



**AIEA 2014 Annual Conference**  
**February 16-19, 2014**  
**Washington, DC**

UNIVERSALIZING GLOBAL LEARNING IN THE 21ST-CENTURY ACADEMY

# Sayonara no more. Why Japanese students are not studying abroad.

Richard Porter, Director of OIP, Sam Houston State University  
Kazuko Suematsu, Professor, Tohoku University  
Mina Mizumatsu, Research Associate, Tohoku University

# My Background

- Taught English at a Japanese college for 6 years.
- Director of International Programs at SHSH.
- Married to a Japanese national.
- Dissertation topic on the decline of Japanese students studying abroad

# My Background

- B.A., MA, PhD in the U.S.
- Has been working at Tohoku University for 10 years
- Teaching intercultural education courses for undergrad students
- Managing international programs
- Developing international strategies for the university

# My Background

- Work at *Global Learning Center* at Tohoku University in Japan since 2013.
- Study Abroad Experience in the US, UK, and South Korea.
- Have been in the field of international education for 6 years.



# Global Student Mobility Increases



78% over the past decade (UNESCO, 2012)

# The United States



The top receiving country (UNESCO, 2012)

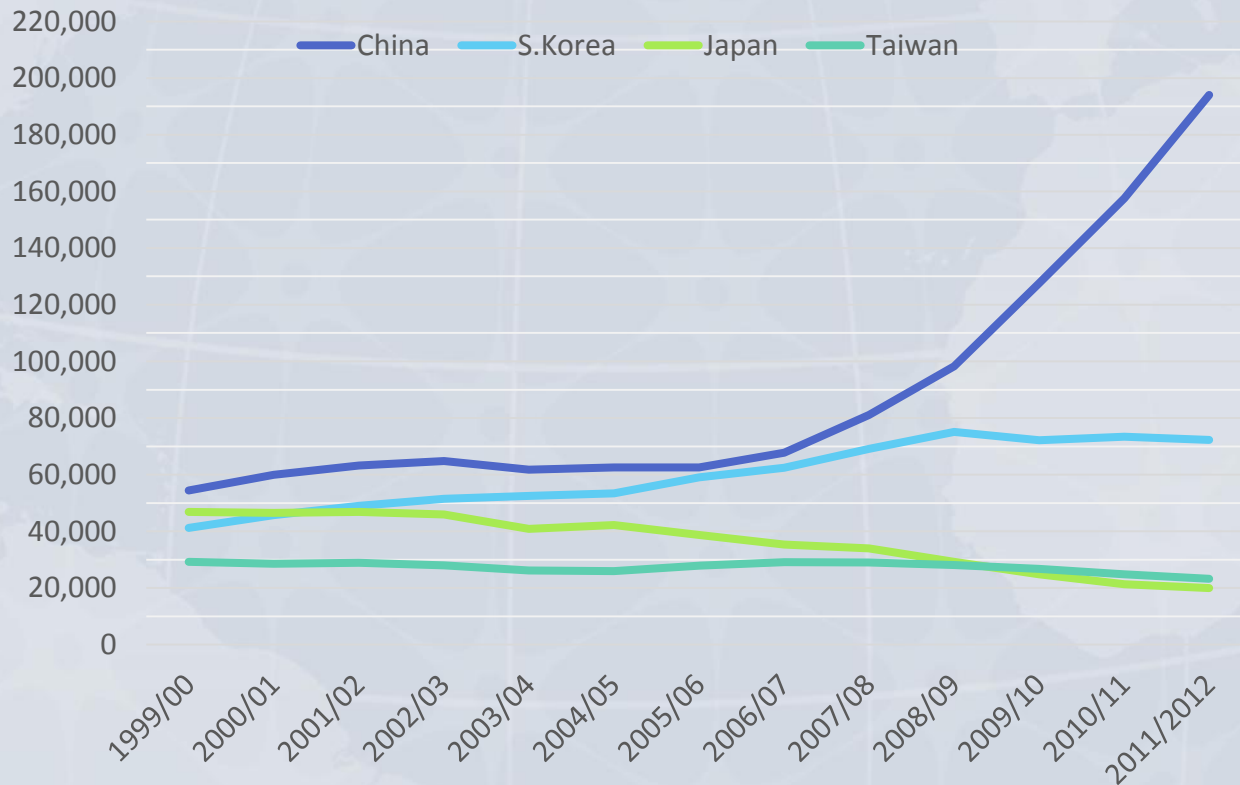
# Asia- The Top Sending Region to the United States, according to Open Doors (Institute of International Education, 2012)



- China
- South Korea
- **Japan**
- Taiwan



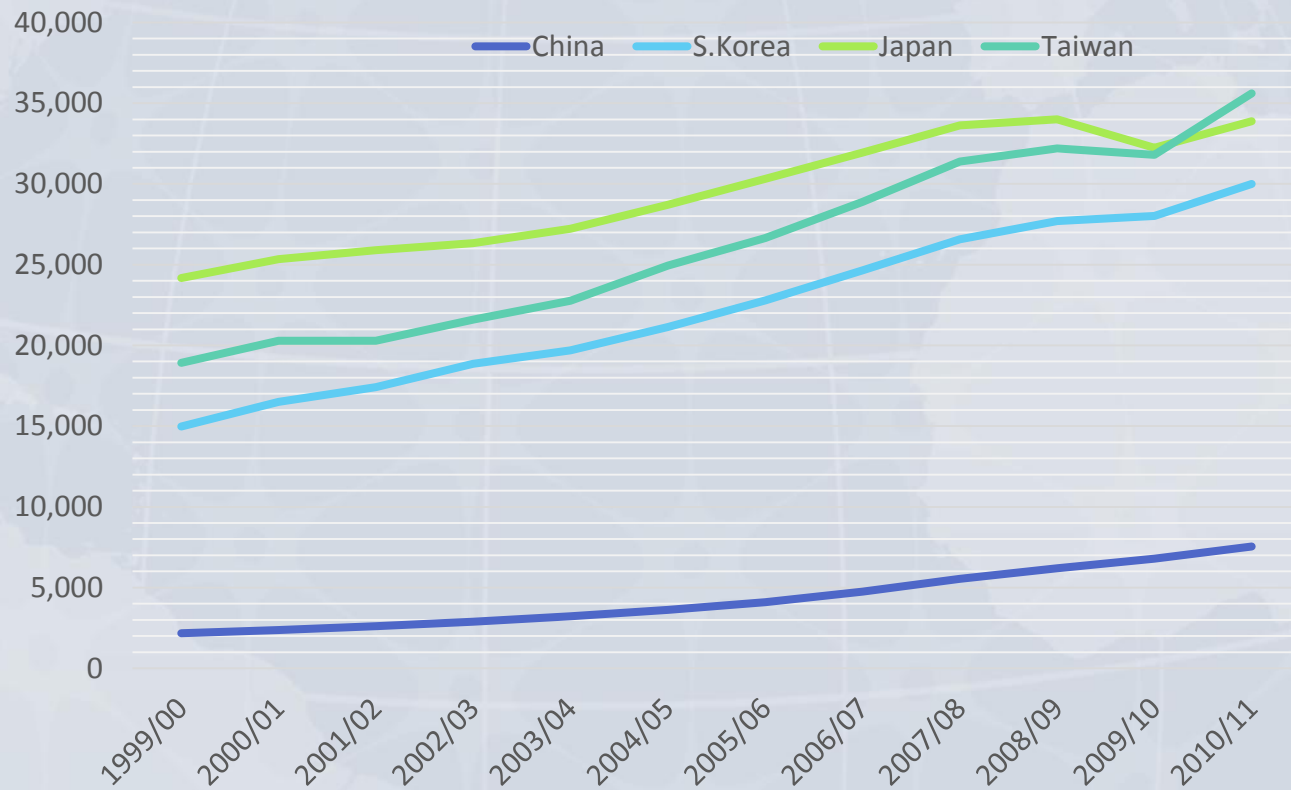
# How did the number of students who are studying in the United States from four different countries change from 2000 to 2012



