

APAIE 2024



PERTH, AUSTRALIA 4-8 MARCH 2024

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APAIE 2024



PERTH, AUSTRALIA 4-8 MARCH 2024

Collaborating for sustainable impact: partnerships across the Asia Pacific

APAIE Perth 4 - 8 March 2024

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Session 17E: Thurs 7th March, 14:00 – 14:30

Enhancing International Student Recruitment and Communication through Virtual Exchange Programs

Ming Li
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Enhancing International Student Recruitment and Communication through Virtual Exchange Programs

Xixi ZHANG (Ph.D.), Ariunaa Enkhtur (Ph.D.), Ming Li (Ph.D.)

Osaka University

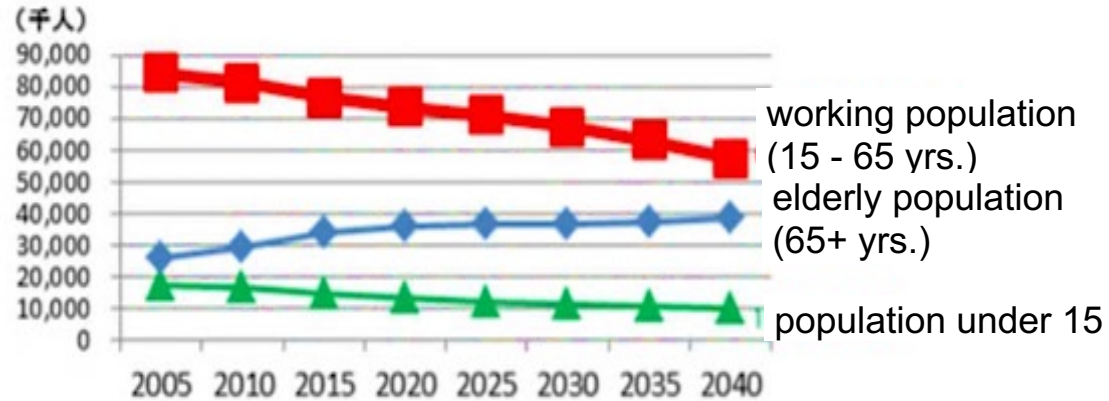
Enhancing International Student Recruitment and Communication through Virtual Exchange Programs

- In recent years, a series of national policy initiatives have promoted internationalisation, with a particular focus on student mobility, educational partnerships, and international rankings. Key examples include the **300,000 International Students Plan**, Global 30, Go Global Japan, the Inter-University Exchange Project, and the Top Global University Project. (Ota, 2018).
- International Student Statistics in Japan
 - In less than a decade, **from 2010 to 2020**, the number of international students in Japan **increased by 120.2%**, from 141,774 to 312,214 students.
 - From 2015 to 2021, the number of international students in Japan **reached its peak in 2019**, with a total of 312,214 students.
 - As a consequence of the COVID-19 outbreak in late 2019, the number of international students has since **declined to around 230,000 in 2022** (as of May 1, 2023).

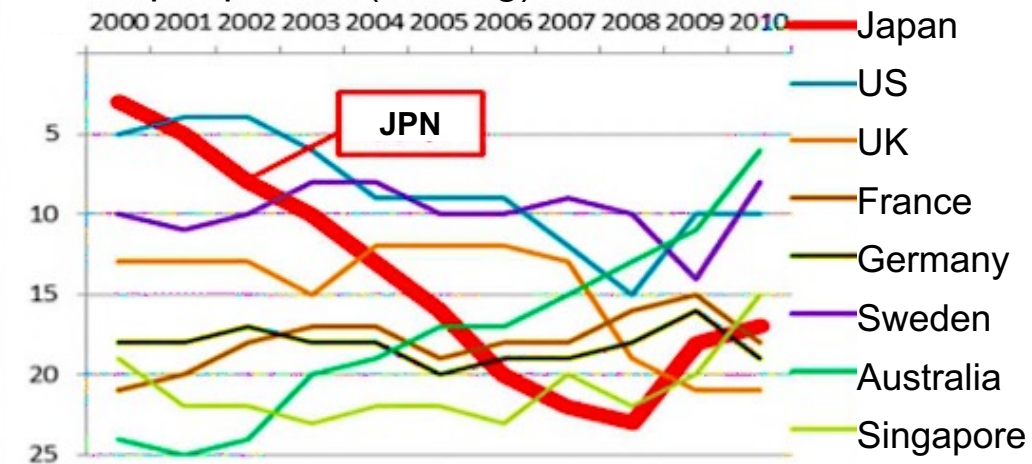
Student Mobility in Japan (Government Initiative)

- “300,000 international student plan” (2012-2020)
- Target: increase Japanese study abroad students (2010-2020)

● Declining working age population/lower childbirth



● GDP per person (ranking)



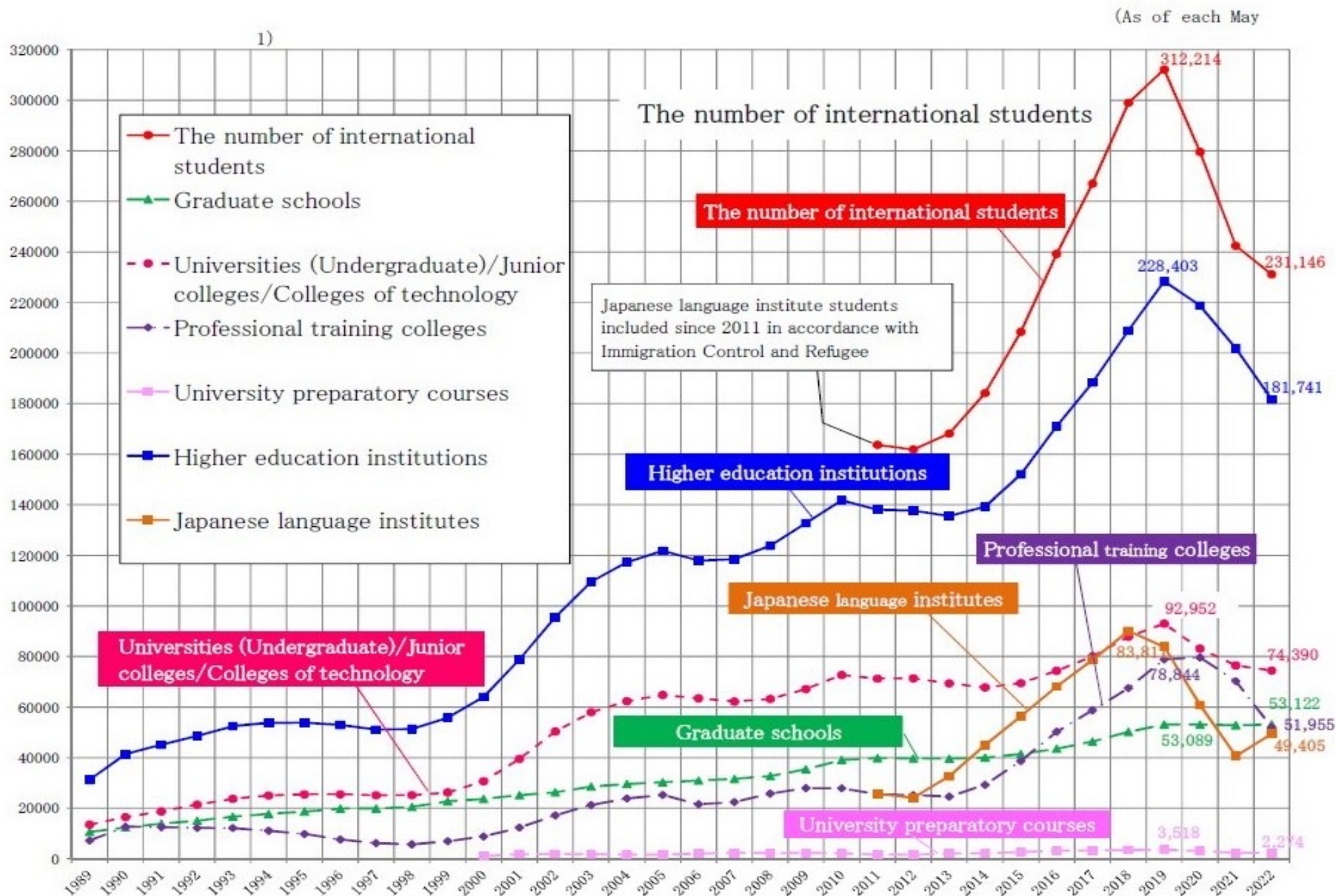
Universities' role for growth strategies:

Support individuals engaged in active research and economics

Enhance the individual abilities of each person

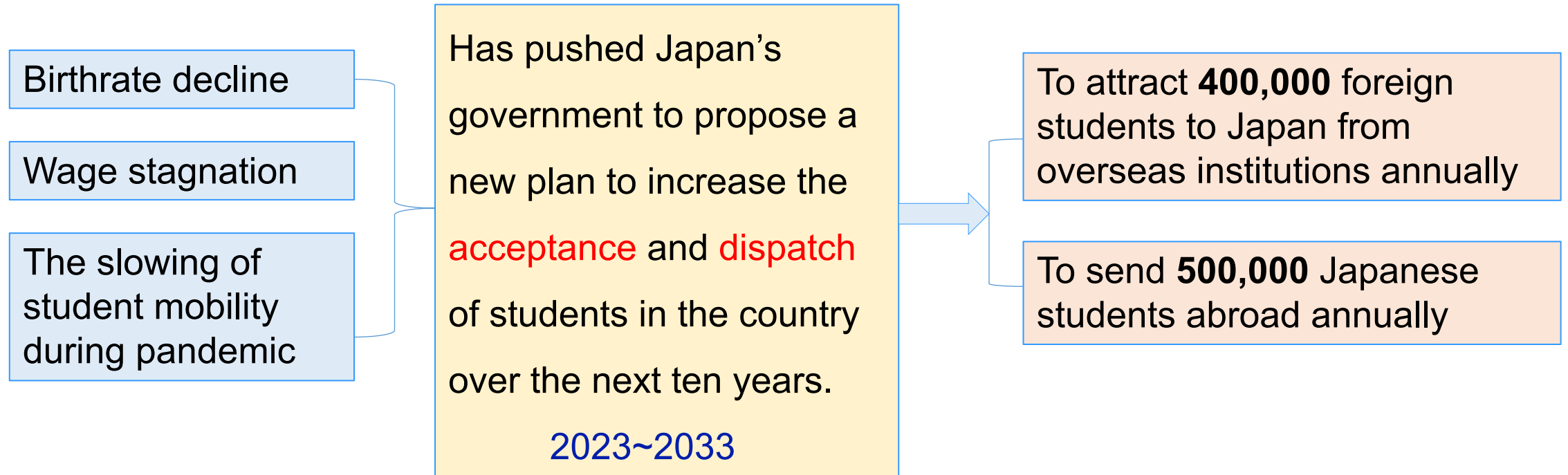
Nurture global individuals that can improve the country and compete on the global stage

Source: MEXT, “若者の海外留学を取り巻く現状について,” April 2014



Student Mobility in Japan (Current Conditions)

A New Plan to Further Internationalize Higher Education in Japan



New Goals and Challenges

Goals by 2033

Outbound Japanese Students



500,000 by 2033

(222,000 pre-COVID)

Similar level to France and Germany (non-English-speaking countries)

<Universities, vocational schools, etc.>

- Number of Japanese students **studying abroad long-term** for the purpose of earning a degree, etc.

62,000 → **150,000**

- Number of students studying abroad **short- to medium-term** based on agreements, etc.

113,000 → **230,000**

<High Schools, etc.>

- Number of students **studying abroad at the high school level**

Study tour (less than 3 months)

43,000 → **110,000**

Study abroad (more than 3 months)

4,000 → **10,000**

Inbound/Retaining International Students



400,000 by 2033

(318,000 pre-COVID)

Maintain the growth rate of “Plan for 300,000 Exchange Students”

< Universities, vocational schools, Japanese language schools, etc.>

- Number of **international students**

312,000 → **380,000**

- **Percentage of international students**

Undergraduate: 3% → 5%

Master's: 19% → 20%

Doctorate: 21% → 33%

<High Schools, etc.>

- Number of **international students** (high school)

6,000 → **20,000**

- **Percentage of international students**

High school: 0.2% → 0.7%

- **Post-graduation employment rate in Japan** (excluding students moving on to higher education)

48% → 60 %

Internationalisation of Education



<Universities, etc.>

- **English-only** undergraduate and graduate programmes

Undergraduate: 86 → 200

Graduate: 276 → 400

- Percentage of universities that have **exchanges with overseas universities based on exchange agreements**

48% → 80%

- **Joint degree programmes**

27 → 50

- **Double degree programmes** *

349 → 800

*Programmes based on inter-university exchange agreements with overseas universities

<Junior High and High Schools, etc.>

- High schools where students can take **multiple subjects in English (including courses)**

50 → 150

- Percentage of high schools with **in-person international exchanges**

18% → 50%

- Junior high and high schools with **international exchanges through online and other means**

20% → 100%

Develop an international educational environment and promote in-person and online interactions.

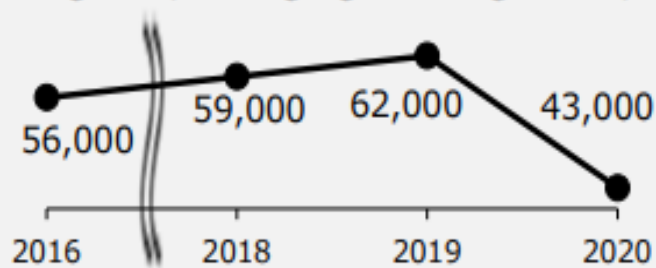
New Goals and Challenges

Current situation & Challenges

Outbound Japanese Students

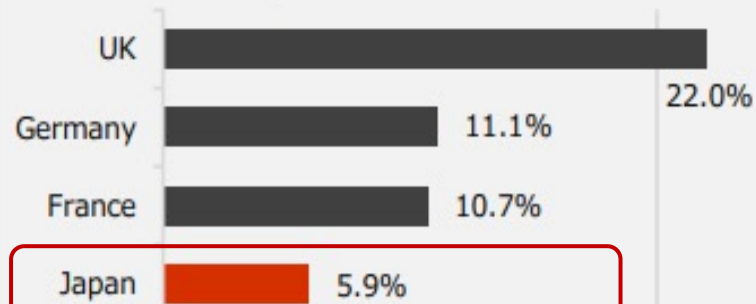
Stagnation of Japanese students studying abroad

