

NEWSLETTER

ASI Global

February 15, 2026

Happy Chinese New Year!

马年大吉，新春快乐~



Please enjoy these festive messages: [Chinese New Year greetings from our Leadership Team](#), and [heartfelt wishes from our GEC and ASI Global teams around the world](#) on YouTube!

Happy Chinese New Year

Dear all,

As we welcome the Year of the Horse, we are delighted to share two special videos dedicated to the entire GEC and ASI Global community. In Chinese culture, the Horse represents bold vision, disciplined progress, and the courage to move forward with determination. Inspired by this spirit, we enter the new year ready to gallop ahead, meeting every challenge with courage and every opportunity with an unstoppable drive.

To all our Global Partners, Professors, Teaching Fellows, Teaching Assistants, and the entire GEC team: thank you for your trust and collaboration over the past year. May the year ahead bring renewed energy, meaningful achievements, and even stronger connections across our global network.

Happy Chinese New Year! 马年大吉，新春快乐~

Best regards,
GEC Academy & ASI Global



As a valued partner of GEC Academy, Eötvös Loránd University (ELTE) extends its warmest wishes for the Chinese New Year to all members of the GEC Academy & ASI Global community, esteemed faculty members, valued partners, and prospective students from China. May the Year of the Horse bring good fortune, prosperity, and strong, productive academic collaboration in the year ahead.

FEATURED STORY

Academy Concludes Multi-City Product Launch Tour with Oxford Test of English Advanced Launch in Beijing



On January 16, GEC Academy concluded its multi-city Product Launch Tour in Beijing, following events in Shenzhen, Shanghai, Wuhan, and Chengdu. Co-hosted by GEC Academy and Oxford University Press (OUP), the Beijing event marked the official launch of the Oxford Test of English Advanced in mainland China, together with the unveiling of GEC's comprehensively upgraded product portfolio. Themed on **Assessing Real-World English Skills**, the event brought together language assessment experts and education leaders from China and abroad to explore evolving approaches to English proficiency assessment and their role within globally oriented education pathways.



In the opening remarks, Mr. Sheng Yan, CEO of GEC Academy, announced that **GEC Academy has been officially appointed as an exclusive authorized partner of OUP for the Oxford Test of English Advanced in mainland China**. He noted that the partnership represents a long-term commitment to building a future-oriented infrastructure for international education.

“We believe that rigorous and reliable English assessment should serve diverse goals, whether for academic study, research, professional development, or global engagement,” Mr. Yan said. *“One of GEC’s aims is to translate real-world language ability and international competence into a clear, step-by-step growth pathway for learners, where assessment, teaching, and practice reinforce one another.”*

FEATURED STORY

- **Keynote Speech: Accessing Real-World English Skills**, by Professor Anthony Green, Director of the Center for Research in English Language Learning and Assessment at OUP and former President of the International Language Testing Association



In the keynote session, Professor Anthony Green outlined the positioning and core objectives of the Oxford Test of English Advanced. He highlighted how the test’s computer-adaptive design and highly contextualized tasks are intended to ensure scientific validity and fairness, while accurately reflecting how English is used in academic and real-world settings.

“The Oxford Test of English Advanced was designed not only to assess knowledge of the language, but to capture how learners communicate and respond in diverse academic and social contexts,” Professor Green said. *“By grounding assessment in real-life scenarios, we aim to ensure that learners are prepared not just for study, but for future international work and engagement.”*

- **Panel Discussion: How Can International Assessment Meet Diverse Needs?**



Hosted by Mr. Yan, the panel discussion explored how international English assessment can better address the diverse needs of learners and institutions, from the perspective of how global assessment standards can be meaningfully adapted to local contexts, as well as how assessment can play a broader role in supporting teaching, learning, and skill development beyond selection alone. Participants agreed that well-designed international assessments, when implemented thoughtfully, can bridge global standards and local practice while supporting more inclusive and future-oriented learning pathways.

