

Report on the G30 Admissions Office, Department of International Programs, 2018

Matthew Linley¹

Department of International Programs, International Education and Exchange Center
Nagoya University

This report summarizes the activities of the Department of International Programs in the International Education and Exchange Center at Nagoya University between April 2018 and the end of March 2019². It focuses on the activities of the International Admissions Office (AO), which takes care of admissions and recruiting of students for the Global 30 International Programs. The AO handles admissions for the undergraduate program by cooperating with the Schools of Agriculture, Economics, Engineering, Humanities, Law, and Science. It recruits students, manages procedures for admissions, scholarships and enrollment, and provides orientation and support for new students. Although the office supports the admissions of graduate students, the focus of this report is activities related to the undergraduate program³. The following report will give a brief update on the G30 program in 2018; a summary of admissions activities; and a summary of recruiting activities. For readers seeking more details on the AO and the G30 program, please refer to earlier editions of the International Education and Exchange Center Bulletin and the G30 homepage.

The G30 Program in 2018

Since establishing the G30 program in 2011, Nagoya University has increased the number of its English-taught undergraduate courses. Such actions are necessary to attract good students during an era of global competition. Nagoya University leads other Japanese universities in international education with the G30 program,

providing the most full-degree programs taught only in English.

In 2018, the G30 program continued to contribute to Nagoya University. For instance, G30 faculty members organized *Studium Generale*, a twice-weekly lecture series open to all staff, faculty and students at Nagoya University, and its affiliated high school⁴. The number of weekly attendees at this event has flourished over the past few years, suggesting a growing demand for classes taught in English. Participants attend lectures by both academic and non-academic speakers in English as either an auditor or for credit. After it was announced in 2019 that Nagoya University and Gifu University would create a new organization called the Tokai National University System, one of the first programs offered to students from both institutions was *Studium Generale*. Also, a G30 faculty member from the Graduate School of Mathematics opened to all students a course called “Special Mathematics Lecture”. The Spring course, *Groups and their Representations*, and the Fall course, *Differential Geometry*, gave Japanese and international students the chance to study together. In Spring 2019, the class is on *Statistics*.

In 2018, the G30 program increased its contribution to educating Japanese students by offering additional English-language support for those who enrolled in English-taught classes. Collaborating with the Study Abroad Office, a pilot project called Nagoya University

¹ Please address any questions to linley.matthew@j.mbox.nagoya-u.ac.jp

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³ Admissions to the G30 graduate programs are the responsibility of each graduate school.

⁴ <http://bio.nagoya-u.ac.jp/G30StudiumGenerale/>

English as a Medium of Instruction (NU-EMI) was introduced to support those Japanese students interested in taking classes in English. Organizers gave students a list of pre-approved G30 courses from which they could choose to either audit or take for credit. After enrolling, a G30 student in the same class provided one-on-one tutoring sessions. In selected courses, the Japanese students could join additional group tutorial sessions with a graduate student. The organizers expected the primary beneficiaries to be students going on a study abroad and those returning from such programs. Although the organizers of the program expected interest, 70 Japanese students ended up auditing classes or enrolling for credit. Because of its success, the pilot project is continuing for another semester in the Spring of 2019.

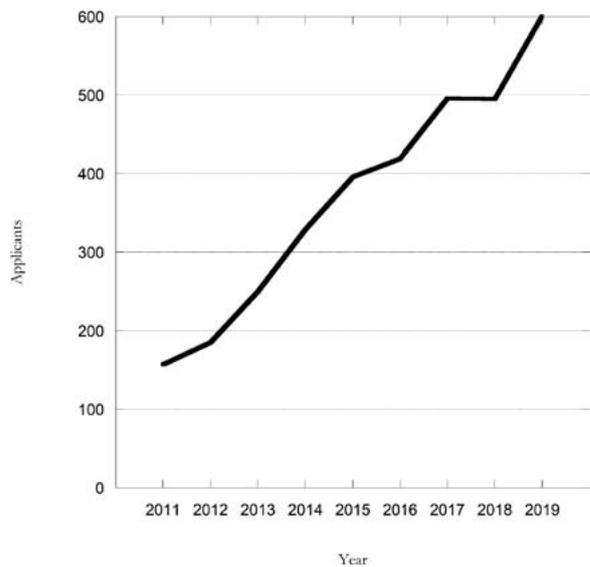
A significant change to the G30 program in 2018 was the decision to merge the two Applied and Fundamental Physics undergraduate programs into a single Physics program offered by the School of Science. Although no longer offering an undergraduate program, from 2020, the Graduate School of Engineering will introduce new programs at both the Master’s and Doctoral levels in Physics Engineering.