Open Doors Report  
 Institute for International Education

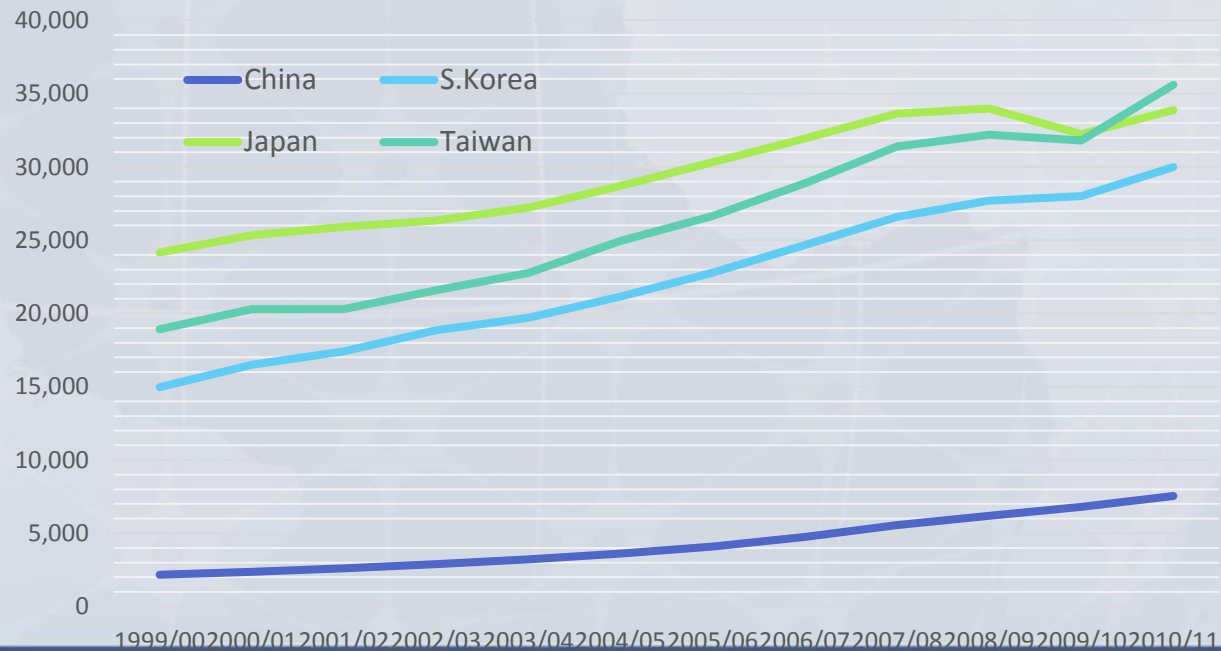
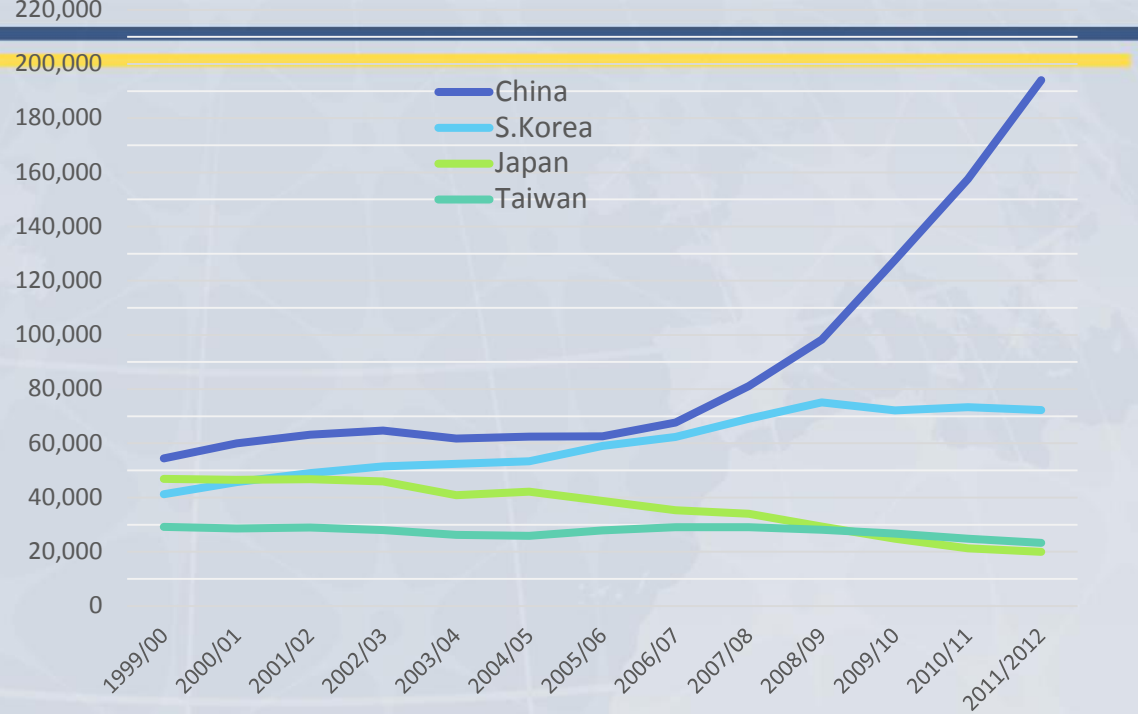


# What was the change in purchasing-power-parity per capita GDP for those 4 countries



Personal Purchasing Power GDP Data  
International Monetary Fund

# GDP compared to the increase in the number of students that study in the US?



# Multiple Potential Factors With Fewer Japanese Study Abroad Students

- Demographics
- University schedule
- Hiring system
- English language instruction
- Cultural characteristics

# So What?

(Possible Outcomes of Fewer Japanese Study Abroad Students)

- Political and economic decline, an inability to deal effectively with cross cultural conflict/negotiation, isolation, etc...



# Japanese Government Current Effort

- Special five-year grants of \$1 million to \$2 million will be offered to 40 universities for study abroad programs.
- Universities beginning to shift their admissions to fall in line with many US and European institutions.
- Provide scholarships to help high school graduates take part in short-term overseas study programs that would fill the period after graduation if universities shift their admissions to fall.

# Research Subjects

Japanese scholars with graduate degrees from the US or Canada working in international offices at universities in Japan in study abroad.

- They all have what it took to succeed.
- Speak from a position of authoritative knowledge regarding important motivational factors.
- The perspective of two different cultures.
- Work with current students.

- Assess the value of study abroad and the challenges that Japanese culture presents to returnees.
- Able to assess the current efforts to promote study abroad from multiple perspectives and critique some of the bureaucratic obstacles as well as the intrinsic and extrinsic cultural challenges.

# References

- Arudou, D. (2010). “Homogeneous,” “unique” myths stunt discourse. *Japan Times, Online*. Retrieved from <http://www.japantimes.co.jp/text/fl20101102ad.html>
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# Project *for* Promotion of Global Human Resource Development

**Tohoku University  
Global Learning Center  
Mina Mizumatsu**



# Go Global Japan Project

Project *for* Promotion of  
Global Human Resource Development  
= **GO GLOBAL JAPAN (GGJ) Project**



# 'Global' Projects in Higher Education

## Global 30 Project (2008-2013)

### 13 Universities Selected

- Enable international students to start and complete their Japanese university education in English
- Accept 300,000 international students to Japan

## GGJ Project (2012-2016)

### 42 Universities Selected

Encourage more Japanese students to study abroad



Reference: MEXT 2012

# Aims of the GGJ Project

In order to improve Japan's global competitiveness and enhance the ties between nations, the GGJ Project aims to:

- 1) Overcome the younger generation's inward tendency and
- 2) Foster human resources who can succeed in the global field

Efforts to promote the internalization of university education in Japan will be given priority and strong support by MEXT.

**Reference: MEXT 2012**



# GGJ Project Time-Frame

- Project Length: Up to 5 years (2012-2016)
- Follow-Up by MEXT every Academic Year (AY)
  - ⇒ This might affect funding in the next AY
  - ⇒ If MEXT judges that the univ. cannot achieve the goals/aims, MEXT might cancel the projects/  
readjust the plan.
- Interim assessment about the project status after 3 years of support
- Post-project assessment in 2018, after 5 years of funding

Reference: MEXT 2012

# Two Project Types

	Type A	Type B
Goal	Internationalization of the <b><u>entire university</u></b>	Internationalization of the <b><u>specific faculties/schools</u></b>
Requirement	To contribute to the promotion of the <b><u>globalization of other universities</u></b>	To promote the <b><u>globalization of the specific faculties/schools</u></b> , as well as <b><u>university as a whole</u></b> .
Annual Funding	JPY 140-260 Million ≒ US\$ 1.4- 2.6 Million (depending on # of ss)	JPY 120 Million ≒ US\$ 1.2 million

Reference: MEXT 2012

# Type A - 11 Universities

	Name of University	Type	Location	Campus
1	Hokkaido U.	National	Hokkaido	Urban
2	Tohoku U.	National	Sendai	Urban
3	Chiba U.	National	Chiba	Urban
4	Ochanomizu U.	National	Tokyo	Urban
5	Akita International U.	Public	Akita	Suburban
6	International Christian U.	Private	Tokyo	Suburban
7	Chuo U.	Private	Tokyo	Urban
8	Waseda U.	Private	Tokyo	Urban
9	Doshisha U.	Private	Kyoto	Urban / Suburban
10	Kwansei Gakuin U.	Private	Hyogo	Suburban/Urban
11	Ritsumeikan Asia Pacific U.	Private	Oita	Suburban

# Type B - 31 Universities

National Universities				Private Universities			
	Name of Univ.	Location	Campus		Name of Univ.	Location	Campus
1	U. of Tsukuba	Ibaraki	Urban	17	Maebashi Kyoai Gakuen College	Gunma	Urban
2	Saitama U.	Saitama	Urban	18	Kanda U. of Intl' Studies	Chiba	Urban
3	Tokyo Medical & Dental U.	Tokyo	Urban	19	Asia U.	Tokyo	Urban
4	Tokyo Institute of Tech.	Tokyo	Urban Rural	20	Kyorin U.	Tokyo	Urban
5	Hitotsubashi U.	Tokyo	Urban	21	Shibaura Institute of Technology	Tokyo	Urban
6	Tokyo U. of Marine Sci. & Tech.	Tokyo	Urban	22	Sophia U.	Tokyo	Urban
7	Niigata U.	Niigata	Suburban	23	Showa Women's U.	Tokyo	Urban
8	U. Of Fukui	Fukui	Suburban	24	Toyo U.	Tokyo	Urban
9	Kobe U.	Kobe	Urban	25	Hosei U.	Tokyo	Urban/Suburban
10	Tottori U.	Tottori	Suburban	26	Musashino Art U.	Tokyo	Suburban
11	Yamaguchi U.	Yamaguchi	Suburban	27	Meiji U.	Tokyo	Urban
12	Kyushu U.	Fukuoka	Urban	28	Soka U.	Tokyo	Suburban
13	Nagasaki U.	Nagasaki	Urban	29	Aichi U.	Aichi	Urban
<b>Public Universities</b>				30	Kyoto Sangyo U.	Kyoto	Suburban
14	Aichi Prefectural U.	Aichi	Suburban	31	Ritsumeikan U.	Kyoto	Urban
15	Yamaguchi Prefectural U.	Yamaguchi	Suburban	<b>Reference: MEXT 2012</b>			
16	U. of Kitakyushu	Kitakyushu	Suburban				



# 3 Elements of Global HRs

- 1) Language Skills / Communication Skills
- 2) Independent & active, ready to take on challenges, Cooperative & Flexible, Responsible
- 3) Cross-cultural understanding and Japanese Identity +
  - A broad range of general knowledge and advanced expertise
  - Ability to identify and solve problems
  - Able to both lead and work on a team
  - A sense of morality
  - Media Literacy            etc....