FEATURED STORY

- **Parallel Sessions: Global Standards, Diverse Needs: Implementing Real-Life English Assessment in China; Discover Opportunities with GEC and OUP in China**

During the parallel sessions, GEC announced a comprehensive upgrade of its research and learning initiatives, designed to support diverse learning needs and strengthen students’ academic capabilities and overall competencies. The upgraded portfolio includes LUMINAI Robocrafters Camp, Oxford Test of English Advanced, The LASER Award in Research Skills for Academic Study, and the Global Skills Project (GSP).

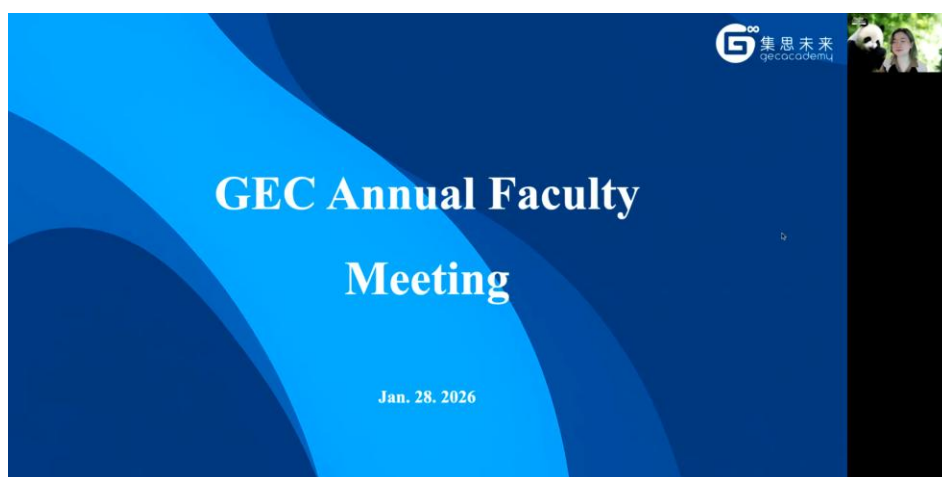
Through this season’s multi-city Product Launch Tour, GEC presented a more integrated vision for education, which connects real-world language ability with broader academic growth and skills development. By combining internationally aligned assessment, research-based learning, and skills-oriented programs, GEC seeks to equip learners with academic strength, global perspective, and the adaptability needed to thrive in an increasingly interconnected world.

Take a look back at some of the highlights at the event:



GEC Annual Faculty Meeting Recap

On January 28, GEC Academy held its annual Faculty Meeting in an online format, bringing together around 40 teaching faculty members from across disciplines for a timely exchange of insights, updates, and reflections. The meeting served as both an annual review of the past year and an opportunity to share key developments, reflect on broader academic and educational trends, and gather faculty perspectives on GEC's programs as we look ahead. Based on feedback and interests shared by faculty members, the meeting agenda focused on the following key topics: **1. GEC Achievements in 2025;** **2. 2025 GEC Admissions Results and Study Abroad Trends;** **3. Faculty Q&A Session;** **4. Prof. Natalia Elson: Working Experience with GEC in 2025.**



1. GEC Achievements in 2025 – shared by Edison Yan, CEO of GEC Academy and Executive Director of ASI Global

Organizational Updates

- At the organizational level, GEC introduced a **new logo**, replacing the traditional dot with an **infinity symbol** to reflect the endless possibilities ahead.

