

Report on the Activities of the International Admissions Office, Department of International Programs, 2017-2018

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This report summarizes the work of the Department of International Programs in the International Education and Exchange Center at Nagoya University. It focuses on activities related to the English-taught Global 30 (G30) International Programs between April 2017 and the end of March 2018². “G30” is the label for the 11 English-taught undergraduate and graduate degree programs offered since 2011. The Department of International Programs cooperates with the International Admissions Office (AO) and the Schools of Agriculture, Economics, Engineering, Humanities, Law, and Science. Moreover, everyone hired to teach in the G30 program is also a faculty member in the International Education and Exchange Center. Although the Department of International Programs contributes to various university-wide internationalization efforts, its primary duties are recruiting students; admissions; scholarship and enrollment procedures, including issuing the “Certificate of Eligibility for Status of Residence” for visa applications; and providing orientation for new students when they enroll in October. This report will, first, give general data on the G30 program; second, summarize the Department’s activities related to admissions; and finally, summarize those activities associated with recruiting. Since the graduate schools do most administration for the G30 graduate programs, and as the AO focuses on managing the Online Application System and document collection,

this report will limit the discussion to the undergraduate programs.

The G30 Program and Nagoya University’s Internationalization in 2017

Since its start in 2011, the G30 program has contributed to internationalizing education at Nagoya University³. The Japanese Government has positively evaluated these efforts, noting the increase in the number of English-taught courses. Importantly, in 2014, the Ministry of Education, Culture, Technology and Sports (MEXT) selected Nagoya University as a Type A institution under the Top Global University Project (TGU). Under these auspices, a select number of higher education institutions receive government funding, with Type A (Top Type) universities conducting world-leading education and research while Type B (Global Traction Type) universities contribute to internationalizing the country⁴. In the February 2018 evaluation of the TGU, among the Type A universities, only Tsukuba University and Nagoya University received the highest scores of S⁵. Additionally, another example suggesting MEXT’s positive views of Nagoya University’s efforts was the March 2018 decision to give it the status of “Designated National University” (*shitei kokuritsu daigaku*). It specifically mentioned Nagoya University’s internationalization in the summary of selection reasons⁶.

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² All views presented in this report are those of the Author and do not represent the official views of Nagoya University. The Author wishes to thank Yoichi Oda, Marion Kinder and Sophia Prabhakar for help in preparing this report.

³ For more information on the G30 program, please see the following website <http://admissions.g30.nagoya-u.ac.jp/>

⁴ <https://tgu.mext.go.jp/en/index.html>

⁵ https://www.jsps.go.jp/j-sgu/data/kekka/h29_sgu_chukan_kekkasoukatsu.pdf

⁶ http://www.mext.go.jp/b_menu/houdou/30/03/1401484.htm

Furthermore, the G30 program has contributed to the internationalization goals of Nagoya University. President Matsuo Seiichi's MIRAI 2020 plan commits to increase "the number of students enrolled in the full-degree English taught programs (G30) and [expand] the number of English-taught classes on campus". Contributing to this goal, since 2011, the AO has been vital in increasing the number, and quality, of applicants to the international programs. In addition, the increase in English-taught courses for the G30 has helped expand programs with foreign partner universities because exchange students can choose from a more extensive range of courses. Even though the G30 targets international students, Nagoya University is now discussing ways to increase the number of Japanese students taking classes in English to improve their second-language skills.

Admissions

The most critical role of the Department of International Programs and the AO is administering the admissions process for the G30 program. Unlike the admissions process for domestic students, Nagoya University uses a "holistic approach" based on document screening and interviews. Rather than taking a written examination, G30 applicants apply using an online system. The AO reads each application, screens it for eligibility and pre-evaluates it before passing a summary to the School.