**Global HRs ≡ Potential Leaders in any scene**

Source: MEXT 2012

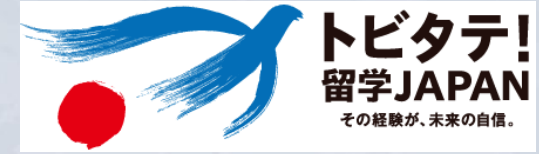


# AKB48 × MEXT



- <http://www.youtube.com/watch?v=WypjqkSbx1k>

# TOBITATE Campaign



- Funded by Private Corporations and Government (Joint Funding)

## Goals

- Increase the # of students who study abroad

## Funding

- 2013 US\$ 5.4 Million → 2014 US\$ 8.8 Million

# New Support for Study Abroad (2014-)

- 300 Grantees (2014) → 1000 Grantees/yr (2015-)
- US\$1200-2000/month of funding  
+ US\$ 1000- 2000 Travel Grant
- 1 month-1 year
- Pre- and Post- departure orientation to follow-up
- Start Accepting Applications from Late Feb. 2014





# After the review...

Project for Promotion of Global Human Resource  
Development グローバル人材育成推進事業



Support for Global Human Resources Development who  
Lead the Progress of **Economic Society**

**経済社会**の発展を牽引するグローバル人材育成支援

# Super Global University Project

	Type A	Type B
# of universities	10	20
Aim	Top 100 in World University Ranking	Universities which lead Globalization of Japanese Society
Annual Funding	US\$ 10.4 Million/Univ.	US\$ 2.6 Million/Univ.

# For more information...

**Please visit MEXT Webpage:**

<http://www.mext.go.jp/english/>

# Promotion of Global Human Resource Development

## *Tohoku University's Case*

Tohoku University  
Center for International Exchange  
Kazuko Suematsu

# Tohoku University

東北大学





- **Founded in 1907 as the third imperial university.**
- **“Research First”, “Open-door Policy”**
- **Comprehensive university, strong in engineering & Science**
- **18,000 students (5,000 graduate students) 1,500 international students from 78 countries and areas.**
- **First national university to admit a female as well as an international student**







## Location

- 150 Miles from Tokyo
- 1 ½ hour  
by bullet train
- Not very far,  
but not close



*Masamune Date*

伊達政宗







# City of Greens





第一生命

七夕祭  
同根異葉の  
竹の園  
つながる命  
共に育て

ここまで

仙台  
り  
8月13日

Mister Donut

かき氷 ¥100









**Highly Rated *by*  
High School Teachers**

**“Students grew the most”**

**1st place**

**7 consecutive years**



**Student**

**6**

**Professor**

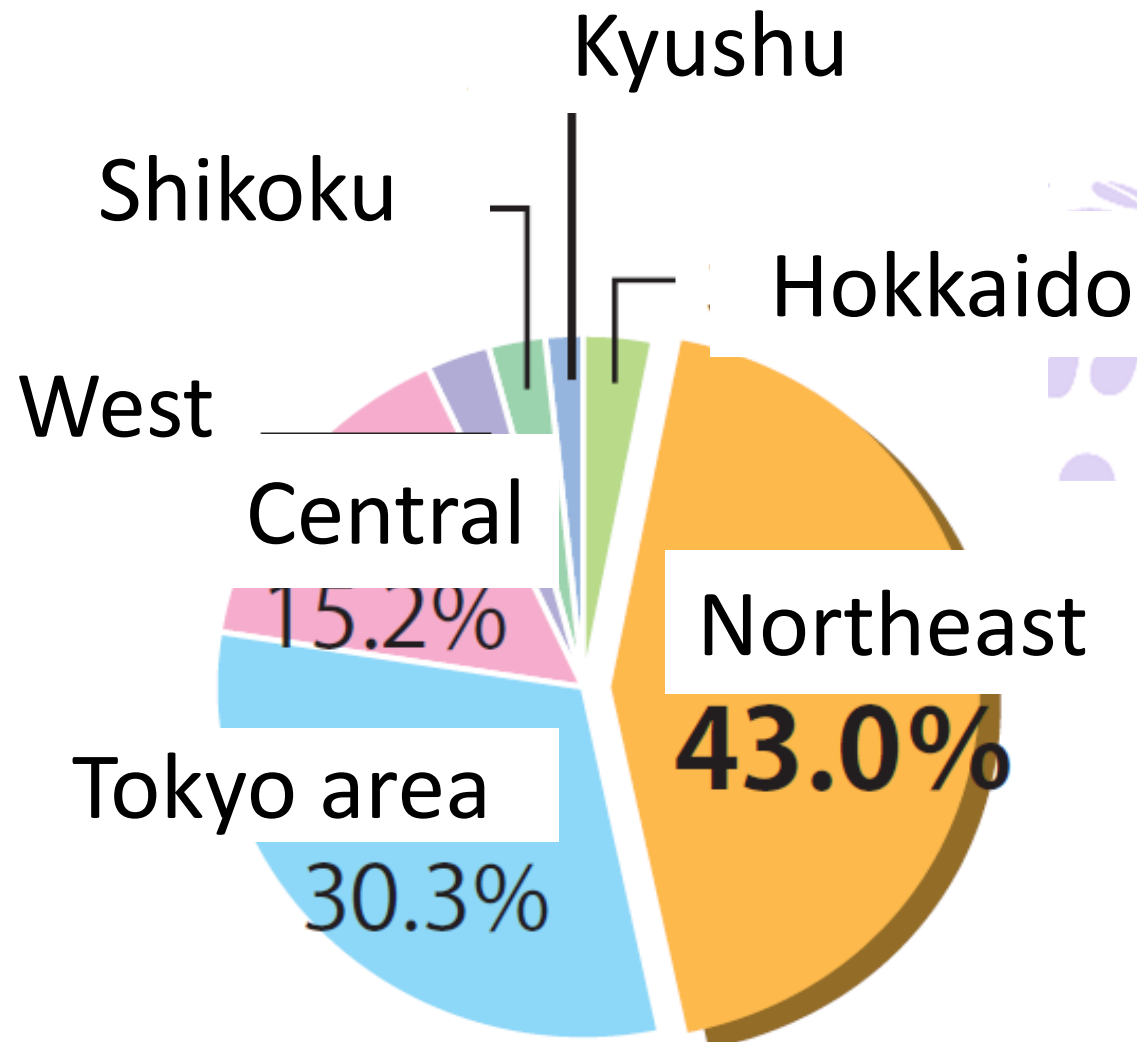
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**:**





# 43% students are from Northeast region



# Profile of Tohoku students

- High achiever with an attitude of self-assurance
- Persistent, serious, diligent, but naïve
- Little experience and contact with foreign cultures
- Are taught by parents “government officer” is an ideal career for a stable life
- Not aware of their geographical disadvantages
- Interested in changing their lives



# Tohoku's effort for “Internationalization”



Future Global Leadership

## Global 30 Project

13 Universities selected



## Development of Global Human Resource

11 Universities selected

# Where we are:

## International Partners

**185** Institutions (**32** Countries)

## International Students

**1483** (**78** Countries)

## International Programs

**3** Undergrad, **20+** Graduate programs  
Exchange programs across disciplines

# Where we are heading to:

## International Partners

Strategic partnership

## International Students

**1483** → **2200** by 2017

## International Programs

- Increase international programs
- Internationalize curriculum

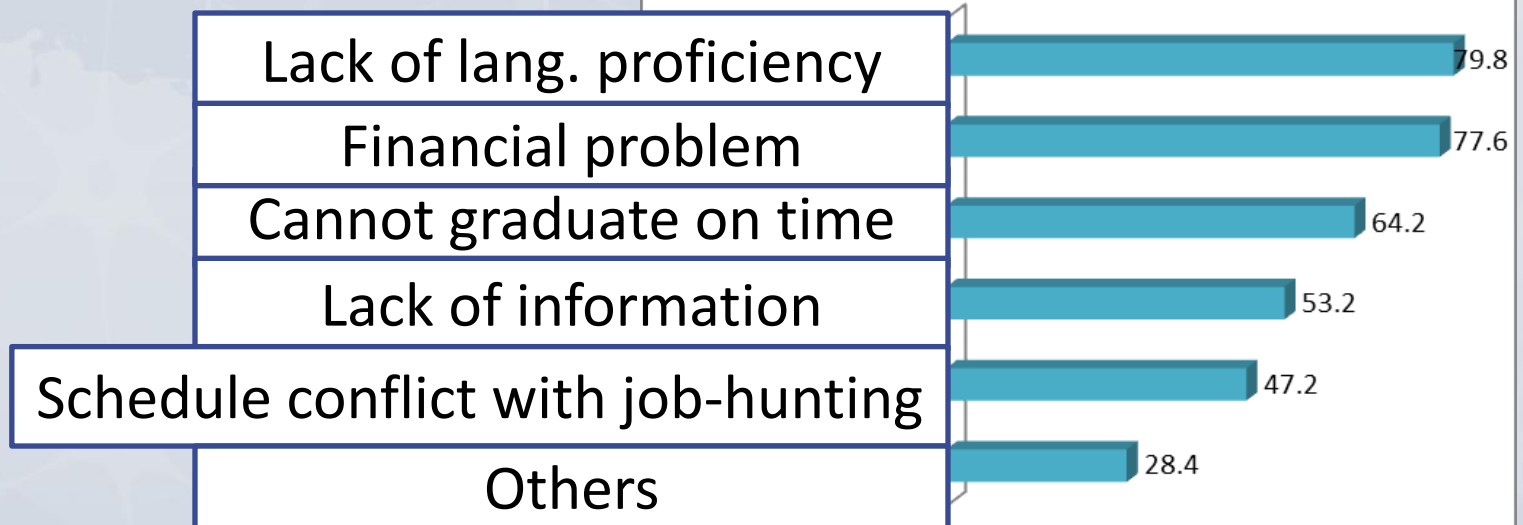
(Classes taught in English **6.8%** → **11%**)

# Where we are heading to:

## Outgoing students

**330 (1.8%) → 800 (4.4%) by 2017**

### Factors standing in the way (Student survey 2011)



# Tohoku Global Leader Program (TGL)



On Campus

(Classes, Special seminars, Extracurricular Activities )

