



UNIVERSITY OF TSUKUBA
ATHLETIC DEPARTMENT

Establishment of Athletic Department(AD) at Tsukuba University



College sports issues

Sports teams are organized independently outside of university

Federations have all the rights

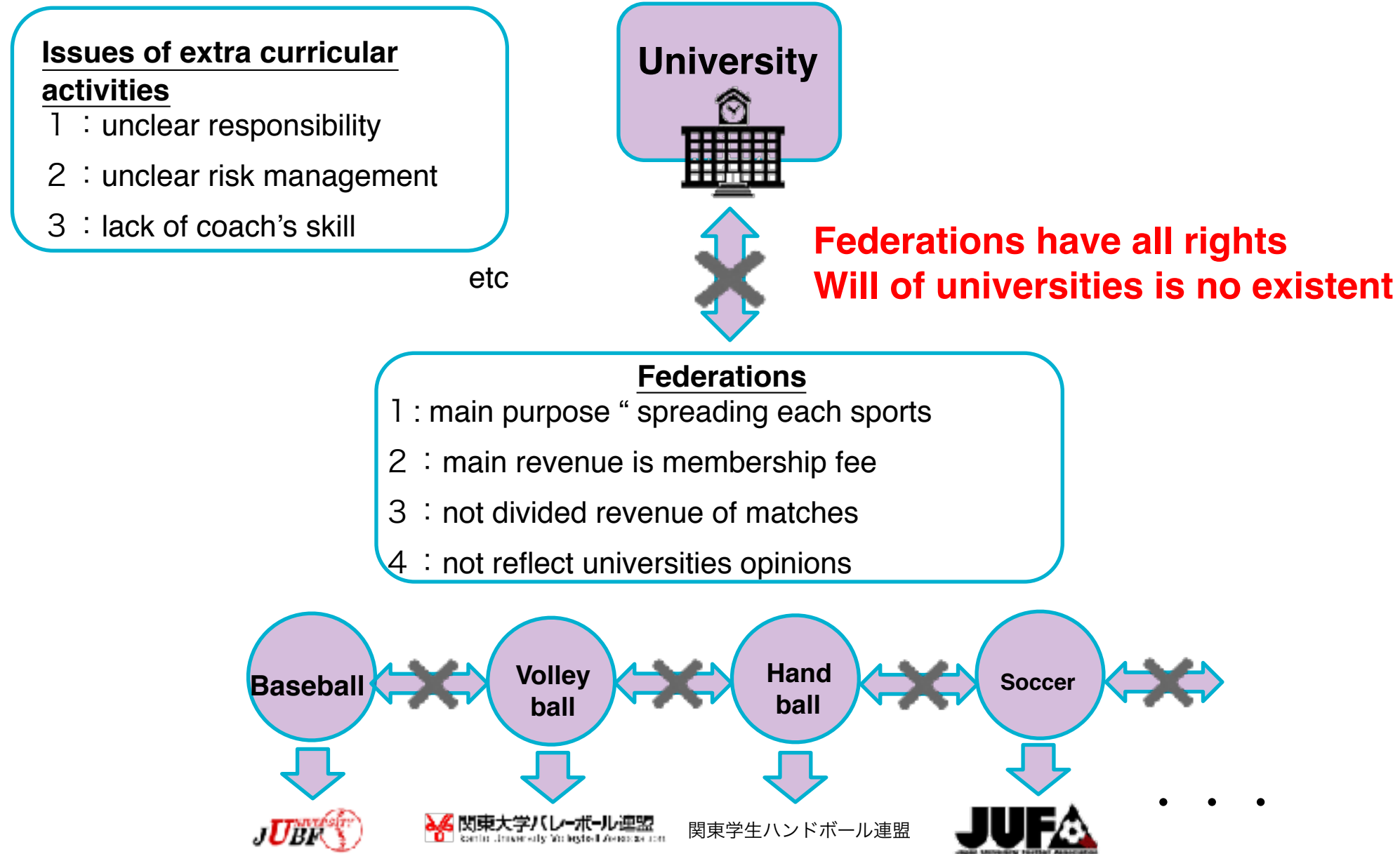
(ticket revenue, TV rights etc...)



