

成为一家能够影响中国30%以上儿童与家庭 引领孩子心灵发展的国际化高科技教育集团 成长百年 历久弥新

创始人致辞	03	from the chairman
关于诺博	05	about nobo
- 企业概况	06	- corporate profile
- 发展历史	08	- corporate history
- 企业文化	11	- corporate values
委托经营	13	all-in-one solution
- 市场前景	15	- preschool market
- 业务描述	16	- our core business
- 三大阶段	19	- three stages
教育体系	25	educational approach
- 十大习惯	26	- 10 key habits
- 体系概述	28	- the nea
- 五角框架	31	- the pentagon diagram
- 三大课程	33	- 3 core curriculums
- 教育评量	34	- educational assessment
云幼儿园	37	cloud kindergarten
园所展示	43	our campuses

To affect more than 30% of Chinese children and families through education.
To lead the science that stimulates our children's minds and thinking.
To build a timeless institution in the global landscape.



致辞

from the chairman

请允许我代表全体优秀的诺博人，以及支持我们的股东伙伴向大家阐释一下诺博教育的初心。

2006年至2010年，我在美国哥伦比亚大学留学期间看到一个现象：很多中国学生，或者说绝大多数的中国学生，善于“被动解决问题”，但不善于“主动发现问题”；善于“底下完成作业”，但不善于“公开讨论观点”；善于“要求得到帮助”，但不善于“主动回馈感恩”。这些都表明，中国培养出的人才，无论在创新力、领导力，还是利他思维上都还有很大的不足。有人会说，那又怎样呢？孩子过得快乐就行了。其实不然，我们正处在全面技术革命的时代，互联网、大数据、人工智能、生命科学等技术的发展将会极大改变未来的人类社会。简单的工作将被技术所取代，更多工作需要创新的思维才能够胜任。人们需要在跨文化的团队中合作，并拥有知行合一的世界观与良知，这样才能够应对多元世界与变革中的挑战，实现自我，获得成就与幸福。

教育，是一项让人看清自己，了解世界，并且付诸行动加以改变的事业，其目的是让每个人获得更多幸福，并推动文明的进步与发展。但是，以中国人口占世界人口的比例来看，以中国人的聪明才智来看，以中华文明对世界文明的贡献来看，我们的教育仍存在很大的提升空间。中国的教育本应该对人类发展做出更多贡献。

我们能做什么？诺博认为，优质的教育不能只服务少数人。百年来，系统全面的教育体系都来自国外，而我们希望做出一套适合中国儿童的、科学的、易于传播的诺博教育体系，以此来改善中国30%以上的幼儿园、学校及家庭教育，为培养出中国乃至世界最优秀的人才打下坚实基础。为什么要从幼儿园开始？因为在7岁以前，孩子的思维习惯与品德的塑造，以及家庭的教育观，已经可以决定孩子一生的幸福了。诺博要立新学校，就是要在孩子人生之初的第一个学习阶段，为他们培养出创新、利他的思维习惯与道德品质，为了他们未来的成就与幸福奠基。

诺博教育的使命是“培养孩子一生的好习惯”。我们在心理学、教育学和计算机科学等领域拥有世界顶级的学术专家；我们的团队年轻、多元、开放、高效、国际化，我们是具有教育与科技双核基因的团队。最重要的是，我们拥有一个伟大的理想——通过创新研发，将优质的教育进行广泛传播，塑造中国儿童，成就中国以及世界美好的未来。

对教育怀有深挚情怀的合作者们，欢迎你们加入诺博，欢迎你们和诺博合作，未来将在我们的手中改变。

夏勃 博士
诺博教育董事长兼CEO
Dr. Harrison Xia
Chairman and CEO, Nobo Columbia Corporation

On behalf of our excellent staff and supportive shareholders, please allow me to explain the original intent of the firm's Nobo Education effort.

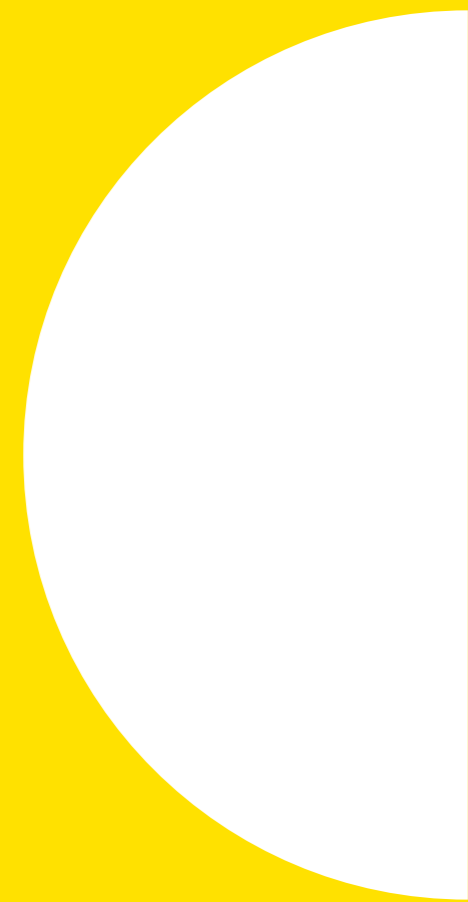
From 2006 to 2010, I studied at Teachers College, Columbia University. There I discovered that a clear majority of Chinese students are skilled at answering questions in a passive way but not at taking the initiative in identifying and solving problems. Their skills lie in completing assignments on their own but not at discussing their work in public; they are skilled at asking for help but not at expressing their appreciation. These things told me that the pool of Chinese talent was lacking in innovative leadership and altruistic thinking. Now, some people would say, so what? If a child's happiness is achieved, then the underlying goal has been achieved. But we are today facing a technological revolution with the development of the Internet, artificial intelligence, life science and other technologies. We can expect repetitive and time-consuming tasks to be replaced by algorithms while more innovative thinking will be required from humans. People will need to cooperate in cross-cultural teams and combine knowledge with actions. This will be the only way by which the challenges to come in our pluralistic and changing society can be dealt with so we can achieve self-fulfillment through success and happiness.

Education is a process that enables people to learn about themselves, to understand the world and improve it. Although China represents a great proportion of the world's population and history, I found that its contribution to the rest of the world wasn't as much as I expected.

This raises the question: so what can we do about all this? Nobo believes that high-quality education can be afforded by a vast number of people with good effect. For many years, China's comprehensive education system has been actively following in the path of the successful education systems used abroad. Therefore, we hoped to establish with Nobo Education a new set of education system principles that would be suitable for Chinese children, who account for over 30 percent of our population. We thought it would be scientific and easy to promulgate new systems in our schools and families and so lay a solid foundation, right from kindergarten, for cultivating talent in China and for the world. Why did we decide to start from kindergarten? Simply, because it is believed that before the age of seven a child's way of thinking and his/her characteristics, as well as the family's concept of teaching and learning, can be nurtured, with the idea in mind of enabling a lifetime of happiness for a child. So Nobo had the idea of establishing new schools and refining innovative practices, varied thinking and moral qualities at the very first stage of learning, believing that this would lay the foundation for student achievement and happiness throughout life.

To accomplish this, we set as the mission of Nobo Education to build good habits that can last throughout a child's education and apply even further on to the career choices made by a child. We enlisted the thinking of the world's leading academic experts in psychology, education, and computer science. We created a team of young, diverse and efficient workers. We became a team that owns the basic DNA of education and technology principles. Most importantly, though, we now own as well a great idea: to spread high-quality education principles that will help shape Chinese children so they can be in a position to create a better future, not only for themselves and China but for the world.

Now we open-heartedly welcome those who have an active feel for education to join Nobo and cooperate with Nobo. Together, our hands can change the future.



1. 关于诺博

教育核心 科技为翼

about nobo

教育核心 科技为翼

education at heart, technology as wings

北京哥大诺博教育科技股份有限公司(简称:诺博教育,英文名:NOBO)成立于2011年3月,是一家学前教育研究机构、国家高新技术企业与中高端幼儿园管理集团,也是全国首家以幼儿园委托经营为核心业务的新三板上市公司,股票代码为835983。