Admissions

The most critical role of the AO concerns admissions for undergraduate students in the G30 program. The AO takes a “holistic approach” meaning that instead of being exam-based, staff members screen a range of documents for eligibility and then arrange interviews of shortlisted candidates by faculty members. Along with these interviews, faculty members evaluate all materials in their respective schools. After the first document screening, the AO and Schools interview all shortlisted candidates via Skype. The following section describes changes in the number of applicants over time and the number of applicants by country.

Figure 1 displays the number of applicants to the G30 undergraduate program by nationality.

Figure 1: Number of Applicants to G30 Undergraduate Program, 2011-2018

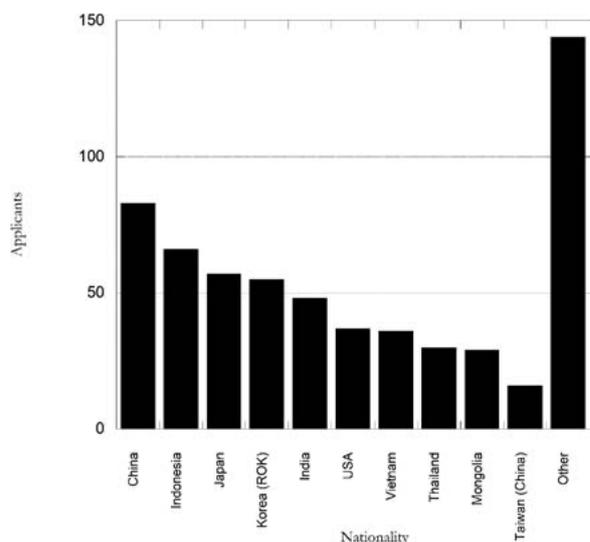


Source: International Admissions Office, Nagoya University

In eight years, the number of applicants increased from close to 150 to 600. Applicants for October 2019 admission rose from around 500 to 600 in a single year - the sharpest growth in applicants since the program began.

As seen in Figure 2, the country with the most significant number of applicants was China.

Figure 2: Number of Applicants to G30 Undergraduate Programs by Nationality, 2018



Source: International Admissions Office, Nagoya University

Others came mostly from other countries and regions in Asia, including Indonesia, Japan, South Korea, India, Vietnam, Thailand, Mongolia and Taiwan (China). The highest number of applicants from a country outside of the region came from the United States.

Recruiting

The following section discusses the second primary duty of the AO, recruiting high school students to the G30 undergraduate program. The AO promotes the G30 program by communicating and building long-term relations with counsellors at selected secondary schools and meeting with students and their parents. Although the AO encourages applicants from around the world, off-campus recruiting focuses on the Asia-Pacific region. Attracting applicants can be challenging because even among those with an interest in Japan, more people know about cities such as Tokyo, Kyoto and Osaka. As a result, when speaking to potential applicants, AO staff emphasize Nagoya University's variety of English-taught programs, the emphasis on research in the curriculum, and opportunities for finding a job after graduation.

Off-Campus Activities

The following section describes the off-campus recruiting by the AO in 2018. These activities included visiting schools, attending school and education fairs, and taking part in international professional development meetings.

School Visits

To encourage students to apply to the G30 program, the AO builds personal and professional networks with high school guidance counsellors. During school visits, AO staff can offer details on the curriculum, student life in Nagoya, and admission requirements. Unlike large fairs, school visits allow the AO to select those institutions educating students who are a good fit with the G30 program. Still, many high schools receive visits from hundreds of university representatives every year, making it challenging to stand out. Although visits take time and can be expensive, they are the most effective way to recruit students.