Unclear responsibility
(college? Federation?)

Current issue of college sports

Environment of college sports team



What Tsukuba University Athletic Department has done

Concluding comprehensive cooperation with DOME Corp.
• “enrich society, community, school life through sports”

start the joint research of Temple University DOME Corp.
• Interview survey about the persons concerned with college sports
• Investigation about the finance of the college sports
• Investigation about the history of college sports in US
• Studying about the management system of college sports in US
• Investigation about the current Japanese sports system

Interim report of joint research at Tsukuba University, TUJ
• Benefit from what college sports develop
• Report finance of college sports in US
• Instruction of college sports management model in US ex) AD, NCAA

Interview survey of NCAA national convention
• The persons concerned with AD or conference
• Staff of NCAA
• Student athletes

The final debriefing session of the joint research at American center Japan
• Suggestion to the Japanese AD model

Founding of global sports innovation center

NCAA president Mark Emmert's speech

Founding the temporary AD of Tsukuba University

April 2016

September 2016

December 2016

January 2017

March 2017

April 2017

August 2017



VISION Statement

**Sports make people excited, energize the community,
make people healthy, give people dreams
and make the world happy.**

**We will pursue “how sports should be”,
We will maximize “values of sports”
We will make “new era of school sports”**

University of Tsukuba will become

**“The best and being a model of
Athletic Program”**

MISSION of Athletic Department

MISSION③

Innovation of school sports

Sharing an idea of best practices of school sports and
Raises innovation of “Well-being” and “maximization” in school sports Japan

MISSION②

Maximizing values of school sports

Maximizing values of sports and developing programs to unify people in
schools, communities and all Japan

MISSION①

Well-being of school sports

Solving problems of school sports in Japan
Creating a structure that student athletes can be Well-being

“KPI” for University of Tsukuba AD

“Indicate” the current state of university sports.

Category	Items		
Well-Being (WB) *	1	Purpose WB	Well-Being for purpose and future of life
	2	Social WB	Well-Being for feeling of connection with society
	3	Financial WB	Well-Being for money that available
	4	Community WB	Well-Being for feeling of connection with local community
	5	Physical WB	Well-Being for physical health and condition
	6	Well-Being Program Evaluation	Evaluation for WB programs by SAs
Academics	7	Grade Point Average (GPA)	GPA of SAs
	8	Credit Hour (CH)	CH of SAs
	9	Graduation Rate (GR)	GR of SAs
	10	Academic Program Evaluation	Evaluation for Academic Programs by SAs
Athletics	11	Athletic Rankings (AR)	Athletic Rankings in a League each teams play
	12	Achievements	Personal Prize in a League or Playing for a National Team
	13	Athletic Experience Satisfaction	Satisfaction of overall experiences as an athlete
	14	Athletic Program Evaluation	Evaluation for Athletic Programs by SAs

※Well-Being 5 (Lindsay, 2013)

Scale for measuring WB of people. The scale was used in a research "Understanding Life Outcomes of Former NCAA Student-Athletes" , "State of GLOBAL Well-Being " conducted by a leading public opinion research company "Gallup". The development process is reported as an academic paper. It's ensured the validity and reliability as a scale.