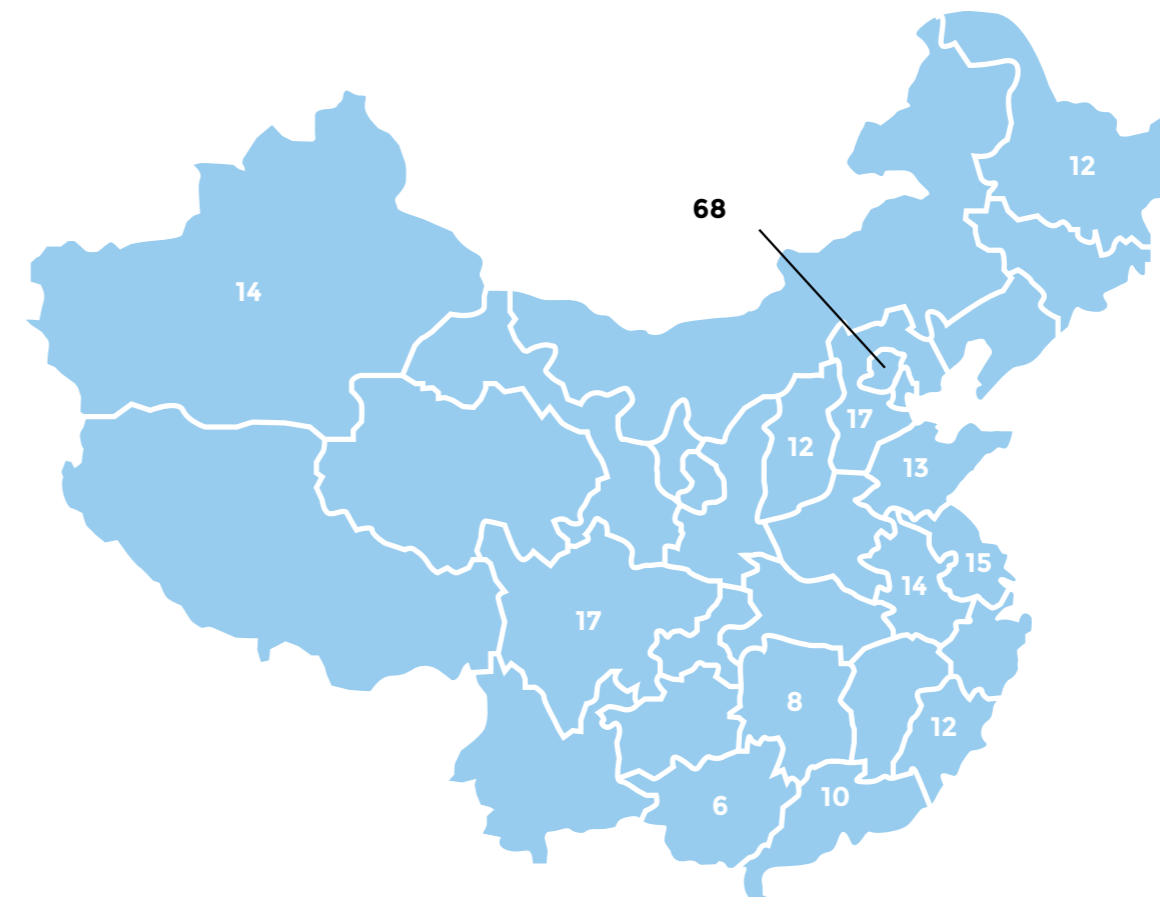
诺博教育在学前教育领域深耕多年,是国内极少数专注教育体系持续开发,并拥有自主知识产权教育体系和科技产品的机构之一。我们的主营业务是围绕诺博教育体系开展的“中高端幼儿园全程委托经营管理服务”;同时,通过线上的诺博云幼儿园教育管理系统和配套的教学辅助产品与工具,来实施规模化的传播、复制与品控。其中,云幼儿园系统中的重要组成部分、基于脑与认知科学的SaaS服务——“海马5+1”在线幼儿评测系统是国内首家能够运用大数据实施儿童评量的平台,累计已服务超过200家幼儿园的5万多名幼儿。目前,我们已先后与北京市多个区县、成都市武侯区、荣盛发展集团、国奥集团、顺丰集团等在内的多家政府机构、500强房企、知名个人投资者等达成合作,预计在未来三年开办100+家幼儿园,服务100,000+名幼儿与家长。

诺博教育的创始人美国哥伦比亚大学教育学博士夏勃与互联网及传媒上市公司高管王东瀛,具有深厚的教育学与计算机跨学科背景。核心研发与管理团队由70余名经验丰富的中外籍行业精英构成,硕博士比例近四成。同时,团队还拥有包括中美欧顶尖高校教授、权威科学家、海内外知名幼儿园管理者,大型互联网公司技术精英,以及资深企业管理咨询师等在内的顾问团队与专家资源。

Nobo Columbia Corporation (NOBO) was founded in March 2011. It is a national high-tech enterprise and international preschool education research institute. Nobo is the first of the New Three Board-listed companies that takes kindergarten entrusted management services as its core business (stock code: 835983).

Our company has been committed to pre-school education for many years. The Nobo Educational Approach (NEA) is one of the few in China that have been focused on the continuous development of an education system and that owns the intellectual property rights for an education system as well as technology products. Our main business centers on the “One-stop Entrusted Management Solutions for Middle- and High-end Kindergartens” idea, based on the Nobo Educational Approach. Meanwhile, through the online Nobo Cloud Education Management System and supporting teacher-facilitating products and tools, we intend to carry out large-scale propagation, replication and quality control. Among these, the “Haima Youping” child online assessment tool - SaaS services based on brain and cognitive sciences - is an important element and China’s first platform that can adopt big data to evaluate children. So far, it has provided service for over five thousand children in more than two hundred kindergartens. At present, we have reached cooperative agreements with many local governments and Top 500 businesses, including the Beijing Xicheng District Government, Chengdu Wuhou District Government, the Top 500 Real Estate Developers such as the RiseSun Development and the Guoao Group, as well as individual investors. Over the next three years we expect to open over one hundred kindergartens and provide service to over one hundred thousand children and parents.

Mr. Harrsion Xia, one of the founders of Nobo Education, holds a doctorate from Columbia University, and his partner, Mr. Dylan Wong, is a senior manager of internet and media-listed companies, both of whom have profound educational and computer interdisciplinary backgrounds. Our core R&D and operations teams comprise seventy elite talents with both domestic and overseas educational backgrounds and rich industry experience. Nearly forty percent of our staff hold doctorates or masters, and have done postgraduate work. There is also an expert advisor group working with the Nobo team that includes top university professors, authoritative scientists, principals from world-famous kindergartens, IT talents, as well as business management consultants.



数据统计截止日期为2017年9月30日
All figures are valid as of September 30th, 2017.

新三板企业

LISTED ON CHINA'S NEW THIRD BOARD

国家高新技术企业

NATIONAL HIGH-TECH ENTERPRISE

清控银杏国家发展基金领投

A ROUND FINANCING LED BY THG VENTURES

218家幼儿园

诺博教育中高端幼儿园全程委托经营服务及其旗下科技化产品目前已服务的园所数量

KINDERGARTENS SERVICED BY ONE OR MORE PRODUCT FROM NOBO

始于研发 吐纳中西

changing education doesn't happen in one day





▲ 上图摄于诺博教育2017年初召开的公司年会，彼时总部管理团队共计54人。此后，陆续又有26名来自海内外的新成员加入诺博教育总部。我们欢迎更多认同诺博教育理念的有识之士加入我们，为实践共同的教育理想日拱一卒，开拓向前。
The 54 members of the Nobo family at the annual meeting in January 2017. Since this photo 26 new colleagues have joined us in the head office alone. We welcome you to join us for a common goal.

坚守初心 有梦有爱

we believe in passion, dreams and actions

树无根不活，企业无文化不立。作为一家学前教育领域的企业，我们时时刻刻事事都在与人、特别是与孩子打交道，这让我们尤为重视企业文化的宣导与培育。从总部到园所，每一个诺博人都笃信并始终践行着：

孩子第一：孩子是家庭与社会最重要的财富，我们要精心看护他/她们。我们应以教育为本，一线为重，对于任何伤害儿童的行为我们要做到零度容忍。

心怀梦想：梦想引领我们的行动，是我们前进的明灯。永远秉持崇高的信念，彼此间传递梦想。用清晰的目标和结果导向的方案指导我们的行动。

服务客户：家长、投资人、政府都是我们的客户，是我们理念梦想的支持者，我们要尊重他们，为他们做好服务，超预期地解决问题。

专业高效：从事每项工作的每个人都要职业、专业、高效，这样才能帮助企业达成目标。工作中要做到诚实负责、繁事化简、积极主动、反求诸己、拥抱变化。

合作有爱：合作才能获得成功，成功永远属于团队，而快乐有爱才能让合作更默契。合作中，团队成员之间沟通应高效，既要有大局观，服从统一决议；也要求同存异，做到多元接纳。对彼此不吝赞美，积极营造快乐有爱的工作氛围。

From the headquarters to each campus, every Nobo-er firmly believes in and always tries to carry out the following values:

1. Children first: Children are the most valuable asset of a family and a society and they need our careful care. In this we should take education as a fundamental and emphasize state-of-the-art education methods, with zero tolerance for any behavior that could hurt our children.

2. Cherish dreams: Dreams lead our actions and are the beacon of our progress. Always uphold faith and high aspiration and encourage each other to dream. Guide action with clear goals and results-oriented solutions.

3. Serve clients well: Parents, investors and governments are all our clients and the supporters of our ideas and dreams. We should respect them, serve them well and solve problems beyond expectations.

4. Be professional and efficient: Everybody who engages in a job should be professional and efficient, so as to help the company achieve her goals. This involves being honest and responsible, simplifying complex things, being proactive, examining ourselves, and embracing change and flux.

5. Cooperate and be companionable: In cooperation, the communications between team members should be efficient. We should not have just a perspective on the overall situation and agree on unity in resolution, we must also seek common ground while setting aside differences and accepting disparate and different elements. We must stay generous when complimenting each other and actively create a loving working atmosphere.



2. 委托经营

我们用希尔顿酒店模式

打造您的专属幼儿园

all-in-one solution



▲ 图为北京市西城区诺博幼儿园的孩子们在教室里共读绘本。
Children reading in their classroom at Beijing Xicheng District Nobo School.

广阔市场 模式为先

a blooming market calls for an advanced operation model

根据教育部《2016年全国教育事业统计公报》和国家统计局相关数据显示：截至2016年，全国共有22.98万家幼儿园，4,413.86万名在园幼儿，全国毛入园率为77.4%，缺口为22.6%。与此同时，平均每年新增的适龄儿童数约400万，平均增长率为4.81%。

根据以上数据分析，全国尚缺失100,000+家幼儿园，尤其缺乏高品质幼儿园，增量市场空间巨大。作为“新刚需”的学前教育，还受到“十三五规划”等多项国家政策鼓励与扶持，投资门槛低，回报率高，稳定性好，具有极强的政治价值、经济价值与社会价值。

兴盛的市场前景为幼儿园的投资者提供了许多机会，但要真正打造高品质幼儿园并将其持续发展好，园所运营模式十分重要。同直营、加盟、及个人经营相比，品牌委托经营模式有着诸多优势（详见下表）。

委托经营与连锁直营、品牌加盟、个人经营的模式对比

类别	品牌委托经营	连锁直营	品牌加盟	个人经营
园所属于	自己	别人	自己	自己
管理权属	运营方	运营方	自己	自己
管理负担	无负担	无关	负担重	负担重
风险承担	共担	无关	自己担	自己担
品牌溢价	高	高	高	低
教育质量	高	高	不保证	不确定
教师稳定	高	高	不确定	不确定
复制能力	强	弱	适中	弱
融资模式	强	无关	弱	弱
投资回报	高	低	不确定	不确定

According to the 2016 *Statistics Bulletin of the National Education Development* of the Ministry of Education and related data from the National Bureau of Statistics, by 2016, there were 229.8 thousand kindergartens in China serving 44.1386 million children, It is estimated that 77.4% of children enter kindergartens, leaving a 22.6% gap. At the same time, the average annual increase in the number of eligible children is about 4 million, for an average growth rate of 4.81%.