Number of Japanese students studying abroad, mainly long-term (including degree-seeking students)



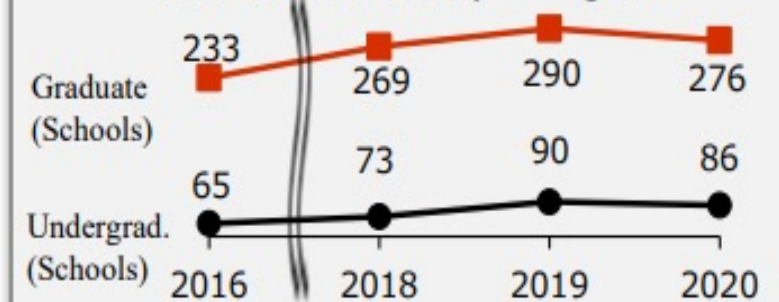
Inbound / Retaining International Students

Percentage of international students in higher education

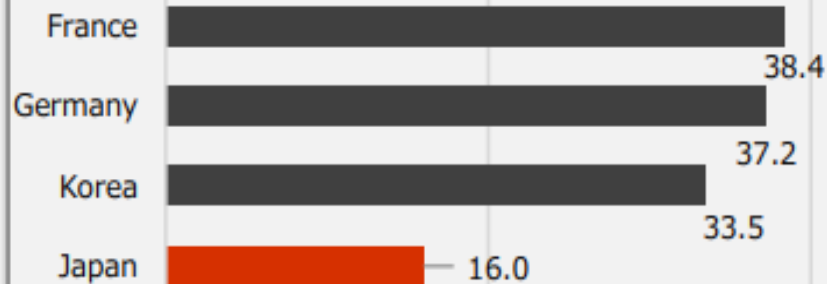


Internationalisation of Education

Undergraduate/graduate schools with degrees attainable exclusively in English

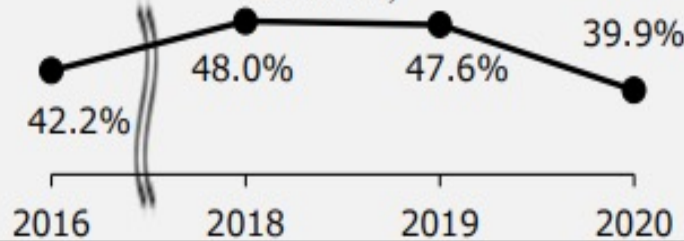


International comparison of the number of students sent abroad per 1,000 higher education students

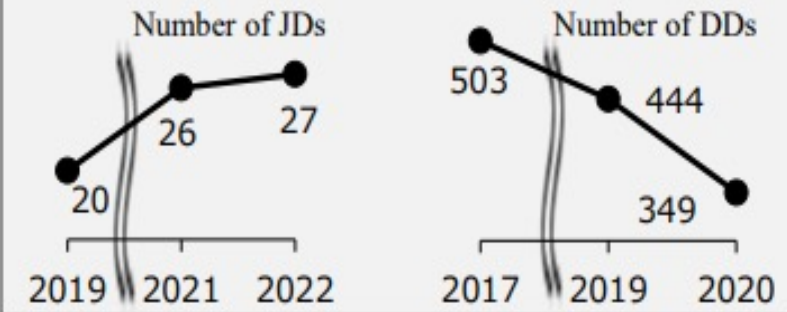


The domestic employment rate of international students increased only slightly

International students who are employed in Japan after graduation (excluding students moving on to higher education)



Joint Degree (JD) and Double Degree (DD) Programmes



Study and Stay

Enhancing International Student Recruitment and Communication through Virtual Exchange Programs

- The virtual exchange program has been utilized in Japanese universities for the past 20 years, with language learning programs being the main focus (such as Tandem, COIL (Collaborative Online International Learning), etc.).
- However, there are more ways to utilize it beyond language learning and cultural training.
- By utilizing virtual programs **as part of recruitment strategies for international students**, universities can promote themselves to prospective students interested in studying abroad. Furthermore, by considering **the diversity of students** and targeting those who may not be able to travel abroad due to economic reasons or other constraints, universities can **broaden their outreach and engage with a wider audience**.

Enhancing International Student Recruitment and Communication through Virtual Exchange Programs

- Online programs enabled recruitment activities in regions where physical outreach was not easily feasible. The expansion of recruitment activities to these countries and regions is expected to contribute to the enhancement of diversity among the student population and overall diversity within the institution in the future. (Zhang,X.X. & Li, M. & Enkhtur, A. et al., 2021).
- The virtual and physical programs are **complementary**—online program in the beginning or at the end of study abroad programs can orient and prepare students before their journey and help students reflect on their experiences and apply their learning once students return home. (Enkhtur, A. & Li, M. & Zhang,X.X., 2021).

Enhancing International Student Recruitment and Communication through Virtual Exchange Programs

Enhancing International Student Recruitment and Communication through Virtual Exchange Programs

OU Cases:

- Online study abroad fairs
- Virtual university tours
- Virtual study abroad programs
- International student virtual exchange activities
- Support system

Enhancing International Student Recruitment and Communication through Virtual Exchange Programs

Virtual programs

①	2020/4~	②	2021/9~	③	2021~	④	
- Online study abroad fairs		- Virtual study abroad programs (courses)		- International student virtual exchange activities (SDGs virtual exchange program, student forum, etc.) (co-curricular programs)		- Support system	

Targeted students

People intending to study abroad (long-term or short-term) and planning to do so.

People who are unsure whether to study abroad.

People who may not be able to study abroad currently due to financial constraints or other limitations.

Online study abroad fairs

2020/04-continuing: more than 220 fairs, more than 90,000 participants.

Campus Tour



Osaka University
Global Village Tsukumodai
Dorm Tour



Cafeteria Tour



Campus Tour



Lab Tour



Dorm Tour



Online Fair



OSAKA UNIVERSITY
CAFETERIA TOUR



Virtual university tours

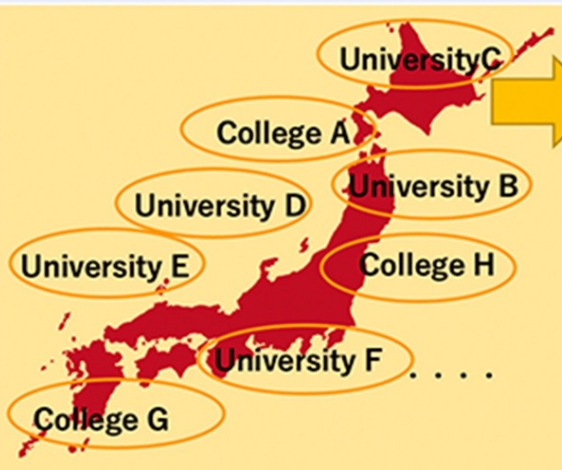
Study in Japan Online University Fair (2021~)

Recruiting International Students through Virtual University Tours

Osaka University

1. Leading a unified, "All Japan," effort to recruit international students in cooperation with other domestic universities.
2. Promoting attractive aspects of Japanese universities that are not found overseas.
3. Supporting the production of new, evidence-based recruitment strategies.
4. Introducing short-term programs which can lead to long-term study in Japan.

