

## Activities of the Admissions Office for G30 International Programs at Nagoya University (AO), April 2014-April 2015

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Since 2011, Nagoya University has offered full degree courses across a range of academic disciplines and taught completely in English. As of June 2015, six undergraduate and ten graduate programs were being offered.

**Table 1: G30 Undergraduate Programs at Nagoya University**

Program	Affiliated School	Majors
Automotive Engineering	Engineering	Mechanical Engineering
		Electrical Engineering
Biological Science	Science	Biological Science
	Agricultural Science	Applied Biosciences
Chemistry	Science	Chemistry
	Engineering	Chemical and Biological Engineering
Fundamental and Applied Physics	Science	Physics
	Engineering	Physical Science and Engineering
Social Science	Law	Law and Political Science
	Economics	Economics and Business Administration
Japan-in-Asia Cultural Studies	Letters	Japan-in-Asia Cultural Studies

**Table 2: G30 Graduate Programs at Nagoya University**

Graduate Program	Affiliated Graduate Schools	Master's	Doctoral
Automotive Engineering	Engineering	yes	no
Civil and Environmental Engineering	Engineering	yes	yes
Physics and Mathematics	Science, Mathematics	yes	yes
Chemistry	Science, Engineering	yes	yes
Biological and Bioagricultural Science	Science, Bioagricultural Science, Medicine	yes	no
Biological and Bioagricultural Science	Science, Bioagricultural Science	no	yes
Medical Science	Medicine	no	yes
Comparative Studies of Language and Culture	Language and Culture	yes	no
Economics and Business Administration	Economics	yes	no
Japan-in-Asia Cultural Studies	Letters	yes	no

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The most recent programs established were in 2014, when the School of Letters accepted the first cohort of new students in a program called *Japan in Asia Cultural Studies (JACS)*, and in 2016, when the Graduate School of Engineering intends to offer a new program in *Civil Engineering*. Given the importance of the G30 Program to Nagoya University's internationalization, and the wider range of countries from which applicants are coming from, it is essential to maintain a high standard for academic admissions. The aim of this report is to summarize the past year's activities of the department responsible for the recruiting and admission of students to the G30 International Programs at Nagoya University - the International Admissions Office (AO). Since the admissions process for most of the graduate programs are handled by individual Graduate Schools, the focus here will be limited to a description of the recruiting and admission of undergraduate students.

## Recruiting

Recruiting excellent students who are likely to do well in the G30 program is essential for its continued success. Since students who graduate from the Japanese education system are not eligible to apply to the program, all recruiting must be done either abroad or at international schools in Japan.

## School Visits

Perhaps the most important strategy of the AO is visiting high schools and meeting counselors advising stu-

dents on which university to apply. Occasionally schools will arrange meetings with students and their parents as well. On rare occasions, staff from the AO can speak directly to a large gathering of students, such as shown in Figure 1.

**Figure 1: AO staff member speaks to high school students in New Delhi, India**



Table 3 shows the countries and regions that AO staff met with high school counselors between April 2014 and April 2015.

As can be seen, in 2014 the AO focused on visiting schools in Southeast Asia, including Singapore, Thailand, Myanmar, and Vietnam. Staff also visited countries in East Asia, South Asia, and Oceania, including Australia, China, India, Guam, Hong Kong, Korea, Mongolia, Saipan, Sri Lanka, and Taiwan. The AO directs its attention to schools in these countries because many now

**Table 3: International Recruitment Trips by AO Staff (April 2014 - May 2015)**

Year	Month	Country
2014	April	Saudi Arabia*
2014	May	Australia
2014	July	USA, Malaysia, Singapore
2014	August	Thailand, Myanmar
2014	September	India*, Sri Lanka, Mongolia, Hong Kong*, Taiwan*, Vietnam*, Saipan, Guam
2014	October	Turkey, UAE, USA, India*
2014	November	China*, Uzbekistan, Europe
2015	April	South Korea, Saudi Arabia*

\*Accompanied by G30 faculty

Source: Admissions Office, Nagoya University

offer an English curriculum and excellent programs in Science and Mathematics. It helps that many students in the region find Japan appealing due to its geographical proximity. Some also recall developing a positive image of Japan after being exposed to its popular culture in their youth, especially animated television programs. While Asia is certainly the most important region for recruiting students, the education systems of North America, Europe, and the Middle East also make them promising sources of qualified applicants.