In accordance with the above data analysis, we find that there is a shortage of 100,000+ kindergartens nation-wide, lacking especially high-quality kindergartens, and that scaling in the market space is promising. As the “new rigid demand,” preschool education has also secured a number of national encouragement and support policies, including from the “Thirteenth-Five Plan.” Growth will require a low investment threshold with good stability, but the returns will be high, and this has strong political, economic and social value.

A booming market opens a great many windows for investors. However, in order to build a high-quality kindergarten and continuously run it well demands a good operation model. Compared with brand franchise and individual management, the entrusted management model stands out as having numerous advantages (see table below).

Entrusted Management vs Brand Franchise & Individual Management

Category	Entrusted Manag ¹	Chain Manag ²	Brand franchise	Individual
Ownership	Founder	Others	Founder	Founder
Management	Operator	Operator	Founder	Founder
Burden	Zero	Unrelated	Heavy	Heavy
Risk taking	Shared	Unrelated	Individual	Individual
Brand premium	High	High	High	Low
Education quality	High	High	Without guarantee	Uncertain
Teacher stability	High	High	Uncertain	Uncertain
Replicability	Strong	Weak	Moderate	Weak
Financing mode	Strong	Unrelated	Weak	Weak
ROI	High	Low	Uncertain	Uncertain

调研-筹备-运营 全程不负委托

safely invest, we handle the rest

与传统的直营模式和品牌加盟所不同的是，我们采用的是以“诺博教育体系”为核心的、“希尔顿酒店式”的全程委托经营模式来管理中高端、双语国际幼儿园。投资方(个人投资者、大型开发商、金融、企业集团及政府)只需投入资金，交由我们全程管理。通过标准化、信息化的管理，诺博确保投资方的幼儿园以最快速度获得规模化、高品质的发展。

这一过程中，我们收取委托经营费和学费收入分成，并对经营结果负责。

我们的全程委托方案共分三个阶段进行：项目评估调研期、项目筹备管理期以及园所运营管理期。

通过运用SWOT策略，我们对项目园进行全面评估和可行性分析，从而精准定位，制定办园规划。园所筹备期，我们从8大模块入手，将任务细分至74个时间节点，确保园所顺利按时开园。园所运营期，我们从八个实施模块对各个园所给予系统支持，保障幼儿园持续、稳定、高质量地运行。

通过非品牌加盟式的委托经营管理模式，以及线上线下的优质管理系统与工具资源，我们既能保证合作方以最高效率规模化地开办幼儿园，稳健地经营幼儿园，获得良好的经济回报；同时，保障传播中的教育质量不受损耗，最大程度地传递诺博教育体系本真的理念与精髓。

评估调研期

6大分析重点知己知彼

- 项目自身情况
- 周边社区情况
- 竞争对手情况
- 城市行业情况
- 周边商超与异业联盟
- 地方政府相关办园规定



筹备管理期

74项节点保障顺利开园

- 项目设计
- 工程建设
- 招生宣传
- 招聘培训
- 资质办理
- 设备配置
- 环境布置
- 工作规划



园所运营期

8大模块支撑高效运营

- 人财管理
- 教育教研
- 招生宣传
- 卫生保健
- 后勤物资
- 家长关系
- 培训督导
- 云幼儿园

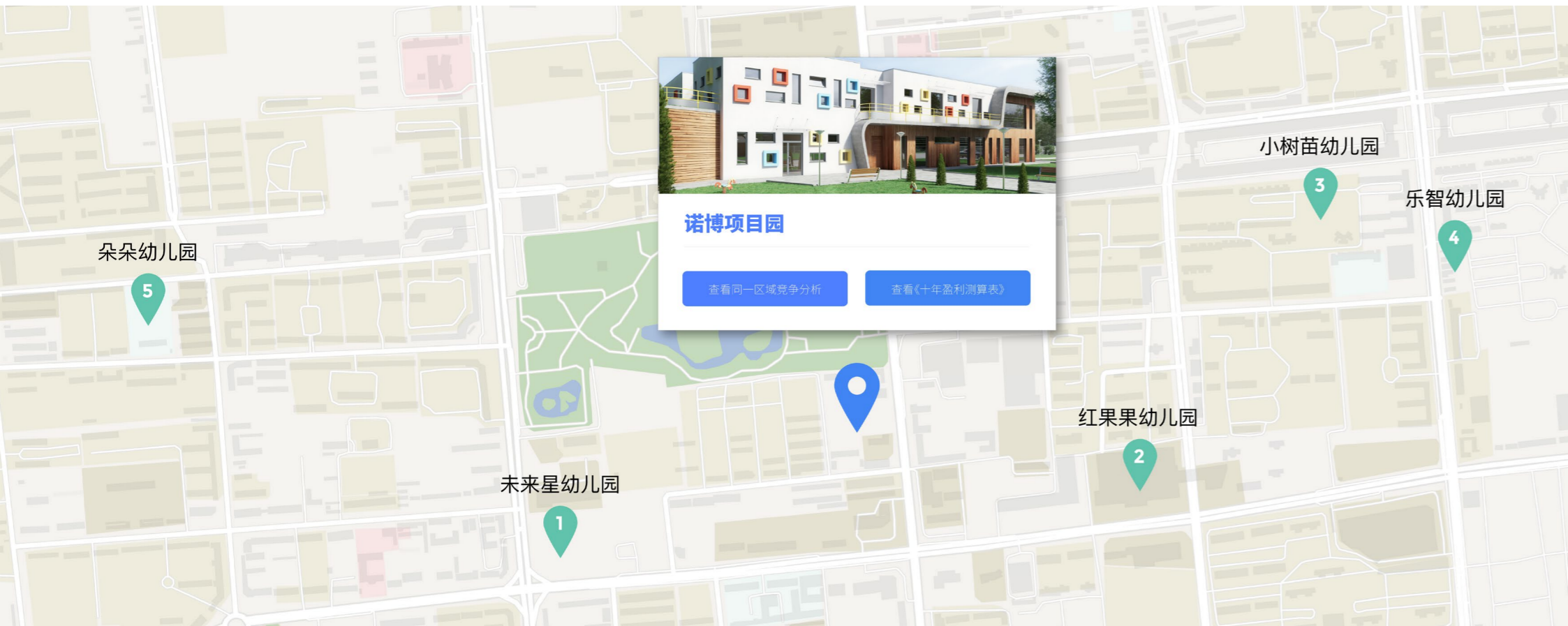
Unlike traditional direct management and brand franchise models, we manage middle- and high-end bilingual and international kindergartens by regarding the Nobo Educational Approach as the core and the way a Hilton Hotel is managed as our one-stop entrusted management services method. Investors (individual investors, large-scale real estate developers, finance conglomerates and governments) need only to invest. We do the rest. Through the management practice of standardization and informatization, Nobo ensures that the kindergartens benefiting from an investment will develop fast, with scale and high quality.

In this process, we charge the entrusted management expenses and obtain some tuition commissions, and are responsible for the management results.

Our one-stop entrusted management solution is divided into three stages: the project assessment and investigation stage, the opening stage and the kindergarten operating stage.



▲ 诺博教育体系提供有39套系统管理标准，涵盖幼儿园筹建与运营的方方面面。Staff training manuals, part of 39 book series dedicated to training.



▲ 图为我们调研期通过查阅资料、电话访谈、实地走访等不同方式所搜集整理的区域项目情况概览图。对项目园所在地进行全面、详实而深入的前期调研是我们开展任何一个新项目的首要举措，也是保障后续工作得以顺利开展的前提。
 One of the numerous methods used by Nobo to assess the project before moving forward. A comprehensive analysis of the local market is necessary for any project to be successful.

评估调研期 360°考察项目精准定位

project assessment and investigation stage

1

项目自身情况

确定场地物理条件、班级设置、建筑规范和消防规范条件
 To determine site conditions, class settings, building codes and fire conditions.

2

周边社区情况

总体户数、交房计划、目前入住率、入住人员层次和以及适龄幼儿的大体数量
 To investigate the total number of households, the delivery plan, the current occupancy rate, the occupancy level and the number of children ready for kindergarten.

3

竞争对手情况

各层次幼儿园的数量、收费标准、软硬件设施、课程设置、师资配备和招生等情况
 To study the number of kindergartens at all levels, their tuition rate, facilities, environment, curriculum settings, teacher quality and student enrollment, etc.

4

城市行业情况

高端幼儿园的数量及具体情况，市区的整体收费水平与城市的发展空间
 To inspect the number of high-end kindergartens and their specific situation, the overall level of the city's tuition and capacity for development.

5

周边商超与异业联盟

周边商业的调研、客流分析，周边儿童教育机构、合作机构的调研
 To conduct peripheral business research, passenger flow analysis, and to look for the surrounding educational institutions for children and potential partners to work with.

6

地方政府相关办园规定

资质证照办理、课程设置、收费等相关规定，以及年检、评级评类的相应规定
 To handle certificates needed for running a kindergarten and to look up local requirements for curriculum setting, tuition, annual inspection, and the ratings.

筹备管理期 74项节点保障顺利开园

74 tasks ensuring smooth opening

1 项目设计

根据前期调研对项目园进行整体规划,划分班级、功能教室与办公等区域

According to the preliminary investigation, to carry out an overall planning for the project and set off divisions of classrooms, functional classrooms and office areas.

5 资质办理

负责园所开园前所需的所有资质和证件办理,保障幼儿园合法合规开办

Be responsible for preparing and submitting all documents required for kindergarten operation before its opening, and to ensure its validity and regularity.

2 工程建设

根据国家规范与诺博教育体系相关标准参与并监督园所建筑与内装设计与施工

To participate in and supervise the construction and interior design of the project by following *Code for Design of Nursery and Kindergarten Buildings* and other national guidelines and requirements by Nobo Educational Approach.

6 物资配置

由总部统一集中采购和配送幼儿园教育教学和办公管理所需的所有物资

To centralize purchasing and deliver all teaching and office materials and facilities needed for kindergarten opening as well as operation.

