

Report on the G30 Admissions Office, Department of International Programs, 2015-2016

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Introduction

The following report provides background information on the applicants and enrolled students in the Global 30 Programs (G30) at Nagoya University. It then briefly outlines the activities from April 2015 to March 2016 of the International Admissions Office (AO) in the Department of International Programs, International Education and Exchange Center. Although the G30 includes both undergraduate and graduate programs, the primary focus here is on the undergraduate programs. Since October 2011, Nagoya University has offered an English-taught curriculum to degree-seeking students with an international education background. Two categories of students may enter the program - international students and returnees. *International students* are applicants

who do not have Japanese nationality or permanent residency. *Returnees* are those with Japanese nationality but who studied in a language other than Japanese. Admitted students enroll in a single program offered by a specific School or Graduate School.

G30 Programs at Nagoya University

Table 1 displays the six Schools that teach the 11 G30 undergraduate programs at Nagoya University.

The G30 offers a variety of programs in engineering, the natural sciences, the social sciences, and the humanities. The most recent program added was Japan-in-Asia Cultural Studies in October 2014.

Table 1: G30 Undergraduate Programs at Nagoya University

Program	School
Automotive Engineering	<ul style="list-style-type: none"> • Engineering (Mechanical Engineering) • Engineering (Electrical, Electronic/Information Engineering)
Biological Science	<ul style="list-style-type: none"> • Science • Agricultural Sciences
Chemistry	<ul style="list-style-type: none"> • Science • Engineering
Fundamental and Applied Physics	<ul style="list-style-type: none"> • Science • Engineering
Social Sciences	<ul style="list-style-type: none"> • Law • Economics
Japan-in-Asia Cultural Studies	<ul style="list-style-type: none"> • Letters

Source: Nagoya University

¹ The author wishes to thank Marion Kinder, Kosuke Shobatake, Yoichi Oda, Mitsuyoshi Kosaki, Yoko Asai, and Mika Aoyama for help in the preparation of this report. Responsibility for the information and views set out in this report are those of the author and do not necessarily reflect the official opinion of Nagoya University. The author can be reached at linley.matthew@j.mbox.nagoya-u.ac.jp

Table 2: G30 Graduate Programs at Nagoya University

Program	Graduate School	Master's	Doctorate
Automotive Engineering Graduate Program	• Engineering	Yes	No
Civil and Environmental Engineering Graduate Program	• Engineering	Yes	Yes
Physics and Mathematics Graduate Program	• Science • Mathematics	Yes	Yes
Chemistry Graduate Program	• Science • Engineering	Yes	Yes
Biological and Bioagricultural Sciences Graduate Program	• Science • Bioagricultural Sciences • Medicine	Yes	No
Biological and Bioagricultural Sciences Graduate Program	• Science • Bioagricultural Sciences	No	Yes
Medical Science Graduate Program	• Medicine	No	Yes
Graduate Program in Comparative Studies of Language and Culture	• Languages and Cultures	Yes	No
Graduate Program in Economics and Business Administration	• Economics	Yes	No
Japan-in-Asia Cultural Studies Graduate Program	• Letters	Yes	No

Source: Nagoya University

As shown in Table 2, eight graduate schools host 15 G30 graduate programs.

Programs with no undergraduate counterpart include civil and environmental engineering, medical science, and comparative studies of language and culture. Overall, Nagoya University offers various English-taught programs.

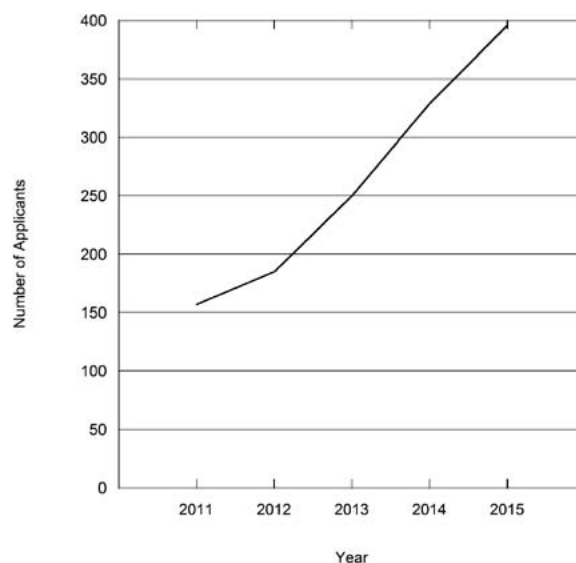
Students Enrolled in G30 Programs

The popularity of the G30 has grown consistently since 2011. Figure 1 shows that since Nagoya University established the program, more people are applying.