Study abroad

||

1

Language & Communication

2

International Competence

3

Initiative

+

4

International Experience

TGL Certificate



Gateway to Global Leader



**Specialized  
Class**

**GE Class  
(Advance)**

**GE Class  
(Basic)**

ECA

ECA

ECA

ECA

**Study-abroad  
on Exchange/  
Internship**

**Study-abroad  
Independent**

**Study-abroad  
Customized**

**Academic Advising  
E-Portfolio**

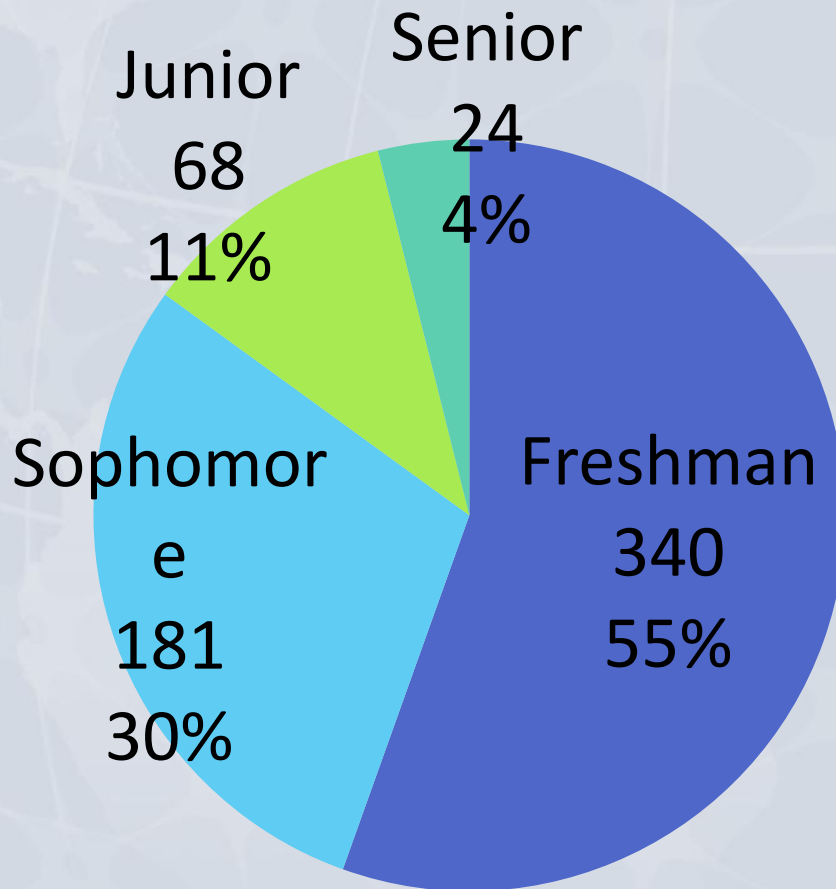
# Tohoku Univ. Global Leader Program



## Academic Foundation

# Students participating in TGL

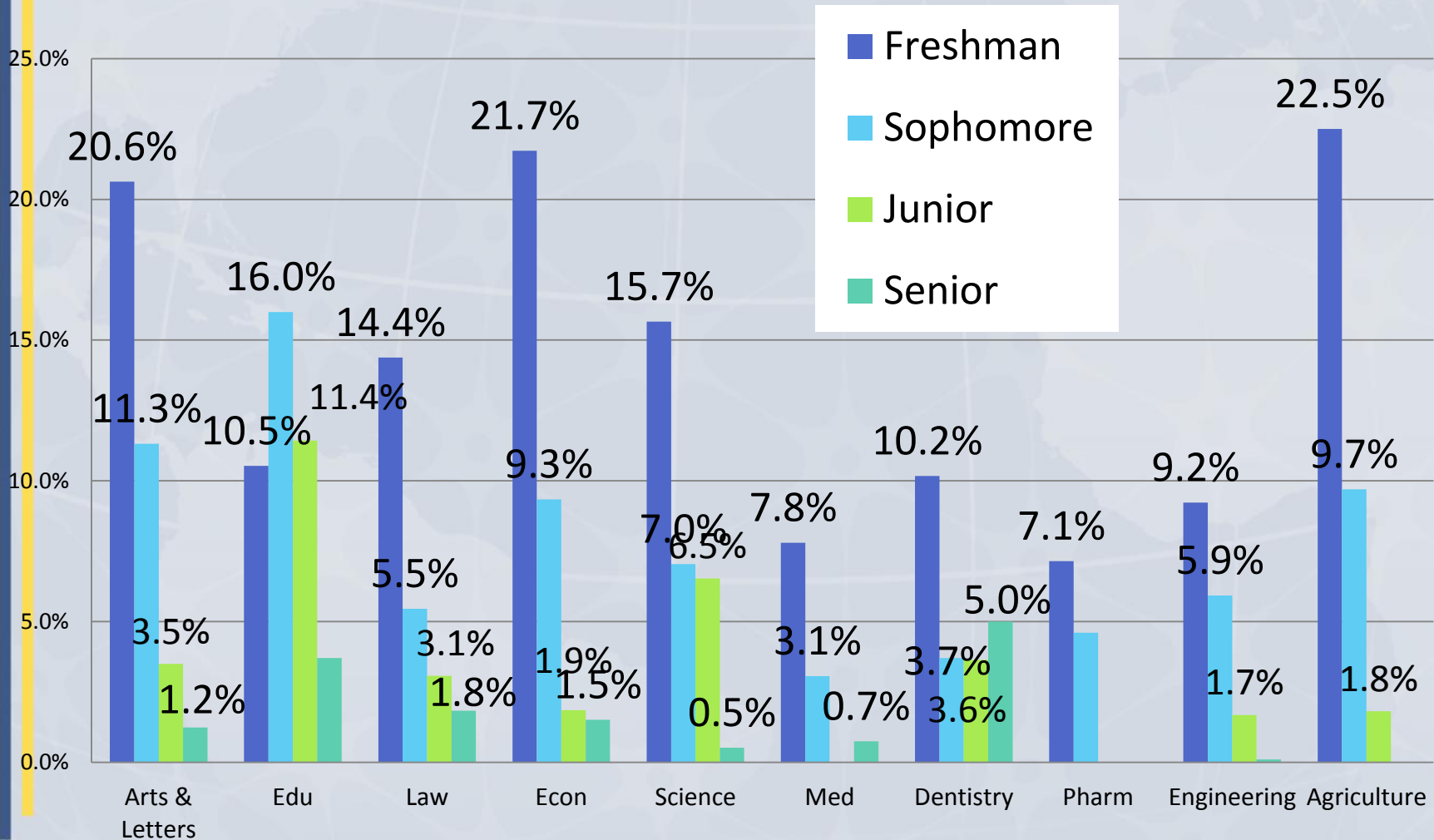
As of Dec. 2013



## Information Sessions

- Flyer at admission
- Kick-off Seminar
- Introductory Seminar
- SNS
- University IT network
- Global career seminar
- Class

# Participating rate by department




**Integration:  
Learning  
together**







**Integration:**  
Living  
together




Welcome to the  
Practical English Program

**Language Training**



# TOEFL.ITP

A photograph of four students (two men and two women) looking down at a document or book together. The students are diverse in age and ethnicity. The lighting is soft and natural, suggesting an indoor setting like a library or classroom.

Using the *TOEFL*® ITP tests  
for your students today can help you  
**shape their tomorrow.**

© 2013 by Educational Testing Service

- Require freshman and sophomore to take TOEFL

- Support them financially



# Enhancing Extracurricular Activities

- Volunteer
- Cross-cultural Seminars
- PBL Projects



- Global Career Seminar
- Support Int'l students

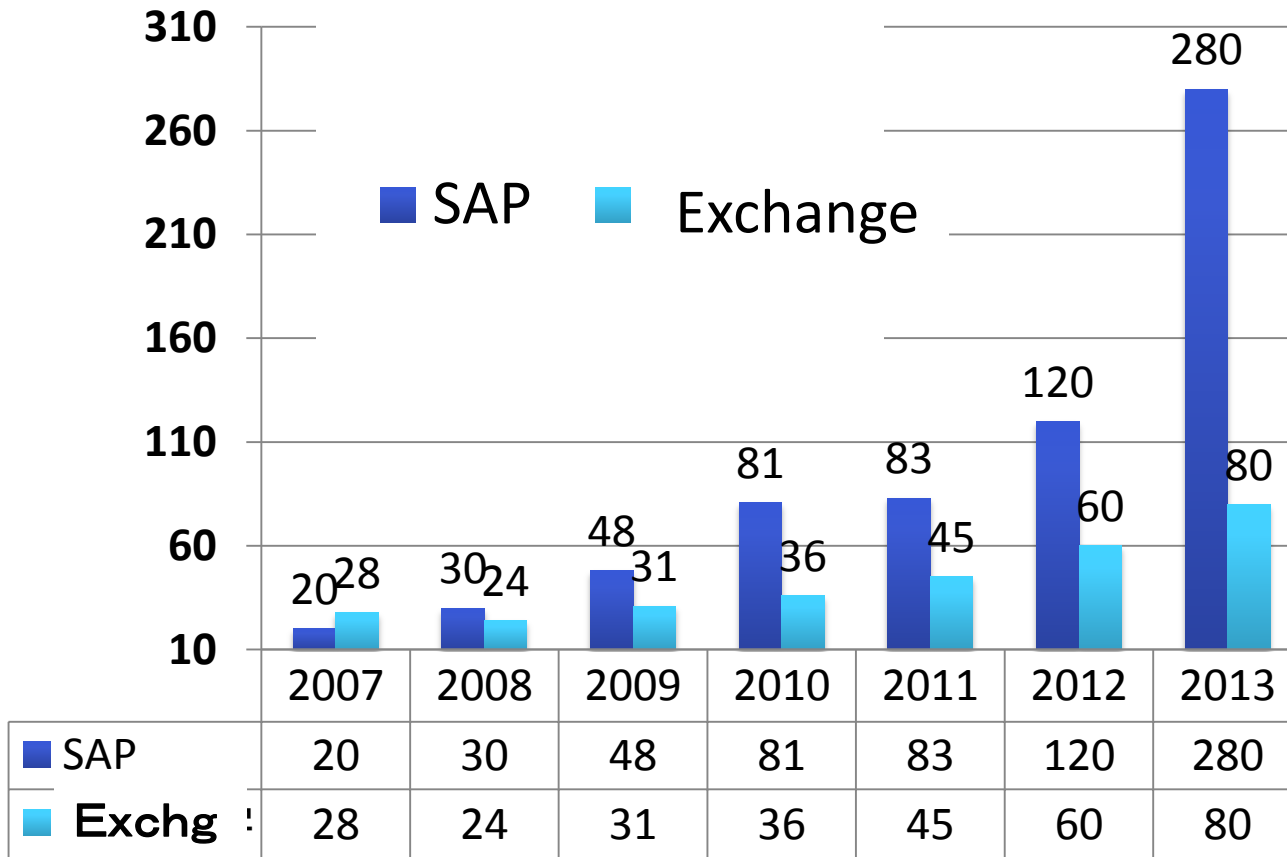


# Study Abroad Program (SAP)

## 3-5 weeks



# Developing short programs & providing **extensive financial support**

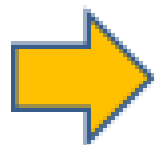




**110**



**280**



**315**





- **Multicultural Studies**
- **Energy**
- **Service Learning**
- **Internship**
- **Industrial Development**
- **Asian Network**
- **IT Management**
- **Academic English**
- **Practical English**





