

Attractiveness and Popularity of Hiroshima University : How Can We Make a Difference?

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HIROSHIMA UNIVERSITY

Strategy Background

- **March 2003: HU established the Internationalization Strategy**
- **December 2005: HU developed a new Internationalization Strategy meeting with HU midterm goal and plan to make it feasible, viable, and effective based on:**
 - > **The need to face the challenges of global international competition**
 - > **The corporatization of universities as independent administrative entities**
 - > **The need for renewal and assessment of the previous strategy**
 - > **Adoption by MEXT'S "Strategic Fund for establishing International Headquarters in Universities" Program**

Hiroshima University

A Unique, World-Class Research University

The Five Guiding Principles

- 1) Pursuit of peace
- 2) Creation of new forms of knowledge
- 3) Nurturing of well-rounded human beings
- 4) Collaboration with the local, regional and international community
- 5) Continuous self-development

The NEW Pillars of Internationalization

1. Promoting Internationalized Knowledge
2. Promoting Internationalized People
3. Promoting International Social Contribution
4. Promoting an Internationalized Campus

The Six Strategies for Internationalization

Midterm Goals/ Midterm Plan

From the Hiroshima University “Long-term Vision” (Jan 2003)

- **The Pursuit of Peace – Creating a University Where International Students and Researchers Can Gather to Pursue Peace**
- **Creating a University which continues to Attract World-Class Foreign Researchers**
- **Creating a University that Advances to the International Marketplace**
- **Creating a University that Trains International Talent and Ability**
- **Creating a University that Makes the Best Use of a “Choice and Concentration” Strategy**

Strategy Two: Universalization

- “Anytime, Anywhere, Anyone” - Creating a University Accessible 24-hours a day
- Creating an International-Capable University Through Internationalization Standardization (Global Standard)
- Creating a Friendly University
- Creating a University Which Strives to Improve Customer Satisfaction
- Creating a University that Provides Peace of Mind and Safety

Strategy Three: Networking

- **Creating a University that Strategically Makes University and Departmental International Exchange and Cooperation Agreement**
- **Creating a University that Endeavors to Organize International University Networks and Consortiums**
- **Creating a University that Endeavors to Build and Use Overseas Bases**
- **Creating a University that Promotes International Cooperative Research and Education**
- **Creating a University that Endeavors to Strategically Develop Short-term Exchange Programs**

Strategy Four: Devolution

- **Decentralization and the Meaning of Delegation**
- **Varying Internationalization Plans for Different Departments and Exemplifying International Development**

