

# EDUCATIONAL ADVISING SERVICE

## 2003-2004 EDUCATIONAL ADVISING SERVICE OVERVIEW

### *Educational Advising Service Activities and Users*

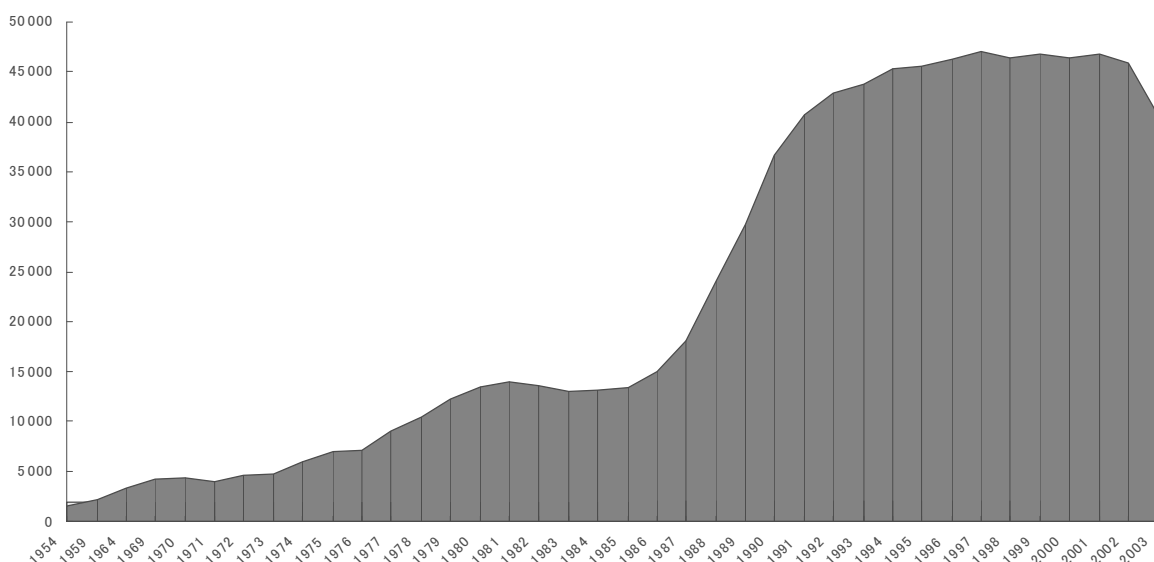
The Educational Advising Service (EAS) continued to engage in activities to promote educational exchanges between Japan and the United States and to support the overall mission of JUSEC, mainly through providing advice and information on American higher education to the Japanese public interested in educational opportunities in the U.S. In addition to its long-standing programs, measures were taken to enhance and expand advising services in FY2003. New programs included the Visitors Seminars, which provided opportunities for Japanese prospective students to meet with representatives of U.S. institutions and hear, first-hand, about the U.S. study experience. In addition, individual advising was made available on a walk-in basis at the EAS Advising Center and the number of advisees increased from 75 in FY 2002 to 1,960 in FY 2003. The 24-Hour Fax service was discontinued due to decreased demand. However, the EAS website was improved to more readily provide timely and accurate information. As a service to Americans, EAS provided information and briefings on Japanese education. The briefings, which included information on current trends of Japanese students seeking educational opportunities in the U.S., were especially popular and in high demand by representatives of U.S. higher education institutions.

In FY 2003, EAS users totaled 609,737. This total includes the number of EAS web site access, which was 592,564. The number of EAS users who obtained advice through other means was 17,173. While the total number of EAS users increased, the number of telephone inquiries decreased significantly, offset by increased web site access.

### *Trends in Study Abroad for Japan*

According to the most recent statistics available from IIE, the total number of Japanese students studying in U.S. universities and colleges in 2003-2004 was 40,835, which was an 11.2% decrease from the previous year. Conceivable factors for the decrease were 1) cumbersome visa procedures, 2) tuition increases, 3) proactive recruiting activities of other English speaking countries, 4) inconvenience of taking the TOEFL paper test, and 4) expanded educational opportunities within Japan, and 5) perceptions of the safety of studying in the U.S.