Table 1 shows the primary recruiting period was be-

Table 1: School Visits by Month and Country, City or Region, 2018

| Month | Country, City or Region | Number of Schools Visited |
|-----------------------|-------------------------|---------------------------|
| July 2018 | Malaysia | 10 |
| | Singapore | 14 |
| August 2018 | India | 4 |
| | Indonesia | 10 |
| | Vietnam | 16 |
| September 2018 | Sri Lanka | 5 |
| | Taiwan (China) | 4 |
| | Hong Kong (China) | 4 |
| | Thailand | 13 |
| | Macau (China) | 1 |
| | USA | 37 |
| October 2018 | Canada | 6 |
| | India | 11 |
| November 2018 | Germany | 7 |
| | Austria | 1 |
| | Belgium | 4 |
| | Uzbekistan | 3 |
| | Netherlands | 3 |
| March 2019 | China | 12 |
| | Jordan | 1 |
| | UAE | 4 |
| | South Korea | 9 |
| Total | | 179 |

Source: International Admissions Office, Nagoya University

tween July and November.

During this period, the AO visited 179 Schools. The most schools visited in a single country was the United States (37). Staff followed these trips with visits to Vietnam (16), Singapore (14), Thailand (13) and China (12).

School and Education Fairs

Although the most effective means of recruitment is

visiting schools, attending education and school fairs allows the AO team to reach more people at one time. Staff set up a booth and speak to students interested in applying to the G30 program. Since the initiative to approach an AO representative comes from the student, visitors tend to have a genuine interest in admissions. Such events attract large crowds, but time is limited to speak to a student. Moreover, universities at adjoining booths compete for attention. Despite these issues, fairs allow AO staff to speak one on one with many interested

Table 2: School and Education Fairs by Month and Country, City or Region, 2018

| Month | Country, City or Region | Name of Fair |
|-----------------------|-------------------------|----------------------------------------------------|
| April 2018 | Singapore | GUCC Conference and Fair |
| July 2018 | USA | IACAC school/college fair |
| | Japan | Japanese returnee fair in Nagoya |
| August 2018 | India | IC3 Conference school/college fair |
| September 2018 | Japan | Ritsumeikan Uji College Fair |
| | Japan | Kanto Plain Fair & Kansai Regional University Fair |
| | Thailand | Fair at CIS-EARCOS |
| | USA | NACAC Conference |
| | Hong Kong (China) | Individual school fairs |
| | Taiwan (China) | Individual school fairs |
| October 2018 | India | IACAC Regional school/college fair |
| | USA | District Fairs and HACAC national fair Hawaii |
| November 2018 | Uzbekistan | Nagoya University Fair |
| | Austria | CIS school/college fair |
| | Japan | Yokohama Education Fair |
| February 2019 | Japan (Okinawa) | College Fair |
| March 2019 | Japan | KIST Fair |
| | China | Individual school fairs |
| | Japan | Canadian Academy Kobe Fair |

Source: International Admissions Office, Nagoya University

students. As Table 2 shows, most events took place in September 2018.

The AO attended most fairs at international schools in Japan. When possible, staff join fairs and visit schools on the same trip.

The most important annual fair is the IACAC high school and college fair. In 2018, it was in July in New Orleans at Tulane University and Loyola University⁵. Attendees included 535 secondary school counselors from 82

countries⁶. The college fair allowed AO staff to talk to counsellors who visited the Nagoya University booth while the high school fair allowed AO staff to contact specific schools. A significant advantage of attending IACAC is that Nagoya University is one of only a few members from Japan.