Development of a Student Athlete with a Mind of “Shikon-Rizai” through Sports

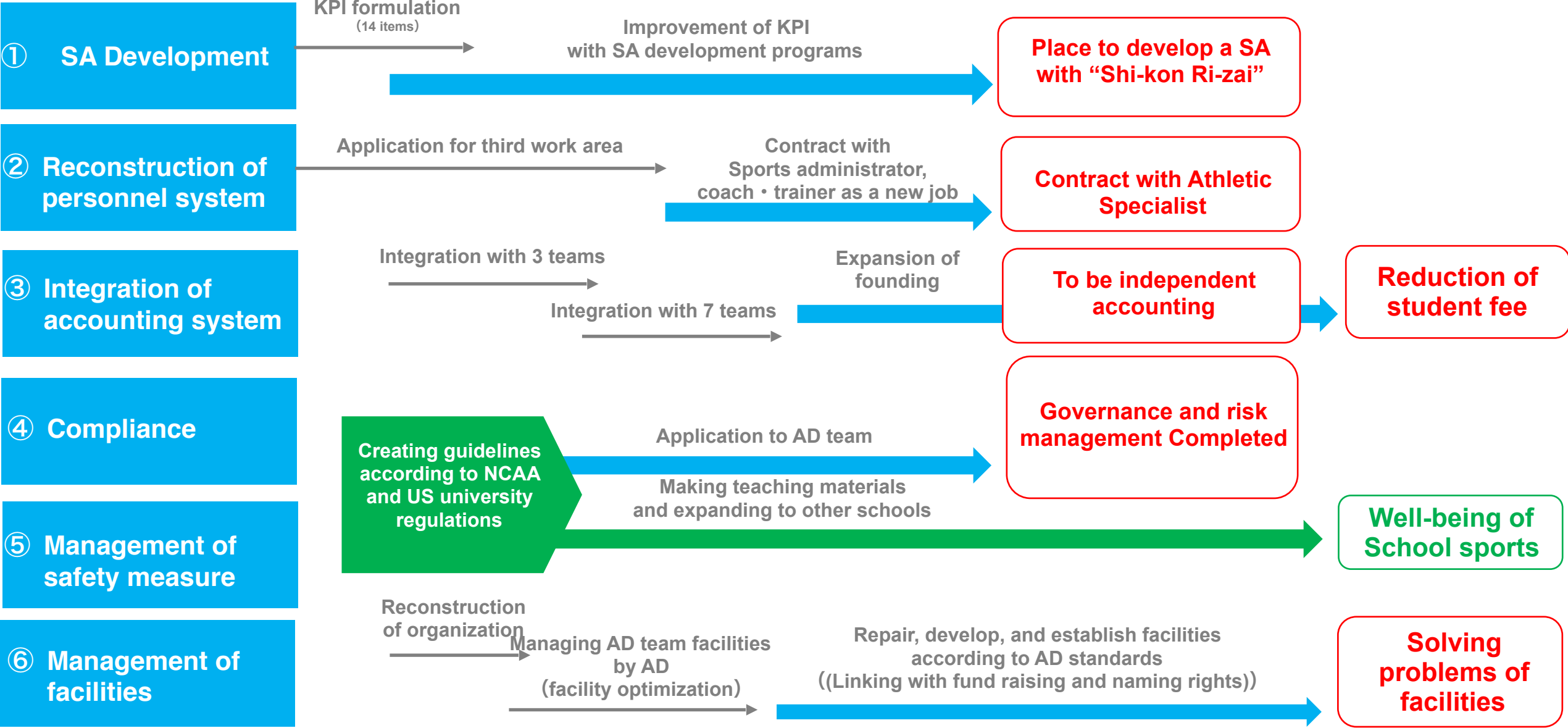
「師魂理才：Shikon-Rizai」

Mind-set for Tsukuba University

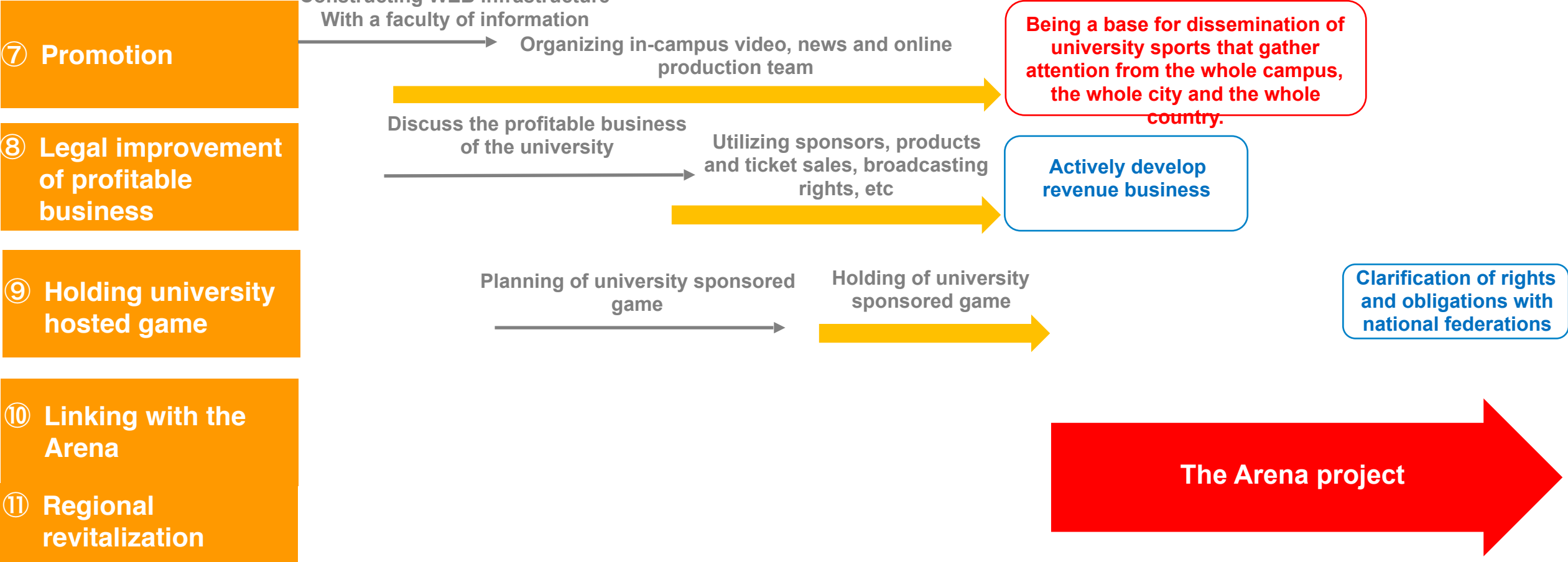
a heart touches people like parents or teachers