Figure 1: Japanese Students in the US 1954-2003



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The number of Japanese students studying in the U.S. reached a plateau between 45,000 and 47,000 in the recent decade. Until 1997-1998 Japan was the top sending country to the U.S. However, in 1998-1999 China became the top country of origin and Japan dropped to second. The number of students from Japan fell further in 2000-2001, when Japan became the third most sending country following China and India. Since 2001-2002, Japan has maintained its position as the fourth most sending country.

## ***Top Ten Countries Sending Students to the U.S. 2003-2004***

	Country of Origin	Number 03/04	% difference	% from total
1	India	79,736	6.9%	13.9%
2	China	61,765	-4.6%	10.8%
3	Korea, Republic of	52,484	1.9%	9.2%
4	Japan	40,835	-11.2%	7.1%
5	Canada	27,017	1.9%	4.7%
6	Taiwan	26,178	-6.6%	4.6%
7	Mexico	13,329	4.1%	2.3%
8	Turkey	11,398	-1.7%	2.0%
9	Thailand	8,937	-10.5%	1.6%
10	Indonesia	8,880	-14.9%	1.6%
	<b>WORLD TOTAL</b>	<b>572,509</b>	<b>-2.4%</b>	<b>100.0%</b>
			2003/2004 opendoors. IIE	

## ADVISING AND INFORMATION SERVICES

### ***The EAS Advising Center and Individual Advising***

The EAS advising center was open Monday through Friday from 10 am to 5 pm. As a new measure to enhance and expand its advising activities, EAS provided individual advising at the center without requiring an appointment. Although the number of advising center users decreased by 18% from 4,080 in the previous year to 3,336 this year, the number of users who sought individual advising at the center increased significantly from 75 to 1,960.

### ***EAS Web Site***

To respond to increased demand for information accessible through the internet, EAS web site was renewed in conjunction with the over-all renewal of the JUSEC homepage. The main objective of this renewal was to provide a more easily accessible and user friendly site and also provide services to a broader audience, especially to those unable to visit the EAS advising center or participate in EAS programs. Web accesses increased from 338,562 in FY2002 to 592,564 in FY2003. With improvements to the website and decreased demand for information via fax, the 24-hour fax reply service was discontinued. In a continued effort to improve its site, EAS plans to introduce web advising and create a Step By Step Guide on Study in the U.S. in the coming year.

### ***Telephone***

Answers to frequently asked questions were made available via a 24-hour automated telephone answering service, while those who had specific questions were able to talk directly to EAS staff between 12:00 and 17:00, Monday through Friday. In 2003-2004, telephone inquiries decreased by 72% and the total number of telephone contacts was 3,186.

### ***E-Mail and Mass Mailing***

The use of e-mail increased in FY 2003 and the total number of E-mail correspondence was 1,040. E-mail was used not only to respond to individual questions but also to publicize various EAS activities to over 6,000 EAS users who registered to receive EAS announcements. In addition, EAS sent approximately 12,000 posters and PR materials by mass direct mail.

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## ***Publications***

EAS published the 2005 Study in the U.S.A.: The Official Guide in May, 2004. This annual Japanese publication was featured on the top page of Amazon.com on July 10, 2003, and ranked 14th among that day's best sellers. Demand for the guidebook was so high that the publisher reprinted it in August and 4,599 copies were sold.

EAS also created a new brochure in Japanese separate to the JUSEC Brochure, to publicize the three basic areas of services provided by EAS - Information, Advising, and Programs - and the EAS web site. 5,000 brochures were printed in October and distributed at university fairs, outreach programs and advisors' training programs.

## **PROGRAMS**

### ***Advising Sessions in Tokyo***

EAS provided 20 group-advising sessions separately for the graduate and undergraduate level at the JUSEC conference room. In 2003-2004, the total number of participants in group-advising sessions held in Tokyo was 1,089, which was nearly the same as the previous year. 54% of the participants (592 participants) attended the graduate level sessions and 46% (497 participants) attended the undergraduate level sessions. In contrast to the actual number of Japanese students studying in the U.S. in 2003-2004 (68%-undergraduate, 21%-graduate, and 11%-other), participants of the Tokyo advising sessions considering U.S. graduate programs outnumbered those considering undergraduate programs.

