*: During the visit to universities in mid March 2017, an extensive interview will be conducted with university presidents and/or high ranking officials discussing about studying in Taiwan and the higher education in Taiwan. This is an exciting opportunity for participating universities to take advantage of the program again.
4. *Around the Competition /8 minutes/*: In this section, we will have news around the competition, introduction of the participants, assignment news, competition presentations etc. This kind of information will be on every program except during the English interview sections.

## Selection Procedure:

*Round 1*: In the first around, all registered participants will be tested for their English and Chinese proficiency. Students with a recent HSK and an iBT TOEFL score can be exempt from this requirement. An academic performance will be evaluated and the selection committee will accept those participants with an overall GPA of at least 3.2.

*Round 2:* In the second round, selected participants will do a presentation in English or Chinese. The judging committee will give points to the participants.

*Round 3:* In the third round, selected participants will execute community service and marketing related assignments from business sponsors of the show.

Round 4: Top ten participants will be selected and their application materials will be sent out to the participating universities no later than 31 March 2017. Based on their essays, TOEFL/HSK scores and grades, universities will make scholarship offers to the participants. Each participant will choose their choice of university in the order of their ranking in the competition and their documents will be submitted to the respective university.

Round 5: Representatives of the ten participating universities will present the award at the closing ceremony of the television reality program at Education Television.

Round 6: The finalists will receive their Taiwanese visas and depart for Taiwan.

**Scholarship Conditions:**

The full scholarship refers to tuition waivers and a monthly stipend for up to 4 years. However, the renewal of the scholarship is contingent upon academic and behavioral performance of the finalists and they will comply with scholarship regulations of each university. The top ten applicants are all winners of the program but their choices will differ depending on their choice of university and program. We will not imply any preference of one university over another. It is critical that each university is an equal player in this program and we will make sure that the finalists understand and accept the conditions of the scholarship. A poster will be awarded to each finalist specifying the conditions and rules of each scholarship offer and it will clearly state that the airfare, room and board and other incidental expenses are not included in this scholarship package.

**Scholarship Offers, Deadlines and Visit Details:**

The official results of the 2017 show will be announced on 1 June 2017 at GLU studio, followed by an award ceremony at Taiwan Education Fair in early September 2017.

The new scholarship offers for the 2017 television reality program must be submitted by no later than 15 December 2016. The first ten universities will be accepted and the UBS Television will start the program promotion on 1 January 2017 with logos of ten participating universities. This year, the reality program organizers request the following conditions for scholarship offers:

3 graduate scholarships (English taught)

7 Bachelor degree program scholarships (3 English taught programs and 4 Chinese taught programs)

# 2017 台灣高等教育「誰是接班人」電視競賽宣傳計畫

## 計劃目的

台灣高等教育「誰是接班人」電視競賽宣傳計畫，透過提供獎學金方式吸引蒙古菁英學生參加電視競賽並贏得 10 所台灣頂尖大學就讀機會，最後勝出的 10 位優勝者將各別獲得台灣頂尖大學保證提供的全額獎學金(學雜費)以及每月生活津貼。競賽節目將在蒙古全國各地播放，各參賽者將依語言能力(中文、英文測驗成績)、學術表現、演說技巧、溝通技巧以及領導力作為評分標準決定最終決勝者。蒙古台灣教育中心將與烏蘭巴托最具指標性的 UBS 烏蘭巴托電視台合作，競賽節目將在 2017 年 1 月 1 號首播，每周播出兩次，連續播放五個月，2017 年 6 月 1 日收播。節目每年將重新製播並搭配頂尖大學提供全額獎學金。

蒙古烏蘭巴托電視台工作團隊 2017 年 3 月中旬計畫造訪 10 所台灣頂尖大學，為學校拍攝宣傳影片，影片將在電視台循環播放，參與本計劃的學校將成功在蒙古打響知名度，宣傳優質的學習環境，這計劃可為各大學在蒙古進行有效的宣傳，同時利用這種有創意和更具宣傳效果的方式也可激發出許多潛在學生申請來台就學的興趣。

本計劃限 10 所大學參加，電視台每周免費播出宣傳影片及網站宣傳，參加學校需在 2017 年 3 月協助蒙古烏蘭巴托電視台工作團隊來台實地拍攝宣傳影片。

## 節目長度及內容

台灣高等教育「誰是接班人」電視競賽節目長度 30 分鐘，每周播出兩集，連續播放 5 個月。

節目內容如下：

- 1.全球教育專題/8 分鐘：播放 10 所台灣頂尖大學宣傳影片，各大學需協助蒙古教育電視台工作團隊來台拍攝，部份學校可沿用在先前已拍攝的影片。
- 2.英語教室/8 分鐘：由蒙古和美國的 TESOL 講師負責教授英語課程。
- 3.英語訪談/25 分鐘：蒙古教育電視台工作團隊 2017 年 3 月來台拍攝期間，訪談學校校長或行政主管，暢談留學台灣以及台灣高等教育現況。
- 4.競賽實況報導/8 分鐘：除了和參賽者進行英語訪談，這段節目將報導競賽相關訊息、參賽者介紹、競賽任務、競賽成果等。每集節目皆會播出競賽實況報導。

## 競賽規則

第 1 場：所有參賽者現場進行中文與英文能力測驗，提出近期內的托福測驗與漢語水平考試成績者免參加現場測驗，學業平均成績 GPA 3.2 以上的參賽者可通過評委審核進入下一階段。

第 2 場：參賽者以英文或中文進行發表，評委將針對參賽者的表現評分。

第 3 場：參賽者為節目贊助廠商進行社區服務及市場行銷相關任務。

第 4 場：選出 10 位優勝者，2017 年 3 月 31 號前將申請資料提交到 10 所台灣頂尖大學審核。各大學審核 10 位優勝者的讀書計畫、托福及漢語水平測驗分數並確認頒發獎學金。10 位優勝者依照競賽成績排名依序選擇學校，申請文件將分別送到指定入學校。

第 5 場：蒙古教育電視台播出節目最後一集，邀請 10 所台灣頂尖大學參與節目現場錄影，親自為優勝者頒發獎項。

第 6 場：10 位優勝者取得台灣簽證，出發前往台灣。

## 獎學金條件

優勝者將獲得 4 年全額獎學金(學雜費)以及每月生活津貼，但每年應符合入學校規定之學業成績與操行成績標準得繼續享有獎學金資格。10 位優勝者為節目最後 10 強，優勝者將自行決定申請大學和科系，台灣教育中心將不會給予任何一所大學優先權，10 所頂尖大學一視同仁。教育中心將確保優勝者了解且接受獎學金條件，優勝者將收到書面說明，清楚規範每項獎學金的內容和條件，獎學金未包含的機票、食宿及個人花費等由優勝者自行負擔。

**獎學金名額、截止日期以及訪台計畫：**

新一季 2017 台灣高等教育「誰是接班人」電視競賽結果將於 2017 年 6 月 1 日揭曉，9 月初台灣教育展舉行頒獎儀式。

欲加入本計畫的台灣學校應於 2016 年 12 月 15 號前回覆確認參加意願，本計畫預計邀請 10 所大學參加，2017 年 1 月 1 日起於蒙古烏蘭巴托電視台展開節目宣傳並置入參加學校校徽。10 所台灣學校提供的獎學金名額包含：

(英文授課) 碩士獎學金 3 名

(英文授課) 大學部獎學金 3 名、(中文授課) 大學部獎學金 4 名，計 7 名