Partnerships & Collaboration

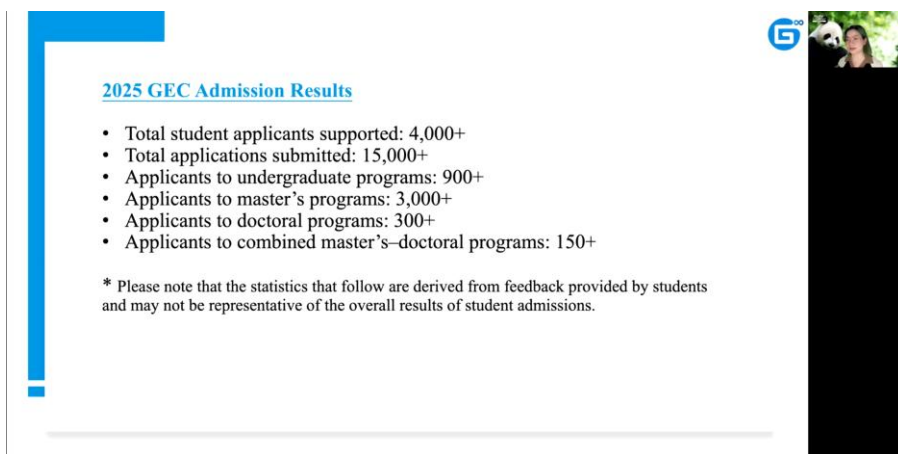
- We strengthened our external partnerships by establishing a strategic collaboration with **Oxford University Press**, through which GEC was selected as an **official test center across China** for the **Oxford Test of English Advanced**.
- We also expanded our cooperation with **iCAN**, advancing preparations for the **2026 AI Autonomous Intelligent Systems Application Innovation Challenge**.

In 2025, GEC Academy continued to make steady progress across its academic programs, partnerships, and institutional development, despite ongoing challenges in the global education landscape. The following topics were discussed: Organizational Updates and Strategic Direction; Partnerships and Collaboration; Academic Forums & Scholarly Support; New Initiatives & Product Development; Vocational Education & International Engagement.

Please read the PDF file [HERE](#) for more information.

GEC Annual Faculty Meeting Recap

2. 2025 GEC Admissions Results and Study Abroad Trends – shared by Wendy Wang, Academic Director and Co-founder of GEC Academy, Secretary General of ASI Global



2025 GEC Admission Results

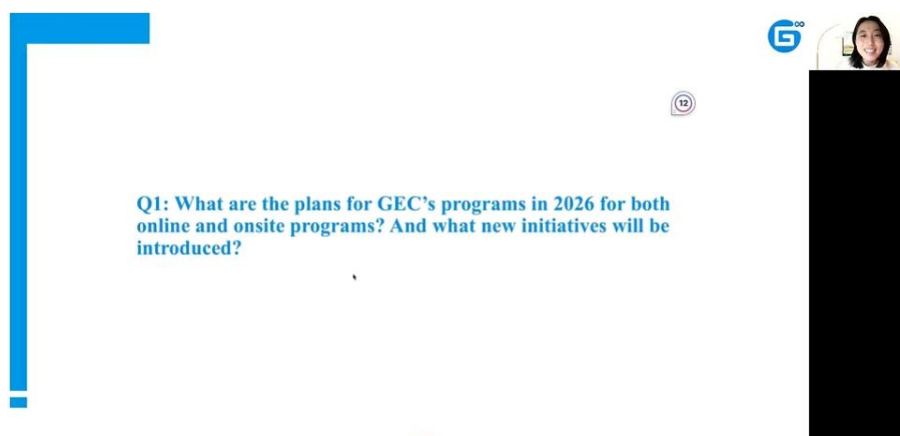
- Total student applicants supported: 4,000+
- Total applications submitted: 15,000+
- Applicants to undergraduate programs: 900+
- Applicants to master’s programs: 3,000+
- Applicants to doctoral programs: 300+
- Applicants to combined master’s–doctoral programs: 150+

* Please note that the statistics that follow are derived from feedback provided by students and may not be representative of the overall results of student admissions.

Based on first-hand application data from GEC-supported students, this session highlighted key shifts in study abroad trends during the 2025 application cycle. Compared with 2024, master’s-level applications showed a clear move from U.S.-dominated destinations toward a more multi-centered structure, with Hong Kong (China), the UK, and Singapore gaining prominence, while the U.S. remained the leading destination for undergraduate applicants. These trends were discussed in the context of broader factors such as geopolitical dynamics, visa policies, cost considerations, and students’ growing preference for destinations offering greater certainty and clearer academic and career pathways. Based on these insights, we will further refine GEC program design, with a stronger focus on destination-specific support and more targeted academic pathways in future application cycles.