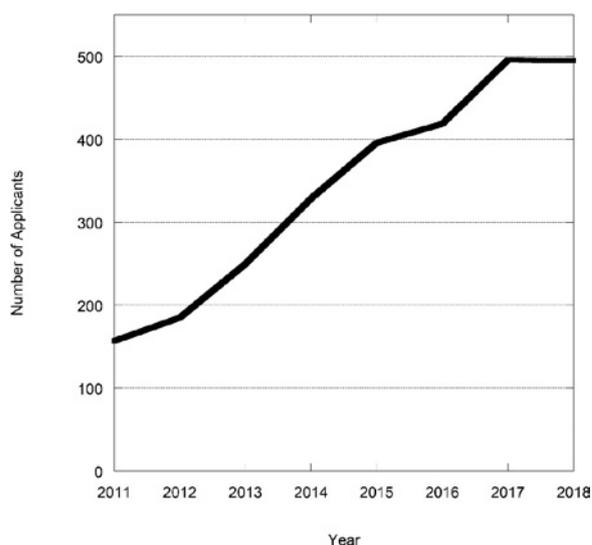
The AO reads all applications in the context of academic background and other decision factors. After that, the respective School once again evaluates the applications to draw up a short list of candidates to interview online or face to face. Next, the AO coordinates a convenient time and date for all interviews, taking into consideration the schedule of both faculty members and the candidate, and time zone differences. Oral examinations for the Social Sciences and Humanities programs are 30 minutes long, and those for Agriculture, Science and Engineering are 45 minutes long. So that interviews are consistent, a faculty member from the Department of International Programs leads each one and asks the applicant a series of questions measuring non-cognitive

skills. Two faculty members from the first-choice program and, when appropriate, one from the second-choice program, follow with subject-specific questions.

After announcing the final admission decision, the AO organizes all enrollment procedures for new students, including managing payment of the registration fee and assisting in their visa application. When the new G30 students arrive at Nagoya University at the end of September, the AO organizes their airport pick up, dormitory check-in, orientation and enrollment. Furthermore, it arranges a meeting with senior students who give newcomers advice about study and life in Nagoya.

Since the G30 programs began in 2011, the AO has made significant efforts to promote Nagoya University as an attractive destination for students. The consistent rise in the number of applicants suggests that, to a certain extent, it has succeeded. As shown in Figure 1, the number of yearly applicants to the G30 program increased over the past seven years.

Figure 1: Number of Applicants to the G30 Undergraduate Program at Nagoya University, 2011-2017



N=7

Source: International Admissions Office, Nagoya University

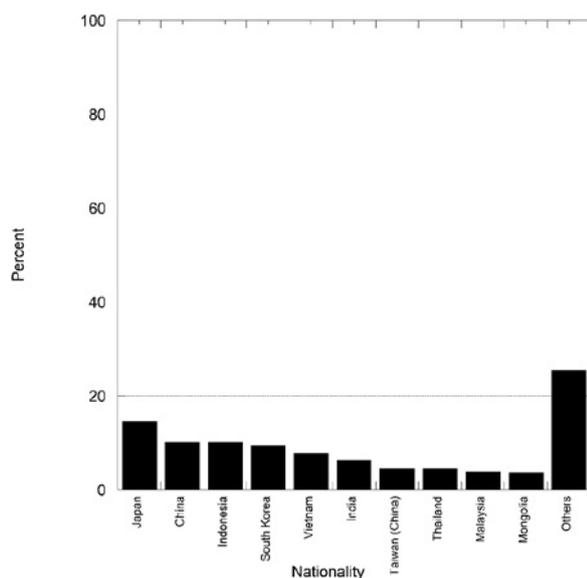
In 2011, only 157 people applied to the program. However, by 2015, the numbers rose to 396 and in 2017 to 496. To be sure, the numbers stabilized at 496 in 2017

and 495 in 2018, but this is only two years. The consistent rise in yearly applicants suggests that owing to the efforts of the AO, high school students are increasingly interested in studying at Nagoya University.