### International Associations

As well as meeting with counselors at their schools, the AO also attends the meetings of those professional associations that allow the opportunity to promote Nagoya University in front of large numbers of people at one time. While such conferences provide AO staff with the most up-to-date information in the field of international admissions, more importantly, AO staff can explain Nagoya University's admission requirements to counselors. Over the past two years, the AO has attended two such large conferences. The Overseas Association for College Admission Counseling (OACAC)<sup>2</sup> held their event in the United States in June while the Council of International Schools (CIS)<sup>3</sup> held theirs in Europe in October. Working with colleagues at other Japanese universities, the AO could present information about studying in Japan to high school counselors from all over the world. In 2015, consistent with Nagoya University's close relationship with Asia, the AO plans to also attend two large regional events, OACAC-ORI in China<sup>4</sup> and EARCOS-CIS in Thailand<sup>5</sup>.

### Inquiries and Visitors

For applicants and their families, the international admissions process can be confusing. To reduce this uncertainty, it is important, therefore, to respond to inquiries by telephone and email as quickly and comprehensively as possible. The AO replies to all inquiries

in either English or Japanese within 48 hours. Most questions come from prospective applicants, of course, but many also come from high school counselors and teachers. As Figure 2 shows, most inquiries come during the admissions period – almost 1000 in January 2015. Although the AO responds to questions about the undergraduate programs directly, it forwards all questions about the graduate programs to the respective graduate school.

The AO also welcomes visitors, such as applicants and their families, to the Nagoya University campus. When requested, visits to the dormitory for international students and classroom observations can be arranged. Furthermore, the AO also hosts visits from students and teachers from those high schools sharing agreements with Nagoya University's affiliated high school.

### Fairs and Overseas Offices

Education fairs, especially those with a focus on study in Japan, have been a common way to promote the G30 programs. As Nagoya University becomes more well-known, however, and as the AO comes to understand better the types of applicants, fairs are becoming less important as a major means of recruitment. While study abroad fairs attract high numbers of people interested in studying in Japan, they do not necessarily attract candidates that can meet the academic standards necessary for admission. Visiting selected schools and then introducing counselors to the possibility of completing a degree in English in Japan may be a more effective strategy. Still, given the unfamiliarity of many people with the idea of studying in Japan, strategically choosing to attend certain types of fairs allows the AO to reach large pools of potential applicants.

In addition to general study abroad fairs hosted by both private and public entities, Nagoya University also promotes the G30 programs through its overseas