### ***Videoconference Advising Sessions***

As one of its future considerations, EAS explored the possibility of bringing EAS programs such as Group Advising Sessions to remote areas in Japan via videoconferencing in cooperation with the American Centers, prefectural government international centers, and universities. As a test case, the Undergraduate Group Advising Session held in April was made available in Nagoya via videoconferencing. The videoconferencing allowed for students in Nagoya to interactively participate in the session by asking questions in real time to the resource person in Tokyo. The equipment for this session was provided by NTT as a part of their promotion for such equipment. Overall, the session went very smoothly and EAS plans to explore further possibilities of conducting such sessions.

### ***Advising Sessions Outside of Tokyo***

Outreach programs were conducted in October and November in Sapporo, Sendai, Nagoya, Kyoto, Fukuoka, Hiroshima and Okinawa in cooperation with international centers supported by prefectural governments, American centers and local universities. At each site, EAS provided both group and individual advising sessions and TOEFL seminars were provided in cooperation with the Council on International Educational Exchange (CIEE) TOEFL Division. The collaboration with CIEE'S TOEFL Division was very successful. Not only did the number of participants increase, but the participants also benefited from the TOEFL sessions since most of the outreach program participants lived outside the Tokyo and Osaka areas, where TOEFL computer based tests were not offered. Although paper based tests were offered in some places, most of students residing in remote areas felt inconvenienced in having to take the TOEFL test. The TOEFL seminars allowed such students to better understand test taking procedure and strategies. Information on the new internet based test scheduled to be offered starting September, 2005, was also provided during the sessions.

In addition to regularly scheduled outreach sessions, by invitation, EAS conducted group advising sessions at the University of Tsukuba, Tsuda College and Fukui International Association for conducting group. In 2003-2004, the total number of participants in the outreach programs was 1,350, which was an 11% increase from the previous year.

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## ***Pre-Departure Orientation (PDO)***

Pre-Departure Orientation Programs were held at the Tokyo American Center over a period of four days with separate sessions covering undergraduate programs, graduate humanities & social science programs, graduate natural & applied science programs and professional schools including international relations, MBA and Law programs. A session combining undergraduate and graduate programs was also held at the Osaka American Center. A total of 346 (Tokyo: 286, Osaka: 60) people who had been accepted by at least one U.S. institution from fall 2004, participated in the Pre-Departure Orientation Programs. The total number of participants decreased by 28% from the previous year. This was also reflected in the decrease of the total number of Japanese students in the U.S. in the 2003-04 statistics recently released from the Institute of International Education.

## ***Visitors Seminars***

As a new project, EAS launched "Visitors Seminars". These gatherings provided opportunities for prospective students and representatives of U.S. institutions to meet face to face. Representatives of U.S. institutions were asked to serve as resource persons for U.S. higher education in general and each session involved between three and six representatives of accredited institutions of higher education. The first such session was held in March with representatives from six schools in Indiana, and the second session was held in April with representatives from five two-year institutions throughout the U.S.

## ***Advisor Training Sessions***

Advisor Training Sessions were held twice in the JUSEC conference room in December 2003 and January 2004. There were a total of 100 participants including university administrators, high school teachers, publishers, and commercial study abroad agents. Although EAS had previously conducted advisors' sessions during outreach programs outside the Kanto area, this was the first time that such sessions were conducted in Tokyo. Initially, only the December session had been planned. However, a week after announcing the December session, the number of participants who registered for the session reached maximum capacity of the JUSEC conference room (max. capacity 50), and thus, a second session was held in January.

## ***JAFSA (Japan Network for International Education) Professional Development Program***

JAFSA (Japan Network for International Education) Professional Development Program was conducted in Hiroshima for JAFSA members who are mainly university administrators in Japan. The program focused on issues related to sending students abroad. During the program, EAS conducted sessions on advising students wanting to study in the U.S. and on utilizing the Internet for obtaining information on study in the U.S.

## ***High School Teacher Training Session***

In recent years, the demand from high school teachers for training on how to advise their students regarding study abroad opportunities has increased due to an increase in the number of high school students seeking admission to U.S. colleges and universities as freshmen. These students are often excellent and concurrently explore opportunities both here in Japan and the U.S. Responding to this demand, EAS held a session for high school teachers in March at The Tokyo International Exchange Center as a part of the Study Abroad Information Seminar by Sanpo, a publisher of magazines for university admissions and recruitment.