Please read the PDF file [HERE](#) for detailed statistics.

3. Faculty Q&A Session – shared by Hui Xu, CSO and Co-founder of GEC Academy



Q1: What are the plans for GEC’s programs in 2026 for both online and onsite programs? And what new initiatives will be introduced?

GEC Annual Faculty Meeting Recap

- **2026 Program Planning and New Initiatives**

Both the online and onsite group research programs will still remain the core of GEC's academic offerings in 2026. While the total number of group-based programs may be adjusted in response to changing market conditions, the focus remains on maintaining academic quality and creating meaningful learning experiences. We will introduce a tiered program structure by integrating high-value, research-intensive modules, such as extended mentorship, and 1-on-1 research pathways, into existing group programs. Onsite programs, including the iHUB Summer Research Program, will continue following the successful 2025 model, alongside selective university-based collaborations.

- **Use of AI in Teaching and Evaluation**

We believed that AI should function as a learning aid rather than a substitute for independent thinking. And a general AI policy will be implemented across programs, while faculty members are encouraged to define additional, program-specific guidelines. We are also exploring ways to better guide students in using AI responsibly in their academic work for future GEC programs. Specifically, a *Smart Use of AI* workshop is being planned for this spring term, open to all GEC students, to provide practical guidance on how to use AI tools ethically and effectively in academic contexts.

- **Student Satisfaction, Outcomes, and Changing Needs**

GEC students' satisfaction is assessed through post-program surveys, complemented by real-time intervention from Coordinators, TAs, and Academic Managers during program delivery, and feedback analysis focuses primarily on low-score responses to drive targeted improvements.

- **Distribution Across Academic Disciplines**

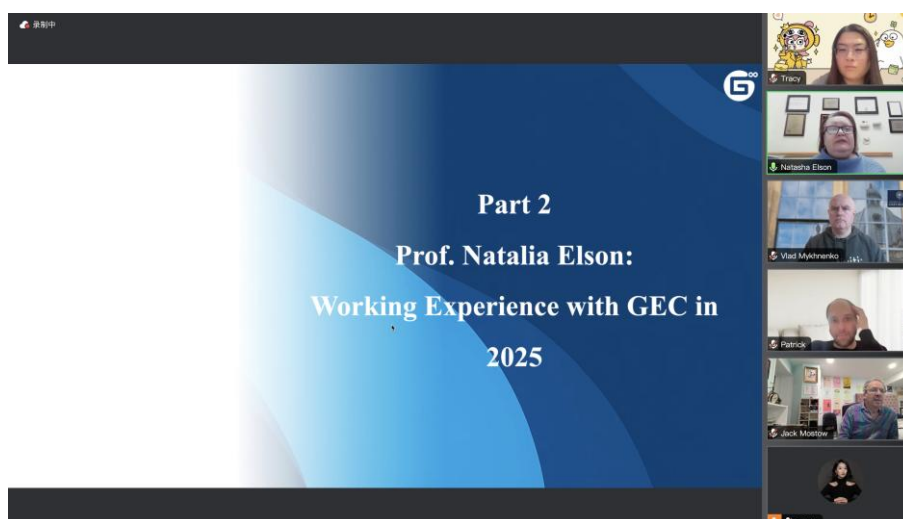
That program topics and schedules are shaped by a combination of past enrollment data, student demand, and faculty expertise. The STEM fields, especially Electrical Engineering and Artificial Intelligence, continue to attract the strongest interest and enrollment. Business-related programs remain the second most popular category. Humanities and Social Sciences are transitioning toward more individualized learning models, which are expected to become a key growth area.

- **Supporting Faculty in Evaluation and Recommendation Writing**

To better support our faculty, we will enhance performance tracking through TA and Teaching Fellow feedback, remain open to customized participation metrics, and provide supplemental materials such as CVs and personal statements during application seasons.

