

SCHULER, YI, PH. D.

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EDUCATION

Biola University, La Mirada, CA

Ph. D. Intercultural Education

2011

Dissertation: *Education as a Means of Integration into the City*

Dissertation passed with distinction.

Sichuan University

M. A. British & American Literature

1996

Sichuan International Studies University

B. A. English Language & Culture

1993

[Areas of Concentration: Journalism, Proposal Writing]

[Minor: French]

[Honors Thesis: "The Female Betrayed and Modern Media"]

WORK EXPERIENCE

Concordia University, Irvine

Program Director, Master of Arts in International Studies (MAIS)

2017-Present

Key Responsibilities: Program development, program directing, program management, budget plan & budget management, program assessment, curriculum design, curriculum development, course design, course development, and other administrative and operational responsibilities associated with a graduate-level academic program.

Assistant Program Director, MAIS-China

2011-2017

Key responsibilities: Co-direct and co-manage the MAIS-China program; provide student and faculty support; budget plan and budget implementation; coordination among supporting offices.

Director of Recruitment & Advisement, MAIS-China

2011-2017

Key responsibilities: Strategize and supervise new student recruitment both online and face-to-face; recruitment budget planning and implementation; program marketing, branding and promotion; admissions process; enrollment management; student data management; program record keeping; market analysis; student advisement; student services; website management; social media platform management; faculty support and coordination, among others.

New master's program developer and writer, MAIS

2015-2017

Key responsibilities: Coordinate and participate in the research and market feasibility analysis for a new master's program. Analyze enrollment trend, global education demand; design and develop new program based on market needs; develop program purpose, program and learning outcomes, assessment plans; search subject matter expertise, write courses, work with supporting offices and team members for program documentation, review, approval and accreditation.

Adjunct Faculty, MAIS-China

2008-Present

Key responsibilities: Course design, lesson plans, classroom and online delivery, student learning support, grading, and grade input, among others. Have taught the following courses:

- MAIS 502 – Research Methods
- MAIS 510 – Mandarin, Received perfect (5.0) Student Evaluations
- MAIS 501 – Chinese History and Society
- MAIS 520 – Foundation of Chinese Education
- MAIS 525 – Environmental & Instructional Design
- MAIS 527 – Literacy and Language Acquisition

Course Strand Mentor & Coordinator, MAIS-China

2015-2016

Key responsibilities: Faculty search, interview and hiring recommendation to the program director; new faculty orientation, curriculum design, textbook selection and coordination for the Mandarin, Culture and Society courses in the MAIS-China program.

Master's Thesis Adviser, MAIS-China

2008-Present

Key responsibilities: Advising, guiding and encouraging the MAIS-China students through their field research, IRB application and approval, data collection & analysis, thesis write-up; thesis evaluation and recommendation to the research professor for final approval.

Master's Portfolio Adviser, Master of Coaching & Athletic Administration (MCAA) 2016-Present

Key responsibilities: Advising, guiding and encouraging students through their graduation project; portfolio evaluation and recommendation to the graduation project professor for final approval.

Wintech Digital Systems Technology

Senior Global Account Manager & Business Consultant

2004-2011

Key responsibilities: Manage marketing, purchasing, sourcing, product sales, account management, business development; coordinate among software engineers, suppliers, clients and distributors around the world; worked with companies such as Texas Instruments and Microsoft.

Canaan Chinese Christian Church, Irvine, CA

Chinese Language & Culture Instructor, Chinese School

1998-2008

Key responsibilities: Design curriculum, lesson plans; teach classes; plan and organize cultural events.

Progressive Visions, San Clemente, CA

Consultant, Translator & Video Producer

1999-2005

Key responsibilities: Translate scripts and materials from English to Chinese, Chinese to English for Christian ministry use; produce movies/documentaries for non-profit Christian mission organizations in Asia and North America; develop leadership & discipleship training materials for house churches in China.

This organization is no longer in operation because the owner passed away.