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## *JUSEC / IIE University Fairs*

The twelfth annual U.S. University Fairs were held on October 23 in Kobe and October 25 in Tokyo. EAS had been the main on-site coordinator of the U.S. University Fairs in Japan since 1981. However this year, the fairs were conducted in collaboration with the U.S. Embassy Commercial Service, Tokyo (CS), for the first time. EAS provided a framework and undertook the educational service side of the fair by advising prospective students, holding two group advising sessions for prospective students and providing a briefing on current issues of Japanese education for representatives of participating institutions. The Commercial Service was responsible for the management side, including administration and logistics, utilizing their expertise in hosting events such as trade shows and seminars. They also placed great effort in publicizing the fairs. In addition, the TOEFL Division of CIEE (Council on International Educational Exchange) provided information sessions on ETS tests, and the Consular Section of the American Embassy provided visa information sessions.

A total of 86 colleges and universities participated in the Tokyo Fair, while 25 institutions were represented in Kobe. The Tokyo Fair attracted 1,697 prospective students and their families, while the attendance at the Kobe Fair was 495. At both the Tokyo and the Kobe fairs, representatives from the participating schools had fruitful conversations with prospective students, and the students were given a good opportunity to learn about U.S. schools. Combining EAS' expertise in study abroad and CS' expertise in hosting fairs led to the success not only of the fairs but also provided a foundation for Advising Centers to work together with the Commercial Service in promoting study in the U.S.

## *Other Fairs*

In FY2003, EAS was invited to participate in several fairs sponsored by other organizations. The Japan Student Services Organization (JASSO) Study-Abroad Fairs took place in June at the Kobe Satellite of JASSO and at the Tokyo International Exchange Center. Another JASSO Fair was held in October at the Tokyo International Exchange Center. Contents of the JASSO Study-Abroad Fairs were made available to students at many national universities throughout Japan via videoconferencing.

The Waseda University Study-Abroad Fair took place in April. About 2,000 students from Waseda University, a majority being freshmen, participated in this fair where educational advisors from EAS, embassies of Canada, Australia, New Zealand, Ireland, and the British Council made presentations on study-abroad opportunities in their respective countries and the Council on International Educational Exchange explained the TOEFL test. In addition, EAS provided personal advising on studying in the U.S. at the JUSEC booth located within the fair venues.

## **EAS USER PROFILE**

### *Inquiries*

Inquiries about Japanese and U.S. education opportunities came primarily from the following six sectors: the Japanese public, the media, government agencies, non-profit educational organizations, study-abroad commercial agencies, and universities and schools.

Inquiries from the Japanese public comprised the bulk of all inquiries. Most of these inquiries were related to such issues as effective ways of obtaining information, admission procedures, school selection, accreditation, visas, financial aid and safety. Inquiries from the Japanese media centered on Japanese students in the U.S. EAS provided information on how to study in the U.S. for magazines and publications dealing with study abroad and responded to requests for interviews regarding Japanese students studying in the U.S. and the U.S. educational system.

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Government ministries continued to rely on EAS for verification of accreditation status of U.S. institutions, while non-profit educational organizations such as prefectural international centers, JASSO and CIEE contacted EAS regarding opportunities for study in the U.S. Inquiries from study-abroad commercial agencies mostly regarded the current trends of Japanese students who study in the U.S. and information on visa and testing matters.

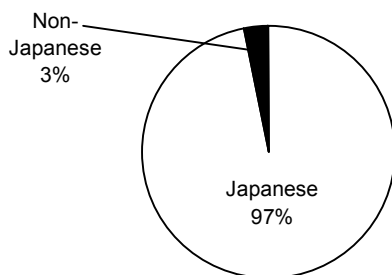
In terms of inquiries from universities and schools, Japanese institutions sought general information about the U.S. educational system, sending students to the U.S., institutional linkages, and student credentials obtained in the U.S. and how to advise students. Most inquiries from the U.S. related to funding prospects, student credentials, educational standards, trends of students who consider U.S. study opportunities, and questions regarding program linkages, not only with colleges and universities, but with *Senmon Gakko* (technology/vocational schools) in Japan. There were also numerous visitors from American universities as well as a few group visits such as those organized by the Linden Educational Services. EAS provided briefings on Japanese education and the current trends of Japanese students in the U.S. for these visitors. Such sessions provided a good opportunity for EAS staff to learn from the visitors about current trends in U.S. education.