Nationality of G30 Students

Next, this report examines the citizenship of G30 students. Figure 2 shows the origin of students who enrolled in the G30 program between 2011 and 2017.

Figure 2: Top Nationalities of Enrollees in the G30 Undergraduate Program at Nagoya University, 2011-2017



Source: Nagoya University International Admissions Office
N=495

Between 2011 and 2017, 495 students enrolled in the G30 programs. Markedly, a plurality, 14.5 percent, were Japanese nationals or dual-nationals. Although these students may have a Japanese passport, their background differs from that of students who graduated from high school in Japan. Some may have gone to an international school or local school abroad. Correspondingly, others are returnees, having lived only a short time before in Japan while another group may have a Japanese parent but never lived or studied in Japan.

Of non-Japanese nationals, the highest number of enrollees all come from Asian nations. This includes China (10 percent), Indonesia (10 percent), South Korea

(9.5 percent), Vietnam (8 percent), India (6 percent), Taiwan (China) (4 percent), Thailand (4 percent), Malaysia (4 percent), and Mongolia (3.5 percent). About one quarter are from other nationalities. In the last three years, the fastest growing citizenship of enrollees was Vietnam.

Recruiting

Along with admissions, the other primary duty of the Department of International Programs and the AO is recruiting students to the G30 Program. Many universities around the world are making global efforts to attract a diverse range of applicants but for Nagoya University most come from the Asia-Pacific region. Consequently, to attract a broader range of students, the Department of International Programs and AO applies various recruiting strategies. These efforts include “backyard recruiting” for connecting with students studying in Japan and online recruiting methods, also called “armchair recruitment,” for reaching anyone with Internet access.

Off-Campus Activities

The AO divides its recruiting activities into off-campus and on-campus. The following section summarizes off-campus events in 2017 and early 2018.

Visiting Schools. To encourage students to apply to the G30 Program, the AO builds personal and professional networks with school guidance counsellors, especially during school visits. Such meetings provide a unique opportunity to introduce and talk about with counselors, the G30 programs and admission requirements. When possible, staff also speak to interested students and parents. Moreover, a visit to a school strong in STEM subjects allows for some influence on the interests and quality of applicants.

Despite a strong reputation in Japan, however, the AO must work hard to increase Nagoya University’s profile overseas. Markedly, some high schools receive visits from hundreds of university representatives a year, so it is difficult to make the G30 more visible. The challenge

has only grown as more universities increase efforts to reach out to potential students. Table 1 summarizes the

month and place of the 174 AO school visits between April 2017 and March 2018.

Table 1: School Visits by AO by Month and Country, April 2017-March 2018

Year	Month	Country, Region or City	Number of Schools Visited
		TOTAL	174
2017	July	Malaysia	12
2017	August	Singapore	14
		India	5
		Thailand	4
2017	September	Macau (China)	4
		Taiwan (China)	7
		Hong Kong (China)	6
		Thailand	11
		Vietnam	14
2017	October	Sri Lanka	5
		Indonesia	15
		USA	23
		Japan	2
2017	November	Germany	4
		Netherlands	1
		Sweden	4
		Uzbekistan	2
2018	January	Japan	5
2018	March	China	12
		South Korea	24

Source: International Admissions Office, Nagoya University

As suggested by the data, the primary recruiting period is between July and November, just before the deadline for first-round applications. Word of mouth is essential for recruiting new students. For this reason, both current students and those who have already graduated often serve as a bridge with counsellors and students in their old high schools. To arrange school visits, the AO cooperates with Nagoya University's overseas offices and Asia Satellite Campuses in Bangkok, Freiburg, Shanghai, Tashkent, and Ulaanbaatar.

One strategy of the AO is to visit the schools of previous applicants and current students, especially in Asia and the United States. Anecdotal evidence suggests

that high school students in these two regions are more aware of Nagoya University and have more interest in Japan than other parts of the world. For one thing, every year, applicants mention they are interested in Nagoya University because a family member or friend graduated from a university in Japan. Others say they became attracted to Japan as an educational destination through contact with its popular culture, such as *manga* and *anime*, from a young age.