GEC Annual Faculty Meeting Recap

4. Working Experience with GEC in 2025 – shared by Prof. Natalia Elson, Clinical Assistant Professor at New York University



Prof. Natalia Elson has worked with GEC since 2024 and has taught courses in public health and medical science. In her sharing, she reflected on her experience working with GEC students in research-oriented programs, highlighting their motivation, engagement, and growing awareness of academic rigor. She also discussed the opportunities and challenges of delivering short-term, online research courses, and shared insights into supporting students in developing a strong research mindset within this format.

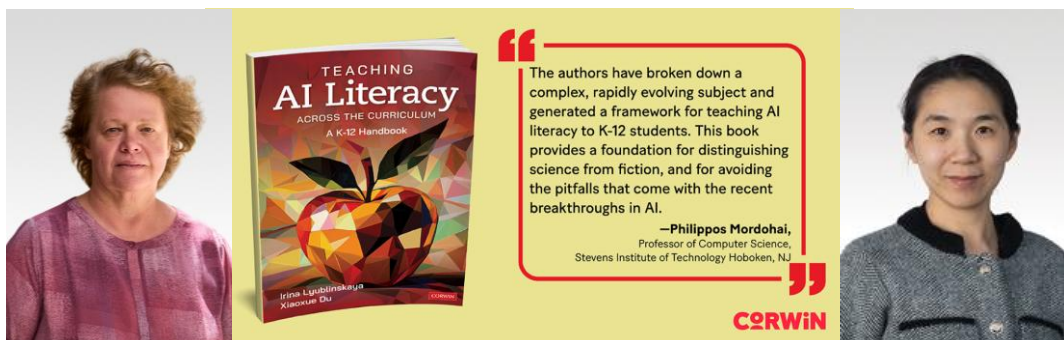
By the end of this faculty meeting, a discussion was initiated by **Prof. Jack Mostow** (Emeritus Research Professor at Carnegie Mellon University) around **the challenge of encouraging students to ask questions and participate more actively in class discussions**. **Prof. Sharon Akabas** (Former MS in Nutrition Program Director in the Institute of Human Nutrition at Columbia University) shared her experience from teaching at Columbia University as well as GEC students, noting cultural differences in classroom participation and suggesting practical strategies such as starting with low-pressure questions, using breakout rooms, and gradually encouraging spontaneous responses. **Prof. Irina Lyublinskaya** (Professor at Columbia University) added that language can be a key barrier for some students, and proposed allowing small-group discussions in students' native language to help them clarify ideas before sharing in English.

We are very grateful for the active participation, questions, and feedback shared by all the faculty members throughout the discussion. Looking ahead, we expect to continue holding annual online faculty meetings as a platform for open exchange and closer collaboration, supporting the ongoing improvement of our academic programs and faculty engagement. **If you have any further questions or suggestions, please feel free to contact us at publicity@gecacademy.com or reach out directly to your Academic Manager.**

Faculty Work Gallery

This month we introduced a **publication** co-authored by [Professor Irina Lyublinskaya](#), Professor at Columbia University and [Dr. Xiaoxue Du](#), Postdoctoral Associate at the MIT Media Lab, and GEC Teaching Fellow.. If you are interested in showcasing your research, grants, book releases, conference presentations, or any work you deem valuable and interesting to share, please feel free to contact us at publicity@gecademy.com.

Teaching AI Literacy Across the Curriculum



Description:

In an era where artificial intelligence (AI) is revolutionizing every facet of life, from how we shop to how we get our news, it's inevitable that AI is changing the way we teach and the way students learn. For students to thrive in this world, they need more than just the ability to use technology; they need to understand how it works, its potential, and its limitations. They need AI literacy.

Teaching AI Literacy Across the Curriculum delves into the symbiotic relationship between AI and education, providing cutting-edge research and practical strategies to seamlessly incorporate AI literacy into teaching across disciplines. Authors Irina Lyublinskaya and Xiaoxue Du introduce a pedagogical framework for teaching AI literacy that explores the Big Five Ideas in AI and integrates with practical strategies for teaching AI core concepts across different subjects.