In the first year of the program, roughly 160 candidates applied for admission. By 2015, the number of applicants had more than doubled to almost 400 with the sharpest increase coming after 2012.

As mentioned earlier, only international students and Japanese returnees may apply to the G30. Irrespective of nationality, Nagoya University evaluates all applicants by screening documents and then interviewing short-listed candidates. Everyone must have completed at least 12 years of study and received a minimum of two of

Figure 1: Applicants to the Nagoya University G30 Undergraduate Programs, 2011-2015

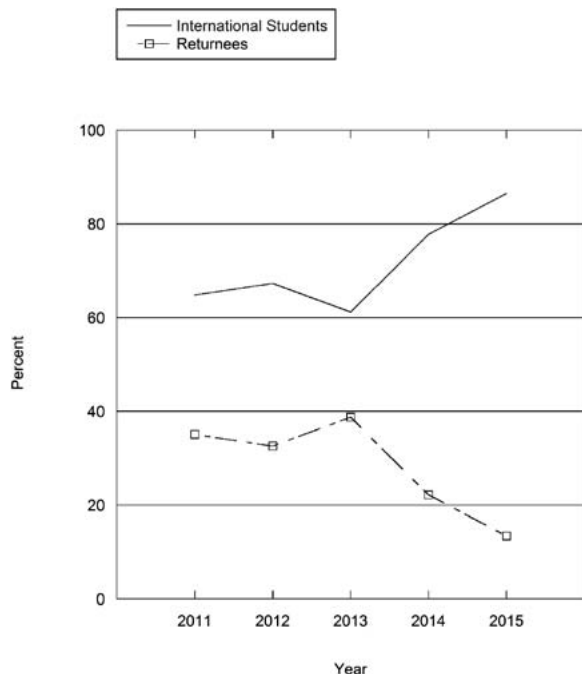


Source: International Admissions Office, Nagoya University

the last three years of their education in a language other than Japanese. Candidates with Japanese nationality may apply if they graduate from a high school abroad or studied at an accredited international school in Japan.

Figure 2 shows the percentage of G30 enrollees between 2011 and 2015 who were international students and returnees.

Figure 2: Percentage of Undergraduate International Students and Returnees Enrolled in G30 International Programs by Year, 2011-2015



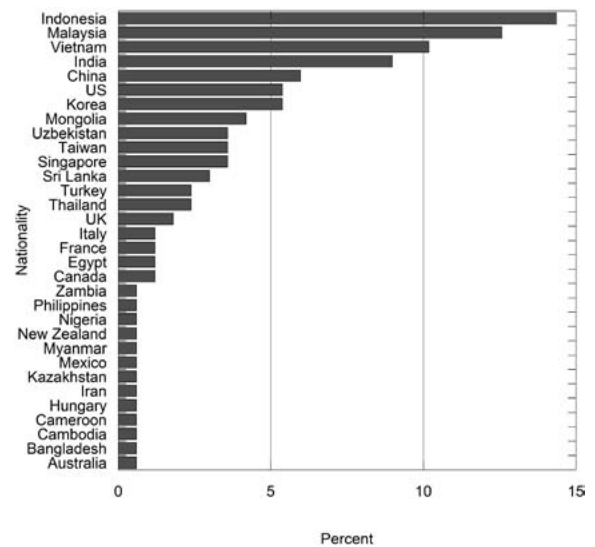
Source: International Admissions Office, Nagoya University
 Note: This data shows only the percentage of students in each category at enrollment.

The percentage of international students enrolling in the G30 program rose from 65 percent in 2011 to 87 percent in 2015. The number of returnees also increased between 2011 and 2013 but decreased sharply between 2013 and 2015. In short, the trend indicates an increasing percentage of international students enrolling in the G30 program and a decreasing percentage of returnees.

