

# Report on the Activities of the G30 Admissions Office, Department of International Programs, 2016-2017

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## Introduction

This report provides information about the activities of the International Admissions Office (AO), Department of International Programs in the International Education and Exchange Center at Nagoya University between April 2016 and March 2017<sup>1</sup>. The AO cooperates with the central administration, Schools and Graduate Schools to handle the admissions process and recruiting of applicants to the G30 undergraduate and graduate programs<sup>2</sup>. It also provides support for short-term student exchanges such as the Japan-Canada Student Forum, the St. John's College Short-Term Exchange, and NUSTEP. This report focuses on the admissions and recruiting activities for the G30 undergraduate programs from April 2016 to March 2017.

### *The G30 International Program at Nagoya University*

In 2011, Nagoya University introduced the G30 International Program, an umbrella term referring to 11 undergraduate programs, nine Master's programs, and five doctoral programs in which the medium of instruction is English<sup>3</sup>. Students entering the undergraduate programs select courses in Science, Engineering, the Social Sciences or the Humanities. Despite a short history, Nagoya University recognizes the G30 as contributing to the growth in the number, and diversity, of international students. The program has also led to an increase in the number of non-Japanese faculty members and a greater choice of English-taught courses available to Japanese

students. But perhaps the most significant contribution of G30 students happens after they graduate. Alumni from the two graduating classes of 2015 and 2016 have found jobs both within and outside Japan while other classmates have matriculated at top universities around the world. Not only does the G30 Program play a decisive role in changing the environment on-campus but it also aids in extending Nagoya University's international network.

### *The Role of the International Admissions Office (AO)*

The International Admissions Office plays a pivotal role in both recruiting and admitting G30 students. All AO faculty and staff have second language skills along with knowledge of data analysis, marketing, and university admissions. More than ever before, students who want to study abroad have a wider choice of where they want to go. Considering the importance of this challenge, the AO has developed a long-term strategy that revolves around identifying high schools for a face-to-face meeting with counselors, students, and their parents. This approach also emphasizes fast and courteous communications with potential enrollees. All year long, the AO devotes time and resources to responding to hundreds of inquiries from potential applicants and their families. But it is during the admissions season that the AO shows its greatest value to Nagoya University, handling hundreds of applications and checking multiple documents for each candidate over a short period.

<sup>1</sup> The Authors wish to thank Princess Grace Kamila, Yoichi Oda, and Yoko Asai for their help in preparing this report. All opinions expressed in this report represent those of the Authors and not of Nagoya University.

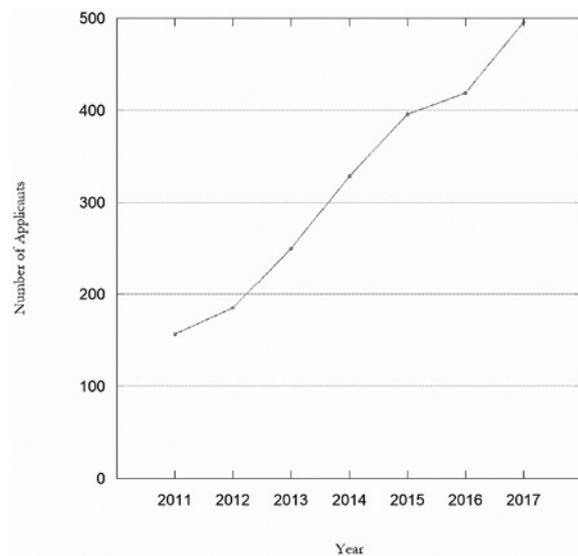
<sup>2</sup> This office does not handle admissions of Japanese students.

<sup>3</sup> For more information please see <http://admissions.g30.nagoya-u.ac.jp/>

## Admissions

Every year, the AO's workload supporting the admission process is steadily increasing. As shown in Figure 1, the number of applicants per year to the G30 undergraduate program steadily grew between 2011 to 2016.

**Figure 1: Applicants to the Nagoya University G30 Undergraduate Program, 2011-2016**

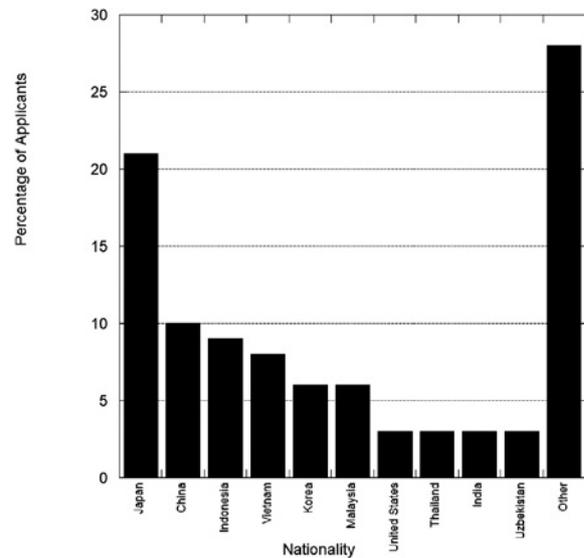


Source: International Admissions Office, Nagoya University  
N=7

Whereas in 2011 the AO had to check and process 157 applications, this number rose to 496 in 2017. This consistent growth of applicants each year suggests that the reputation of the G30 programs is spreading. The number of candidates is likely to go up over the next few years as well.