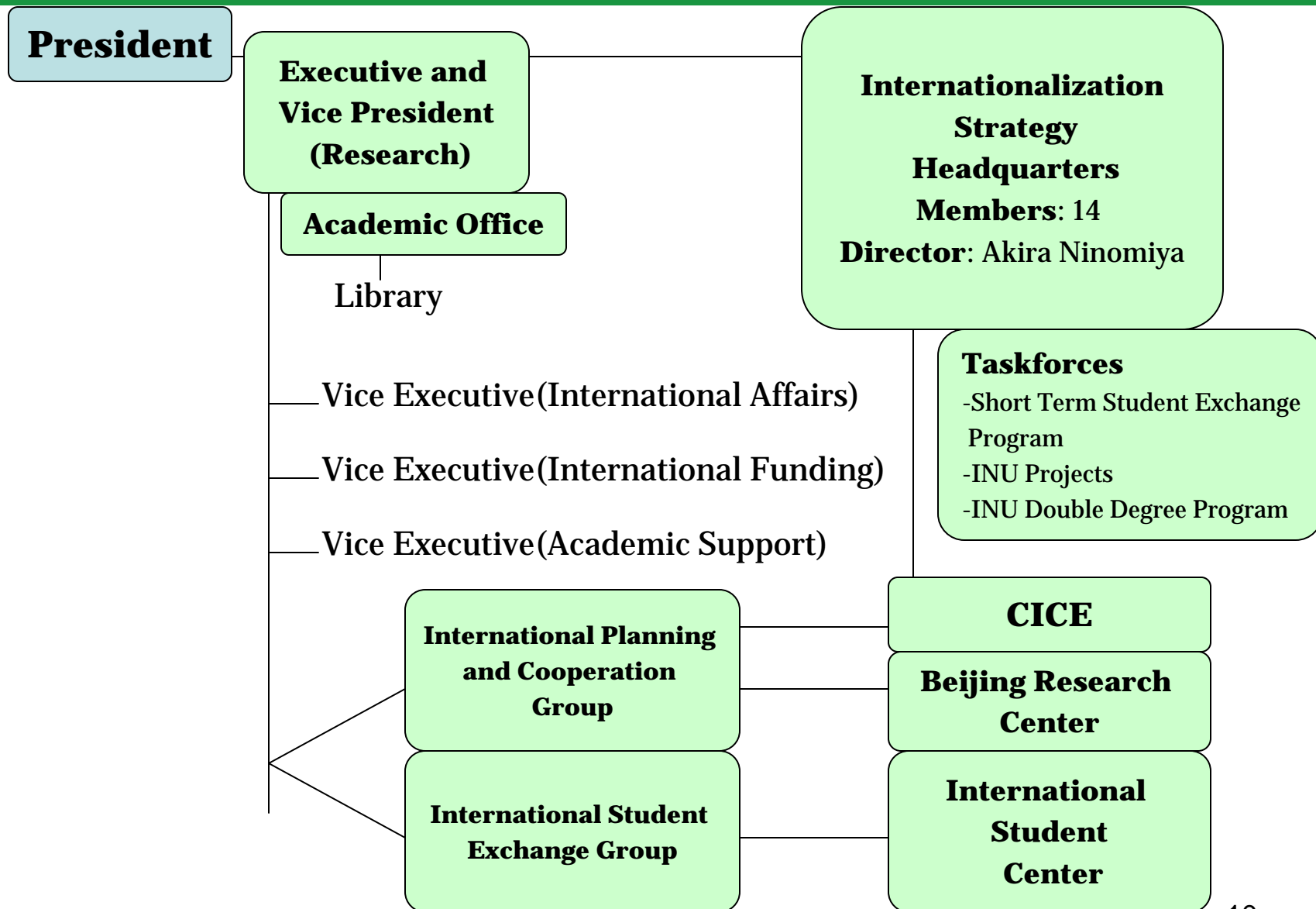
Strategy Five: Business Models

- **Creating a University that Challenges Itself to Develop an International Cooperative Service Business Model**
- **Creating a University that Challenges Itself to Develop a Business Model for International Student Exchanges**
- **Creating a University that Promotes a Business-like Approach to International Industrial-Educational Enterprises**
- **Creating a University that Promotes Offering Sophisticated International Education Services**

Maintenance

- **Basic Infrastructure Maintenance to Develop International Research by Staff**
- **Basic Infrastructure Maintenance to Admit International Students**
- **Basic Infrastructure Maintenance to Support Systems in the International Development and Other Departments**

The New Internationalization Strategy Framework



Mid-term Evaluations (1)

The following Strategies which were Evaluated as Those of Successfully and Satisfactorily Progressing:

- The pursuit of peace – creating a university where international students and researchers can gather to pursue peace (Strategy 1)
- Creating a university that makes the best use of a “Choice and Concentration” strategy (Strategy 1)
- Creating a friendly university (Strategy 2)
- Creating a university that endeavors to organize international university networks and consortiums (Strategy 3)
- Creating a university that strategically makes university and departmental international exchange and cooperation agreement (Strategy 3)
- Creating a university that endeavors to strategically develop short-term exchange programs (Strategy 3)
- Varying internationalization plans for different departments and exemplifying international development (Strategy 4)

Mid-term Evaluation (2)

The Strategies Which were Evaluated as Those of the Incomplete Progression:

- **Varying internationalization plans for different departments and exemplifying international development (Strategy 4)**
- **Creating the business-like approach to international university-business partnership programs (Strategy 5)**
- **Creating a university that promotes offering sophisticated international education services (Strategy 5)**
- **Basic infrastructure maintenance to develop international joint researches by staff (Strategy 6)**
- **Basic infrastructure maintenance to admit international students (Strategy 6)**
- **Basic infrastructure maintenance to support systems in the international development and other departments (Strategy 6)**

Comment: Further strengthen the effectiveness of internationalization in the education program

⇒ **Action:** HU plans to enrich double degree programs and summer programs

Comment: Develop a plan to use HU's overseas bases effectively

⇒ **Action:** HU is developing a model and strategy for overseas bases

Comment: Strategically conduct public relations activities in order to enhance international recognition of HU's peace brand

⇒ **Action:** HU is developing a branding strategy (One Stop Service, Public Relations, and a "Friendly University")

Further action being taken by HU to develop internationalization:

⇒ Development of an international cooperation business model (Assistance to Africa)

⇒ Promotion of international joint research

⇒ Support for international industry-university collaboration

Attractiveness and Popularity

- Strategic use of “Hiroshima” to send out the Message of Peace to the World, because it is our duty to the human kind to speak about peace....” *Peace Studies at Hiroshima University*”
- “International Training Programs of the Professional Experts of the Peace-builders” (MOFA) at HU
- Strategic use of the Tradition of Educational Studies and Teacher Training during the past 110 years” *International Cooperation in Education*”
- Safe and Beautiful, and Friendly and Universalized Campuses of Hiroshima University located in Local City

Owari

Thank you very much for your patience!

Arigato-gozaimashita.