Between 2011 and 2015, international students from 32 different nationalities enrolled in the undergraduate programs (Figure 3).

Nagoya University has long been a popular destination for students from Asia. While most international students on campus are Chinese, the G30 includes a more diverse collection of nationalities. The largest percentages of students to enter held passports from Indonesia, Malaysia, Vietnam, India, and China. The most citizens to not come from an Asian country were from the United States.

Figure 3: Percentage of Undergraduate International Students Enrolled in G30 International Program by Nationality, 2011-2015



Source: International Admissions Office Nagoya University
 Note: This data shows only the percentage of students at enrollment.

The International Admissions Office

The following section describes the duties of the International Admissions Office in the Department of International Programs from April 2015 to March 2016. It plays the central role in G30 admissions for both undergraduate and graduate programs.

Admissions

We can divide the AO's annual duties into three time periods - admissions, recruiting, and student enrollment.

1. Admissions (December to June). This is the period for the first and second rounds of G30 admissions, peaking in January and March. AO duties include:

- Document screening of all applicants for undergraduate and graduate programs;
- Credential evaluation of all applicants for undergraduate programs; and
- Admission interviews.

2. Recruiting (July-December). Although the AO recruits students all year, this is the main season for

school visits and education fairs. I will discuss its means of recruiting in more detail in the following section.

3. Student Enrollment (May-October). After announcing admission results, the AO turns to student enrollment for the October intake of G30 students. Duties include:

- Enrollment and visa procedures;
- Pre-arrival instructions and orientation;
- Scholarship award ceremony; and
- October G30 welcome party.

Recruiting

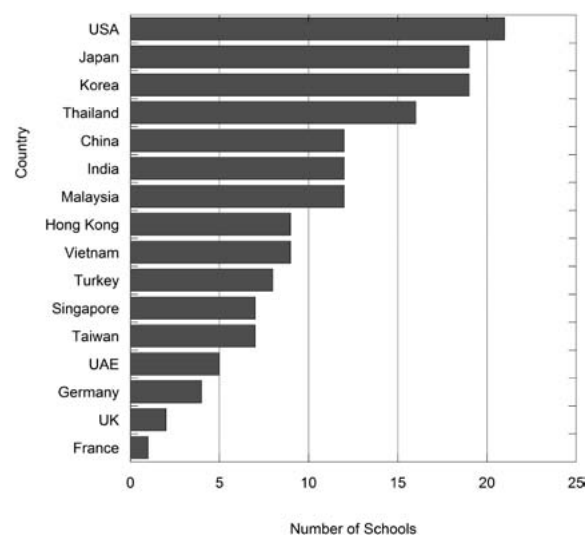
The AO recruit degree-seeking international students for Nagoya University with an emphasis on the G30. Since many high school students outside of Japan do not know Nagoya University, faculty and staff reach out to potential applicants using various methods. The AO cooperates with Nagoya University's overseas offices in Mongolia, Thailand, Vietnam, Germany, Uzbekistan, and China, as well as its technology partnership in North Carolina, USA. Local staff go with AO representatives on visits to in-country schools and host information sessions for admissions councilors, potential applicants, and their families.

School Visits

The AO visits secondary schools with reputations for sending their students to international destinations for higher education. School visits can be effective because the AO approaches the counselors and students directly to tell them about the G30. Figure 4 shows the number of school visits in each country by AO staff from 2015 to 2016.

Between April 2015 and March 2016, the AO visited 163 schools in 46 cities in 16 countries. It may take long to increase school councilors' awareness of a relatively new program like the G30 but it is important to update counselors every year. AO staff often return to schools that have shown past interest and those which have graduates studying at Nagoya University.