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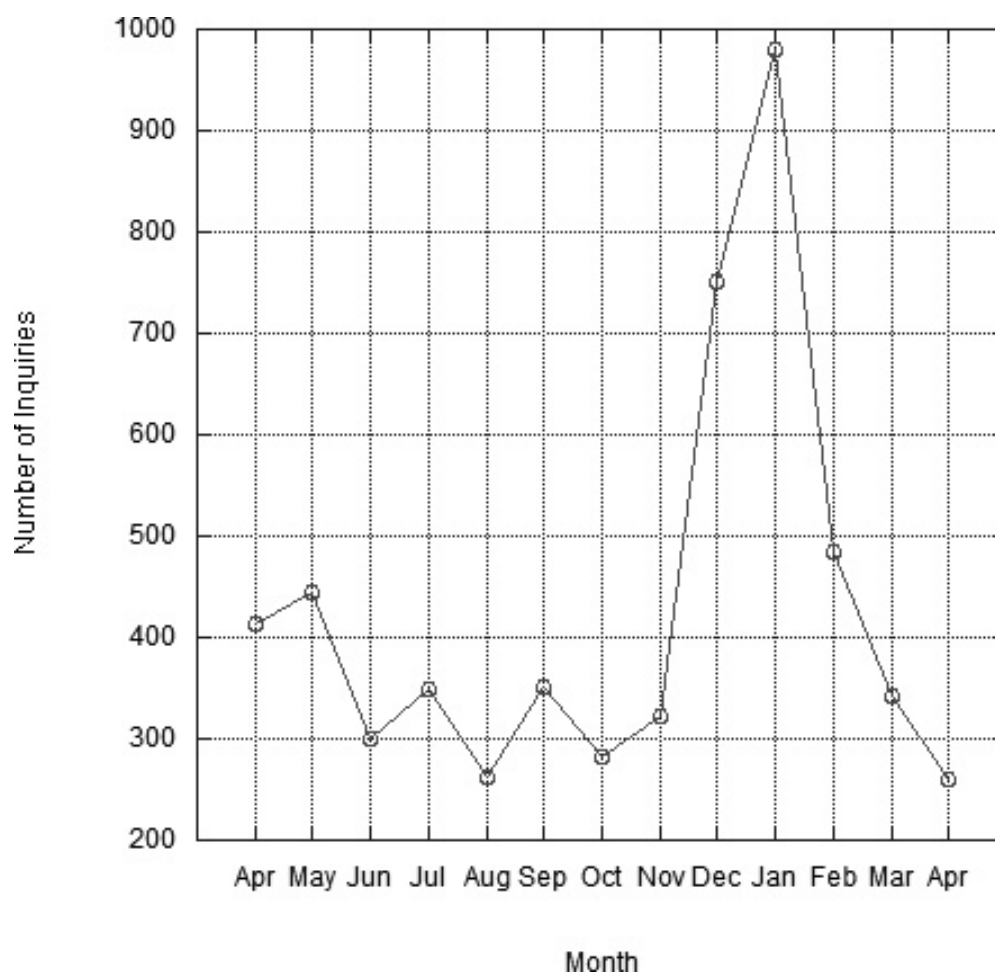
<sup>2</sup> <http://www.oacac.com/>

<sup>3</sup> <http://www.cois.org/>

<sup>4</sup> <http://www.oacac.com/ori-china>

<sup>5</sup> <https://www.earcos.org/>

Figure 2: Email Inquiries to AO, April 2014 to April 2015



Source: Admissions Office, Nagoya University

Table 4: Visitors to AO, April 2014 to April 2015

Year	Month	Description of Visitors
2014	April	Triamudomsuksa School, Suakularb Wittayalai (Thailand)
2014	April	Naresuan University (Thailand)
2014	May	中国東北師範大学附属高校 (China)
2014	June	Eleanor Roosevelt High School (USA)
2014	June	Jazan University (Saudi Arabia)
2014	July	University students from Myanmar
2014	July	Various high schools from North Carolina(USA)
2014	July	Shine Mongol High School (Mongolia)
2014	August	Raffles Institution (Singapore)
2015	February	High school students from Qatar
2015	February	High schools and teachers from China
2015	February	High school principals from South Korea
2015	March	University students from Philippines
2015	March	Bard High School Early College (USA)

Source: Admissions Office, Nagoya University

offices. In the past year, the offices in Uzbekistan and Thailand organized two major events promoting international programs. In November 2014, Nagoya University and its Uzbekistan Office sponsored two fairs, one in Tashkent and the other in Samarkand. Other Japanese universities were also invited to set up booths and present information about their international programs. In January 2015, Nagoya University and its Bangkok Office organized another event called “Celebrating Nagoya University’s Nobel Laureates with Friends in Thailand”. The highlight was a public lecture by Professor Hiroshi Amano, fresh from winning his Nobel Prize in Physics, on the Blue LED. Professor Toshihide Maskawa, another Nobel Prize winner from Nagoya, was also on hand to speak about his research and, hopefully, inspire small groups of high school students.