3 招生宣传

通过专家讲座、社区亲子活动等多样渠道和丰富形式开展对外招生工作

To conduct student recruitment programs by holding expert lectures, parenting activities and other events in different forms and from various channels.

7 环境布置

根据示范园及诺博教育体系环境创设标准对园所进行因地制宜的环境布置

To create an appropriate teaching environment with consideration of local conditions and by following national guidelines' and Nobo Educational Approach.

4 招聘培训

严格筛选标准招聘优秀园所管理人员并由总部实施统一系统的岗前培训

To carefully screen, hire and build up a qualified kindergarten management team for each campus and to offer them a unified systematic pre-job training by the headquarters.

8 工作规划

针对项目实际情况和定位统筹规划各项筹备工作并制定相应的时间节点

To plan each preparation task with respect to the local situation and positioning of the project and formulate corresponding time nodes for the tasks.



▲ 图为配置完备的廊坊诺博幼儿园的美术教室一角。集采物资并在规定时间节点内将设施设备派送到指定园所是开园筹备中极其重要的一个环节,这项工作不仅要求负责团队有丰富的采购配送经验,更需要对园所相关标准与规范有全面到位的认识与理解。
The art studio at Langfang Nobo School. Furnishing kindergartens is one of the key tasks that requires experience and a thorough understanding of the standards and regulations that regulate kindergartens.



▲ 图为有序运转中的诺博国的幼儿园的的教学活动场景。诺博教育体系标准化的管理模式及系统化的运营工具有力支持着园所高效运行。
Daily life at Nobo Guoyuncun Campus a month after the opening. Thanks to the standardized management model as well as systematic tools it offers, all the campuses are able to operate efficiently and in good order.



诺博教育体系在其创建过程中,有效吸收并借鉴了国外先进理念,并在此基础上深度融入对中国国情的观察与思考。图为2015年4月诺博教育创始人夏勃博士带队在美国卡耐基·梅隆大学附属实验幼儿园与国际实验学校协会(IALS)成员进行同行交流学习,探讨中西方学前教育理念与教育方法。

While developing the NEA, we have put together not only a profound understanding towards Chinese culture and existing state, but also the effective theories and practices from the western world through multiple ways such as dialogues with our counterparts from various countries. Photo above showing Dr. Harrison Xia and his team on a seminar session with colleagues from International Association of Laboratory Schools (IALS) at the Children's School at Carnegie Mellon University in April, 2015.



诺博教育十分重视教师与管理层的能力提升并拥有广泛的国内外学术资源。在提供持续的内部培训之余，还不定期选派优秀员工参与国际交流，学习世界前沿的教育教学理念与经验。图为2016年4月诺博教学管理代表团赴美国匹兹堡 Falk Laboratory School 交流学习。

To ensure that our operation is always up to the best standards we offer both domestic and international training opportunities. In April 2016, teachers and principals from Nobo School visiting Falk Laboratory School in Pittsburgh as part of a training.

园所运营期 8大模块支撑高效运营

8 modules supporting efficient operation

1

人财管理

提供人财物的管理标准与选用育留机制；针对园所实际情况给予针对性的实施方案与各项支持

To offer managerial guidelines and manuals on human resources, property and financial management, as well as targeted actions and support that fits each campus's needs and conditions.

2

教育教研

在园所全面导入拥有自有知识产权的诺博教育体系，提供实操性强的教学指导与工具

To fully introduce the Nobo Educational Approach, which holds proprietary intellectual property, to each entrusted campus.

3

招生宣传

帮助园所持续不间断地提供招生与园所宣传的方案，并匹配相应的人财物支持

To continuously offer action plan and all kinds of support in student recruitment and school promotion.

4

卫生保健

提供严格遵循国家标准的卫生保健管理指南并督促执行，根据实际情况予以及时的指导与更新

To offer kindergarten hygiene and health care guidelines and supervise their implementation.

5

后勤物资

为园所集采并配备运营期所需的各项教育教学与行政管理物资，根据园所需要补充相应设施材料

To centralize purchasing and deliver all teaching and office materials and facilities according to the needs of the campuses.

6

家长关系

指导园所通过一对一家长会、参与主题探究课程和其他家长活动建立和谐共赢的家园关系

To guide the campuses in building a harmonious and win-win teacher-parent relationship via a series of family activities.

7

培训督导

提供重要岗位的人员委培及全年各岗位的系统培训，以及现场岗位督导、业务指导、教育教学评价等服务

To deliver continuous professional on-the-job training, as well as on-site supervision, evaluations and other services for all kindergarten posts throughout the year.

8

云幼儿园

提供财务、教学、教师培训等学前教育资源系统服务，以及习惯评量、海马幼评等教育评量工具

To provide Hi-tech means, support and resources for financial management, curriculum and teaching, teacher training, assessment, etc.



3. 教育体系

培养孩子一生的好习惯

educational approach

10种习惯 胜任未来

the ten key habits

诺博教育体系是一套完全基于国际理论和中国本土国情打造的系统的幼儿园教育管理解决方案,其根本目标是通过培养幼儿的十大行为习惯(简称:十大习惯)塑造具有国际公民素质的终身学习者。这十大习惯是诺博教育的研发团队在梳理大量文献综述与跟踪实验研究基础上提炼出的能够培养幼儿创造力、塑造良知以及奠定幸福人生的十种思维与行为模式(如右图所示),也被称为元习惯,是孩子需要从小培养的跨学科的根本习惯。当他们养成这些“元习惯”后,其他好习惯就会自然习得。

在诺博幼儿园,我们所做的一切,都是为了培养孩子获得这些元习惯,从而进一步养成探究学习的素养与良好的意志品格,成为具有国际公民素质的终身学习者,在未来成长成才的道路上打下坚实的根基。

Nobo Educational Approach (NEA) is a set of educational and managerial solutions based on theories in global scope and on the status quo of China, it's fundamental goal is to cultivate life-long learners and global citizens through the 10 Key Habits (see picture on the right), which are also known as "meta-habits". These habits are what children need to build from a young age if they are to acquire lifelong success and lay a foundation for other good habits.

At Nobo School, everything we do is geared towards children acquiring these habits and to promoting their ability to be global citizens and lifelong learners, thereby laying a solid foundation for their future growth and success.



扫描观看十大习惯介绍视频与斯坦福大学棉花糖实验视频
Scan and watch the ten key habits and marshmallow experiment videos



OBSERVE CAREFULLY
仔细观察



CONTROL YOURSELF
自我控制



YES, I CAN
自信展示



MORE FRIENDS, MORE FUN
乐群合作



LISTEN WITH RESPECT
专注倾听



WE SAY THANKS
礼貌致谢



ASK ASK ASK
善于提问



LIVE STRONG
健康生活



DIFFERENCE IS FUN
多元接纳



READ READ READ
乐享阅读

十年一剑 铸就教育体系中国心

a decade of chinese rooted efforts

从纽约到北京，诺博教育体系(The Nobo Educational Approach, NEA)历经了十年潜心研发，五年落地校验，最终形成的这套完整的幼儿园教育管理解决方案完全扎根中国本土国情，并充分融合了国际先进理念与经验。从教育层面看，该体系完整涵括教育目标、教育内容、教育方法、教育评估等各大核心模块；从管理层面看，它包含了前期调研、初期筹备到后期运营三大阶段的幼儿园标准化管理方案与实操工具，能够系统解决“如何在中国开办一家高质量幼儿园”的问题。

诺博教育体系的理论框架最早于2007年由美国哥伦比亚大学教育学博士夏勃在其导师林晓东教授以及卡耐基·梅隆大学教授、全球知名认知发展心理学家、美国教育学院院士Robert S. Siegler博士的指导下，在比较与梳理世界学前教育理论与体系脉络基础上所提出。2011年，夏勃博士将该体系引入中国，成立诺博教育研发团队，并在北京师范大学Siegler创新学习研究中心、北京师范大学实验幼儿园、北京师范大学学前教育研究所专家团队等共同参与下构建完善。该体系博采众家之长，深度融合了包括皮亚杰的建构主义、杜威的“做中学”思想、布朗芬布伦纳的生态系统理论、霍华德·加纳的多元智能理论、陈鹤琴与陶行知教育主张，以及美国的创新课程(Creative Curriculum)、核心知识(Core Knowledge)、高瞻(High/Scope)模式、意大利瑞吉欧(Reggio)方案教学、国际文凭组织(IB)的PYP项目等在内的世界先进教育理念与课程精髓。同时，在遵循《3-6岁儿童学习与发展指南》基础上，充分结合国内学前教育发展现状，幼儿、师资和家长实际水平，以及团队一线教育教学与管理经验，经过数年落地实践砥砺，最终形成一套在中国切实可操作、可传播、优质高效的教育体系，并持续整合学界最新研究成果与实践真知迭代至今。

在舶来的教育体系进入国土遭遇“水土不服”的学前市场，这也是迄今为止，国内少之又少紧密扎根中国土壤、怀抱国际视野并拥有自主知识产权的教育体系品牌。

From New York to Beijing, the Nobo Team has committed to ten years of concentrated theoretical research and development, and carried out five years of kindergarten practice. From this we came up with a kindergarten education and management solution, The Nobo Educational Approach (NEA), which is deeply rooted in a set of local Chinese conditions and integrates advanced concepts and experience from abroad. From the education perspective, the NEA includes education goals, teaching content, pedagogy and education evaluation, among other things. From the management perspective, the approach includes kindergarten-standardized management solutions and solid practical tools along with the three stages, namely: research, preliminary preparations and eventual operations. In a word, our approach can systematically solve the problem of “how to set up and run a high-quality kindergarten” in China.