Figure 4: Number of Schools AO Visited by Country, April 2015 to March 2016



Source: Nagoya University International Admissions Office
N=163

School and Education Fairs

Though not as effective in reaching potential applicants as school visits, school and education fairs remain another means to publicize Nagoya University to many people interested in higher education. Those organized by Japanese universities and organizations help locate potential applicants with a general interest in Japan. Sometimes, such as the Education Fair hosted by Nagoya University in Tashkent, Uzbekistan in 2015, local media may also attend and broadcast information to an even wider audience. Fairs can also offer the AO an opportunity to evaluate (unscientifically, of course) interest among local citizens in studying at a Japanese university. The AO counts the number of visitors to the Nagoya University booth to help decide whether it is worthwhile attending the same fair in the future. Although educational fairs offer the chance to meet many people interested in study abroad, sheer numbers can make it difficult to advise individuals. Sometimes AO staff have opportunities to speak at length with potential applicants while on other occasions they may respond to only the simplest of questions. Table 4 shows the 13 school and education fairs the AO attended in 2015-2016.

As mentioned above, Nagoya University cooperated with

Table 4: Fairs Attended by Admissions Office, April 2014 to March 2015

Month	Name of Fair	Country
September	Kanto Plain Fair	Japan
October	Discovery College Education Fair	Hong Kong
October	Yew Chung International School University Fair	Hong Kong
October	JASSO Education Fair 2015	Mongolia
October	Experience Japan Exhibition 2015, San Francisco	USA
November	Yokohama Education Fair	Japan
November	Education Fair	Uzbekistan
November	Experience Japan Exhibition 2015	UK
November	第3回日本留学促進プロモーション	UAE
December	JASSO Education Fair 2015	Thailand
January	ESF University Fair 2016	Hong Kong
February	AOBA University Fair	Japan
March	KIST Spring University Fair 2016	Japan

Source: Nagoya University International Admissions Office

Table 5: Professional Association Meetings Attended by AO, 2015

Association	Conference Title/Theme	Date	Location
International Association for College Admission Counselling (IACAC)	OACAC 2015 at the University of Oregon	July 2015	Eugene, Oregon, USA
IACAC	OACAC Regional Institute - China	August 2015	Shanghai, China
CIS-EARCOS	CIS - EARCOS Institute on Higher Education Admission and Guidance	October 2015	Bangkok, Thailand
Council of International Schools (CIS)	CIS Forum on International Admission and Guidance	November 2015	Edinburgh, Scotland

Source: International Admissions Office, Nagoya University

its Uzbekistan Office to host an education fair in Tashkent. Public awareness of the G30 has much room for growth so fairs remain useful in reaching large numbers of students interested in international higher education.

International Associations

Given the time and cost of visiting schools all around the world, the most efficient means to introduce the G30 to high school counselors is by joining conferences hosted by international associations. Table 5 shows the meetings attended by AO staff in 2015.

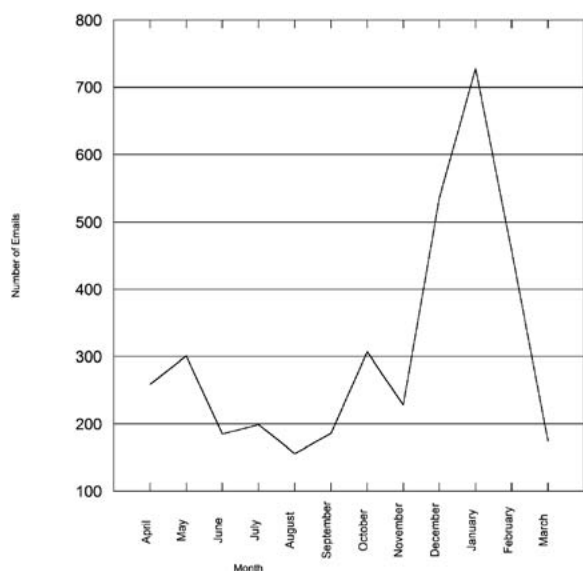
Besides meeting with counselors, such events provide AO staff the chance to update their knowledge on the latest trends in international admissions and recruitment through lectures and workshops.

Inquiries and Visitors

The first contact for most potential applicants to the G30 with someone working at Nagoya University is when they submit an admissions inquiry to the AO. They do this most often through the T-Cens admissions system, email, telephone, social media, or visiting the office in person. The easiest way to communicate with applicants is through a platform similar to real-time chat on the on-line admissions system. The second most common means of communicating with applicants is through email (Figure 4).

