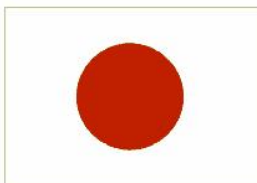


JAPAN– Tokyo



Microsoft Illustration

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HISTORY

The Japan-United States Educational Commission (JUSEC) was established in 1979 as a binational commission with support from the governments of Japan and the United States. From 1951 to 1979 the Fulbright office was funded by the United States government alone, and from 1949-51 approximately 1,000 Japanese travelled to the United States for study under the GARIOA (Government Aid and Relief in Occupied Areas) Program.

The Educational Advising Service (EAS) of JUSEC was established in 1964. At the present time there are two full-time and one part-time advising staff.

STUDENT CONTACTS JULY 2004 - JUNE 2005

In-person advising	1,208
Reference users	2,058
Tel inquiries	2,638
E-mail inquiries	612
Web site hits	556,573
Group Advising Sessions	1,493
Outreach	1,165
Orientation program attendees	302
Education fair attendees	4,083
Professional visitors	<u>102</u>
Total Contacts	570,234

2004-2005 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. In addition to its long-standing programs, EAS enhanced and expanded its advising services in FY2004. New programs included Special Sessions, in which presentations by higher education professionals and EAS staff on specific fields of study or specific topics on studying in the U.S. were offered. 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

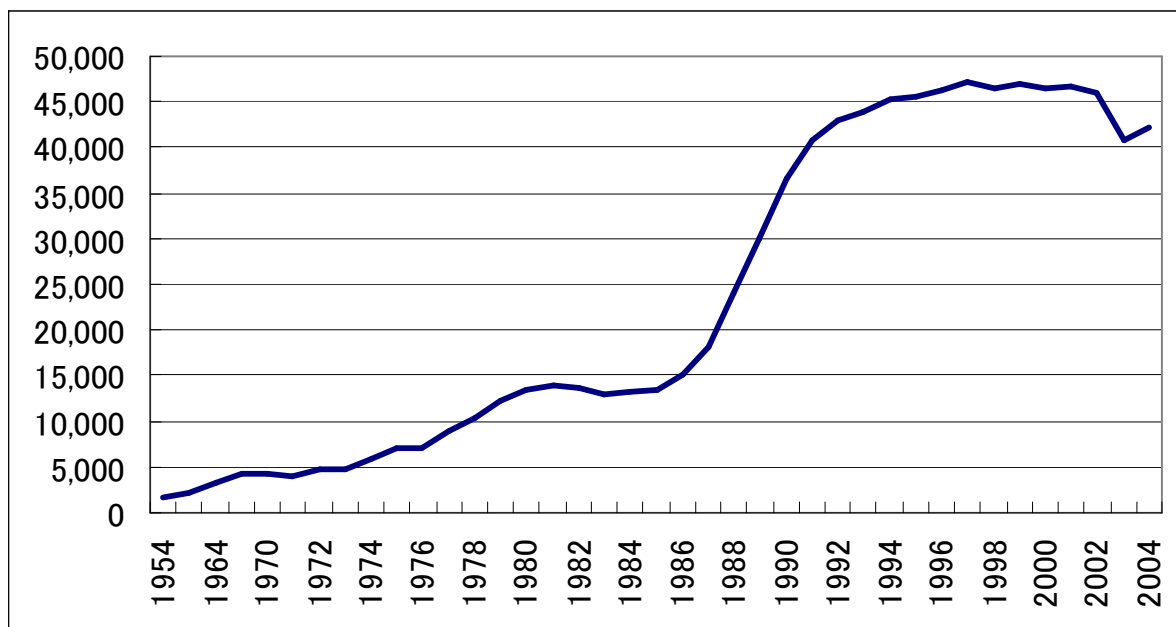
U.S. higher education institutions.

In FY 2004, EAS users totalled 570,149. This total includes the number of EAS web site access, which was 556,753. The number of EAS users who obtained advice through other means was 13,396. The total number of EAS users decreased except for the number of participants in group advising sessions in Tokyo.

Trends in Study Abroad for Japan

According to the most recent statistics available from IIE, the total number of Japanese students studying at U.S. universities and colleges in 2004-2005 was 42,215. Although the number in 2003-2004 significantly decreased by 11.2%, the number of Japanese students in 2004-2005 increased by 3.4% from the previous year.

Figure 1: Japanese Students in the U.S. 1954-2004



The number of Japanese students studying in the U.S. reached a plateau between 45,000 and 47,000 in the 1990's and 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.