As early as 2007, the theoretical framework for the Nobo Educational Approach was proposed by Harrison Xia, who holds a doctorate in Education from Columbia University, with the support and guidance from his mentor Prof. Xiaodong Lin-Siegler, as well as Prof. Robert S. Siegler, a world-renowned psychologist from Carnegie Mellon University and a member of the American College of Education. The proposal was done after a comparison and summation were made of global preschool education theories and approaches. In 2011, Harrison Xia introduced the Nobo Educational Approach to China and set up an elite R&D team. They perfected the approach with the participation of a team of experts and practitioners, including the Siegler Center for Innovative Learning, Beijing Normal University (BNU) Kindergarten and the Preschool Education Institute of BNU. The NEA has developed since then along with academic research accomplishments and practical insights. It incorporates the advantages of various schools and fuses, in depth, Piaget's Constructivism, Dewey's idea of “Learning by Doing,” Urie Bronfenbrenner's Ecological Systems Theory, Howard Gardner's theory of Multiple Intelligences, Chen Heqin's and Tao Xingzhi's education ideas, as well as knowledge and inspiration from Creative Curriculum, Core Knowledge, the High/Scope model of the United States, the Reggio Emilia Approach, the PYP program of International Baccalaureate (IB), and other of the world's advanced education philosophies and curriculum bases. Also, following “The Guidelines of 3 to 6 Year-Old Children's Learning and Development,” the NEA fully combines the current domestic situation of preschool education development, the actual performance level of Chinese children, teachers and parents, and state-of-the-art education teaching practices and managing experience. After several years in practice, the NEA has formed a set of practical, operational and efficient education system principles of high quality, and it continues to integrate the latest science research, practice results and insight iteration.

In an education market unaccustomed to western educational approaches, the Nobo Educational Approach is a rare domestic education system with self-owned intellectual property rights that is truly local and truly global.



图为美国纽约哥伦比亚大学洛式纪念图书馆。正是在这座校园里，融合中西方教育思想精华的诺博教育体系诞生了。
The Low Memorial Library at Columbia University. It is on this campus that the idea of the Nobo Educational Approach combining western and Chinese philosophies was born. ▶



◀ 这张摄于1950年的苏联专家指导中国幼教工作的照片见证了国内学前教育事业的起步。自那时起，国人便不断摸索和探寻着本土适宜的学前教育方案。作为其中一股力量，诺博教育业已构建完成一套中国人自有知识产权的教育体系，并希望有朝一日能够与世界其他教育体系并立。This photo from 1950 is witnessing the first steps of preschool research in China. From then on Chinese have been constantly pursuing a culturally appropriate practice. As one of them, Nobo has accomplished a solution with global vision and local roots. We hope one day it will be at equal level with other world-top educational approaches.

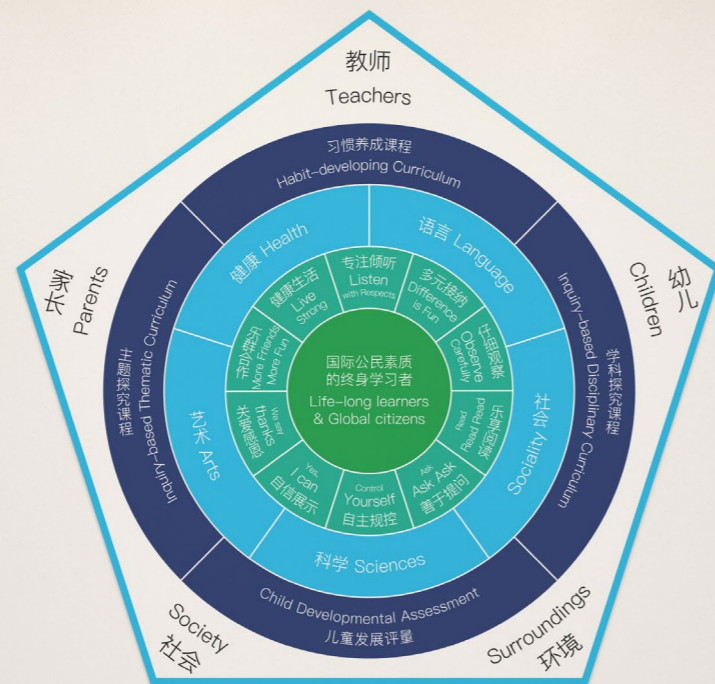
5大领域 36项发展目标 503条典型表现 全方位深度解码幼儿学习与发展

诺博教育体系的重要组成部分——《诺博幼儿发展图谱》，是诺博研发团队耗费五年心力打磨而成的一份诺博教育体系框架下的教育教学指导纲要，它涵盖了2-6岁幼儿所有的学习与发展的目标。

该《图谱》是在遵从《幼儿园教育指导纲要（试行）》的指导精神，以《3-6岁儿童学习与发展指南》的具体教育目标为框架，并结合美国核心知识基金会（Core Knowledge Foundation）所倡导的《儿童知识与发展序列》（Core Knowledge Sequence）、美国《共同核心州立标准》（Common Core State Standards）、《创新课程》（Creative Curriculum），并参考英国早期基础阶段教育体系（Early Years Foundation Stage）、澳大利亚早期学习框架（Early Years Learning Framework）以及加拿大安大略省的学前教育和新加坡培养早期学习者（Nurturing Early Learners）的教育目标的基础上综合而成，既完全遵从了我国对学前教育目标的基本要求，又蕴含《图谱》简洁、直接、易操作的特点。

诺博幼儿园从整个《图谱》中提取与十大行为习惯直接相关的具体典型行为表现作为评估行为习惯是否获得的指导与依据。针对每个行为习惯，分别为2-3岁、3-4岁、4-5岁和5-6岁四个年龄段提供典型表现。这些具体行为表现来自教育目标体系的不同子领域目标下的典型表现，从而形成跨领域的十大行为习惯目标。截至目前，诺博研究所梳理的所有典型表现共计503条。其中，跨领域的十大习惯的典型表现共计142条。

整个《图谱》为诺博幼儿园的教师在全面了解幼儿的身心发展基础上开展有效教学提供了实操性极强的工具和抓手，是诺博教育体系研发的重要成果之一。



诺博教育体系简图
The Nobo Educational Approach



5 domains, 36 goals and 503 typical behaviors Decoding children's learning and development

An important part of the Nobo Educational Approach is the *Nobo Children's Development Sequence*, the teaching guideline that is a five-year accomplishment of the Nobo R&D team under the framework of the Nobo Educational Approach. The Sequence covers all the learning and development goals for 2- to 6-year-old children.

The *Nobo Children's Development Sequence* is in compliance with the guidance of "An Overview of Kindergarten Education Guidelines (for Trial Implementation)," takes the specific education goals of "The Guidelines for 3- to 6-Year-Old Children's Learning and Development" as the framework, and combines the "Core Knowledge Sequence" advocated by the U.S. Core Knowledge Foundation, "Common Core State Standards" and "Creative Curriculum." It also makes reference to the education goals of the British Early Years Foundation Stage, Australia's Early Years Learning Framework, preschool education in Ontario, Canada, and Singapore's Nurturing Early Learners program. It not only fully responds to the basic demands for local children's development in China, it is also characterized by simplicity, directness and ease of operation.

Nobo School has extracted from *The Nobo Children's Development Sequence* the specific behaviors directly related to the Ten Key Habits, as a guide and a basis for assessing behavior habits, resulting in typical behaviors for 2 to 3 years, 3 to 4 years, 4 to 5 years and 5 to 6 years of age. These behavior specifics stem from typical performance under different sub-targets of the education goals system, and so they are ten key behavioral habit objectives across several domains. Until now, the typical performances summarized by the Nobo Research Institute number 503, among which 142 are typical behaviors of the Ten Key Habits across five different domains.

On the basis of a thorough knowledge of the physical and mental development of children, *The Nobo Children's Development Sequence* provides a solid and reliable practical tool for effective teaching, which is one of the important R&D accomplishments of the Nobo Education Approach.

五角框架 打造新学校新儿童 a new school for new children

诺博教育体系的核心思想可由诺博教育体系简图(见左图)高度概括。它由内而外依次分为核心目标层、习惯目标层、领域目标层、教育教学方法层以及教育影响因素层。

诺博教育体系的核心目标是培养具有国际公民素质的终身学习者,要达成这一目标,诺博侧重从十个方面培养幼儿的行为习惯(仔细观察、自主规控、自信展示、乐群合作、专注倾听、关爱感恩、善于提问、健康生活、多元接纳、乐享阅读)。而这十大行为习惯又内在地包含了教育部刊发的《3-6岁儿童学习与发展指南》及美国核心知识基金会发布的相关标准所界定的五大领域下幼儿发展的具体目标,诺博教育研发团队还对这些目标做了深度细分,形成了503条典型表现(刺点)。在具体的教学实施中,通过主题探究课程、习惯养成课程、学科探究课程三大特色课程和科学化的评量工具与方法来实现最终教育目标。最外圈的五边形则进一步标明了影响教育目标实现的全部角色与环境。

The core of the Nobo Educational Approach can be summarized by a diagram (see left). From the center to the outside, the NEA can be divided into: core target layer, habit target layer, five domain goal layer, education teaching methodology layer and education influence factors layer.

The core objective of the NEA is to cultivate global citizens and lifelong learners. To achieve this goal, Nobo focuses on cultivating children's behavioral habits in ten aspects. The ten habits (Observation, Independence, Confidence, Cooperation, Attentiveness, Appreciation, Curiosity, Health, Openness, Reading) are contained in the description of five domain goals for young children's development of "The Guidelines for 3 to 6 Year-Old Children's Learning and Development" issued by the Ministry of Education and the *Core Knowledge Preschool Sequence* done by Core Knowledge Foundation. Nobo's Education R&D team has deeply subdivided the goals, to result in a typical 503 secondary goals (what we call "typical behaviors"). When it comes to specific teaching practices, our three core curriculums and scientific assessment tools and methodologies are designed to achieve the final education goal through an Inquiry-based Thematic Curriculum, a Habit-developing Curriculum and an Inquiry-based Disciplinary Curriculum. The most external layers of the diagram mark the overall roles of the environment in affecting the implementation of education goals.

◀ 图为诺博教育体系简图,它高度概括了诺博教育体系的核心思想与内容。
The Nobo Educational Approach Diagram, which highly summarizes the essence of the Approach.