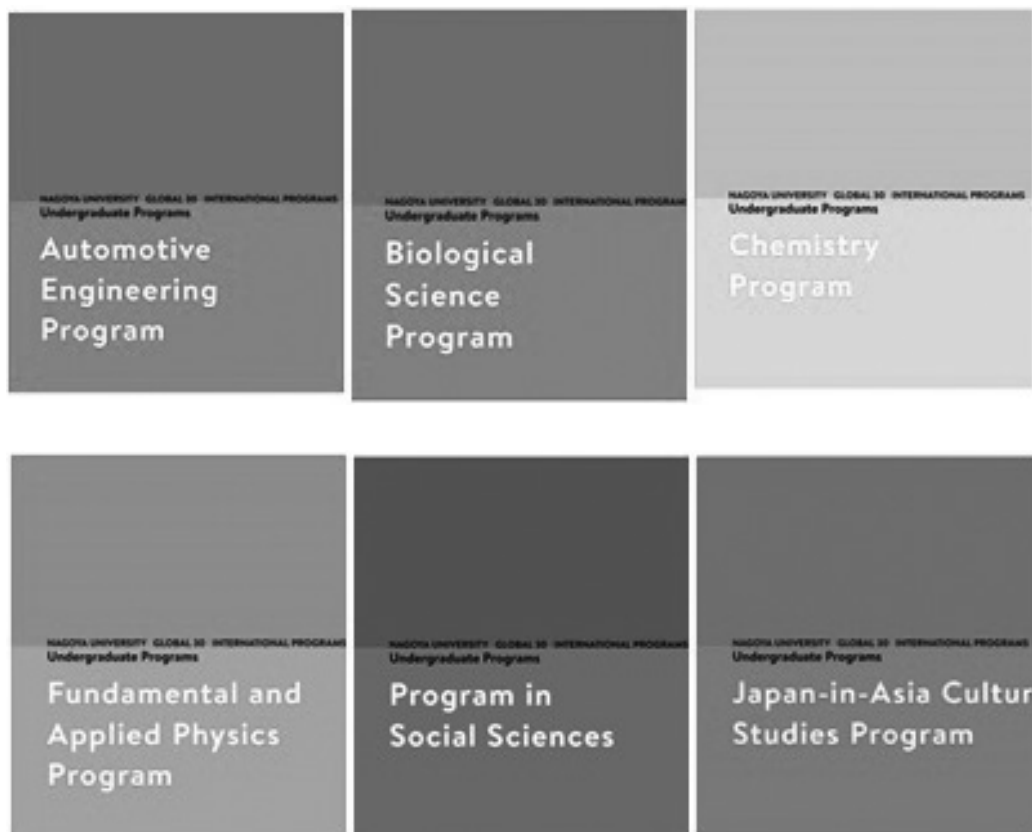
### Promotional Materials

In April 2015 the promotional materials used by the AO moved away from an approach of one-size-fits-all to one

that is more program specific. Rather than using a single brochure to showcase all of the G30 programs, the variety of promotional materials was expanded to provide more details about individual programs. Materials now include:

- A main brochure with a list of the English-taught undergraduate and graduate programs, including both G30 and non-G30. This also contains a general introduction to Nagoya University;
- Six color-coded A5 size leaflets for each undergraduate program with subject-related pictures and “student voice” columns (Figure 2);
- A graduate program brochure with a short introduction for each program and a page with contact information for international student advisers in each department (Figure 3);
- Poster with list of all G30 programs; and
- Tablecloth, chair cover and banner all in Nagoya University green.