Professional Development

Since only a small percentage of Japanese universities offer English-taught undergraduate programs, few op-

⁵ <https://www.internationalacac.org/conference-2018>

⁶ https://www.internationalacac.org/assets/Conference2018/2018%20conference%20press%20release_draft%20final.pdf

portunities exist for national professional development. AO staff must, therefore, go abroad for more training. Department of International Program faculty members and staff attend international meetings to develop a sound understanding of the latest trends and issues affecting college admissions. Additionally, regular attendance increases the visibility of Nagoya University among high school counselors and other admissions professionals. As mentioned above, the most important annual meeting is the International Association for College Admission Counselling (IACAC). The other vital meeting is the annual event held by the Council of International Schools CIS⁷. In November 2018, two representatives from the AO attended the meetings in Vienna, Austria.

On-Campus Activities

While international recruiting and admissions need off-campus activities, the AO maintains a strategy for recruiting students using on-campus resources. The plan includes managing a presence on the web, responding to emails and telephone calls, and welcoming campus visitors. Between April 2018 and March 2019, the AO received 2494 admissions inquiries.

G30 Website

The AO maintains and develops the G30 Nagoya University website⁸. This portal is the only contact many applicants have with Nagoya University before submitting their application documents. The G30 website, furthermore, links to online admissions. The AO devotes a full-time staff member to updating the website and checking for errors. Although 2018 saw no significant updates to the main site, staff designed and built a new English language G30 alumni portal that should be available to graduates in the summer of 2019. Along with sending Nagoya University updates to former students, the AO plans to tell graduates when staff or faculty members at-

tached to the G30 program visits a country or city. Like other universities, they will host an informal gathering with alumni.

Social Media

Along with the website, the AO manages social media accounts for Instagram, Facebook, and Twitter. Stories posted include recruiting and admissions announcements and news stories published in English language media. As of June 3, 2019, The Nagoya University public Facebook page had 7 444 followers; Twitter had 742 followers; and Instagram had 436 followers.

Blog

The AO blog publishes brief essays by G30 students describing their academic and student life in Nagoya⁹. In the past year, the AO posted eight blog posts ranging from stories on eating halal food at Nagoya University to advice for students on finding part-time jobs.

Campus Visitors

Receiving potential applicants, their parents, and high school teachers and counselors to the Nagoya University campus is one of the most effective means to showcase the G30 program. There are two main types of visitors - individuals and groups. First, individuals are those high school and undergraduate students, sometimes with family members, who either make an appointment with the AO in advance or drop in without notice. On average, 2018 saw six walk-in campus visitors per month.

Second, group visits involve those students who might be from a specific school or part of an exchange program. As Table 3 shows, the AO welcomed fifteen group visitors, from a diverse range of countries, to Nagoya University in 2018.

⁷ <https://www.cois.org/colleges-and-universities/student-recruitment/europe>

⁸ <https://admissions.g30.nagoya-u.ac.jp/>

⁹ <https://nagoyauniversityao.wordpress.com/>

Table 3: Group Visitors to Campus, 2018

| Year | Month | Group |
|-------------|--------------|---------------------------------------------------------------------------------------|
| 2018 | April | Tianjin International School |
| 2018 | June | Students from Vietnam supported by KOKUYO Vietnam |
| 2018 | June | Guest from Gateway College |
| 2018 | July | Sakura Science Program (Highschool Students from China, Mongolia, Uzbekistan, Bhutan) |
| 2018 | July | High school students from North Carolina, USA |
| 2018 | July | Student group from Mongolia |
| 2018 | July | AFS (Italian, Norwegian, Filipino, American students) |
| 2018 | July | Undergraduate Students from Netherlands |
| 2018 | October | Group of high school students from Lithuania |
| 2018 | November | Group of high school students from Thailand |
| 2018 | October | Teacher and Counselor from school in Thailand |
| 2018 | November | Representative from Nagoya International School |
| 2018 | November | Students from Thai high schools |
| 2019 | January | Group of students from China |
| 2019 | March | Group of high school students from Bard High School Early College (NY) |

Source: International Admissions Office, Nagoya University

Conclusion

This report has summarized the 2018 activities of the Department of International Programs in the International Education and Exchange Center at Nagoya University. As the G30 program continues to play an essential part in Nagoya University's internationalization, the AO will offer support in the admissions and recruiting of new students.