# Language + Thematic Activities + Culture







**Collaborating with Local Industries**





# High School Bridging Program



# Study-abroad as Learning Process

- Preparation Class: 3-4 times
- Study-abroad: 3-5 weeks
- Reflection Session
- Final Presentation

**Reflective Learning**  
**Effective use of E-Portfolio**

# Learning Outcome Assessment

- Achievement Rubrics
  - Language & Communication
  - International Competence
  - Initiatives and ability to take action
- Goal setting  $\Leftrightarrow$  Reflection

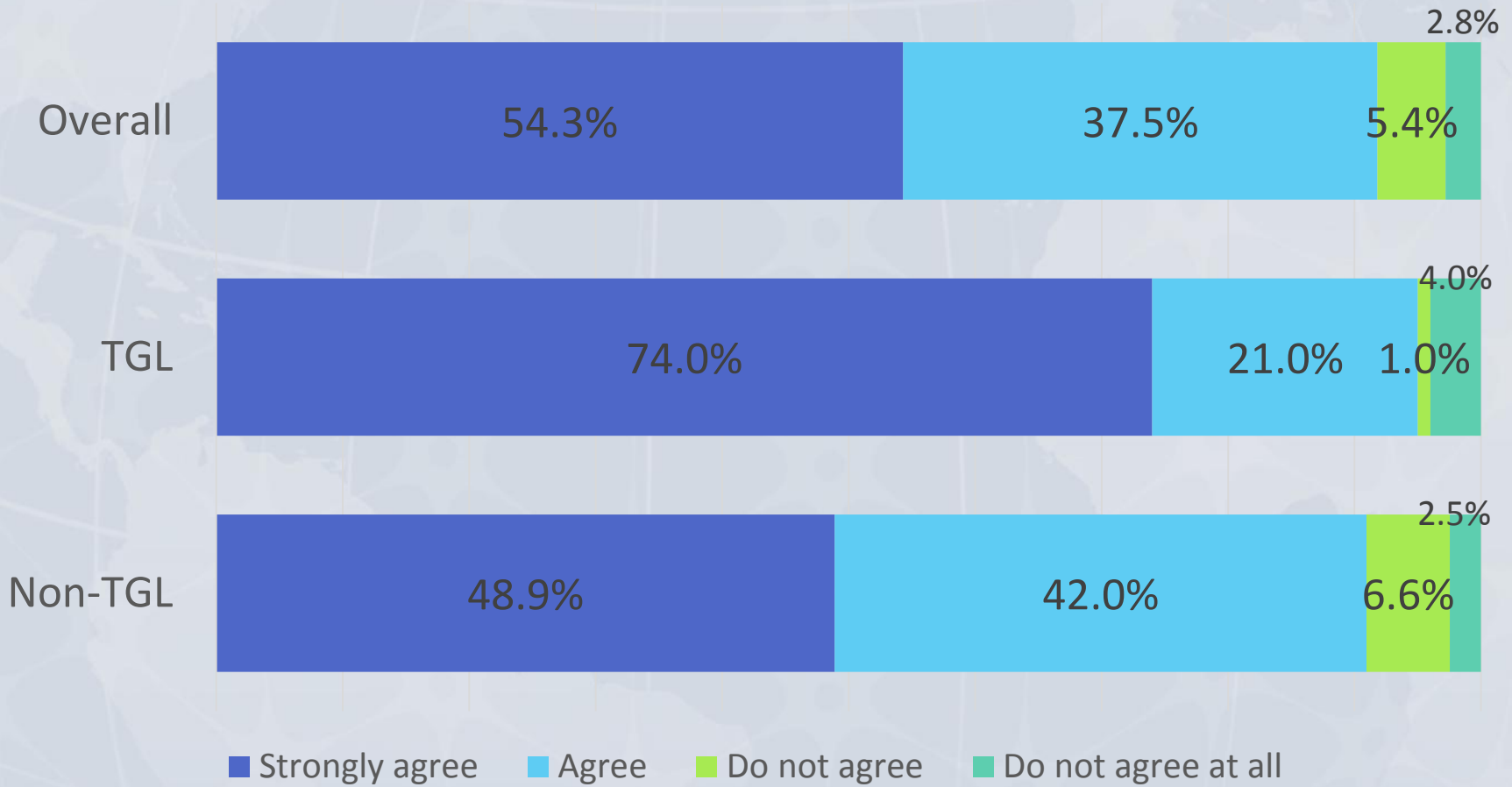


E-portfolio

- Goal Setting
- Periodical Reflection on achievement
- Communication with academic advisor
- Store evidences of growth
- Create community

# Student Survey

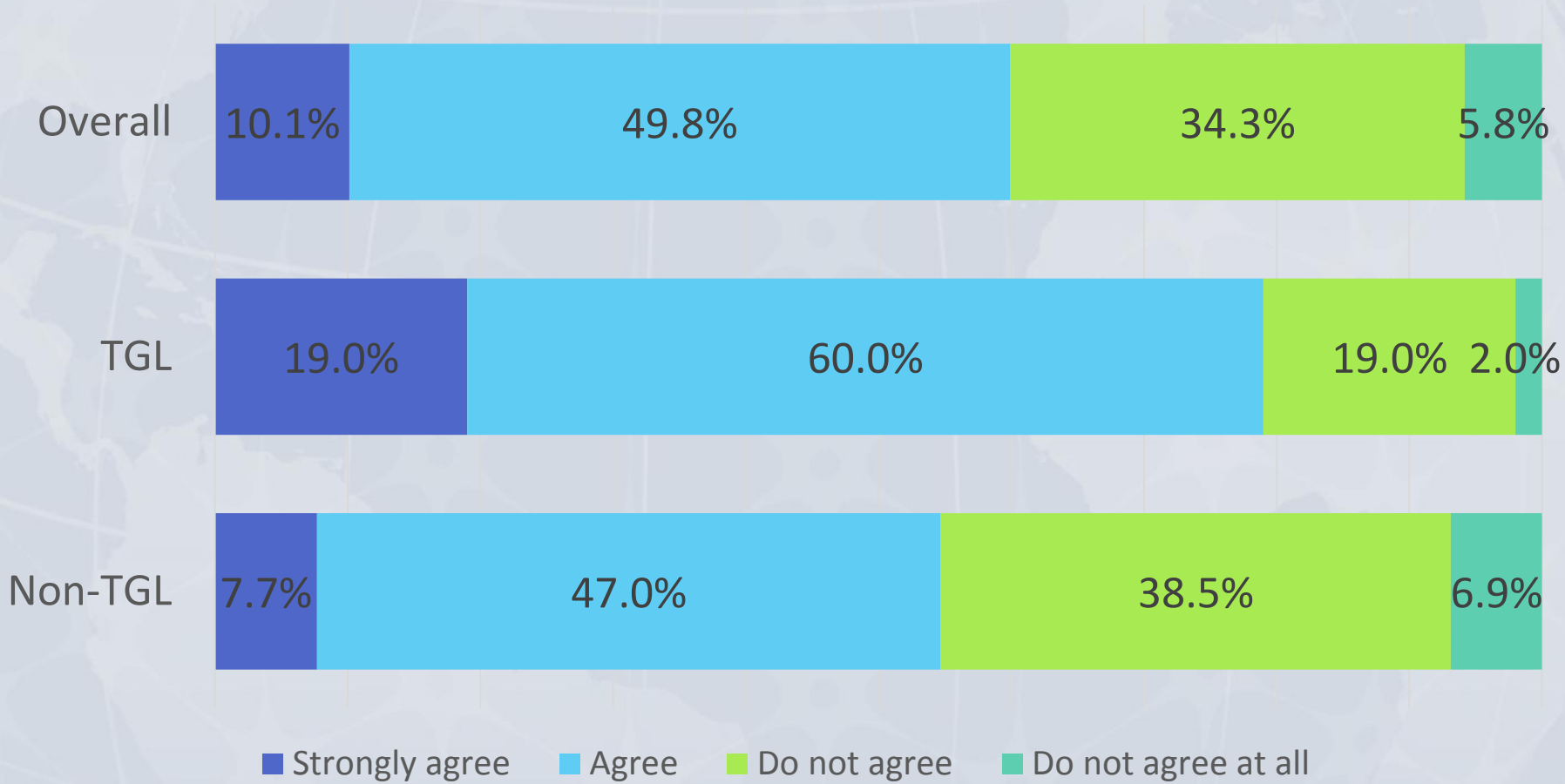
## “Willing to become Global HR?”