Sichuan University, China**Faculty member & Program Developer, Foreign Languages Institute**

1996-1998

Key responsibilities: Taught undergraduate courses in English and English Literature; Developed and taught new English language proficiency and training programs.**PUBLICATIONS AND PRESENTATIONS***Cultural Perspective of Autism in China*

Asian Studies on Pacific Coast Conference, California State University at Northridge

June, 2016

*Education as a Means of Integration into the City: Migrant Children in the Government**Sponsored Honghua School in Chengdu, China. Ph. D. Dissertation, Biola University*

November, 2011

*The General Situation of the Migrant Children's Education in Chengdu, China*43rd Asian Studies on Pacific Coast Conference, Soka University

June, 2009

English on Air (Kong Zhong Yin Yu Jiao Shi, Sichuan People's Publishing House (A 6-volumne English textbook for middle schools in Sichuan, China)

1998

Proposal For World Bank Loans, Sichuan University (secured world bank loans for Sichuan University)

1998

ADVISED MASTER'S THESES

- *Chinese College Students' Attitude toward HIV/AIDS*
- *Changes in Gender Perceptions due to Westernization in Contemporary China*
- *Differences and Similarities between Chinese Guanxi and Western Networking*
- *Attitudes towards Marriage in College Students in China*
- *Effects of Materialism on Chinese College Students' Attitudes toward Marriage and Future Life Partners*
- *Realities of Life for Chinese Migrant Children: Parental Sentiments*
- *Tampons: A Chinese Perception*
- *Supporting China's Aging Population*
- *Explorations of the Relationship between Musical Aptitude and Second Language Ability Among English Learners in Chinese Colleges*
- *Young Adults in China: Leading to a Collectivist Adulthood*
- *Emerging into Adulthood: Perceptions of Chinese College Students' on Becoming Adult*
- *Factors that Influence Movie Attendance in China*
- *Chinese Perception of People of African Descent Living in China*
- *Modern Perspective towards Women Doing Business in China*
- *Censorship of Social Media Websites in China*
- *Wine Consumption in First-tier and Second-tier Chinese Cities*
- *A Contemporary Look at Marriage by Chinese College Students*
- *Academic Pressure and its Impact on Chinese University Students' Academic Achievements*
- *Autism in China, a Cultural Perspective*
- *Ethnic Minority Women's Education in China*

- *Chinese College Students' Perception of Russia, Japan and US*
- *University Students' Knowledge and Perception of HIV/AIDS in Yunnan Province*
- *Shanghai College Students' Perception of and Gender Differences on Personal Luxury Items*

RESEARCH INTERESTS

- Cross-cultural experiences around the globe
- Social, cultural, economic and educational impact of globalization on small communities around the world
- International affairs and relations

AWARDS & NOTICEABLE RECOGNITION

Full-score anonymous student evaluation, Concordia University, Irvine	2008
"Best Instructor of the Year" by students, Sichuan University	1997-1998
"Most Recommended Instructor" by Faculty & Staff Management Committee, Sichuan University	1997-1998

AFFILIATIONS/MEMBERSHIPS

Association for Asian Studies (AAS)	2006-Present
Association of Asian American Studies (AAAS)	2015-Present
Chinese Language Teacher's Association of California (CLTAC)	2014-Present
International Studies Association (ISA)	2017-Present

VOLUNTEER EXPERIENCE

Committee member-English Learners Advisory Committee, Irvine Unified School District	20005-2013
PTA member-Parent Teacher Association, various schools in Irvine	2007-Present
Sunday School Teacher & Youth Group coordinator, United Chinese Christian Church of Irvine	1999-Present
Organizer of educational exchange program-Asia Pacific Research Center, Sichuan University & University of San Francisco	1997
Organizer & Interpreter – International Forum on Ethnic Minority Literature, Sichuan University	1996

LANGUAGES

English, near native
Mandarin Chinese, native
French, some

REFERENCES

1. Dr. Timothy Peters, Professor Emeritus, Concordia University, Irvine
peters1224@gmail.com T: 714 337 4397
Dr. Peters served as my dean and supervisor for six years till his recent retirement in June, 2017. He knows the best my job expectations, responsibilities, work style, work ethics, originality, vision, creativity, the day-to-day operation and management of the MAIS program and my overall professional performance.
2. Anthony Diaz, Director of Master of Arts in Coaching and Athletic Administration (MCAA) Program, Concordia University, Irvine, Tony.Diaz@cui.edu, T: 949 214 3268
Prof. Diaz is the director for the MCAA program where I serve as the Capstone adviser.
3. Eugene Esparza, Director of Business Academic Program, Concordia University, Irvine
Eugene.Esparza@cui.edu, T: 949 214 3384
Prof. Esparza is a colleague that I've helped complete some program assessment and he knows my professional work quality and work ethics.