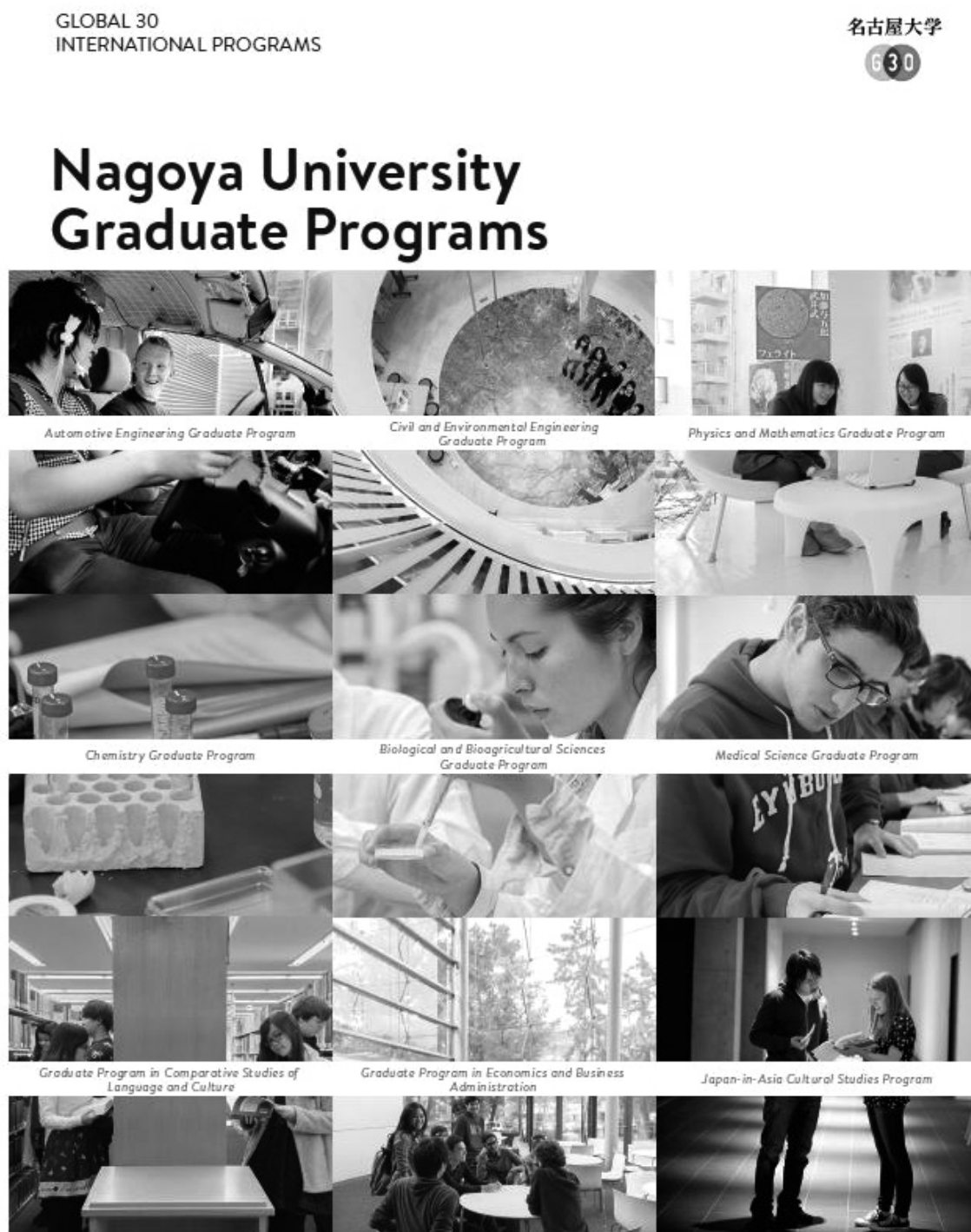
Figure 3: Covers of G30 Undergraduate Program Leaflets



By having a greater variety of materials, the AO can customize material focusing on individual programs depending on the recruitment event. Potential applicants can read in more detail about the content of a particular program which should aid them in deciding if it is a good

fit for their future career plans. Although the more colorful materials were designed to appeal to high school students, they continue to emphasize Nagoya University's quality of education and emphasis on nurturing young researchers.

Figure 4: G30 Graduate Program Brochure



### English Course Catalog

One of the biggest problems in the past was increasing awareness of the range of English-taught courses across a wide range of academic disciplines at Nagoya University. In 2014, therefore, a course catalog of all English-taught undergraduate and graduate courses was published in both hard copy and on-line at the Nagoya University Open Courseware website<sup>6</sup>.

### Websites

Three websites play an important role in providing information to potential applicants to Nagoya University's international programs. The most important website is, of course, that for the G30 Program<sup>7</sup>. This contains detailed descriptions of all programs and necessary information for applicants. The second most important website is the English version of the university-wide website for Nagoya University which provides links to information about not only the G30 program but about the university in general<sup>8</sup>. The third important website is that of the Global 30 Program run by the Ministry of Education<sup>9</sup>. This site provides a one-stop window for people with a general interest in university study in Japan.