## User Survey Results and User Profile

New users of the advising center were asked to complete a questionnaire that provided background information and their reasons for using the library. Participants of the Group Advising Sessions, the PDO, and outreach programs also filled out event specific information sheets. The contents of the survey were revised in FY2003 to include more detailed information regarding nationality (Japanese/non-Japanese), age, type of institution attended, degree seeking or non-degree seeking, and details regarding interest in the field of study.

The total number of questionnaires completed in 2003-2004 was 2,948 (4,615 in 2001-2002 and, 3042 in 2002-2003).

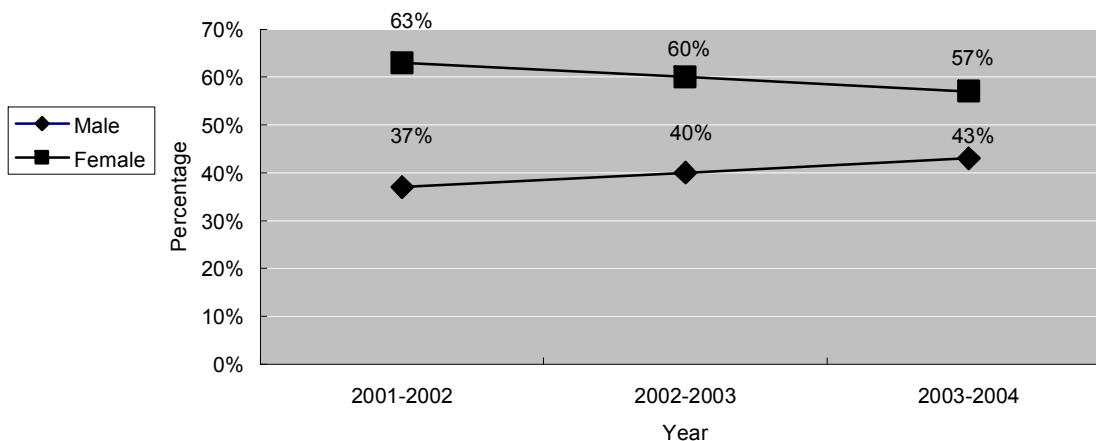
### Nationality 2003-2004



The results of this year's survey showed that EAS served a predominantly Japanese population (97%). Prior to this year, the survey did not contain questions regarding nationality.

The percentage of female users outnumbered males (Female: 57%, Male: 43%). Since 1987, female users have always outnumbered males. However, this ratio peaked at 63% in 2001 and the number of female users has gradually decreased.