We are looking for participating universities!



Holding Virtual University Tours by research field, region

1st. Session (Osaka University)

- The charm of Japan
- Introduction to the Japanese university system
- The benefits of studying in Japan
- Examples of international student academic paths
- The labor market in Japan

2nd. Session (Participating universities)

【College A】

College introduction

- Strengths
- Admissions system
- Post graduation job prospects, etc.

Q&A session and group discussion

【University B】

University introduction

- Strengths
- Admissions system
- Post graduation job prospects, etc.

Q&A session and group discussion

How advertise the event to students

- Inform overseas partner universities and university prep high schools in areas where overseas centers are located
- Appeal to students using SNS

Japan Virtual Campus Repository (Tsukuba University)

- The Japan Virtual Campus platform stores recordings of past events and provides live announcements of future tours
- Sharable contents for recruiting international students

Post-event Data Management (Osaka University)

- Aggregating questions and analyzing questionnaire data from participants. Results and issues shared with participating universities prior to the next event.

Virtual university tours Study in Japan Online University Fair (2021~)

STUDY IN JAPAN  TOP GLOBAL UNIVERSITY JAPAN

Online University Fair 2022

JOIN this unique opportunity to learn more about **studying and researching in Japan**. Representatives from many Japanese universities will introduce their programs, admission processes, scholarship opportunities, student life, and much more!

March 4, 2022 (Fri), 13:30 ~ (Japan Time, UTC+9)

March 5, 2022 (Sat), 13:30 ~ (Japan Time, UTC+9)

Visit the following website for updates
<https://studyin-japan-jfiu.com>

FREE

- Universities: 7 regions, 40 Universities (2021~2023 academic year)
- Participants: 5,254+1,628+2,500 (This year just finished, calculating)
In total: 9,382

Homepage:

<https://www.studyin-japan-jfiu.com/>

Registration:
<https://forms.office.com/r/qRRaSi0udw>

Contact us:
study.oul@cgin.osaka-u.ac.jp





Japan Forum for Internationalization of Universities (JFIU)
Virtual Tour for Prospective International Students
from Diverse Cultures and Languages

 大阪大学
OSAKA UNIVERSITY



STUDY IN JAPAN Online University Fair 2024



Study Programs



Admission



Scholarships



Student Life

Date & Time:

March 1, 2024 (Fri), 15:00 (UTC+9)

March 2, 2024 (Sat), 10:00 (UTC+9)



Registration



Host  大阪大学
OSAKA UNIVERSITY

Sponsored by  TOP GLOBAL UNIVERSITY JAPAN

<https://us02web.zoom.us/j/8FR8yKncHd0D55bA>

Virtual university tours

Study in Japan Online University Fair (2021~)

2021~2023

- **40** Universities
- **7** regions

Kansai:

Kansai University
Kyoto University
Mie University
Nara Institute of Science and Technology
Osaka University
Ritsumeikan University
Ryukoku University
Osaka Convention & Tourism Bureau / Japan Tatodo Association
Kyoto University of Advanced Science

Chubu:

Hokuriku University
International University of Japan
Nagoya University
National Institute of Genetics (SOKENDAI)
NUCB Undergraduate School
Shizuoka University
Chukyo University
Nagaoka University of Technology

Tohoku:

Akita University
Tohoku University
The University of Aizu
Yamagata University

Chugoku:

Hiroshima University
Okayama University

Kyushu:

Kyushu University
Nishikyushu University
Nishikyushu University Junior College
Fukuoka Institute of Technology

Kanto:

Keio University (PEARL)
Soka University
Tokyo University of Agriculture and Technology
Tokyo University of Foreign Studies
Toyo University
University of Tsukuba
International Christian University
Juntendo University
Sophia University
Tokyo Institute of Technology
Kyoritsu Women's University /
Kyoritsu Women's Junior College
Waseda University
YOKOHAMA National University

Shikoku:

Ehime University



Virtual university tours

Study in Japan Online University Fair (2021~)

□ Participant Benefits

- Gained insights into studying and living in Japan.
- Received detailed information on academic opportunities at 40 Japanese universities.