Beyond Asia, the AO prioritizes American schools on the West coast and in Hawaii because of historical association with Japan. Frequently, staff encounter not only many Japanese families but also American families

with connections to Japan. In November, the visits to schools in European countries followed the Council of International Schools (CIS) annual meeting in Edinburgh, Scotland. Despite these efforts, however, Europe remains a difficult place for recruiting since students can finish a cheaper education by entering a university within the European Union. Also in November, the AO visited Uzbekistan for the yearly Nagoya University fair held in Tashkent.

Promoting Nagoya University at School and Education Fairs. Although a school visit can allow AO staff to have an in-depth conversation with a single counselor, fairs allow AO staff to reach more people. At such events, they set up a booth and explain the G30 program to

interested visitors. Compared to school visits, however, the time to talk to people is far shorter because of the competition for attention from other university representatives. Due to the cost of attending fairs and the G30's selective admissions process, two years ago the AO reduced participation in events open to the public. Still, some students who have applied to the G30 have done so after meeting Nagoya University representatives at fairs, suggesting that they remain a necessary means of recruiting.

Table 2 shows the school and education fairs that AO staff and faculty members attended between April 2017 and March 2018.

Table 2: School and Education Fairs Attended by AO, April 2017-March 2018

Year	Month	Country	Name of Fair
2017	April	Saudi Arabia	International Exhibition and Conference on Higher Education
2017	July	USA	Japan IACAC School/College Fair <i>Kikokushijo</i> (Japanese returnees) Fair in Nagoya
2017	August	Thailand South Korea India	Nagoya University Chulalongkorn University Symposium IACAC Regional School/College Fair IC3 Conference School/College Fair
2017	September	Japan Japan Thailand Hong Kong (China) Taiwan (China)	Ritsumeikan Uji College Fair Kanto Plain Fair Fair at CIS-EARCOS Education Fair Phuket Individual school fairs Individual school fairs
2017	October	USA	District fairs & HACAC National Fair Hawai'i
2017	November	Uzbekistan Scotland Japan	Nagoya University Fair CIS School/College Fair Yokohama Education Fair
2018	March	Japan China Japan	K. International School Tokyo (KIST) Fair Individual school fairs Canadian Academy Kobe Fair

Source: International Admissions Office, Nagoya University

In 2017-2018, the AO attended three types of fairs. First, it joined those sponsored by professional associations

made up of high school counsellors and representatives from universities. These events give high school counsel-

ors the chance to visit the booths of universities and university representatives the opportunity to visit booths of high schools. Such meetings included the IACAC School/College Fair in Cleveland; the IACAC Regional School/College Fair in South Korea; the CIS-EARCOS Education Fair in Phuket; and the CIS School/College Fair in Edinburgh. Second, it attended fairs hosted by international schools in Japan. During these events, the Nagoya University booth attracts many students considering staying in the country to go to university. Examples of these included the Kanto Plain Fair; the Yokohama Education Fair; the Canadian Academy Kobe Fair; and K. International School Tokyo Fair. Third, the AO attended one fair held in Nagoya for Japanese returnees, those high school students who have lived abroad for an extended period and studied in a language other than Japanese. Last, it joined fairs where representatives from one or more universities visit a single school at the

same time and set up a booth to speak to their students and families, often during lunch time. Such events are an efficient way for the school to expose their students to many higher education institutions at one time.

Professional Development and Networking at International Meetings

The most cost-effective means to meet many school guidance counselors at one time is to attend a professional association conference. During such events, representatives from schools and universities give presentations, go to workshops, meet one-on-one, and introduce their institutions at fairs. Furthermore, they always include professional development and opportunities for networking. As shown in Table 3, in 2017 the AO attended five such conferences in the United States, India, South Korea, Thailand and Scotland.