ADVISING AND INFORMATION SERVICES

The EAS Advising Center and Individual Advising

The EAS advising center provided over 33,000 online catalogs, 600 reference books, 120 fields of study files, 230 video tapes, Internet access and other resources useful to those considering studies in the U.S. EAS advisors also responded to individual inquiries and provided individual advising at the advising counter. The center was open Monday through Friday from 10 am to 5 pm.

EAS Web Site

EAS continued to improve its web site in response to the demand for information accessible through the internet. Providing a more easily accessible and user friendly site was a top priority for EAS. The EAS web site had a broader audience, especially those unable to visit the EAS advising center or participate in EAS programs. In a continued effort to improve its site, EAS introduced web advising and created a Step By Step Guide on Study in the U.S. The worksheets and time schedule were widely used by prospective students.

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 on Mondays through Fridays.

E-Mail and Mass Mailing

In addition to face-to-face individual advising, EAS responded to inquiries and provided advising by e-mail.

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 are registered to receive EAS announcements. In addition, EAS sent approximately 12,000 posters and PR materials by mass direct mail. These mass mailing numbers are not included in the statistics.

Publications

EAS published the 2006 Study in the U.S.A.: The Official Guide in May, 2005. It is considered to be the most reliable guidebook on studying at U.S. universities and colleges, and widely read by prospective Japanese students. About 6,000 copies were sold.

EAS also revised the EAS brochure in Japanese (separate from 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

Undergraduate and Graduate Group Advising Sessions

EAS provided 16 group-advising sessions separately for the graduate and undergraduate level at the JUSEC conference room. In 2004-2005, the total number of participants in group-advising sessions held in Tokyo was 1,039, which was nearly the same as the previous year. 62% of the participants (648 participants) attended the graduate level sessions and 38% (391 participants) attended the undergraduate level sessions. In recent years, the number of participants in graduate level sessions has significantly increased. Also, in contrast to the actual number of Japanese students studying in the U.S. in 2004-2005 (68%-undergraduate, 20%-graduate, and 12%-other), participants of the Tokyo advising sessions considering U.S. graduate programs outnumbered those considering undergraduate programs.

Special Sessions

EAS provided 3 special group advising sessions in 2004-2005. Two of them were provided to prospective graduate students in the natural applied sciences. A Japanese professor who had extensive teaching experience in the field at both

Japanese and American universities, made presentations on application procedures, financial aid opportunities and the educational environment of U.S. graduate programs. The other special group advising session was regarding community colleges in the U.S. This was the first time that a special session specifically on this topic was held by an EAS advisor. In addition, an American administrator from a U.S. community college participated in the session as a resource person to complement EAS' presentation. A total of 265 students attended the sessions.

Visitors Seminars

Visitors Seminars 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. Three visitors seminars were held in 2004-2005 by representatives from community colleges, colleges in California and by the American Fulbright International Education Administrators Program participants.

Advisor Training Session

Each fall, EAS conducts Advisor Training Sessions as a part of its outreach programs outside the Kanto area. In response to the demand for such advisor training sessions in Tokyo, EAS conducted a session in Tokyo as well. At these sessions, EAS provided information on the basic system of American higher education and the current trends of Japanese students studying in the U.S. Participants included university administrators, high school teachers, publishers, and commercial study abroad agents. After the EAS' presentation, a seminar on the TOEFL test was provided in cooperation with the Council on International Educational Exchange (CIEE) TOEFL Division. Both advisors and prospective students were very much concerned about changes to the TOEFL test from computer-based TOEFL to internet-based TOEFL in 2006. A visa briefing session at the American Embassy was held on the same day after the EAS session. Since participants of the EAS session were also eager for an update regarding visa processing, EAS coordinated the visa briefing session with the Public Affairs Section and the Consular Section of the American Embassy.

Advising Sessions Outside of Tokyo

EAS Outreach Programs

Outreach programs were conducted in October and November in Sapporo, Sendai, Kyoto, Fukuoka, 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.

Outreach Programs by Invitation

In addition to regularly scheduled EAS' outreach sessions, by invitation, EAS conducted group advising sessions for prospective Japanese students at the University of Tsukuba, Ochanomizu University and Keio University.

JAFSA Professional Development Program

JAFSA (Japan Network for International Education) Professional Development Programs were conducted in Nagoya for JAFSA members who are mainly university administrators in Japan and in Sendai for Japanese national university administrators. 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.

JAOS and FGER Meeting

EAS participated in JAOS and FGER meetings. JAOS (Japan Association of Overseas Studies) is the association of study-abroad agencies, and FGER (Foreign Government Education Representatives) is comprised of Embassy staff who provide information and advice to Japanese students on study-abroad opportunities. EAS is a member of FGER. The meeting provided opportunities to discuss current issues and exchange ideas on the various trends of Japanese student flows.

