

Report on the Activities of the Department of International Programs (G30 International Program), 2020-2021

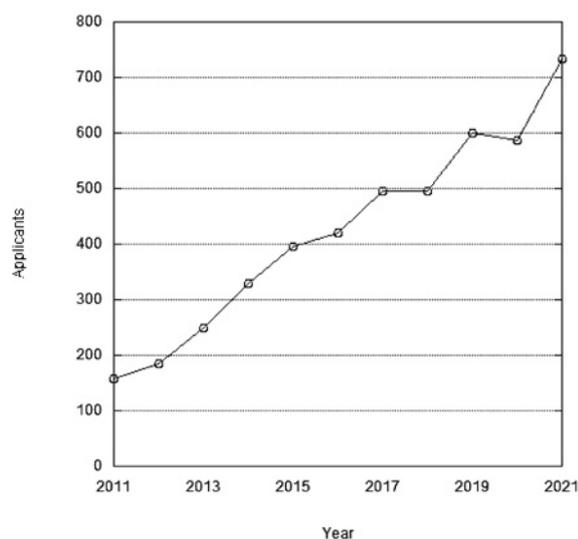
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This report summarizes the activities of the Department of International Programs in the International Education and Exchange Center at Nagoya University. It focuses on the activities of the International Admissions Office (AO) between April 2020 and March 2021. Although the AO supports the admission of G30 graduate students, this is the responsibility of individual graduate schools. As a result, the emphasis here is on the activities related to the undergraduate program.

Admissions

Figure 1 shows the number of applicants to the G30 undergraduate programs between 2011 and 2021.

Figure 1: Applicants to the G30 Undergraduate Program, 2011-2021

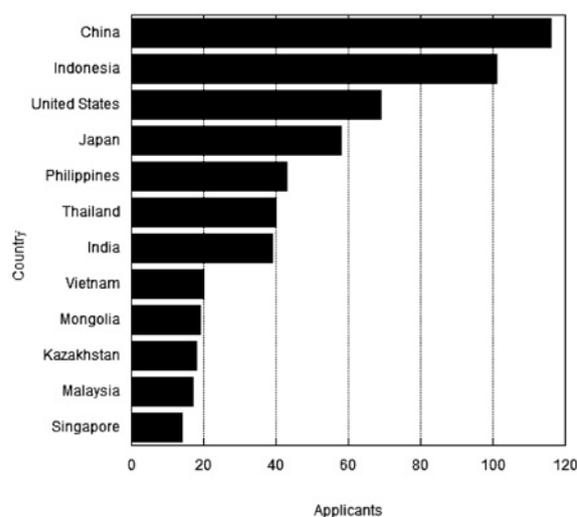


Source: International Admissions Office, Nagoya University

The number of applicants grew over ten years to over 700 in 2021. Despite the pandemic, this was the highest number of applicants in a single year. Several reasons may possibly be behind this. First, it may represent the growing interest in the G30 program. Second, the large number of applicants could be because of the uncertainty caused by the COVID-19 pandemic. Young people looking to go to university overseas may have applied to a larger number of colleges and universities than they would in a non-pandemic year. Third, this might reflect the growing importance of online recruitment and the effectiveness of the AO's use of country-specific webinars to attract applicants.

Figure 2 shows the number of applicants to the G30 undergraduate programs by high school location in 2021.

Figure 2: Applicants to the G30 Undergraduate Program by Location of High School, 2021



Source: International Admissions Office, Nagoya University

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The top five locations of high schools were China, Indonesia, the United States, Japan, and the Philippines. This differs somewhat from 2020, when the top five locations were China, Indonesia, Japan, Thailand, and the United States. The past few years have seen a growing interest among students studying in the Philippines. The COVID-19 pandemic does not seem to have had a major impact on where applicants come from.

Recruiting

Webinars

Because of the COVID-19 pandemic, AO staff could not travel during the annual recruiting period from July to November 2020 and March 2021. Instead, they organized Nagoya University International Programs webinars and joined online education fairs. The Admissions Office hosted 49 webinars, 18 of which were co-hosted with the Japan University Consortium (JUC)³. For each webinar, the AO gave a presentation for 15 to 30 minutes, followed by a one-hour question-and-answer session.

Online School Visits

In 2020-2021, maintaining contact with high school counselors, especially those with whom the AO had established a long-term relationship, was a strategic priority. Staff conducted 36 online meetings with schools or individual potential applicants. These meetings allowed for engagement with students, counselors and parents more easily than via webinars.

Online Fairs

In 2020-2021, the AO attended 27 online education fairs, two organized with JUC. Since there were no in-person education fairs, staff attended online fairs only.

Professional Conferences

Every year, the AO joins two major conferences, the International Association for College Counseling (IACAC) conference in July and the Council of International Schools (CIS) Forum in November. In 2020, AO staff and faculty attended both online. Such conferences are important for professional development, understanding international trends, and increasing the visibility of the G30 program among high school counselors.

Website

The Nagoya University International Programs website remains the most important tool for attracting applicants. In 2020-2021, the AO made the following updates:

- Added “News and Events” to top of page⁴;
- Added announcement board to top page;
- Added event page⁵;
- Added photo gallery⁶;
- Added video gallery with tutorials on application and link to public relations videos⁷;
- Added new pages for easier access and to reduce scrolling.

Public Relations Videos

The AO collaborated with G30 undergraduate students to record three new public relations videos to promote the G30 program. Each video shows interviews with students talking about their experience in the G30 program.

Social Media

The G30 International Programs continue to operate three main social media accounts: Facebook, Instagram, and Twitter. The most important is Facebook. On June 1, 2021, the Facebook page had 10,672 followers⁸. Social media is essential because the target audience is teenag-

³ <https://studyinginjapan.wixsite.com/website>

⁴ <https://admissions.g30.nagoya-u.ac.jp/>

⁵ <https://admissions.g30.nagoya-u.ac.jp/event/>

⁶ <https://admissions.g30.nagoya-u.ac.jp/photogallery/>

⁷ <https://admissions.g30.nagoya-u.ac.jp/videoarchives/>

⁸ <https://www.facebook.com/NagoyaG30/>

ers. Posts announcing the opening of admissions saw the greatest engagement. Since 2020, the AO has increased cooperation with various international student groups on campus, including NUISG⁹, NUFSA¹⁰ and COFSA¹¹.

Conclusion

The Department of International Programs continues to promote the G30 International Programs. Although we hope the COVID-19 pandemic to be under control by 2022, we expect to use more online tools to recruit new students.

⁹ <https://www.instagram.com/g30xnuisg/>

¹⁰ https://www.instagram.com/nufsa.nagoya_university/

¹¹ <https://www.instagram.com/cofsa.nu/>