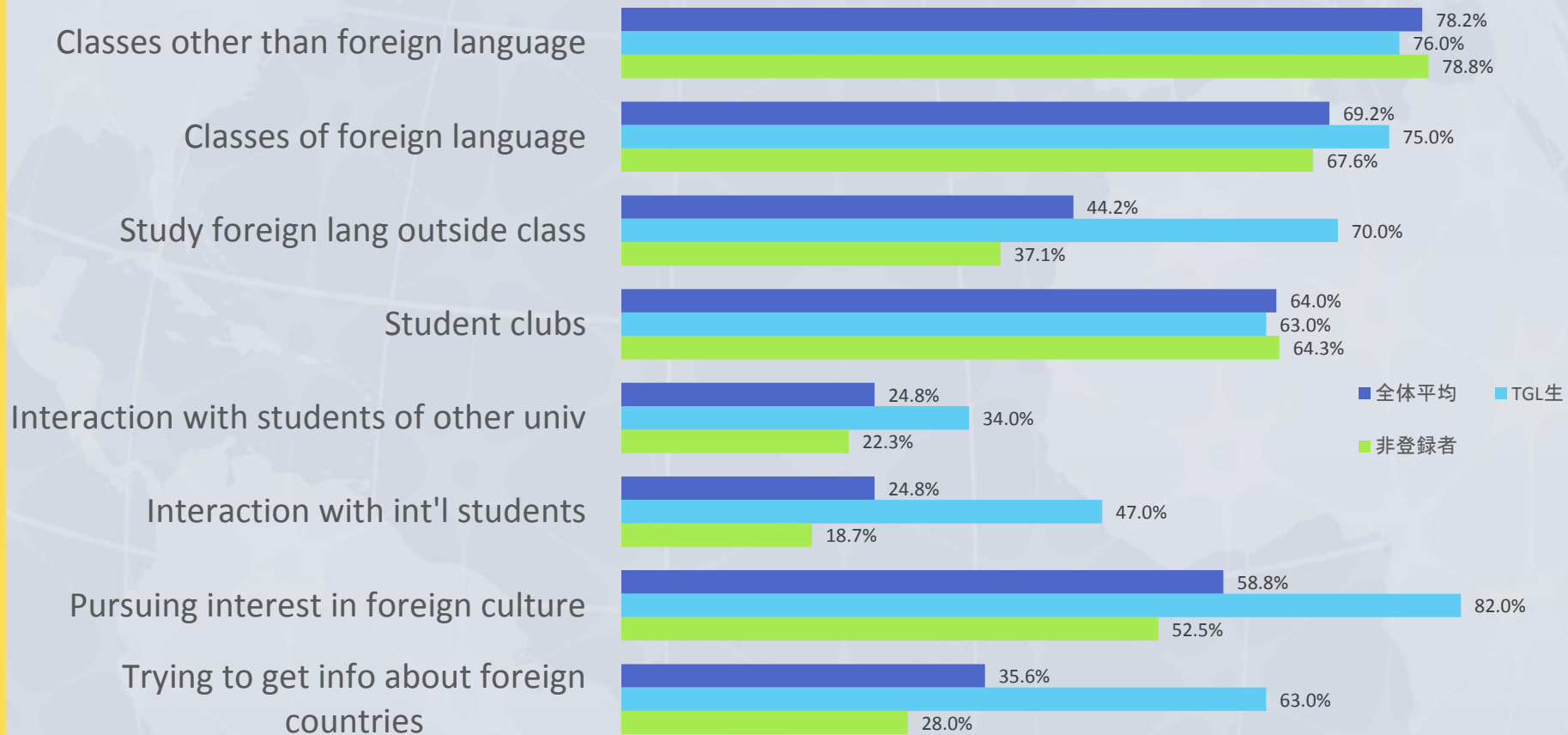


# Attitude toward Globalization

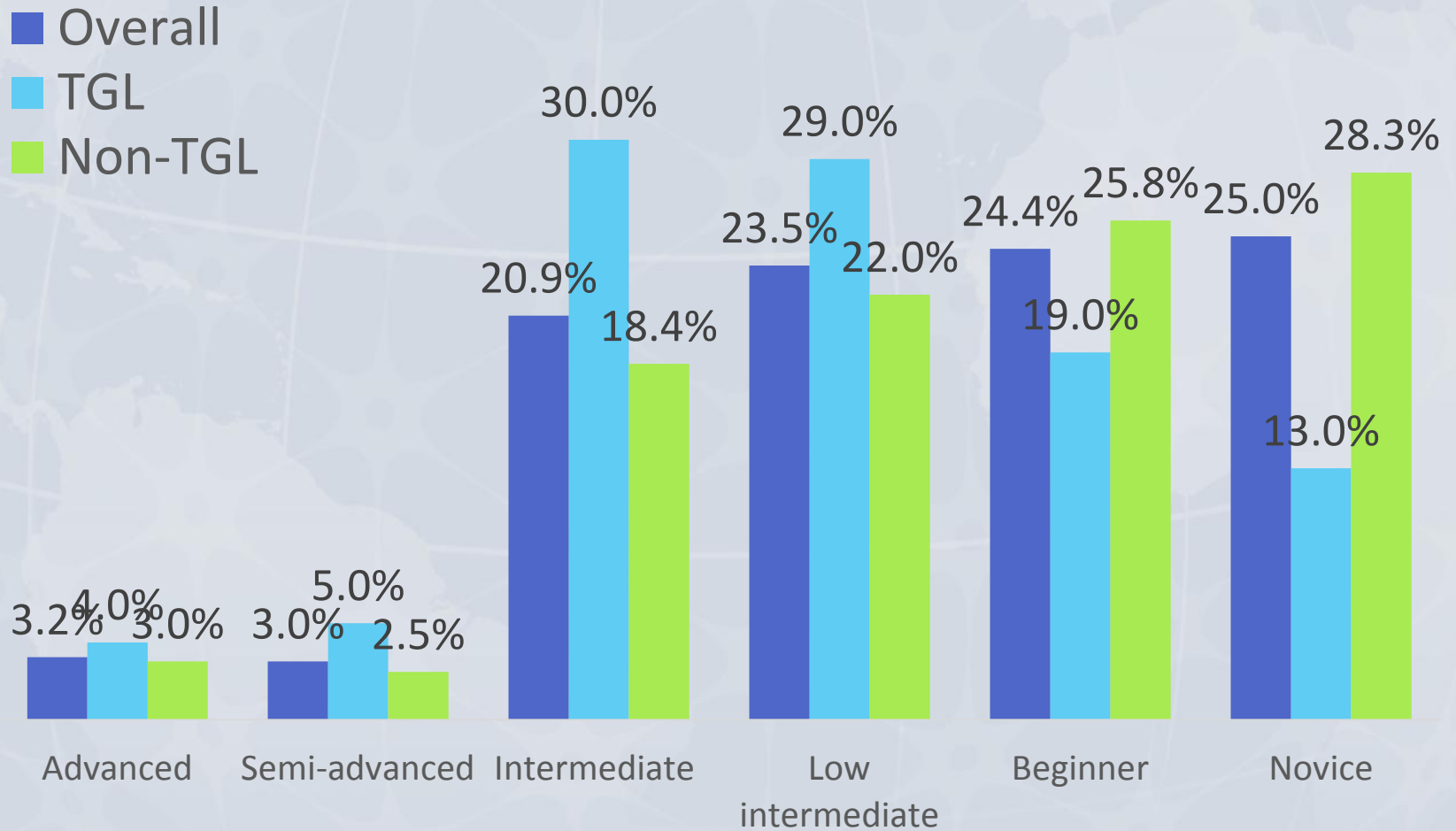
## “Can Adapt to Globalization”