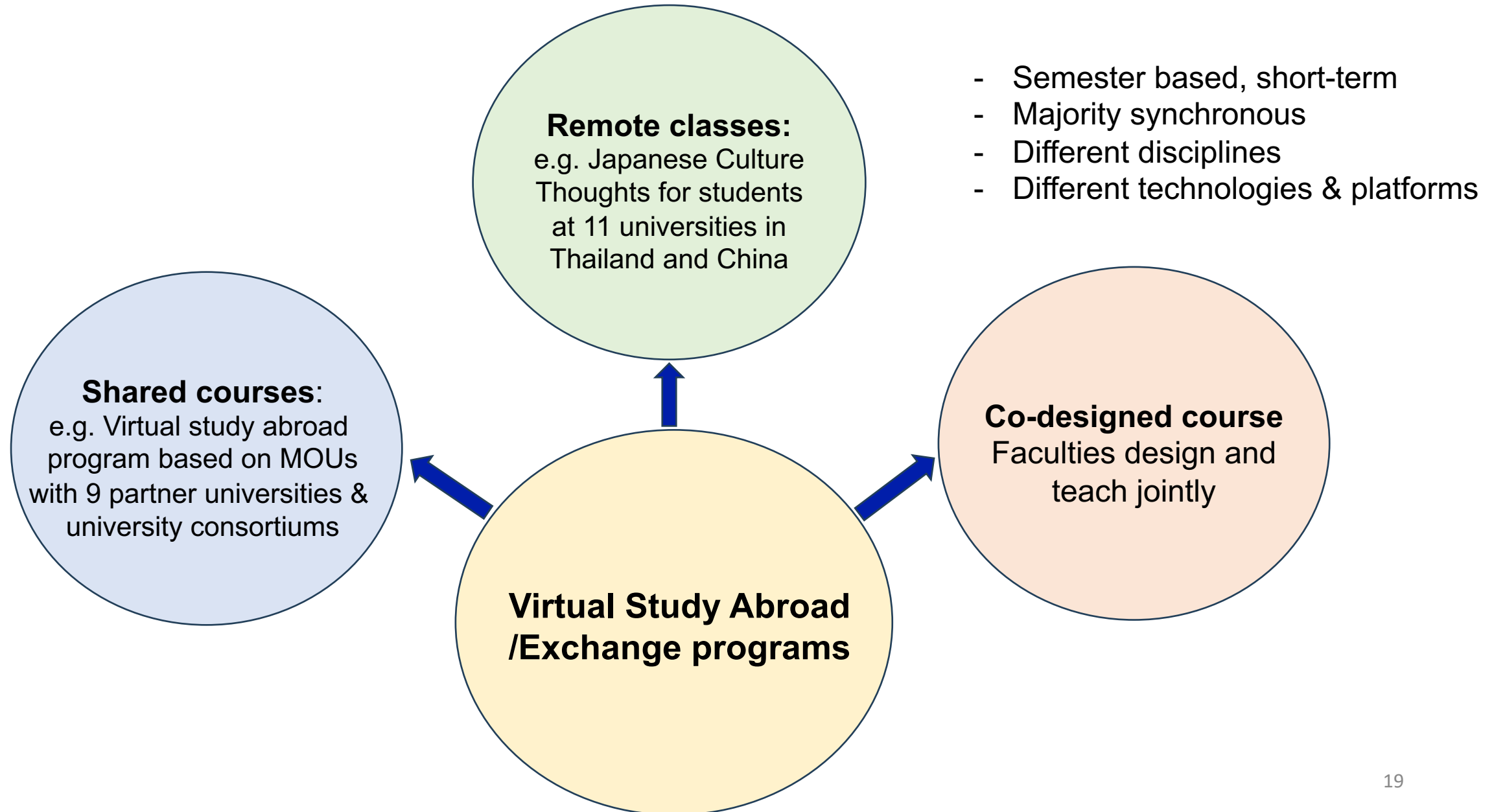
□ University Advantages

- Streamlined international recruitment, reducing costs and manpower.
- Enabled broad program promotion and shared successful strategies among universities.

□ Collaboration Enhancement

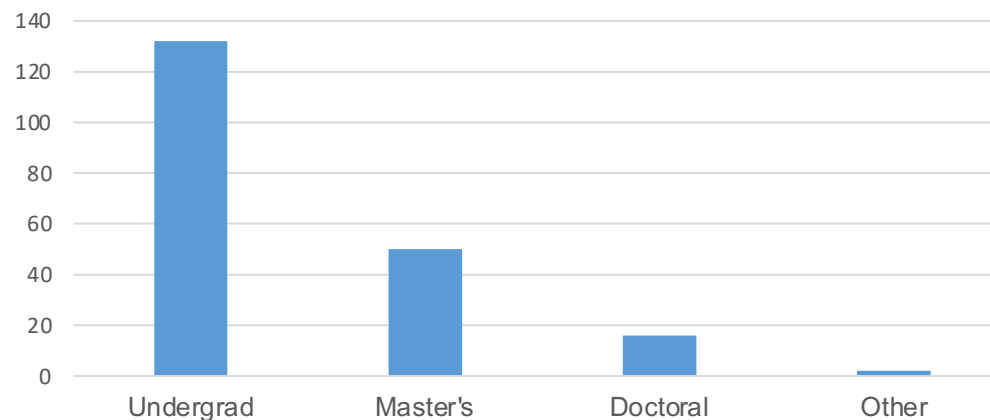
- Strengthened cooperation in international student recruitment across Japanese universities, amplifying their collective outreach.

Promoting Global Student Mobility through Virtual Exchange Programs

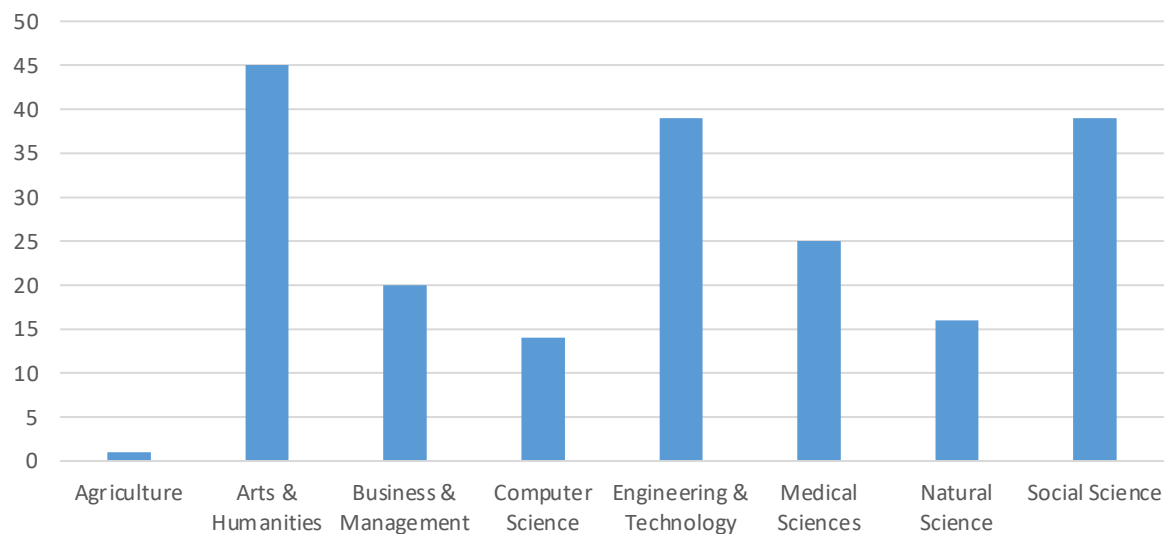


VSA Students' Survey (2021~), N=200

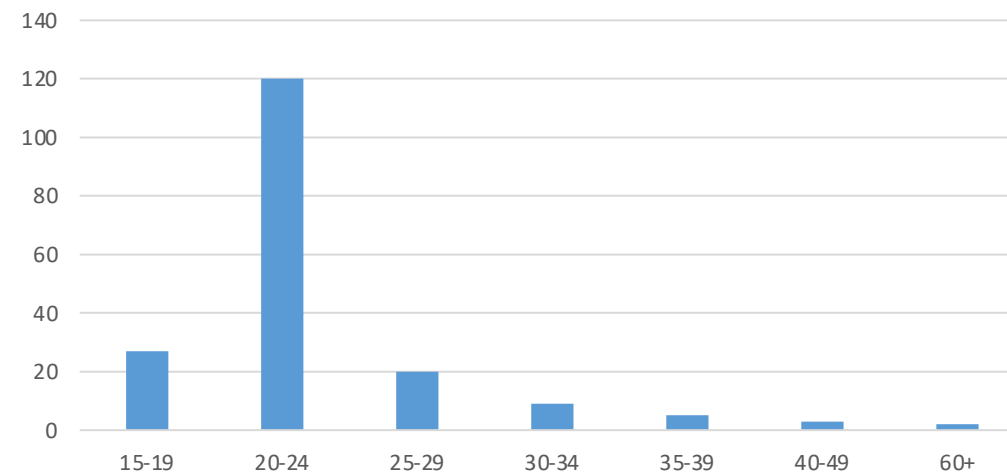
What is your current program level?