Table 3: List of Professional Association Meetings Attended by AO, 2017

Month	Country	Name of Event
July	United States	International ACAC at Case Western Reserve University in Cleveland
August	India	IC3 Conference
	South Korea	IACAC Regional Conference
September	Thailand	CIS EARCOS Conference (Included presentation by the AO on “Japanese Returnees & International Students - Pathways to the Japanese Education System”)
November	Scotland	CIS Forum

Source: International Admissions Office, Nagoya University

The two most significant events are the IACAC conference held in July each year in the United States and the Council of International Schools (CIS) Forum held in Europe in November. These kinds of meetings allow AO staff to reach many counsellors from schools in places that are too far or too expensive to visit. Also, they offer programs to develop the leadership skills of faculty and staff and help to show future trends in international admissions.

On-Campus Activities

Besides off-campus recruiting, the AO and Department of International Programs' work to recruit students on campus.

Managing G30 Program Website. For many students, their only contact with Nagoya University is through the Internet. For this reason, the AO creates content and maintains the English G30 program website independent of the Nagoya University homepage. The News and Event sections give up to date information on the

admissions calendar and when representatives will visit a country. Although the AO built a new site in 2016, it made no major changes in 2017.

Managing Social Media and Blog. The AO also creates content for its Instagram account, Facebook page, and Twitter account. As of May 18, 2018, 208 people “followed” Nagoya University International Programs on Instagram; 5780 people on Facebook; and 700 on Twitter. The number of Facebook page views was highest in September 2017 after the release of the 2018 admission requirements. Despite having a blog for the past two years, the AO posted only two articles on the G30 Program blog between April 2017 and March 2018. These were “Food Diaries: Being Vegan in Japan” and “*Seijin-*

shiki – Coming of Age Ceremony in Japan: Through the Lens of an International Student”⁷.

Managing Campus Visitors For potential students and their families visiting Nagoya University, the AO offers campus tours, dormitory visits, and classroom observation. Individual visitors can schedule their appointment using a form on the G30 website. After arriving on campus, they can speak one-on-one to an admissions specialist about the content and admission requirements of any program. Additionally, the AO offers services for group visitors, often high school students and their teachers from abroad. Table 4 displays a list of group visits between April 2017 and March 2018.

Table 4: Group Visits to Nagoya University Hosted by International Admissions Office, April 2017-March 2018

Year	Month	Country, Region or City of High School that Visited Nagoya University
2017	April	Taiwan (China)
2017	May	India, Nepal & Bhutan
2017	June	South Korea
2017	July	United States Macao Vietnam (KOKUYO Vietnam Project) Mongolia
2018	February	Thailand

Source: International Admissions Office, Nagoya University

Most group visits were in July 2017, the summer holiday period in many countries. The reasons for the visits differed. For instance, schools that visited the campus from the United States and Mongolia have relations with Nagoya University’s affiliated high school. The KOKUYO Vietnam Project, on the other hand, saw Vietnamese high school students enter an essay contest in which winners visited four universities in Japan for one day each, including Nagoya University.

Conclusion

This report summarized the April 2017 to March 2018 activities of the Department of International Programs in the International Education and Exchange Center at Nagoya University as they relate to the G30 Program. The Department plays a pivotal role in administering the G30 program because no centralized office links the different courses together. Although this report focused on admissions and recruiting, the Department also carries out other duties related to internationalization at Nagoya University. For example, it supports planning

⁷ <https://nagoyauniversityao.wordpress.com/>

and managing short-term programs such as the Nagoya University Short-Term Japanese Language Program (NUSTEP) and the St. John's College, Cambridge University Exchange Program. As Nagoya University begins reforms related to the Designated National University

proposal, the Department of International Programs will continue to contribute to university-wide internationalization and recruit qualified applicants for admission to the G30 Program.