扫描观看诺博教育体系介绍视频
Scan and watch the NEA video



▲ 以上照片自左至右分别是:1.在诺博主题探究课程的学习中,一名男孩正在使用试管对比不同颜色并观察二者混合时的化学反应;2.诺博习惯养成课程有效培养了孩子自主规划、乐享阅读等多项良好行为习惯,图为两个孩子在图书馆聚精会神地阅读绘本;3.诺博学科探究课程着力于艺术、数学、语言等学科领域,图为一名男孩在诺博幼儿园标配的美术教室里开心地展示他蘸满颜料的艺术家般的双手。



From left to right: 1. Student observing a chemical reaction through a color change within test tubes as part of the inquiry-based thematic curriculum. 2. Students spontaneously reading as a result of the habit-developing curriculum. 3. Student painting happily with his hands as part of the inquiry-based disciplinary curriculum.



诺博教育体系注重通过提供不同的学习机会发掘幼儿的探究精神,从而进一步培养他们仔细观察、乐群合作、善于提问等行为习惯。图为诺博研究院实验幼儿园的中班孩子在主题为“水”的主题探究课程中制作水循环模型,生动体现了探究的本质:发现问题,解决问题,从做中学。

The NEA attaches a lot of importance to the cultivation of inquiry spirits and the 10 key habits by offering different learning opportunities to young children. The photo above presents a group of students working on a water cycle model during a two-month water-themed inquiry. Here it reveals the very meaning of what inquiry truly is: to discover and solve problems while learning by doing.



扫描观看主题探究课程介绍视频
Scan and watch the water topic video

三大课程 探究真善美

3 core curricula

教育不是注满一桶水，而是点燃一团火。在诺博幼儿园，我们从一开始就摒弃了传统教育体制中“灌输式”、“授课制”的教学方法，代之以“探究式”、“项目制”的支架式教学，从而引导孩子提出自己的问题，按照自己的方式，找到自己的答案，并做出自己的表达。这一过程中，孩子得以以主动学习者的身份从做中学，建立自主、创新、利他的思维模式与习惯。

那么，我们是如何让孩子学会探究，进而习得十大习惯的呢？答案是：诺博三大核心课程。即主题探究课程、习惯养成课程以及学科探究课程。

1. 主题探究课程

以孩子感兴趣的事物为来源和线索，经教师引导下由孩子围绕感兴趣的课题提出问题，并在真实场景学习与体验中持续为期两个月的探究，从而引发他们诸如提问、阅读、调研、展示、规控等行为的产生，并由此进一步激发和养成十大习惯。

2. 习惯养成课程

习惯养成课程是着重为培养孩子的行为习惯而设置的特殊课程。通过一日生活各环节中的特殊教学设计、相呼应的环境创设、固定每周和每学期迭代的特色活动(如：问题袋子、观察桌、周展示、区域计划)等促进孩子养成十大习惯。

3. 学科探究课程

学科探究课程是具有较强目标导向的课程，教师按照知识的逻辑顺序设计教学活动以达成该学科领域的发展目标。诺博主题探究课程主要有图书馆课程、数学课程和美术课程等

在此基础上，我们还为孩子和家长提供具有个体适宜性的特色教育课程与活动，如烘焙、外语、体育等，以丰富孩子幼儿园的生活和体验。

Education is not like filling a bucket of water, but rather like igniting a fire. At Nobo School, from the outset we abandoned the traditional “teacher centered” and “lesson-giving” teaching methods, instead applying an “inquiry-based” and “project approach” to education. We lead children to ask question and seek answers by following their own methods, then express their minds and thoughts. Here, children can take the initiative and learn by doing. Before long, a model of thought as well behavioral habits that are independent, innovative and caring would be built.

How, then, do we get our kids to want to learn, explore and acquire the Ten Key Habits? The answer is: Nobo's three core curricula: Inquiry-based Thematic Curriculum, Habit-developing Curriculum and Inquiry-based Disciplinary Curriculum.

1. Inquiry-based Thematic Curriculum

Take the children's interests as the source and the guide, ask the children to carry out a series of independent inquiry activities during two months time under the teacher's guidance, so as to inspire them to ask questions, read books, do research, and plan their own daily learning, and further to enhance their formation of the ten key habits.

2. Habit-developing Curriculum

This is a special curriculum that focuses on cultivating children's behavior and habits. Through carefully designed teaching activities and props (such as “the question bag”, “observation table”, weekly presentation, and plan-do-review session, etc), theme-related decorating of the classroom environment and fixed weekly characteristic activities in the daily routine, we can promote a child's acquiring the Ten Key Habits.

3. Inquiry-based Disciplinary Curriculum

This is a highly goal-oriented curriculum: teachers design teaching activities according to the logical sequence of knowledge growth to achieve the development goals of the curriculum. The Nobo Inquiry-based Disciplinary Curriculum consists mainly of a library (reading) curriculum, a mathematics curriculum and an art curriculum.

On this basis, we also provide children (and parents) with specialized curricula and activities that are individual-appropriate, such as baking, English-language learning and sports, to enrich a child's life experience and improve his/her skills at Nobo School.

多维评量 让个性化教育更科学

assessments in dissimilar dimensions

教育评量是一套完备的教育体系不可或缺的一部分。教育的内容和方法究竟对孩子起到了什么作用?是否达到了预定的教育教学目标?这些都有赖于科学的教育评量来实现。诺博教育体系的幼儿发展评量主要分为两大部分:过程性评价与结果性评价,并分别提供有相应的科技化工具加以辅助实施。

过程性评价

过程性评价主要基于教师的日常观察与记录。为此,我们为园所提供一套基于诺博教育理念、以培养幼儿十大习惯为出发点设计的“习惯评量系统”,用以记录孩子的在园行为表现,并检验园所十大习惯的培养情况。其评估的内容是以整合了《诺博幼儿发展图谱》中十大习惯下的典型行为表现为标准和依据的。

结果性评价

我们的结果性评价采用的是一套基于脑与认知科学的互联网评量工具——“海马幼评”在线幼儿评测系统,是诺博教育团队联合来自卡耐基·梅隆大学、北京师范大学的知名专家学者及国内一线幼教专家和资深园长,历经6年科学研究与实践,在30万条常模数据、保证信效度基础上研发而成的。该系统主要针对2-6岁幼儿,通过孩子在成人引导下自主操作PC端和移动设备端的交互游戏式的测评任务,来智能评估他们在健康、语言、社会、科学、艺术五大领域以及基本认知方面的发展水平。

诺博教育体系的评量系统对传统的教师观察、记录、反思的评价方式进行了科技化、智能化的升级,构架科学,操作简单,寓教于乐,有效提升了园所的教学质量与管理效率。其中,“海马幼评”建立了符合中国儿童认知发展规律的大数据常模,是中国首家能够运用互联网+和脑与认知对幼儿五大领域进行操作性客观评价的平台。

Education assessment is integral to a reasonably comprehensive education system. What effects do educational content and methodologies have on children? How do we know we have reached the intended goals of our education? These all depend on scientific education assessment. The children's development assessment of the Nobo Educational Approach is divided into two main parts: one is a formative assessment based on teachers' observations, or the "Habit App"; the other is an outcome assessment based on Brain and Cognitive Sciences, the "Haima Youping" child online assessment tool.

The formative assessment

The habit assessment program is based mainly on the daily observations and records of teachers. Therefore, we provide a set of "habit assessment system" elements, based on the NEA, that is designed to cultivate children's Ten Key Habits. This system can record a child's behaviors and assess the progress in the cultivation of the Ten Key Habits. The content of the assessment is based on the integration of the typical behaviors associated with the Ten Key Habits in the *Nobo Children's Development Sequence*.

The outcome assessment

Our outcome assessment methodology adopts a set of internet evaluation tools based on the Brain and Cognitive Sciences - "Haima Youping" online child assessment tool. The Nobo team has been cooperating with top experts and scholars from Carnegie Mellon University and Beijing Normal University as well as experienced Chinese preschool teachers and principals. After six years of scientific research and practice, this tool came into being on the basis of 300,000 norms to ensure reliability and validity. It is mainly aimed at children 2- to 6- years of age: one kid can independently operate PC and interactive game-type evaluation tasks on mobile devices under an adult's guidance, which will later intelligently evaluate the child's level of development in five major developmental domains (health, language, society, science, arts) and fundamental cognitive level.

The assessment tools of the Nobo Educational Approach have scientifically and intelligently upgraded the traditional approaches of teachers' observation, recording and reflection. They are scientific in design, easy to operate, and they test through lively activities, which effectively improves the teaching quality and management efficiency of kindergartens. Among these, "Haima Youping" establishes a big data norm in accordance with Chinese children's cognitive development. It is China's first platform that is able to adopt the Internet + Brain and Cognitive Sciences to objectively evaluate the five key domains for kindergartens.



▲ 海马幼评的响应式界面设计可以适应不同终端设备的屏幕显示,功能设置合理,操作简单,任何经过简单培训的成人都可以轻松掌握,从而高效地完成幼儿测评工作。
Haima Youping uses responsive technology to make sure that it works perfectly and looks beautiful on every device. It's easy to function. Any adult with a simple training can master it within a short time, so that the kindergartens would spare no effort delivering a highly efficient assessment for their students.