Please click the link [HERE](#) for more information about the book.

GEC

CULTURE STORY

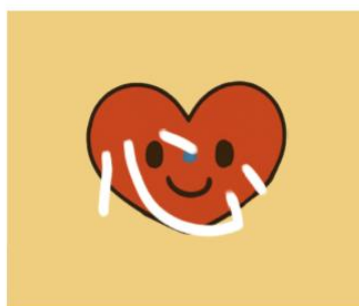
Meet Xinbao: ASI Global's New IP Bridging Hearts to Hanzi

On January 10th, ASI Global was thrilled to announce the launch of its vibrant new intellectual property (IP), “Xinbao” (心宝). The debut took place during a special livestream event at the 2026 Beijing Book Fair, where the character was introduced alongside its first set of digital emojis.



Xinbao grew organically out of ASI Global's flagship cultural and educational initiative, the *Hello, Hanzi* book series, co-developed with Sino-Culture Press. It continues Hello, Hanzi's long-standing mission of exploring Chinese characters through visual storytelling.

Meet Xinbao



heart, mind, core n.

“心” (*xīn*) resembles the shape of a human heart. It literally means the physical heart, as in “心脏” (*xīnzàng*, heart), but also extends to mind or feelings, as in “心情” (*xīnqíng*, mood), “开心” (*kāixīn*, happy), and “爱心” (*àixīn*, heart shape or compassion). The modern gesture “比心” (*bǐxīn*, making a heart shape with fingers to show love) also reflects this. Since heart is vital to the human body, it can further mean the center of something, as in “中心” (*zhōngxīn*, center), much like the English phrase “the heart of the matter”.

The character “心” in *Hello, Hanzi*

The design of Xinbao is rooted in one of the most ancient and fundamental Chinese characters: “心” (*xīn*), meaning both “heart” and “mind”. Appearing in countless words related to emotion, feeling, and thought, its visual form dates back over 3,000 years to Oracle Bone Script, where it was carved in the shape of a physical heart.

GEC

CULTURE STORY

Visually, Xinbao echoes this ancient pictogram with its distinct heart-shaped head, while its friendly facial features are creatively derived from the character's internal strokes. **The name Xinbao (心宝) further reinforces this inspiration. Combining “心” (heart) with “宝” (bǎo, treasure), the name conveys the idea of a “treasure of the heart”: something emotionally meaningful, carefully held, and worth sharing.** This transformation turns a foundational linguistic symbol into a living embodiment of love, understanding, and connection.



The Oracle Bone Script of “心” (heart; mind)

From *Hello, Hanzi* to Xinbao, ASI Global has maintained a consistent creative philosophy where AI serves as a “creative accelerator”. In developing Xinbao, AI was leveraged to explore a wide spectrum of visual styles and expressive possibilities. These explorations were then carefully refined through human judgment to ensure that each design remained culturally grounded and emotionally authentic.

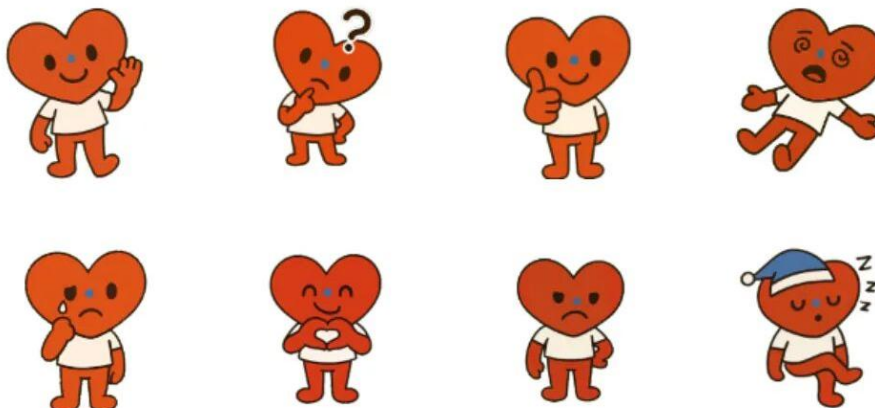


One of the Editorial Committee Members of the “ZiChuang” Cultural Project Introduces the Creation of Xinbao at the Live Streaming Launch Event

Rather than a static symbol, Xinbao was designed to be a companion for everyday emotions. In emoji form, Xinbao smiles, cries, hesitates, and comforts—each expression rooted in daily life while subtly reflecting traditional Chinese aesthetics. These emojis transcend language barriers, allowing Xinbao to communicate through a universal language of emotion.