The total number of inquiries last year using only email was close to 4000. Inquiries peaked in January, the month in which applications for the undergraduate programs are due. It was lowest in August, which are holidays in many countries and before the application

Figure 4: Email Inquiries about G30 Program by Month, April 2015 to March 2016



Source: International Admissions Office Nagoya University

period.

Nagoya University also welcomes institutional visits by specific schools and organizations to the Higashiyama Campus. Table 6 shows the number of institutions that made official visits to Nagoya University in 2015-2016 and with which the AO also had contact.

Such visits provide teachers and students with the op-

portunity to talk to AO staff, to see the campus, and to talk to current G30 students and faculty.

Promotional Materials

Website. Anecdotal evidence suggests that the first contact most applicants have with the G30 is through the Nagoya University G30 International Programs English website². Recognizing the importance of preserving an attractive and easy-to-use central location for applicants and their parents, the AO is developing a new website that should open in late 2016.

Social Media. On May 23, 2016, the Nagoya University International Programs Facebook page, managed by the AO, had 2946 likes and the Twitter account had 530 followers. The AO highlights English-language posts, including links to news stories that mention research at Nagoya University; human interest stories about the city of Nagoya; or photographs taken by AO staff on campus.

Blog. Last year the AO introduced a blog for student newsletters³. Each month a G30 student writes about their experiences in Nagoya and uploads a series of related photographs.

Printed Materials. The AO gives out the G30 brochure, program specific brochures and the G30 poster⁴.

Table 6: Presentations by AO to Nagoya University Institutional Visitors

Month	Name of Institution	Country
May	NIST International School	Thailand
	United World Colleges	Singapore
July	AFS International School	Singapore
	Bangkok Patana School	Bangkok
	JICA	Vietnam
October	JENESYS 2.0	China
November	High schools from Finland	Finland
	Sacred Heart Canossian College	Hong Kong
January	University in Abu Dhabi	UAE

Source: International Admissions Office, Nagoya University

² <http://admissions.g30.nagoya-u.ac.jp/en/>

³ <https://nagoyauniversityao.wordpress.com/>

⁴ http://admissions.g30.nagoya-u.ac.jp/en/images/stories/media/g30_brochure_web_2015_0625.pdf

We also have a Nagoya University G30 banner and table cloth for use at fairs and exhibitions.

Giveaways. The AO shares with guidance counselors and potential applicants pens, clear files and a newly designed G30 *uchiwa* (Japanese-style fan) that includes contact information and a QR code that takes anyone interested directly to the G30 website.

Conclusion

This report has provided recent information about admitting students to the G30 and the work of the International Admissions Office. The G30 contributes to making Nagoya University a more cosmopolitan and interesting place to study and work. First, Nagoya University staff, faculty and students, often using English, have more chances to interact with people from a wide range of cultures and societies. Second, the increase in the number of English-taught classes has also led to an increase in the number of international faculty. This increases opportunities for Japanese students to take new and exciting courses. Third, G30 students can use the language skills, social skills and knowledge they gained in their years abroad to act as a cultural bridge between international students and their domestic counterparts. Finally, after graduating, some G30 students will promote Nagoya University staying in Japan while others will promote it abroad.

The AO will continue to play an important role in at-

tracting and admitting qualified applicants to the G30. With over seven years of experience, it is now the main source of information and know-how on evaluating the academic qualifications of students from a wide variety of educational backgrounds. Further, the AO can provide information in English about Nagoya University to school counselors, potential applicants and their parents. Moving forward, it will continue to work closely with each School to recruit and admit the most qualified candidates.

In the future, the AO faces two great challenges. First, the number of applicants to the G30 has risen dramatically and will likely continue to do so. It is necessary, therefore, to increase the efficiency of document screening and interviews while also maintaining quality control. The second challenge involves responding to the growing competition in recruiting. In 2011, Nagoya University was one of only a few Japanese universities with an office devoted to international recruitment. Today, universities from Japan, as well as other destinations in Asia, work harder than ever before to attract the best students. Despite these challenges, however, the AO continues to build on its past experiences and professionalizing its faculty and staff. Though the process is not yet complete, it will continue striving to be a model office not only for the recruiting and admission of degree-seeking international students but also providing a bilingual gateway for students seeking to enter Nagoya University.