扫描观看海马介绍视频
Scan and watch the Haima video



4. 云幼儿园
让诺博教育体系
服务更多的中国儿童
cloud kindergarten

云幼儿园 = 诺博教育体系 + 云计算

cloud kindergarten = NEA + cloud computing

为保证教育体系和管理方案能够被快速有效、因地适宜地运用到每一家委托经营园,我们正在全力打造一套诺博教育体系信息化系统。这套系统被称为“云幼儿园”,也叫“诺博教育体系云”,是诺博教育运营管理与教育教学体系的全栈式线上化布局。一言蔽之,该系统覆盖了线下幼儿园涉及教育与管理两大模块的所有流程与内容,并以科技化手段将其转化到线上运行。

“诺博教育体系云”主要分为教育、管理两大块。教育版块的系统涵盖理念(发展目标)、课程(三大核心课程)与儿童评量三个主要部分,通过构筑详尽到每日的教学资源平台和简单易操作的评量工具,以及教师员工专业发展培养系统,能够有效支持不同水平的教师将诺博教育体系在园所的落地实施。管理版块的系统则根据园所筹备期和运营期的不同需求提供有包括招生、财务、人事、物资、卫生、教师发展等模块的运营管理系统,操作的快捷智能令各园所信息一目了然,充分保障资源的合理分配与管理效率,帮助员工实现可持续发展。

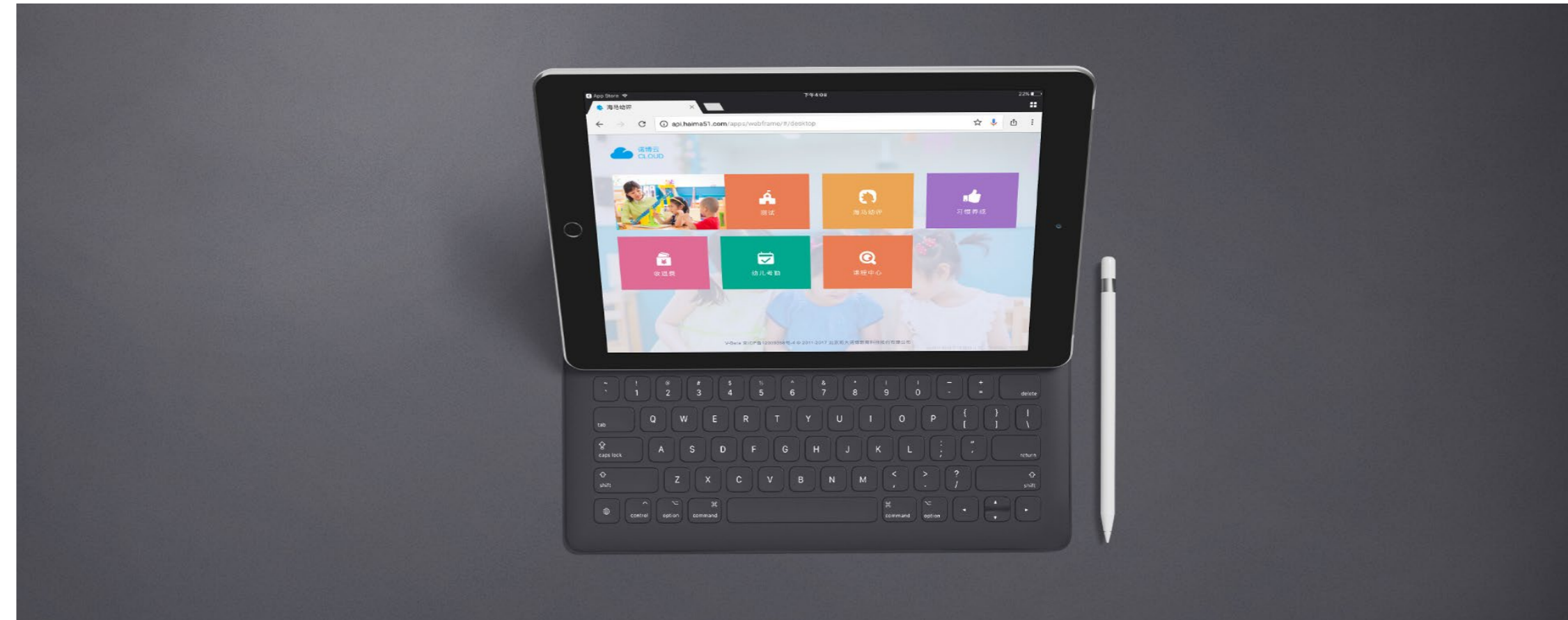
借助“诺博教育体系云”,我们不仅能保证诺博幼儿园的高品质教育质量,同时可以为全国有需求的幼儿园导入诺博教育体系,全面提升其教育理念、管理水平与工作效率。

当足够多的幼儿园加入到“诺博教育体系云”后,系统内汇聚的大数据一方面将能够帮助教师更准确地掌握个性化的幼儿成长信息,并基于此制定更加精细、有效的教学方案;另一方面,它还能帮助管理者获取更科学的标准化管理工具,从而将系统内的所有幼儿园整合成一家可彼此共享智慧的幼儿园,真正实现诺博教育影响30%以上中国儿童与家庭的愿景。

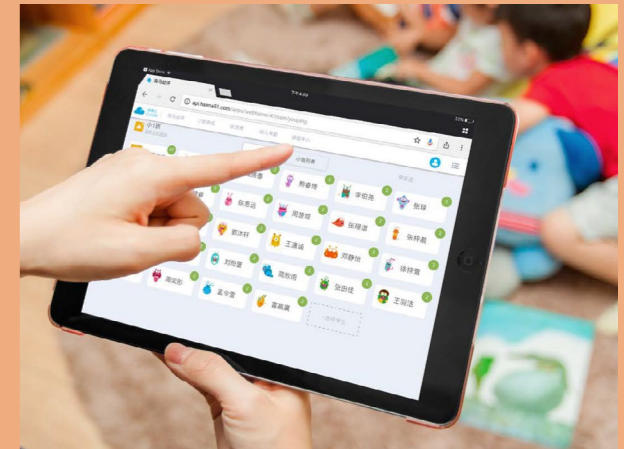
In order to ensure that our educational approach and management plan can be quickly and efficiently applied to each of the entrusted kindergartens according to their individual characteristics, we are sparing no effort to create an information system for the Nobo Educational Approach. This system is called“Cloud Kindergarten”, and is known as the“Nobo Education Approach on the Cloud,” which is a whole stack online layout of Nobo Education’s operations management and teaching system. In a nutshell, the System covers all the processes and content of education and education management in the brick-and-mortar kindergarten and converts it all to an online operation by means of science and technology.

The “NEA on the Cloud” is subdivided into two sections: education and management. The Education section covers the philosophy (developmental goals), the curriculum (three key curricula) and child assessment. By constructing a detailed daily teaching resources platform and easy-to-operate assessment tools, we can effectively support the implementation of the Nobo Educational Approach. The Management section, in accordance with different requirements for the opening and operating stages, provides sales, construction, purchasing, student recruitment, finance, personnel, material, administration, teaching, hygiene and teacher development services. Also, it is easy to locate the information intellectually, which sufficiently safeguards the rational allocation of resources and management efficiency and helps employees achieve sustainable development.

When a certain number of kindergartens join the “Nobo Educational Approach on the Cloud,” the big data in this system will, on one hand, enable the teaching staff to comprehend each individual child’s growing process more accurately and based on that, draft more detailed and effective lesson plans; on the other hand, it would also help equip the kindergarten management team with scientific and standardized operation tools. Therefore, all the kindergartens in this system will become one unified entity that shares every piece of wisdom and knowledge, from there we can truly achieve our vision, which is to have an impact on more than 30% of China’s children, and their families.



▲ 图为在平板电脑上所展示的诺博教育体系云的操作界面,从中可以看到已完成研发的幼儿考勤系统、收退费系统管理模块功能,以及海马幼评、习惯养成以及课程中心等教育与评量模块功能。
The home interface of NEA on the Cloud, pictured here on a tablet. Haima Youping, as well as Habit App, Attendance, & Finance modules are all now in use.



诺博教育体系云对于教师和管理人员来说简单易操作，能够极大提升他们的工作效率。图为一名诺博幼儿园的教学管理人员正在查看习惯APP上的幼儿列表。在此之前，教师们只能通过纸笔方式记录对孩子行为表现的观察；而现在，诺博教育体系云已经可以实现教师随时随地记录孩子表现并进行在线分析生成报告的功能，从而极大减轻了老师的教学负担，同时也为更大区域的数据统计与分析提供了坚实基础。

The NEA on the Cloud is so easy to use that it greatly facilitates the staff's work efficiency and effectiveness. The photo above presenting a Nobo School teacher looking at the student list on Habit APP. What teachers used to do was jogging down their observations with their pens and paper, but now, the NEA on the Cloud can help them track their records whenever and wherever they want and generate reports on line automatically. This has not only considerably cut down the teachers' workload, but has also laid a solid foundation for future data merging and analysis.

▲ 图为诺博教育联合创始人王东瀛正领导诺博教育体系的信息化团队开展一场针对新产品的讨论会。为使诺博教育体系云系统真正贴合园所实际教学管理的需要，这样的头脑风暴常常在教研、运营、科技、信息化等不同团队之间跨部门开展。
Dylan Wong, co-founder of Nobo Education, is leading an R&D team discussing a ready-to-release product on the Cloud. In order to create an information-based tool that caters to the teaching and operating demands of kindergartens, such brainstorming happens at a high frequency among different teams and across departments.



诺博教育体系云能够有效助力工作流程的标准化与资源的合理整合与分配。图为一名诺博幼儿园的教务人员正在查看云系统上的周教学计划表。过去，教师们只能通过传统的纸面材料或邮件方式设计、实施和分享各班的教学任务；如今，诺博教育体系云已经可以帮助他们非常便捷地查看标准化的教学指导计划，并在一个内部网络内撰写和分享自己的教学内容。这样做既有力促进了资源共享，也将最终实现教育教学质量的整体提升。

The NEA on the Cloud is very helpful with regard to standardization procedures as well as with resource integration. The photo above presenting a director from Nobo School looking at the weekly work schedule on the system. Earlier what teacher would do was writing down their lesson plans and sharing them via paper or emails; but now, the NEA on the Cloud can help them check standardized lesson plan guidelines so easily, and share their reflections and new ideas in a network among all Nobo School teachers. This has greatly enhanced information sharing and shall ultimately uplift the overall teaching quality.