### Social Media

The AO continues to use social media, specifically Facebook and Twitter, as a means to engage both potential applicants and current students. As of June 3, 2015, the Nagoya University International Programs Facebook page had 2061 "Likes" and the @NU\_admissions Twitter handle had 393 "Followers".

### Newsletter

To provide potential applicants with some idea of student life at Nagoya University, the AO publishes a monthly newsletter on the G30 website and Facebook page. Current students from a variety of countries and academic programs are invited to briefly write about their academic and/or social activities. As one example of how the newsletter can influence potential students, a current G30 student from India reported that a previous article actually encouraged her to apply to the program. While this is certainly not a decisive factor, the newsletter remains a simple and cost-effective way to reach potential applicants who want to hear the authentic voices of current students.

**Table 5: Newsletters by G30 Students**

Date	Student Name	School	Nationality
April, 2014	Moustafa Othman	School of Science	Egypt
May, 2014	Raashidah Tan	School of Science	Singapore
June, 2014	Norjin Zolboot	School of Science	Mongolia
July, 2014	Jemmy Gakutami Nomura	School of Science	Japan
August, 2014	Minsung Kim	School of Law	Korea
September, 2014	Michele Cosi	School of Agricultural Sciences	Italy/Thailand
October, 2014	Raemi Omori	School of Law	Japan/USA
November, 2014	Irfan Muhammad	School of Engineering	Indonesia
December, 2014	Jude Nwadiuto	School of engineering	Nigeria
January, 2015	Stanley Sheng	School of Engineering	China
February, 2015	Said Turaev	School of Law	Uzbekistan
March, 2015	Sirilalitya Bhagavatula	School of Science	India
April, 2015	Stacy Hadiwidjaja	School of Engineering	Indonesia

Source: Admissions Office, Nagoya University

<sup>6</sup> <http://ocw.nagoya-u.jp/nu/>

<sup>7</sup> <http://admissions.g30.nagoya-u.ac.jp/en/>

<sup>8</sup> <http://en.nagoya-u.ac.jp/>

<sup>9</sup> <http://www.uni.international.mext.go.jp/>

## Other Activities

The AO supports any activities on campus that promote the G30 programs. Since G30 students are scattered in various schools, two “G30 Lunches” were organized to encourage them to meet with one another. The AO also provided some support for the “G30 for Everyone” series of English-language public lectures open to faculty, staff, and students at Nagoya University and its affiliated high school. Faculty members teaching in the G30 program organized and gave the lectures but they were promoted on the G30 website and Facebook page.

## Admissions

While recruiting international students is important, the second important role of the AO is coordinating the admissions process for applicants to the G30 programs. The process includes an on-line application and document screening followed by short-listed candidates being interviewed. Although interviews of applicants in Japan can be conducted in person, the majority are done over Skype. The AO administers the on-line application system and screens all submitted documents before passing them on to the respective Schools. Interviews are also coordinated, a difficult process given the busy schedules of faculty members and applicants’

time zones.

## T-cens Online Application System

In December 2014, Nagoya University introduced a new on-line application system for the G30 programs called T-cens. Designed by the Graduate School of Engineering at Tokyo University and ICOM, a private company, it has simplified the process for applicants and made the work flow of the AO more efficient. Applicants can now, for instance, enter all information and upload all documents directly to the system. They also use it to request letters from their referees who then complete their evaluations on-line. The probability of miscommunication between the AO and applicants has been reduced because the message function immediately warns both if a required document is incomplete or has not been submitted. The system has other benefits including a simplified means to download applicant data in CSV format, the automatic sending of interview details to candidates, and the announcing of admissions results. Applicants can now also pay their fees completely on-line through PayPal, credit card, or bank transfer. Not only does the AO use T-cens in the admissions process but also after students enroll. Everyone can submit their flight information and dormitory application, for instance, on-line. Given the increasing number of applicants each year, this simpli-