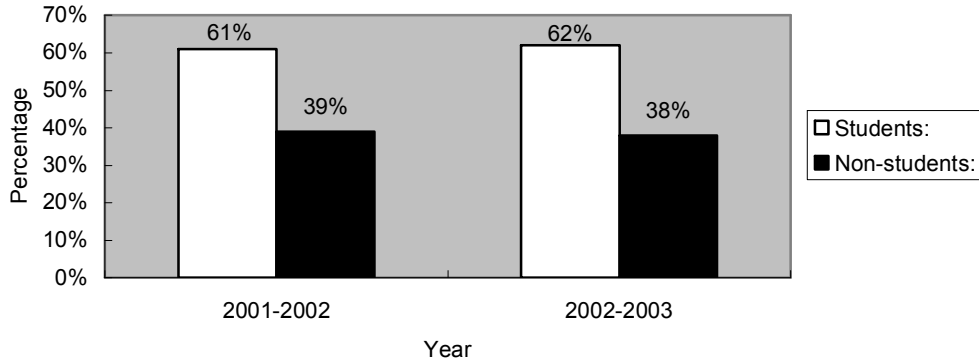
### Gender



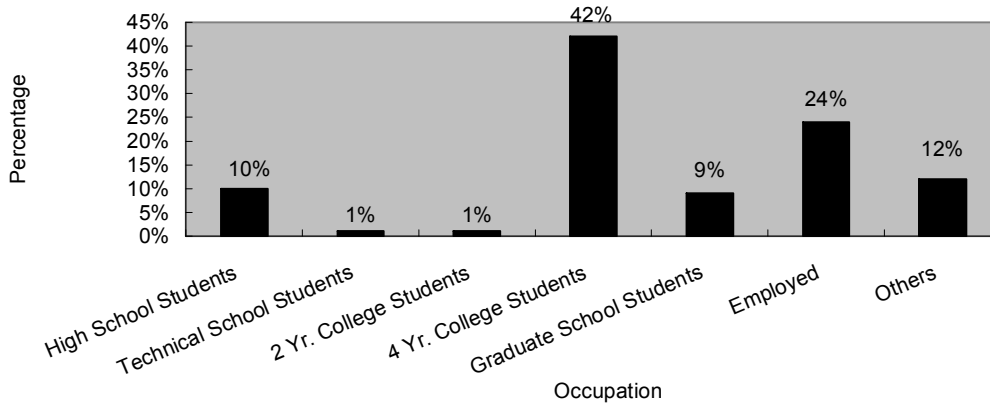
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More than half of the EAS users were students (64%). Although specific statistics on high-school student users was not available, the number of inquiries from high-school students increased this year and approximately 10% of EAS users were high-school students.

## Student vs Non-Student

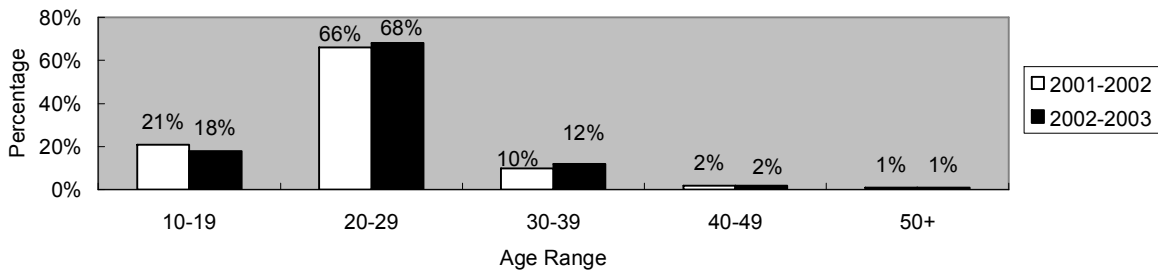


## Occupation 2003-2004

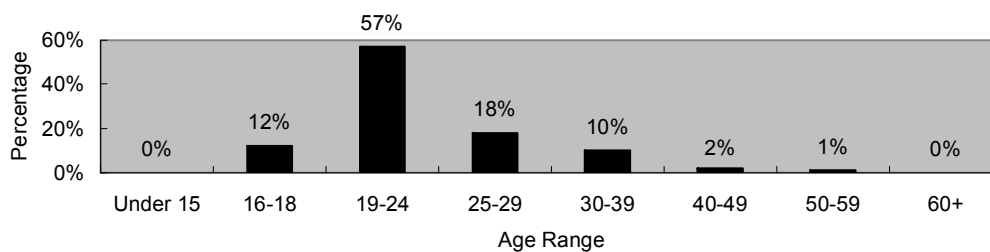


More than half of the EAS users were in the age group between 19 and 24 and the majority of EAS users (97%) were in the age group between 10 and 39 (16-18: 12%, 19-24: 57%, 25-29: 18%, 30-39: 10%).