From where do most applicants to the G30 programs come? For the cohort applying for 2017 admissions, about 20 percent had Japanese nationality (Figure 2).

**Figure 2: Top Ten Countries of Applicants to the Nagoya University G30 Undergraduate Program, 2016**



Source: International Admissions Office, Nagoya University  
N=496

Although most G30 applicants for the undergraduate program are Japanese nationals, they must have completed a non-Japanese high school curriculum. The backgrounds of such candidates tend to vary. A few are dual citizens, perhaps having one Japanese parent but lived abroad their entire life. Others may have two Japanese parents but have never lived in Japan due to their parents' jobs while another group grew up in Japan but only attended international schools.

Reflecting where Nagoya University is most well-known, applicants from other countries tended to be from Asia. About ten percent were Chinese, eight percent were Indonesian, and seven percent were Vietnamese. The only non-Asian nationality in the top ten was the United States. Meanwhile, about 27 percent of applicants were of other nationalities. These results suggest two facts. First, the G30 Program is appealing to many families in which at least one parent is Japanese but the child did not study in the Japanese education system. Second, the program seems to be more well-known in Asia than other parts of the world.

## Recruiting

The AO also takes responsibility for recruiting can-

didates from international schools in Japan and high schools abroad. Increasing applicants to Nagoya University is becoming more and more challenging because of the rapid rise in the global rankings of universities in Asian societies such as Singapore, China, Hong Kong, and South Korea. Other schools within Japan are also becoming more aggressive in seeking international students. Within this environment, the AO uses a strategy of face-to-face meetings and on-line contact to increase awareness of the G30 programs among high school students, their parents, and counselors.

### *School Visits*

School visits by AO staff are perhaps the most efficient strategy in recruiting applicants likely to meet G30 admission requirements. Table 1 shows the number of high schools the AO visited between April 2016 and March 2017.

Within just five months, AO staff visited 154 overseas schools, mostly in Asia and the United States. Building trust in face-to-face meetings and repeated visits increases confidence among counselors in recommending their students to apply to Nagoya University. Students also learn about the still-novel idea of completing a degree in Japan in English. Those who decide to apply also benefit because AO staff can explain eligibility requirements and advise them on how best to prepare their documents. Applicants from schools the AO visited tend to submit fewer incomplete applications than those they did not visit.

### *School and Education Fairs*

To reach a wider range of students in a city with interest in studying in Japan, Nagoya University can set up a booth at an education fair. Table 2 shows the events that the AO attended in 2016-2017.

**Table 1: Overseas School Visits by AO by Month and Country, April 2016-March 2017**

<b>Month of Visit (2016)</b>	<b>Country</b>	<b>Number of Schools</b>
July	Malaysia	20
	Singapore	7
August	India	12
	Thailand	14
September	USA (Guam)	5
	Taiwan	6
	Hong Kong	13
	Philippines	5
	Vietnam	13
October	Kenya	2
	Indonesia	14
	USA	25
November	Germany	13
	Netherlands	2
	USA (Hawaii)	3
Total		154

Source: International Admissions Office, Nagoya University

**Table 2: School and Education Fairs Attended by AO, April 2016-March 2017**

Month (2016-2017)	Country	Name of Fair
August	Thailand	JASSO Fair
	India	Education Fair by University of Tokyo
September	USA (Guam)	Education Fair
	Japan	Kanto Plain Fair
	Thailand	Fair at EARCOS
	Hong Kong	Individual school fairs
October	USA	District Fair
	Indonesia	JASSO Fair
November	Uzbekistan	Nagoya University Fair
	Japan	Yokohama Education Fair
March	Japan	KIST Fair

Source: Admissions Office, Nagoya University

The AO attended 11 fairs between August 2016 and March 2017. Consistent with where applicants tend to come from, staff joined events in the US, Japan and other parts of Asia. Although we are invited to many fairs each year, we only attend those where the cost is reasonable and attendees are likely to be a good fit for the G30 program. In 2016, the AO was most visible at the event in Tashkent, Uzbekistan organized by Nagoya University and attended by other Japanese universities.

#### *International Associations*

To keep up with the latest information and developments related to international admissions and recruitment, Nagoya University is a member of both the International Association for College Admission Counseling (ACAC) and the Council of International Schools (CIS). Table 3 shows all the professional association meetings staff attended in 2016-2017.

AO staff and faculty join the annual professional meet-

**Table 3: List of Professional Association Meetings Attended by AO, April 2016-March 2017**

Month (2016-2017)	Country	Name of Event
July	United States	International ACAC at Rutgers University
September	Thailand	CIS EARCOS conference, presentation: International Admission at Japanese Universities, hosted with University of Tokyo
October	Kenya	Regional Institute IACAC
November	Spain	CIS Forum
March	Singapore	GUCC conference

Source: International Admissions Office, Nagoya University

ings to learn more about admissions and to meet with high school counselors from all around the world in a single location. Below is a brief description of each meeting:

- **International Association for College Admission Counseling (IACAC) Annual Conference:** More than 1400 admission and counseling professionals meet during a three-day event in the United States. Nagoya University is a member since 2014 and has twice presented about study

opportunities in Japan.