# Commitment to Student's Life

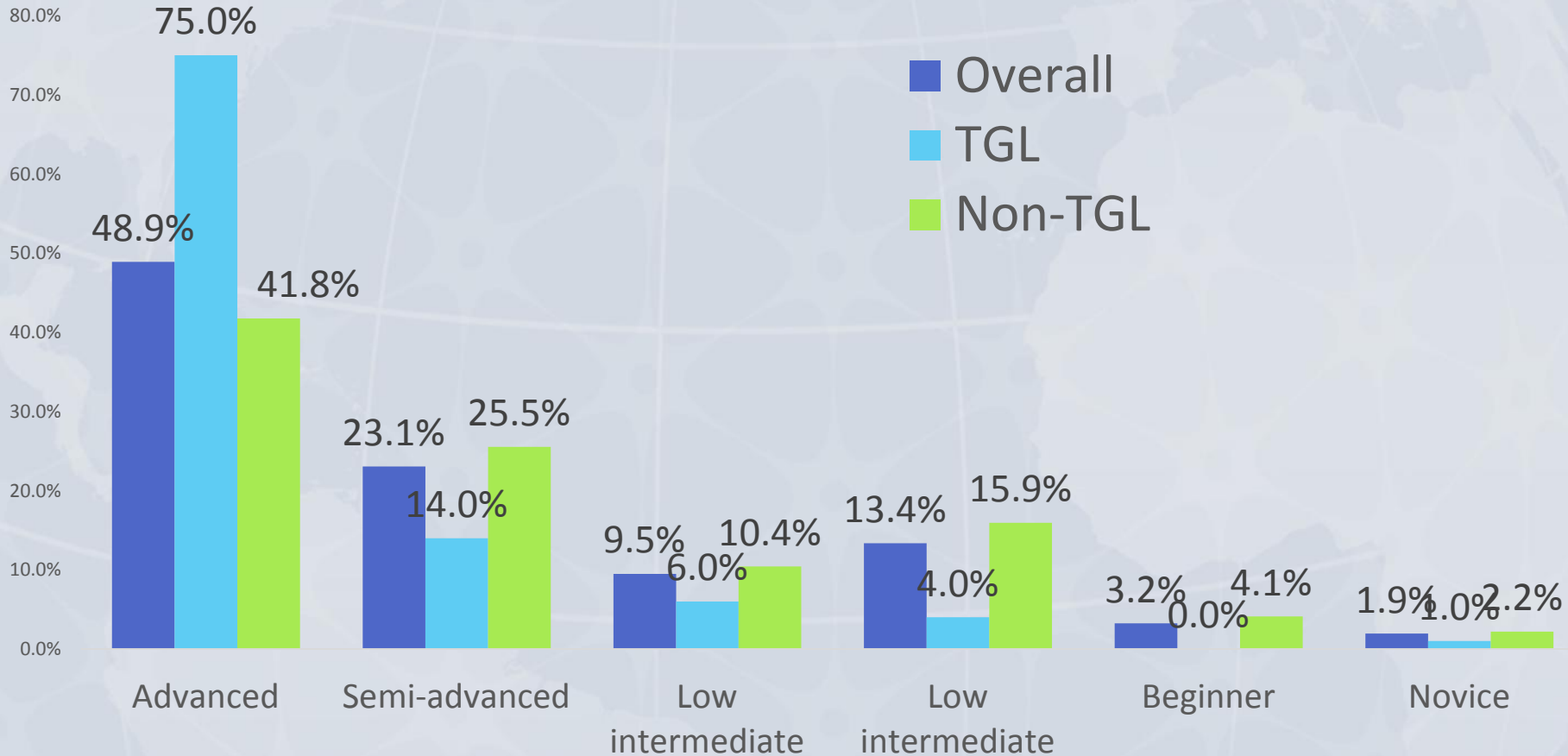


# English Proficiency

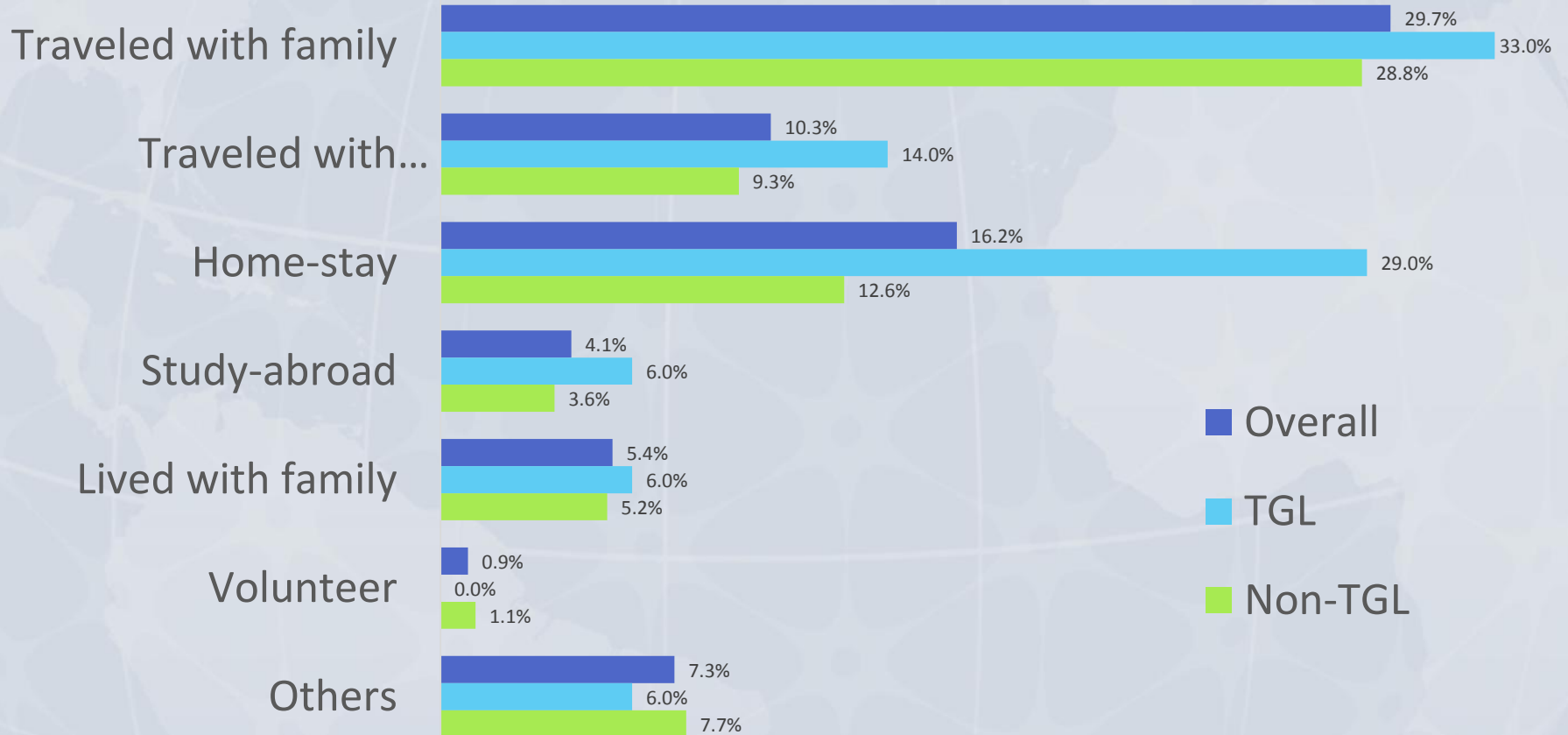




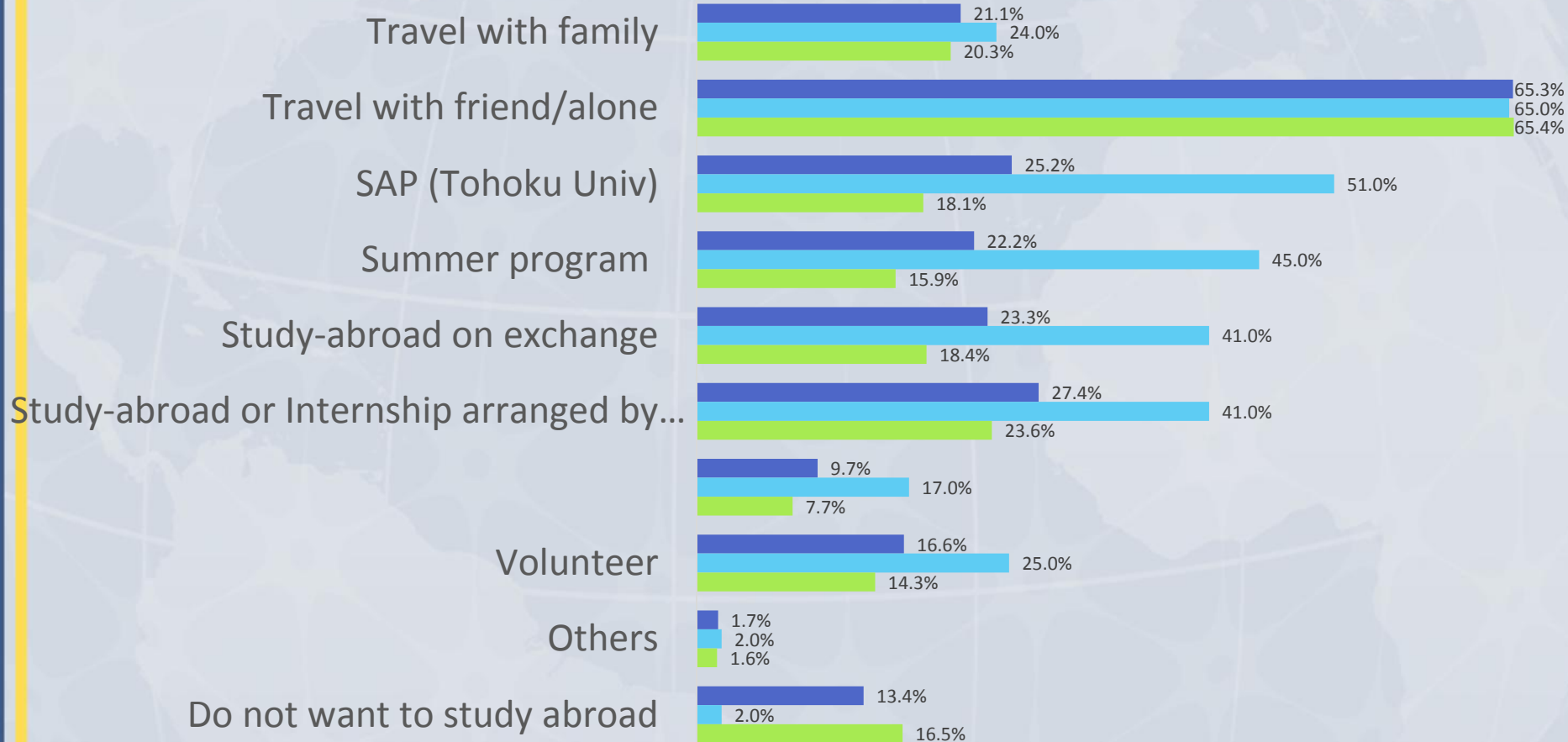
# Desired English Proficiency



# Prior International Experience

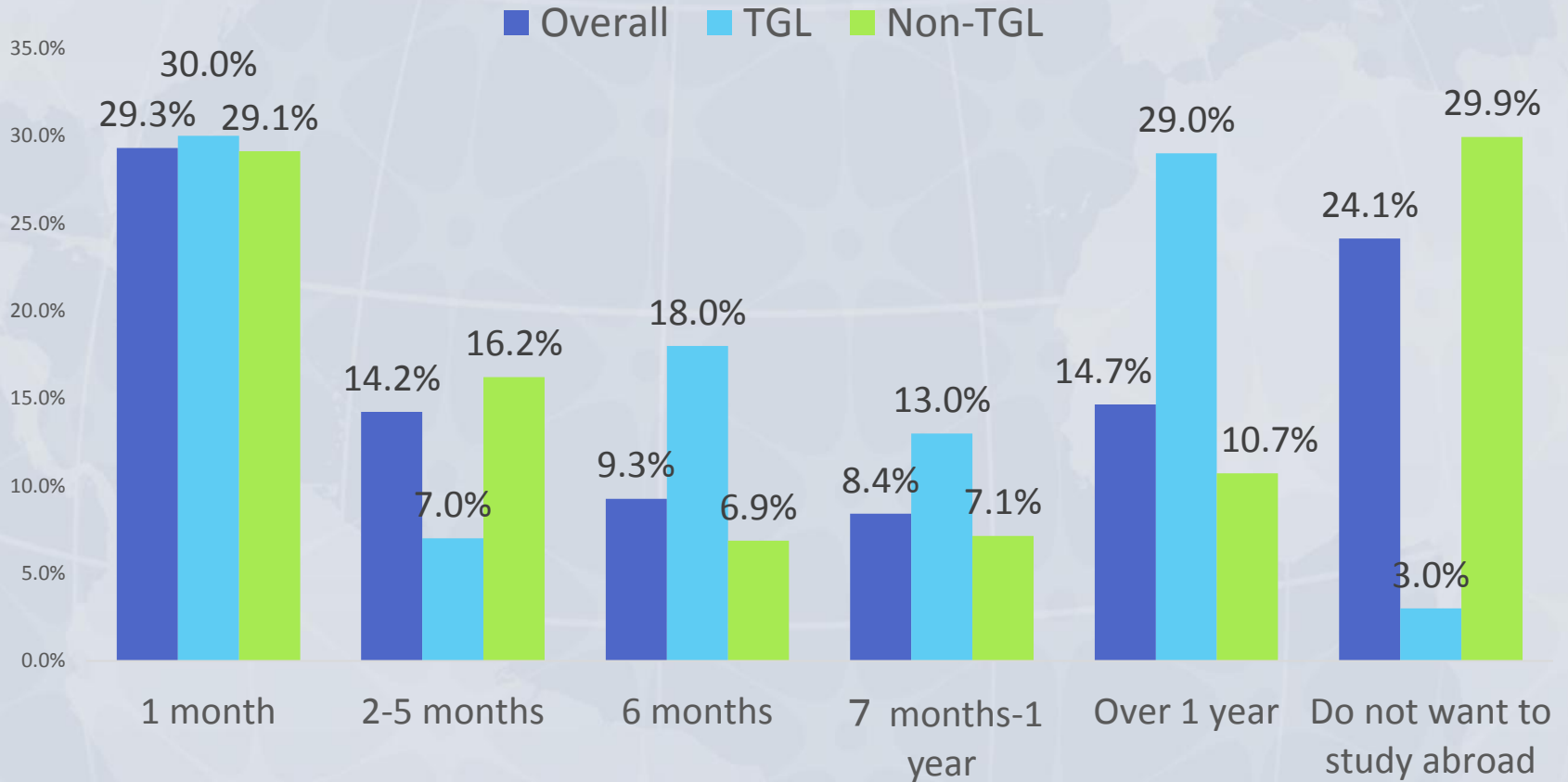