Your field/area of study

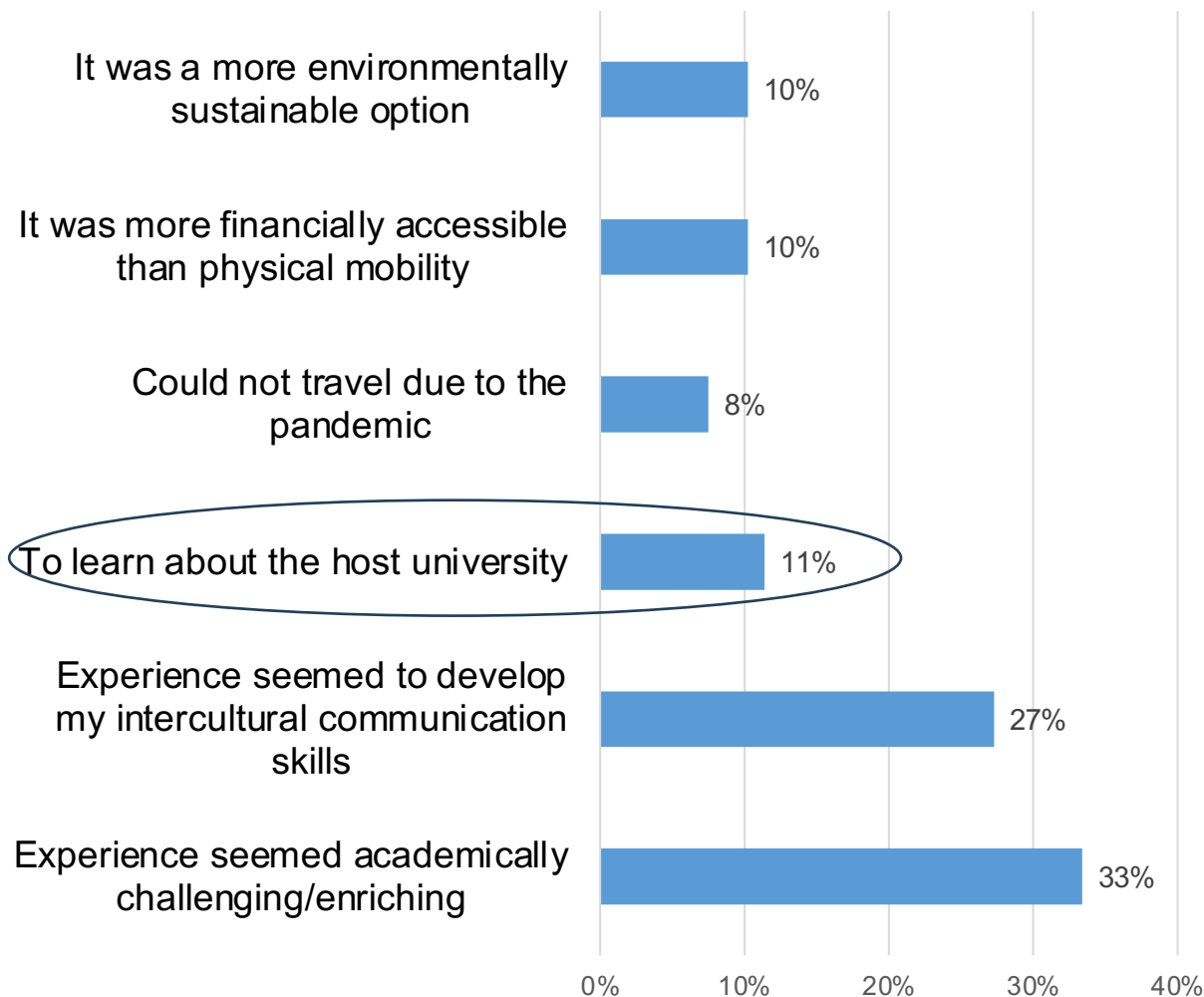


Age group

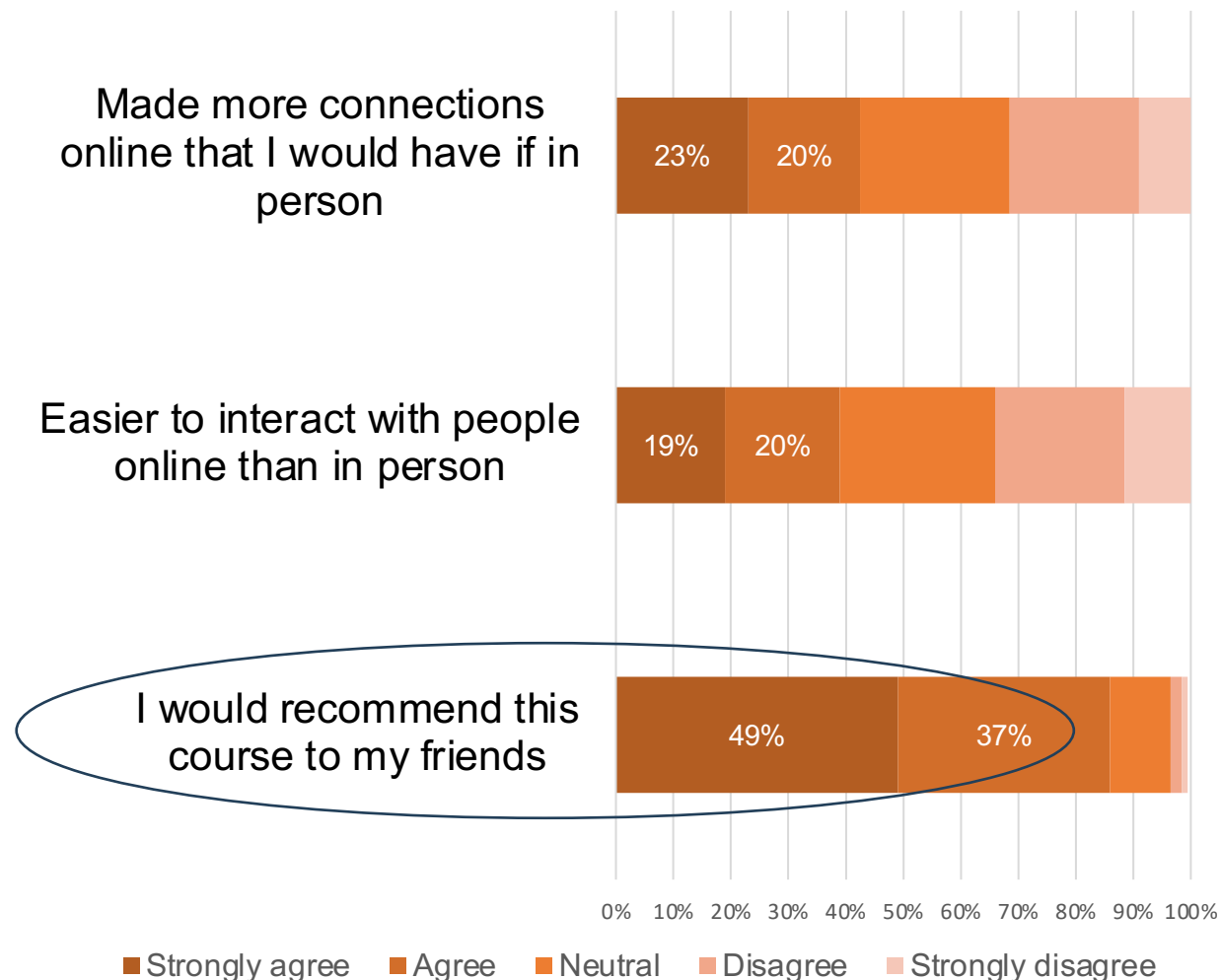


VSA Students' Survey (2021~), N=200

Reasons for taking the courses



Students' experience in VSA



Pearson correlation shows quality of the lecture contents, clear course objectives, high peer to peer communication were related to high satisfaction and future recommendation of the course to friends