- **The Council of International School (CIS), Annual Forum:** Around 900 admission and counseling professionals meet during a two-day event in Europe. Nagoya University is a member since 2013 and has presented three times.
- **IACAC regional events:** College representatives meet with counselors from schools who cannot fly to the USA or Europe for the larger meetings. In 2015, the AO attended an event in China while last

year staff visited Kenya. So far, Nagoya University has been the only university from Japan to join.

- **CIS-EARCOS in Bangkok:** Regional event for schools in South East Asia. The AO has attended twice and presented on study opportunities in Japan.
- **Global University Counselor Connect (GUCC) in Singapore:** An annual event for school counselors in Singapore and Southeast Asia. Organizers

invited Nagoya University to speak for Japanese Universities.

#### *Inquiries and Visitors*

The AO handles all inquiries about admission to the G30 programs and meets face-to-face with institutional and individual visitors to Nagoya University. Table 4 shows a list of institutional visitors who met with AO staff in 2016-2017.

**Table 4: Group Visits to Nagoya University Hosted by AO, April 2016-March 2017**

Month (2016)	Visitors
May	Taiwan Municipal Zhong-Lun High School
July	Students from Maldives, USA, Mongolia, Bhutan
	Students from Italy, Mongolia, USA, Hong Kong, Bulgaria
	Students from Vietnam, Mongolia (Shine Mongol HS)
	Students from China
November	Kasetsart University, Thailand representatives

Source: International Admissions Office, Nagoya University

During such visits, staff introduce the G30 programs to attendees and take questions about admissions. These events tend to be effective because students also can meet Nagoya University faculty and students in person, as well as get to see the campus firsthand.

#### *Promotional Materials*

The AO designs and distributes promotional materials for the G30 program. Since Nagoya University is not well-known in many countries, it is necessary to use a variety of promotional methods. Most marketing is done in-house with the goal of appealing to high school age students from a wide range of educational and cultural backgrounds.

#### *Website*

The first contact most applicants have with the G30 is through the Nagoya University International Program English Website. Since launching a new website in September 2016, the AO continues to improve features such as user-friendliness. Staff analyzes the data from Google Analytics to plan and carry out recruiting. Most impor-

tant is to understand the route by which visitors land on the G30 website, so it becomes possible to identify keywords for search engine optimization. In 2016-2017, Nagoya University did not use paid advertising for the G30 programs but rather relied on organic search.

#### *Social Media*

Though only five percent of users found the G30 website through social media, we expect these numbers to grow over the next few years. The Nagoya University International Programs Facebook page highlights English-language posts, including news stories that mention research at Nagoya University; human interest stories about Nagoya; and photographs taken on campus. Our purpose is to garner the interest of potential students so that they will then visit the website. Unlike the official Nagoya University homepage and Facebook page, both of which highlight information for a mainly Japanese audience, the G30 Facebook page seeks to appeal to high school students from a wider variety of backgrounds thinking about study in Japan<sup>4</sup>. On June 5, 2017, the Nagoya University International Programs Facebook page

<sup>4</sup> <https://www.facebook.com/NagoyaG30/>

had 4,414 likes, almost double the number from the year before. On the other hand, the Twitter account has only 649 followers suggesting that more can be done to use it as a means of reaching our target audience.

### ***Blog***

Two years after setting up the Nagoya University International Programs blog, the number of visitors has doubled<sup>5</sup>. Each month a G30 student writes about their experiences in Nagoya and uploads a series of related photographs. The topics that students write range from observations about daily life to tips on admissions. AO Staff has also written posts during admissions season offering advice to prospective applicants. Though we intend to explore its potential use more in the future, the blog is an important platform for publishing long-form pieces that would not fit the official homepage.

### ***Printed Materials***

Despite the ubiquitous use of the Internet and other electronic media by high school students, publications remain relevant for communicating detailed information in an attractive and easy-to-understand form during face-to-face meetings. In March 2016, the AO published brochures with a new design and layout meant to ap-

peal to young people interested in attending university in Japan.

### ***Giveaways***

The AO gives small items with the Nagoya University logo to guidance counselors and potential applicants including pens, clear files and a G30 bookmark containing information and a QR code that people can use to access the G30 website.

### **Conclusion**

The G30 Program continues to be a flagship for English-taught full-degree graduate and undergraduate programs at Nagoya University. All staff and faculty involved recognize how important it is to attract qualified students likely to succeed after they matriculate. But these same people also understand the challenge of increased competition from within Japan and other parts of Asia. For the number of applicants to grow, and to continually improve the quality of those students who do enter, the AO will continue to promote the G30 programs to a wider range of audiences and to support the process of admissions.

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<sup>5</sup> <https://nagoyauniversityao.wordpress.com/>