# Desired Int'l Experience

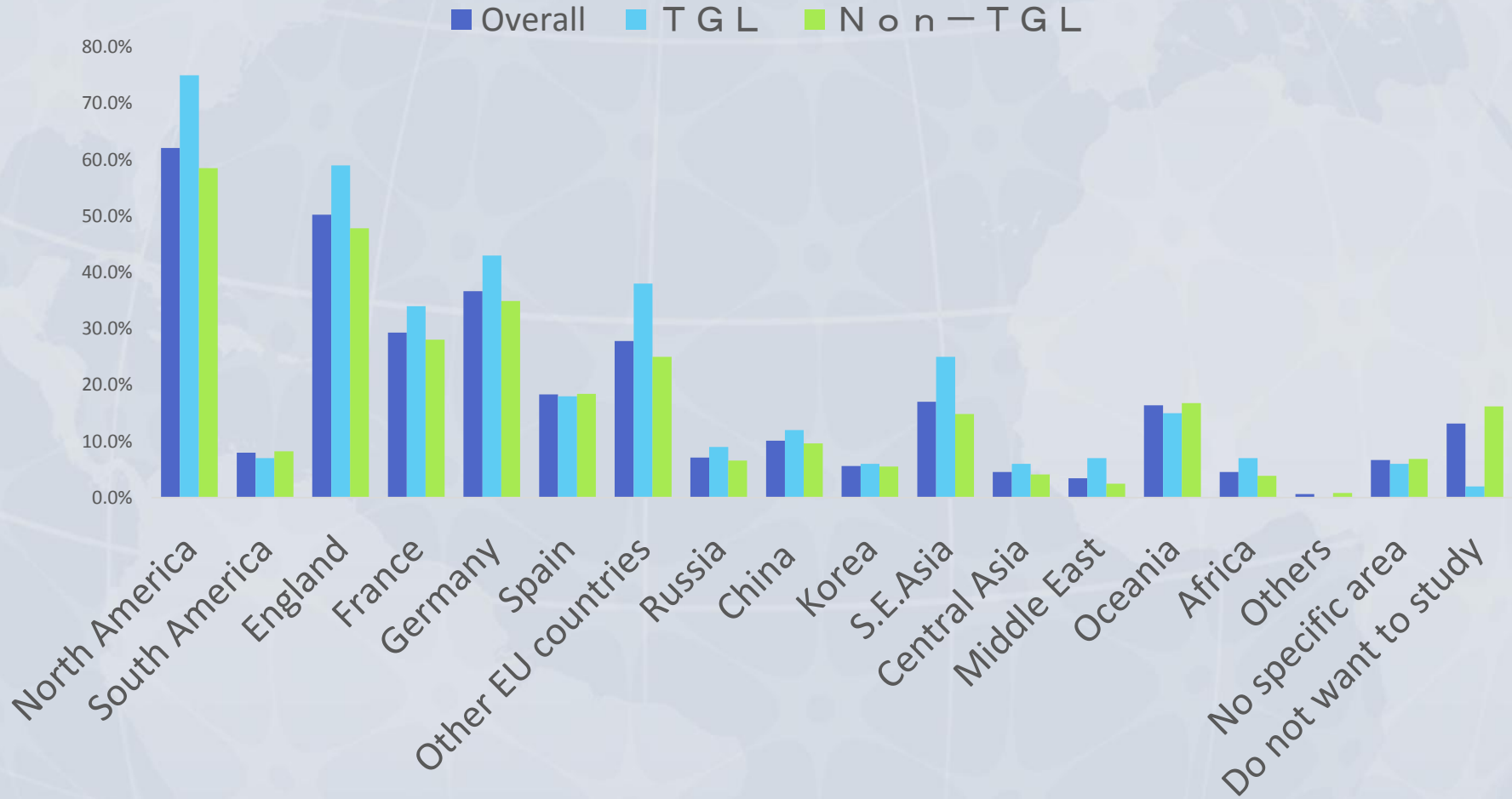




# Desired Period of Study-abroad

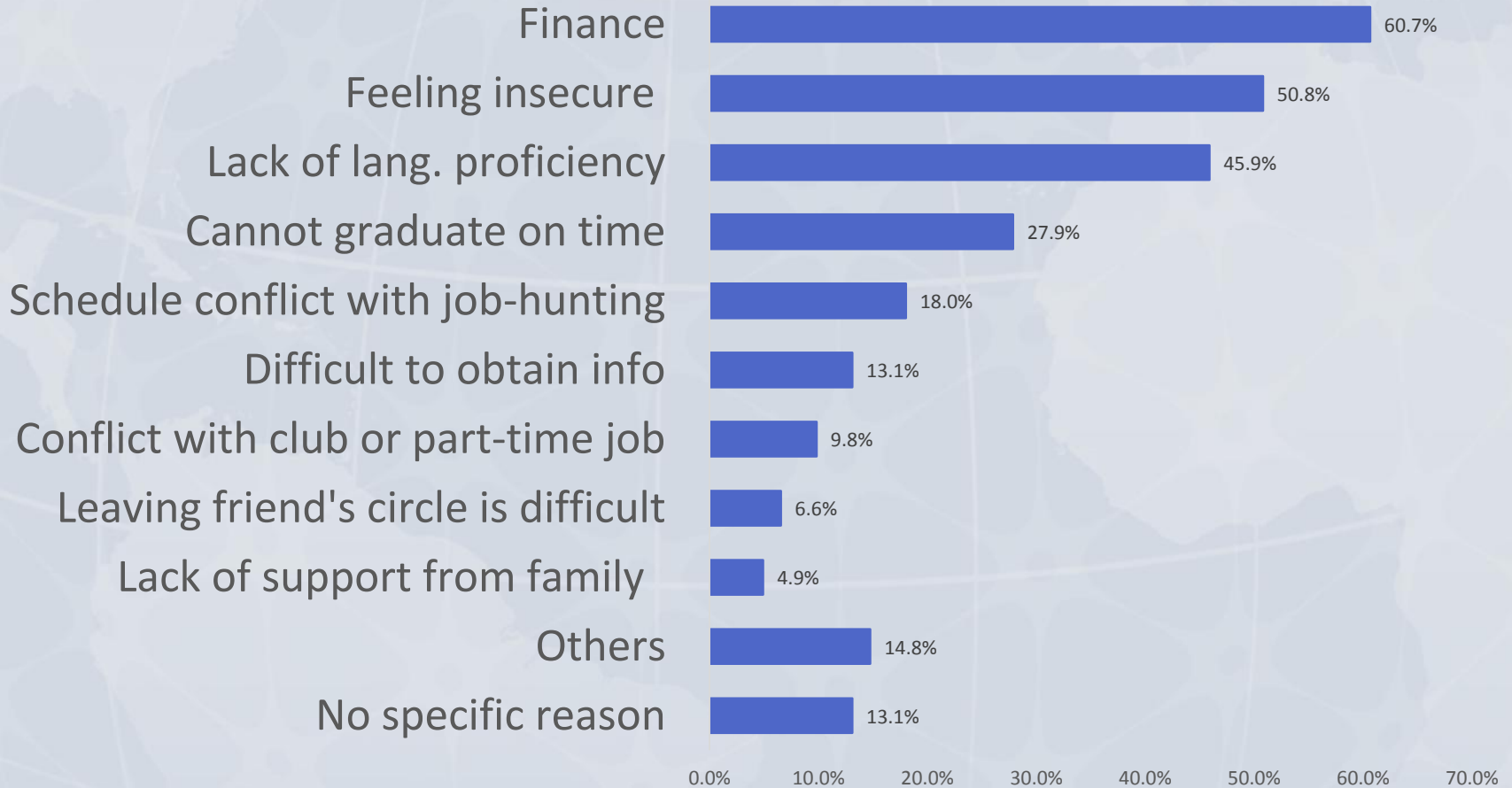


# Destination *for* Study Abroad



# Our Challenges

## Obstacle in Study Abroad





# Our Challenges

## Reaching Out to Students!

