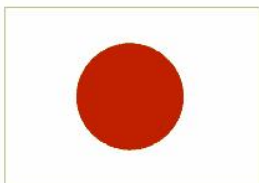


JAPAN– Tokyo



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 2005 - JUNE 2006

In-person advising	1,116
Reference users	1,266
Tel inquiries	1,912
E-mail inquiries	402
Web site hits	601,881
Group Advising Sessions	1,042
Outreach	509
Orientation program attendees	282
Education fair attendees	5,316
Professional visitors	<u>144</u>
Total Contacts	613,870

2005-2006 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. In FY2005, human resource development and education through its advising service became important objectives of EAS. Providing professional development programs to study-abroad advisors at Japanese universities and educational organization has also been the significant role of EAS in addition to advising prospective students. As a service to Americans, EAS provided information and briefings on Japanese education. The briefings, which included information on current trends of

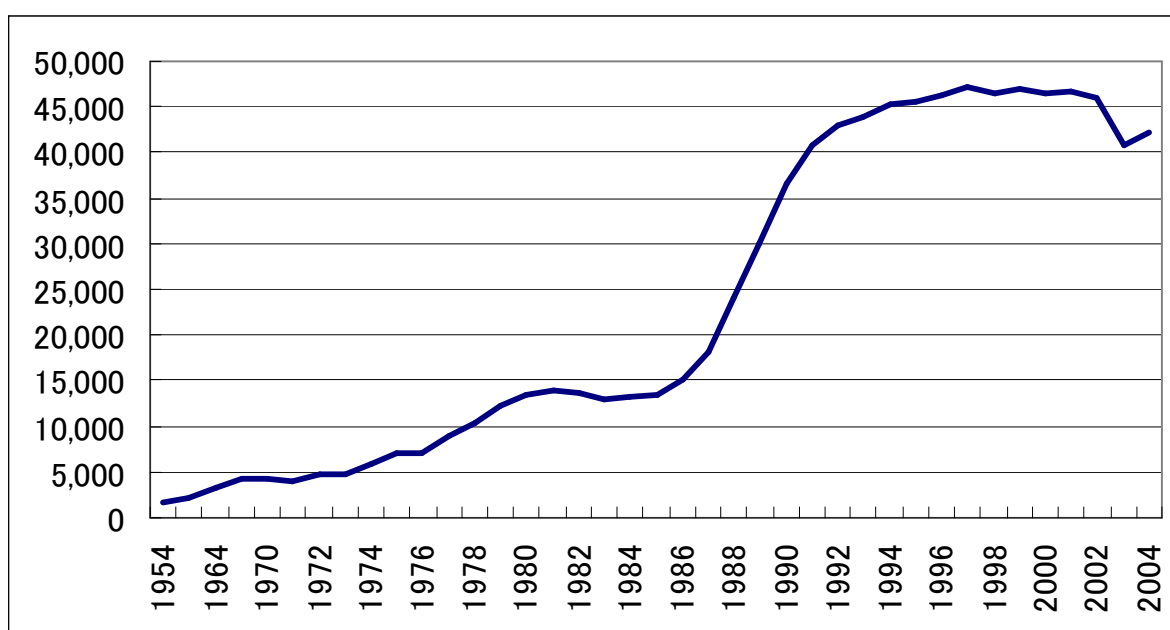
Japanese students seeking educational opportunities in the U.S., were especially popular and in high demand by representatives of U.S. higher education institutions.

In FY 2005, EAS users totalled 613,870. This total includes the number of EAS web site access, which was 601,881. The number of EAS users who obtained advice through other means was 11,989. The number of EAS web site access increased by 8% whereas the advising service users decreased by 11%.

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.

(IIE statistics of international students in the U.S. in 2005-2006 has not been released yet.)

ADVISING AND INFORMATION SERVICES

The EAS Advising Center and Individual Advising

The EAS advising center provided over 34,000 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. EAS plans to introduce "Streaming Service" to deliver a variety of Seminars and Sessions held at JUSEC in Tokyo to interested individuals residing all over Japan via the use of internet/website. In this way, EAS can serve the public more effectively by providing information sessions from our website by an on-demand system.

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 2007 Study in the U.S.A.: The Official Guide in May, 2006. 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. 6,000 brochures were printed in FY2005 and distributed at university fairs, outreach programs and advisors' training programs.

PROGRAMS

Advising Sessions in Tokyo

Undergraduate and Graduate Group Advising Sessions

EAS provided 19 group-advising sessions separately for the graduate and undergraduate level at the JUSEC conference room. In 2005-2006, the total number of participants in group-advising sessions held in Tokyo was 831, which was 20% decrease from the previous year. 61% of the participants (507 participants) attended the graduate level sessions and 39% (324 participants) attended the undergraduate level sessions. 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 2 special group advising sessions in 2005-2006 and a total of 113

students attended the sessions. One of them was 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 a workshop regarding graduate study in the U.S. and career design. An Educational Advisor of EAS and a Japanese international student advisor who has recently returned to Japan newly developed this session. It enhanced insightful observation of the participants which will help them to write statement of purpose and design long-term study and career plans.

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 2005-2006 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. 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.

Advising Sessions Outside of Tokyo

EAS Outreach Programs

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

JAFSA Professional Development Program

JAFSA (Japan Network for International Education) Professional Development Programs were 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.

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.

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.

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. A total of 282 people (Tokyo: 224, Osaka: 58) who had been accepted by at least one U.S. institution from fall 2006 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 fourteenth annual U.S. University Fairs were held on October 31 in Kobe, on November 1 in Nagoya, and November 3 in Tokyo in cooperation with the Foreign Commercial Service (CS) Section of the American Embassy, which took primary responsibility for administering the fairs. The breakdown of participants is as follows:

<u>Site</u>	<u>U.S. institution Represented</u>	<u>Attendance</u>
Tokyo	43	1,096
Nagoya	25	380
Kobe	25	358

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.

IIE approved fair guide was published in Japanese from Keibunsha for the first time. The fair guide was not only distributed to fair participants, but also sent to universities, high schools and educational organizations in Japan.

Prior to the opening of the Tokyo Fair, EAS 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 FY2005, EAS was invited to participate in several study-abroad fairs conducted by other organizations and universities in Japan. EAS provided both group advising sessions and individual advising at these fairs.