TV Conferencing Seminar for American Corners

Two American Corners were established at the Nago and Urasoe city libraries in Okinawa funded by the Department of State in 2004. The main objective of the American Corners is to deliver America's message to the world and build bridges of understanding to forge lasting relationships in international communities. The American Corners provided books on America including reference books useful for studying in the U.S.. In conjunction with the establishment of these corners, a seminar conducted via TV conferencing between the American Embassy in Tokyo and the Okinawa American Consulate General. EAS staff participated in the seminar with staff of the American Corners, Okinawa American Consulate General, the American Embassy in Tokyo, the Fukuoka American Center. EAS provided basic information on studying in the U.S. and tips on utilizing the information and reference materials available to the public.

Briefing Session and Network with U.S. Institutions

EAS provided a briefing session to U.S. institutions which participated in the Linden U.S. University Fair organized by the Linden Educational Services. Information regarding services provided by EAS to U.S. institutions and a briefing on the current trends of Japanese prospective students and the Japanese educational system was provided at the session. In addition, EAS attended a networking reception organized to bring together participating U.S. institutions with schools and agencies in Japan.

Linkage and Networking Seminar for U.S. and Japanese Institutions

EAS in cooperation with the Foreign Commercial Service Section of the American Embassy held a linkage and networking seminar for U.S. institutions participating in the IIE U.S. University Fairs in Japan, and Japanese institutions which were interested in establishing linkages. The seminar was cosponsored by the Tokyo American Center and the Japan Network for International Education (JAFSA).

Pre-Departure Orientation (PDO)

Pre-Departure Orientation Programs were held at the Tokyo American Center over a period of three days with separate sessions covering undergraduate programs, graduate academic programs, and graduate professional programs. A session combining undergraduate and graduate programs was also held in Osaka. In past years, EAS conducted 4 sessions in Tokyo (Undergraduate, Graduate Natural and Applied Sciences, Graduate Professional Schools, and Graduate Humanities and Social Sciences). From this year, the Graduate Natural and Applied Sciences Session and the Graduate Humanities and Social Sciences Sessions were combined into a Graduate Academic Program Session. A total of 302 people (Tokyo: 249, Osaka: 53) who had been accepted by at least one U.S. institution from fall 2005 participated in the Pre-Departure Orientation Programs. The total number of participants was almost the same as in the previous year

JUSEC / IIE University Fairs

The thirteenth annual U.S. University Fairs were held on October 24 in Tokyo, on October 26 in Nagoya, and on October 27 in Kobe in cooperation with the Foreign Commercial Service

(CS) Section of the American Embassy, which took primary responsibility for administering the fairs. The Nagoya fair was held for the first time this year. The breakdown of participants is as follows:

<u>Site</u>	<u>U.S. institution Represented</u>	<u>Attendance</u>
Tokyo	53	1,424
Nagoya	17	265
Kobe	16	383

Although the number of U.S. institutions represented in this year's fairs decreased from previous years, EAS was very pleased with the number of attendees including prospective students, their families and people from study-abroad commercial agencies, magazines and educational organizations. While the total number of attendees decreased, the ratio of attendees to U.S. institution representation increased this year.

Prior to the opening of the Tokyo Fair, JUSEC's Executive Assistant provided a briefing session to representatives of participating U.S. institutions, which included a comparison between the U.S. and Japanese educational systems and information on prospective Japanese students seeking study opportunities in the U.S.

At each fair, EAS held group advising sessions on studying at U.S. colleges and universities. The sessions were packed to maximum capacity with standing audiences. EAS also provided advising on studying in the U.S. and guidance on effective use of the fair at the EAS booth.

At the fairs, the Consular Section of the American Embassy and the Osaka-Kobe American Consulate-General provided visa information sessions. Since visa procedures is one of the main concerns among prospective Japanese students, these sessions attracted many attendees as well.

EAS has received reports from representatives of the participating schools that they had fruitful conversations with prospective students, while attendees reported that they were given a good opportunity to learn about U.S. schools. JUSEC and CS are very happy to see that both the schools and prospective students benefited from the fairs.

Other Fairs

In FY2004, 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 in Kobe and Tokyo. EAS, the Embassies of Canada, Australia, New Zealand, Ireland, and the British Council made presentations on study-abroad opportunities in their respective countries. Also, the Council on International Educational Exchange explained the TOEFL test. In addition EAS provided individual advising on studying in the U.S. at the JUSEC booth located within the fair venues.

EAS participated in other study-abroad fairs conducted by Gifu Prefecture, Wakayama International Exchange Association, Kyoto University, and the Consortium of Universities in Kyoto upon requests from these organizations and universities. EAS provided both group advising sessions and individual advising at these fairs.