The release of these emojis marks just the beginning of Xinbao’s journey. ASI Global is already actively working on expanding Xinbao into themed collections inspired by social scenarios, traditional Chinese festivals, and intangible cultural heritage. With more sticker sets and cultural products in the pipeline, Xinbao is poised to become a warm, approachable bridge that connects global Chinese learners not only to the language itself but also to the emotional and cultural richness it embodies. Through Xinbao, ASI Global continues its commitment to make Chinese characters more accessible and enjoyable while fostering meaningful cross-cultural understanding.

GEC CULTURE STORY



Xinbao's First Digital Emojis Launch on WeChat
(available for download and saving via the link [HERE](#))



Xinbao Chinese New Year Special Launch on WeChat
(available for download and saving via the link [HERE](#))



Sneak Peek: Xinbao Fridge Magnets



Join Us at ASI Global Technical Sponsorship Conferences: Open Calling for Committee Members & Speakers

We are thrilled to hear from our GEC faculty members, teaching fellows, teaching assistants (PhD holders), and scholars.

Since 2023, ASI Global has taken immense pride in its role as a technical sponsor for a diverse array of international academic conferences, with a vision entailing both promoting interdisciplinary cooperation and nurturing an inclusive, collaborative educational environment that extends its benefits beyond the scientific community to society at large. **Hence, we are enthusiastic about extending invitations to more of our esteemed GEC Faculty members and Teaching Fellows, encouraging your active involvement as committee members or innovative speakers and storytellers**, who are passionate about sharing innovative ideas with the brightest minds, providing enriching insights, offering innovative experiences, and sharing real-world examples, among other valuable contributions to ASI Global technical sponsorship conferences.

Upcoming Conferences

For February, we have we have 2 technical sponsorship conferences, covering computational intelligence, data science, machine learning, deep learning, intelligent systems, robotics, data mining, pattern recognition, signal and image processing, applied mathematics in scientific computing, mathematical modeling, theoretical and experimental physics, astrophysics, cosmology, digital simulation and beyond.

- February 26-28; Singapore
- [The 2026 International Conference on Advent Trends in Computational Intelligence and Data Science \(ATCIDS 2026\)](#)
- February 26-28; Melbourne, Australia
- [2026 International Conference on Applied Mathematics, Physics and Digital Simulation \(ICAPD 2026\)](#)



WHAT PROGRAMS DOES GEC OFFER IN JAN & FEB SEMESTERS?

In January and February, GEC launches a total of **145 online research programs** in the areas of Finance, Computer Science, Electrical Engineering, Mathematics, Biomedical Studies, Sociology, Arts and so on. In both months, GEC also provides **2 personalized programs** for South China University of Technology and Southwest Jiaotong University, and sets up **2 customized lectures** for South China University of Technology. We will continue to gather students, faculty, and staff for an unrivaled academic experience.

The tables below show detailed information about the programs:

[GEC 2026 January Program List](#),
[GEC 2026 February Program List](#),
[GEC Personalized Programs for Universities in January 2026](#),
[GEC Personalized Programs for Universities in February 2026](#),
[GEC Customized Lectures for Universities in January 2026](#),
[GEC Customized Lectures for Universities in February 2026](#)

Please click [HERE](#) to find previous program/course offerings.

Newsletter Improvement Survey

We would love to hear your thoughts or feedback on how we can improve your experience with our newsletter.

For your convenience, please click [HERE](#) to fill out the survey link.

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