## Age 2001-2002 & 2002-2003

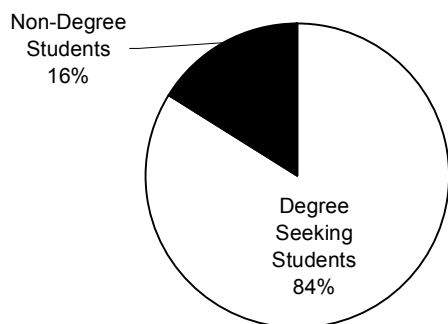


## Age 2003-2004



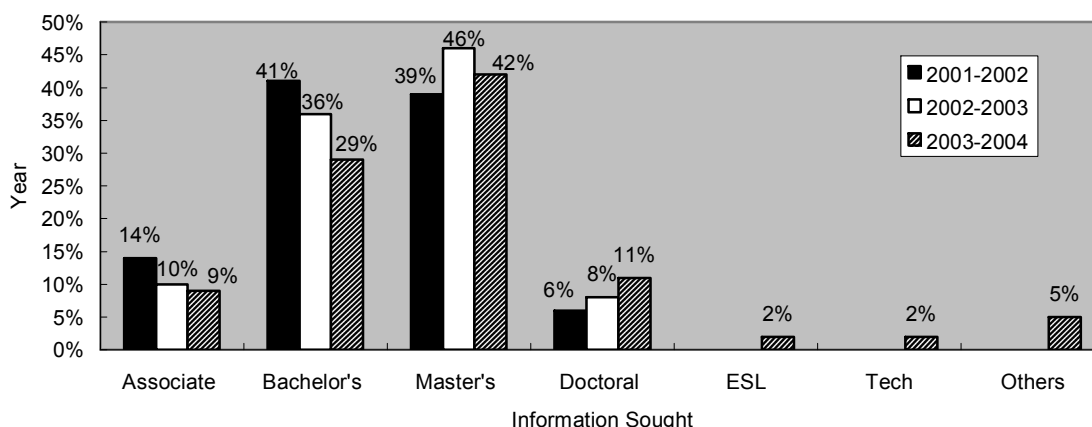
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## Degree Seeking vs Non-Degree Seeking 2003-2004



Among those surveyed, 38% were interested in undergraduate study (associate: 9%, bachelors: 29%), 53% were interested in graduate study (masters: 42%, doctoral: 11%) and 9% were interested in ESL programs, technical schools and other type of U.S. institutions. It is noteworthy that the number of EAS users who were interested in graduate study outnumbered those who were interested in undergraduate study.

## Information Sought



<b>Top 10 Popular Fields of Studies</b>	<b>2001-2001</b>	<b>2002-2003</b>
1. Business	10.25%	10.30%
2. International Relations	6.80%	6.80%
3. Art& design	6.47%	6.50%
4. Engineering	4.98%	5.00%
5. Economics	4.63%	4.60%
6. Psychology	4.39%	4.40%
7. Education	4.06%	4.10%
8. Communication	3.30%	3.30%
9. Law	2.78%	2.80%
10. Environmental Science	2.45%	2.50%

<b>Top 10 Popular Fields of Studies</b>	<b>2003-2004</b>
1. Undecided	10.45%
2. International Relations/Affairs	5.87%
3. Business-MBA/DBA	3.43%
4. Film/Video Production	2.37%
5. Marketing/Distribution	2.37%
6. Architecture	2.34%
7. Communications	2.17%
8. Hospitality Administration/Management	2.10%
9. International Development	2.10%
10. International Business	2.07%

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## **NETWORKING and PROFESSIONAL AFFILIATIONS**

### ***JAFSA: Japan Network for International Educators***

By networking with members of JAFSA, EAS was able to promote international education in Japan. Specifically, EAS participated in the 2003 JAFSA Summer Seminar which was held in Zao, Miyagi prefecture in July. Many sessions in the seminar were related to study-abroad for Japanese students. The face-to-face network with JAFSA members was crucial for EAS, especially in terms of assessing the needs and trends of study-abroad at Japanese universities as well as finding resource persons to speak at EAS' group advising and outreach programs. The JAFSA list-serve and member mailing lists also provided an effective means to announce EAS programs.

### ***Japan Association of Overseas Studies (JAOS)***

EAS participated in a Japan Association of Overseas Studies (JAOS) meeting in January at the British Council. JAOS is comprised primarily of study-abroad agencies. Study abroad staff from various Embassies also participated in the meeting. Embassy staff reported on trends and recent statistics of Japanese students who study in their country. Representatives of JAOS reported on current JAOS activities and study abroad trends from all over the world.

### ***Foreign Government Education Representatives (FGER)***

FGER (Foreign Government Education Representatives) comprised of Embassy staff who provide information and advice to Japanese students on study-abroad opportunities, met twice this year to share information on current trends of Japanese who study in each country and to coordinate schedules for study abroad events such as university fairs and advising sessions. Such sessions not only provided an opportunity to exchange ideas and gain insights on the various trends of Japanese student flows, but also provided a means to prevent scheduling conflicts of major events.

### ***Public Affairs and Consular Sections of the American Embassy***

EAS cooperated with the Public Affairs and Consular Sections of the American Embassy and American Centers in Japan through public relations, advocacy, and by speaking out on public policy and visa issues. Pre-Departure Orientation Programs were held at the Tokyo and Kansai American Centers. Other American Centers announced outreach programs and university fairs in local newspapers on behalf of JUSEC and the Consular Section provided visa information sessions at the university fairs.



EAS Advising Center