为什么我们可以创造云幼儿园？

our legitimacy in this project

真正的教育信息化一定是将教育理念与技术工具巧妙融合在一起的，二者的结合应该是一杯香茗，而不应是分离的茶叶与水的关系。但是，当今市场上绝大多数学前教育信息化工具都是和教育分离的，因为懂技术的人并不懂教育，而懂教育的人并不懂科技。

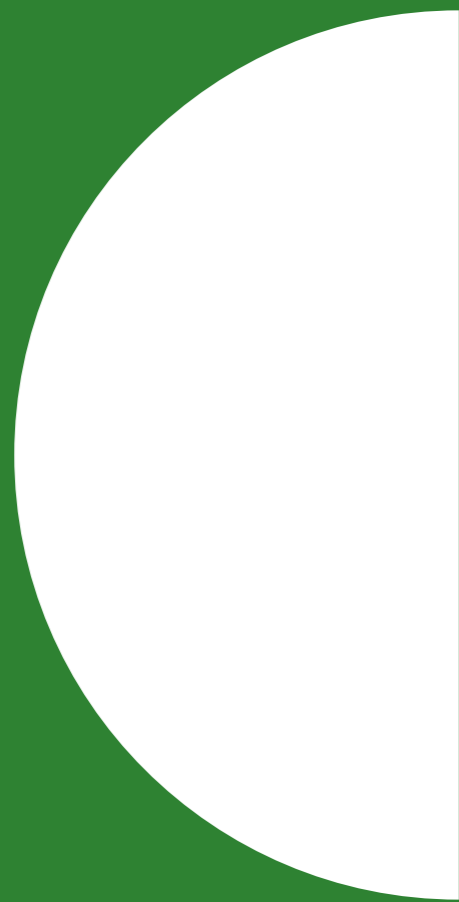
和当前市场上的绝大多数教育机构最大的不同是，我们拥有一支懂教育作为内核，懂科技作为工具的双核基因团队。诺博教育创始人夏勃博士与王东瀛先生有深厚的教育与技术的背景，夏勃博士在获得哥大教育学博士前，有着多年的计算机软件、人工智能、互联网研发经验。王东瀛先生在上市媒体及移动互联网公司从事产品研发与运营多年，对科技洞察深刻，对教育真挚、热爱。在我们的优秀的团队中，既有毕业于海内外知名高校从事学前与心理学研究的教育专家，也有具备多年知名一线幼儿园教学与管理经验的实践家，更有在各大互联网公司深度历练过的技术大拿，正因为我们既深刻理解教育又熟稔互联网，所以我们有能力真正将互联网、大数据、人工智能的技术与前瞻的教育理念进行无缝整合。而在此基础上设计出的产品可以作为教育工具直接帮助我们的孩子、教师、园所与家长不断成长，而不只是单一的信息或图片传输工具和业务管理系统。

脱离了科技的教育，未能与时俱进；脱离了教育的科技，舍本逐末；只有懂教育的人做出的科技产品，才能够枝繁叶茂，生机盎然。

The truly information-based education practice should be a great combination of both educational philosophy and technology tools. Their relationship should be blended into an organic whole, rather than viewed separately. However, the majority of information-based tools in the current preschool education market are far away from the education core. This is because people who created those tools are either those who have a thorough understanding of technology, but know very little about education, or vice versa.

The biggest difference between the majority of educational institutions on the market today and us is that the Nobo team possesses a dual DNA of education and technology principles. Both of the two founders, Dr. Harrison Xia and Mr. Dylan Wong, have strong backgrounds in education and technology. Before obtaining his doctorate from Columbia University, Harrison had years' of experience with software and web development, as well as with AI. Dylan used to work for product development and operation at listed media and IT companies with profound insights in technology and a true heart for education. Not only do we have experts in preschool education and psychology as well as educators with years of first hand-experience working at kindergartens, but we also have an elite technical team. It's due to such an advantage in our personnel structure that we are truly able to integrate internet, big data and AI with forward-looking educational philosophies. So the products coming out can truly be an aid to our children, teachers, kindergartens and parents to gain improvement and grow day by day, instead of being merely regarded as a tool for information or picture transmission.

Education without considering technology is losing much vigor, whilst technology without putting education at its heart is sacrificing the substance for the shadow. All in all, only when the high-tech products are created by people who understand education well can they keep abreast of the times, surviving and thriving.



5. 园所展示

诺博幼儿园欢迎您的到来

our campuses



广西北海诺博幼儿园

Guangxi Beihai Nobo School

于2015年9月开园，位于北海市海城区北海大道西延线成都路西，占地6762平方米，共设18个教学班，可招收500名幼儿。园所建筑大气典雅，质朴中蕴藏优美，空间开阔，十分适合幼儿与教师开展发展适宜性的教育教学活动。

该园为诺博教育直营园，合作方为广西省北海市政府。

Located on the West Chengdu Road, Haicheng District, Beihai City, Guangxi Beihai Nobo School opened in September 2015. It covers an area of 6,762 square meters and hosts a total of 18 classes that can accommodate 500 children. The architecture of the school is elegant, pleasant and graceful. It features an open space suitable for children's activities.

This campus is under the direct management of Nobo Education; its partner is the government of Beihai City, Guangxi.





北京德威公学诺博幼儿园

Beijing David Nobo School

于2016年9月开园,位于北京大兴区丽园路,占地1400平方米,开设有9个教学班,可招收200名幼儿。该园外立面与内装均由旅美新锐设计师设计,色彩丰盛,明快活泼,由诺博教育根据国际幼儿园及诺博教育体系环境创设标准打造,是一个跳跃斑斓的儿童之家。

该园为诺博教育委托经营园,合作方为个人投资者(德威教育)。

Opened in September 2016, Beijing David - Nobo School is located on Liyuan Road, Daxing District, Beijing. It covers 1,400 square meters and hosts 9 classes that can accommodate 200 children. The exterior wall and interior decoration of the school were designed by a young and talented designer who studies and lives in the U.S.. This campus is rich in lively color. It was built under the supervision of Nobo Team in accord with the environment standards of international schools and the effort has resulted in a colorful children's home away from home.

The school is under the entrusted management of Nobo Education; its partner is an individual investor, David Education.





北京国韵村诺博幼儿园

Beijing Guoyun Nobo School

于2017年3月开园,坐落于北京大兴区旧宫庆殿西路,占地6575平方米,共开设18个教学班,可招收500名幼儿。园所内部环境由原纽约第一设计事务所 Perkins Eastman设计师设计,空间布局合理,景观宜人,充分体现了以幼儿为中心的设计理念。

该园为诺博教育委托经营园,合作方为国奥集团。该园也是诺博教育与国奥集团若干合作园所中的第一家。

Opened in March 2017, Beijing Guoyun Nobo School is located on the west Jiugongwudian Road, Daxing District, Beijing. It covers an area of 6,575 square meters and hosts 18 classes that can accommodate 500 children. The interior environment was designed by a designer and former employee from Perkins Eastman. The space layout is reasonable and the landscape is pleasant, and both fully reflect the idea of children as the center.

This campus is under the entrusted management of Nobo Education; its partner is the Guoao Group. This is also the first case of Nobo Education's many cooperation with Guoao.





河北廊坊诺博幼儿园

Hebei Langfang Nobo School

于2017年9月开园,位置近于廊坊市广阳区银河北路与北凤路交叉口,占地5500平方米,共开设15个教学班,可招收400名幼儿。园所由专业设计师精心打造,全方位引入诺博幼儿园视觉识别标准,立意成为廊坊市的标杆幼儿园。

该园为诺博教育委托经营园,合作方为个人投资者(乐育教育)。

In September 2017, Hebei Langfang Nobo School opened near the intersection of Yinhebei Road and Beifeng Road in Guangyang District of Langfang City. It covers an area of 5,500 square meters and hosts 15 classes which can accommodate 400 children. This campus was carefully crafted by professional designers, and introduced the all-around VIS of Nobo School. It desires to be a benchmark kindergarten in Langfang City.

This campus is under the entrusted management of Nobo Education; its partner is the Leyu Education.





桂林诺博幼儿园

Guangxi Guilin Nobo School

于2017年9月开园,位于桂林市叠彩区南洲大桥旁漓江西岸国奥城社区内,占地6500平方米,共开设12个教学班,可招收350名幼儿。园所坐落于风景秀美的漓江河畔,依山傍水,能够给予孩子难能可贵的自然体验。

该园为诺博教育委托经营园,合作方为国奥集团。

Guilin Nobo School opened in September 2017 in the Dreamworld Community, on the west side of the Li River, near the Nanzhou Bridge, Diecai District, Guilin City. The campus covers an area of 6,500 square meters and hosts 12 classes that can accommodate 350 children. With the attractive scenery of the Li River there, the children can enjoy incomparable nature experiences.

The campus is under the entrusted management of Nobo Education; its partner is the Guoao Group.





成都武侯诺博幼儿园

Chengdu Wuhou Nobo School

于2017年9月开园,坐落于武侯区南桥四路,占地7500平方米,共开设15个教学班,可招收450名幼儿,是武侯区规模最大的公办园之一。园所环境与设施均按成都市一级一类幼儿园与诺博教育体系园相关标准设计与配备,为幼儿的探究学习与生活提供了充分的空间和机会。

该园亦是区域政府响应中央“采购优质学前教育项目、引入品牌学前教育机构”的号召,开展政企创新合作的范例。

In September 2017, Chengdu Wuhou Kindergarten opened. It is located on the 4th road of Nanqiao, Wuhou District. It covers an area of 7,500 square meters and hosts 15 classes that can accommodate 450 children. This is one of the largest public kindergartens in Wuhou District. The environment and facilities of this campus were designed and equipped in accordance with design code for exemplary kindergartens as well as the requirements from the NEA which provide ample space and opportunities for children to play, explore and learn.

This campus is under the entrusted management of Nobo Education; its partner is the government of Wuhou District, Chengdu. This campus is also a case of the regional government's echoing to the central government's call of "Purchasing high-quality preschool education programs from a third party supplier".





© 2017 - 北京哥大诺博教育科技股份有限公司
北京市海淀区中关村大街甲59号文化大厦1707室
中国 (100872)

noboedu.com

出版地: 中国
所有人物及环境照片均为实景拍摄, 诺博教育享有独家授权
版权所有 · 侵权必究

010 6251 6870
186 1155 0520

© 2017 - Nobo Columbia Corporation
Office 1707, Culture Building, 59 Zhongguancun Street,
Haidian District, Beijing, 100872, China
noboedu.com

Printed in China
All photos are property on Nobo Columbia Corporation
All Rights Reserved



欢迎访问诺博教育官网
Learn more about our
kindergartens
noboedu.com



欢迎关注诺博教育
官方微信公众号
Follow us on wechat
noboeducation