		1	2	3	4	5
1	The course objective was clear	1				
2	You learned a great deal in this course	.766 ^{**}				
3	You were able to learn from peers in another university	.514 ^{**}	.519 ^{**}			
4	This course provides a valuable experience	.705 ^{**}	.742 ^{**}	.532 ^{**}		
5	I would recommend this course to my friends	.673 ^{**}	.688 ^{**}	.527 ^{**}	.765 ^{**}	
6	The quality of lectures on the course was high	.577 ^{**}	.550 ^{**}	.445 ^{**}	.513 ^{**}	.558 ^{**}

**** Correlation is significant at the 0.01 level (2-tailed).**

International student virtual exchange activities

Osaka University SDGs Virtual Student Exchange Program

“3 MINUTES OF INSPIRATION FOR SUSTAINABLE DEVELOPMENT”
Osaka University Student Video Contest

AWARDS CEREMONY & STUDENT FORUM (online)
June 25, 2021 (Friday), 16:00-17:30
Japan Standard Time (JST), UTC+9

PROGRAM
Format: Zoom webinar (link will be sent to registered emails)
Language: English
Student MCs: Andrew McNevin, Gen Shinkawa and Haruna Suzuki

16:00-16:10
OPENING REMARKS & OSAKA UNIVERSITY'S SDGs ACTIVITIES
Genta Kawahara
Executive Vice President of Global Engagement/
Director of the Center for Global Initiatives, Osaka University

16:10-16:20
“A MESSAGE FOR STUDENTS”
Naomi Kawase, Film Director
Murali Chandrashekar, University of British Columbia

16:20-16:50
VIDEO AWARDS CEREMONY
• Video Contest Overview, Brendan Barrett, Specially Appointed Professor, Osaka University
• Best SDGs Idea Award presented by Miwako Takahashi, Director/ Secretary General, Kansai NGO Council
• Best Production Award presented by Susanne Schermann, Professor, Meiji University
• Grand Prize presented by Genta Kawahara, Executive Vice President, Osaka University

16:50-17:25
STUDENT PANEL DISCUSSION
• Presentation by Hiroshi Sakuma, Director of the Virtual Osaka Pavilion, the 2025 World Exposition in Japan
• Presentation by the winners and best video producers
• Discussion time

17:25-17:30
CONCLUDING REMARKS
Shojiro Nishio, President of Osaka University

Organizer: Center for Global Initiatives, Osaka University
Co-organizer: Center for the Study of Co' Design, Osaka University
Supported by: Kansai SDGs Platform
Creative Unit, Osaka University
HP: <http://osku.jp/e0294> Email: videocontest@cgin.osaka-u.ac.jp

Naomi Kawase
Film Director/Executive Director
The Nara International Film Festival

Murali Chandrashekar
Vice Provost (International),
University of British Columbia

Register (free)

<http://osku.jp/w0219>

3 Minutes of Inspiration for Sustainable Development
Osaka University “Student Video Contest”

OSAKA UNIVERSITY SDGS VIRTUAL STUDENT EXCHANGE-2022

LIVE LOCALLY, GROW GLOBALLY!

This year, we welcome you to:

- “Learning SDGs Globally and Locally” Online course (*eligibility criteria applies)
- “Let's Take an Action” Public Symposium
- “3 Minutes of Inspiration for Sustainable Development” Video Contest
- Virtual Student Forum!

You can participate in ALL or ANY of the events!

SAVE THE DATE

Intensive Online Course
Aug 22-29

Public Symposium
Aug 29

Video Contest Deadline:
Oct 30

Virtual Student Forum
Dec 16

More information coming soon...

Upgraded to 4 parts from 2022

OSAKA UNIVERSITY SDGS VIRTUAL STUDENT EXCHANGE-2023

LIVE LOCALLY, GROW GLOBALLY!

This year, we welcome you to:

- Video Production Workshop
- “Learning SDGs Globally and Locally” Online Course (*eligibility criteria applies)
- “3 Minutes of Inspiration for Sustainable Development” Video Contest
- Virtual Student Forum!

You can participate in ALL or ANY of the events!

SAVE THE DATE

Video Production Workshop
May 20-21
Sep.30-Oct.1

Intensive Online Course
Aug 21-29

Video Contest
Jun-Oct 31

Virtual Student Forum
Dec 15

More information coming soon...

Center for Global Initiatives
Osaka University
Email: sdgs@cgin.osaka-u.ac.jp

“3 Minutes of Inspiration for Sustainable Development” Student Video Contest Awards Ceremony & Student Forum 2021

Updated the 4 parts in 2023

2024
2025

Enhancing International Student Recruitment and Communication through Virtual Exchange Programs

Support system

❑ Admissions Assistance Desk (AAD)

- Working as a liaison between students and their prospective supervisors
- Online application system