**Table 6: Admissions Schedule, 2014-2015**

Dates	Admissions Schedule
1-Dec-14	1R: Admission Start
9-Jan-15	1R: Admission Deadline
16-Feb-15	1R: Announcement of Primary Screening Results
2-Feb-15	2R: Admission Start
23-Feb to 20-Mar	1R: Secondary Screening Period
6-Mar-15	2R: Admission Deadline
6-Apr-15	1R: Announcement of Admission Results
13-Apr-15	2R: Announcement of Primary Screening Results
20-Apr to 1-May	2R: Secondary Screening Period
25-May-15	2R: Announcement of Admission Results
20-May-15	RR: Admission Start
27-May-15	RR: Admission Deadline
17-Jun-15	RR: Announcement of Primary Screening Results
23-Jun to 1-Jul	RR: Secondary Screening Period
10-Jul-15	RR: Announcement of Admission Results

Source: Admissions Office, Nagoya University

fied admissions and enrollment process should reduce human error in the AO and allow faculty and staff to focus on those jobs that require greater cognitive effort.

### Enrolled Students

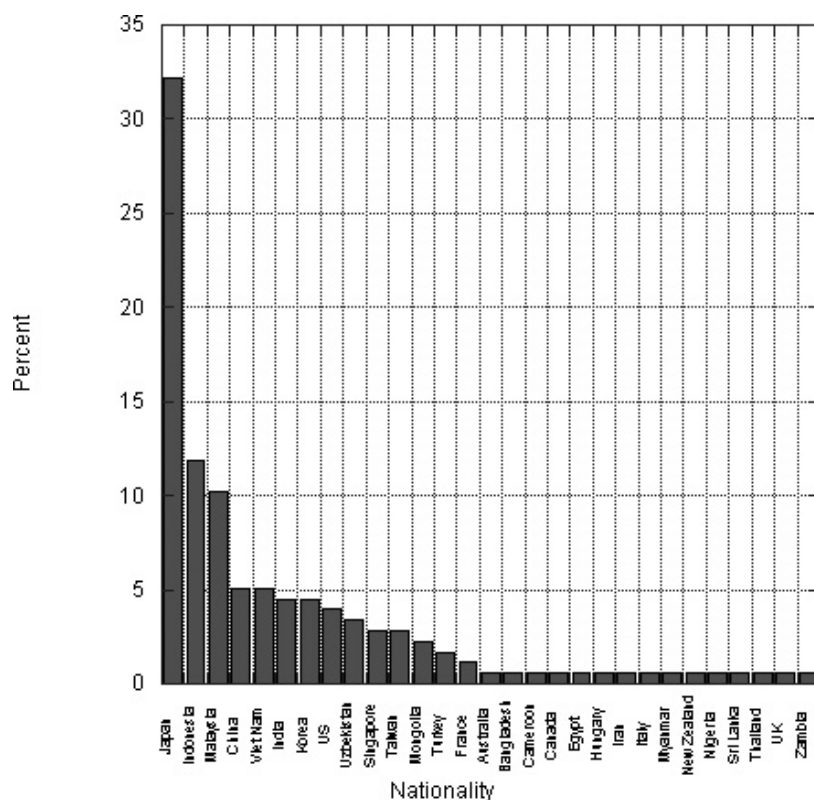
As shown in Figure 5, most students enrolled in the G30 programs at Nagoya University tend to belong to a small number of nationalities.

About one in three students in the G30 undergraduate program are Japanese. Most completed their high school education abroad while a minority completed their secondary education at an international school in Japan. Most students in the program tend to be from other Asian countries, including Indonesia (10 percent) and Malaysia (10 percent). Just over five percent come from China and Vietnam while just under five percent come from India and South Korea. Just over five percent come from China and Vietnam while just under five percent come from India and South Korea.

### The Future

The pressure for universities in Japan to internationalize remains unabated. For the Ministry of Education's Top Global University Project, Nagoya University has set a target of 3200 international students by 2023. This will be challenging given that Japan remains less well-known for its full-degree programs than North America, Europe, and Australia. Furthermore, more universities in Japan are offering English-taught programs so competition for good international students will intensify. Nevertheless, with Nagoya University's growing number of English-taught courses emphasizing research skills, and a recruiting and admissions process that aims to take only highly qualified students, the G30 programs and the AO will continue to play a key role on campus in the coming years.

Figure 5: Nagoya University G30 Undergraduate Program, Percentage of Students by Nationality, 2015



Source: Admissions Office, Nagoya University