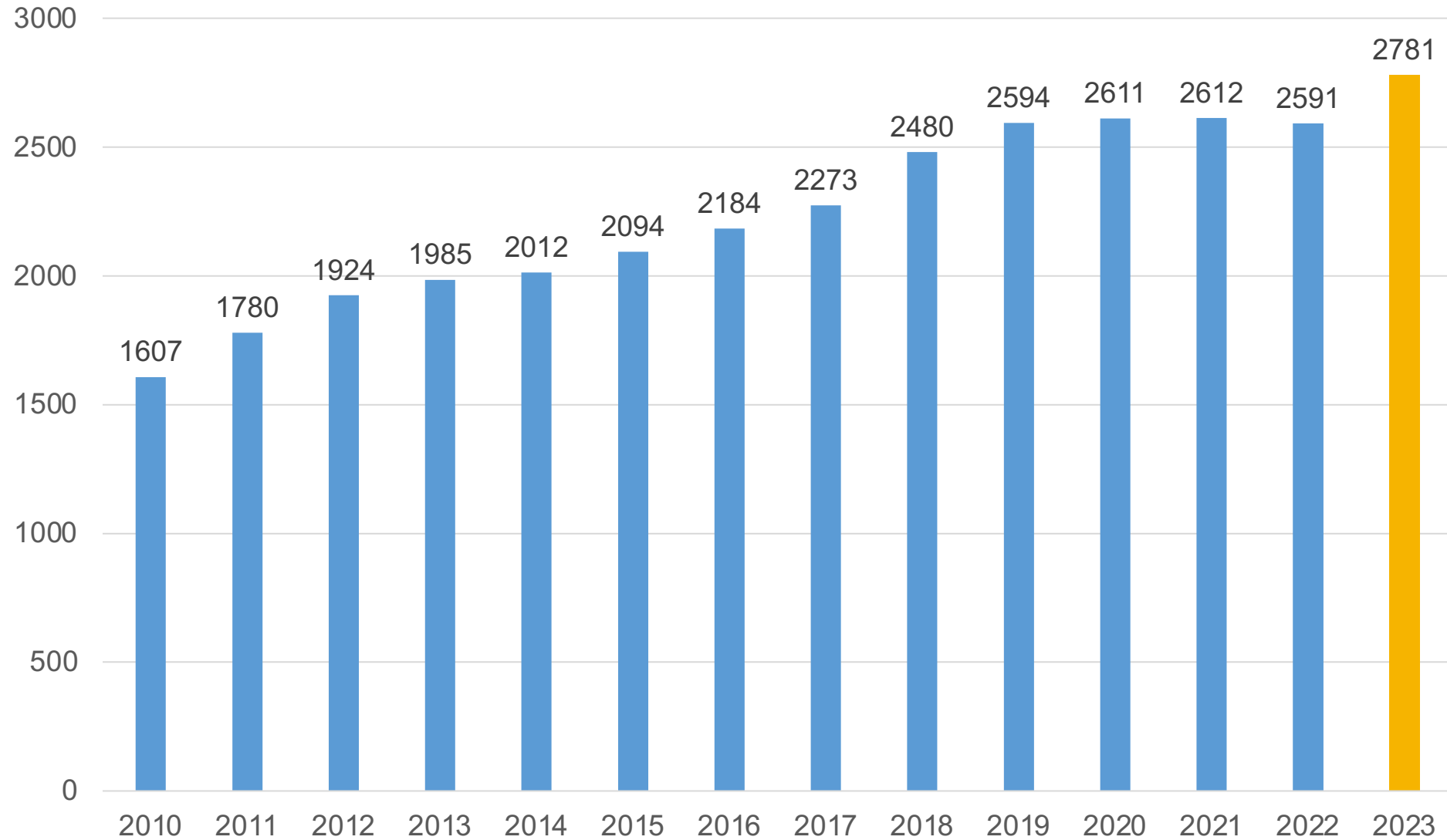
❑ Tuition Fee Exemption & Scholarships

- Japanese Government Scholarship Students (MEXT students) or foreign government-sponsored students, etc.
- Tuition fee exemption system for students with financial difficulties / for privately-funded international students who have demonstrated outstanding academic performance in graduate school entrance examinations.

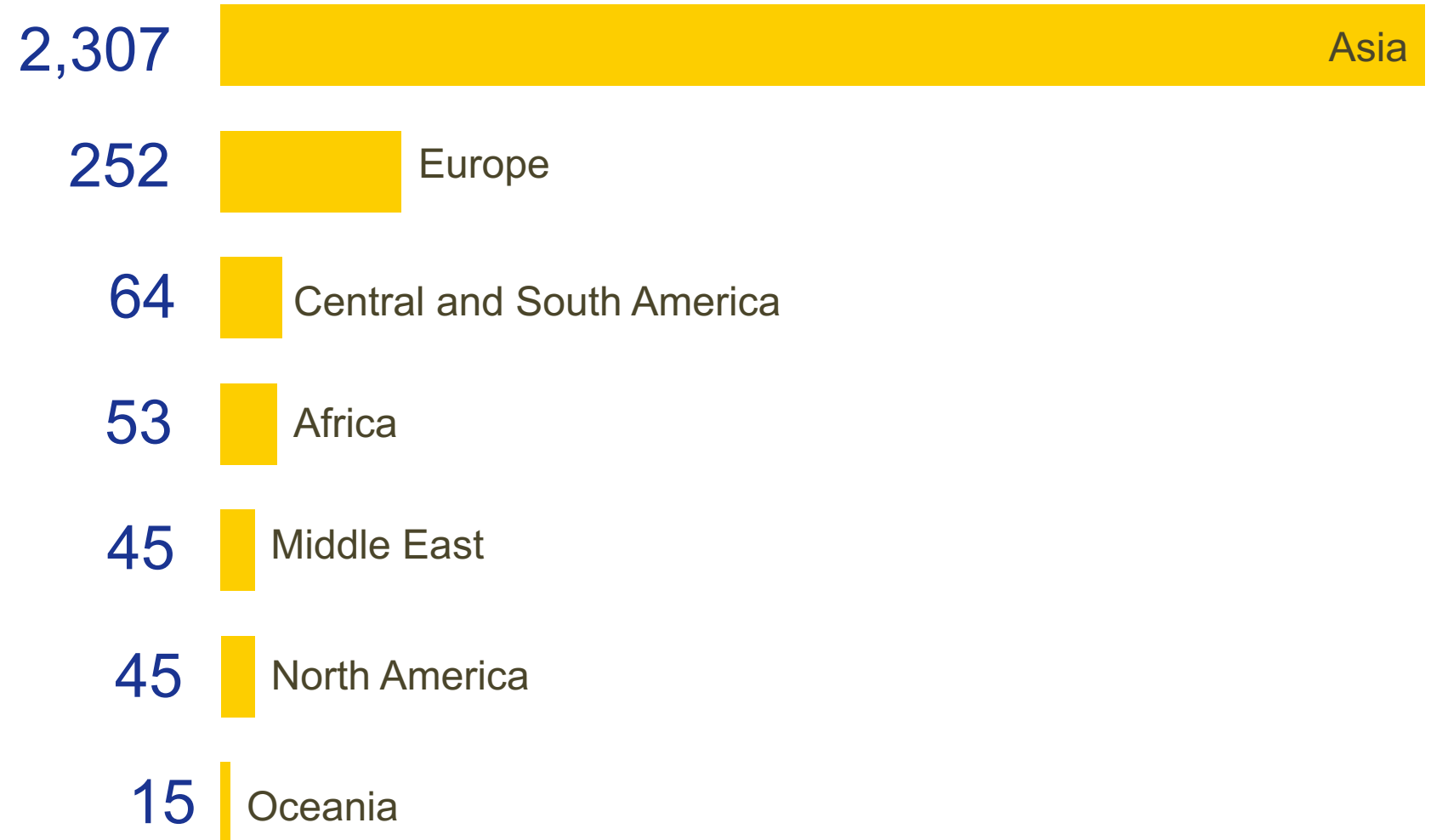
❑ Other supports

- Japanese Language Programs
- Career Support (Career Consultation for International Students, Job Search Strategy Seminar for International Students, etc.)
- Support Office for International Students and Scholars

International Students in OU (2010~2023)



International Students in OU (as of May 1, 2023)



Enhancing International Student Recruitment and Communication through Virtual Exchange Programs

Conclusion and Discussion

Benefits of virtual programs:

- No location restrictions.
- Can be delivered to multiple areas at the same time.
- Easy to join.
- Various stakeholders such as foreign students, graduates, faculty and staff of schools can be involved.
- Has more variety of content and ways of interacting, and resources can be shared between different departments.
- Easier to tally, save and provide feedback with online surveys.
- Low cost and highly effective.

Enhancing International Student Recruitment and Communication through Virtual Exchange Programs

Conclusion and Discussion

Challenges:

- Time differences
- Participation of non-targeted attendees
- Difficulty in conducting interactive sessions
- Difficulty in understanding non-verbal communication such as gestures
- Reliance on both sides' internet connection
- Limited time for interaction

Enhancing International Student Recruitment and Communication through Virtual Exchange Programs

Conclusion and Discussion

- The virtual and physical programs are **complementary**: online program in the beginning or at the end of study abroad programs can orient and prepare students before their journey and help students reflect on their experiences and apply their learning once students return home.
- Virtual exchange programs: bringing **increased access** to international education and global communication for students while broadening the scope of bilateral collaboration between universities. In addition, by **serving as an entryway** to study abroad experiences, the virtual programs have **the potential to boost on-site study abroad**.

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