a talent of logical problem solving

Our mission is to develop global knowledge, global leader

Road Map (1/2)



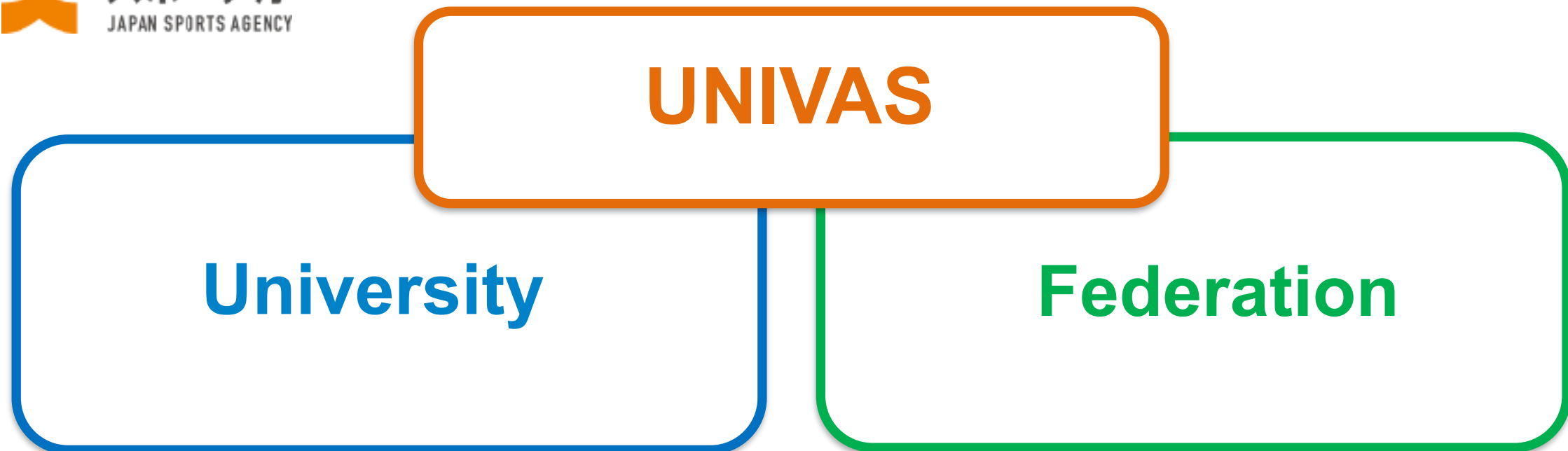
Road Map (2/2)



Japanese version of NCAA = UNIVAS



*Membership structure of UNIVAS



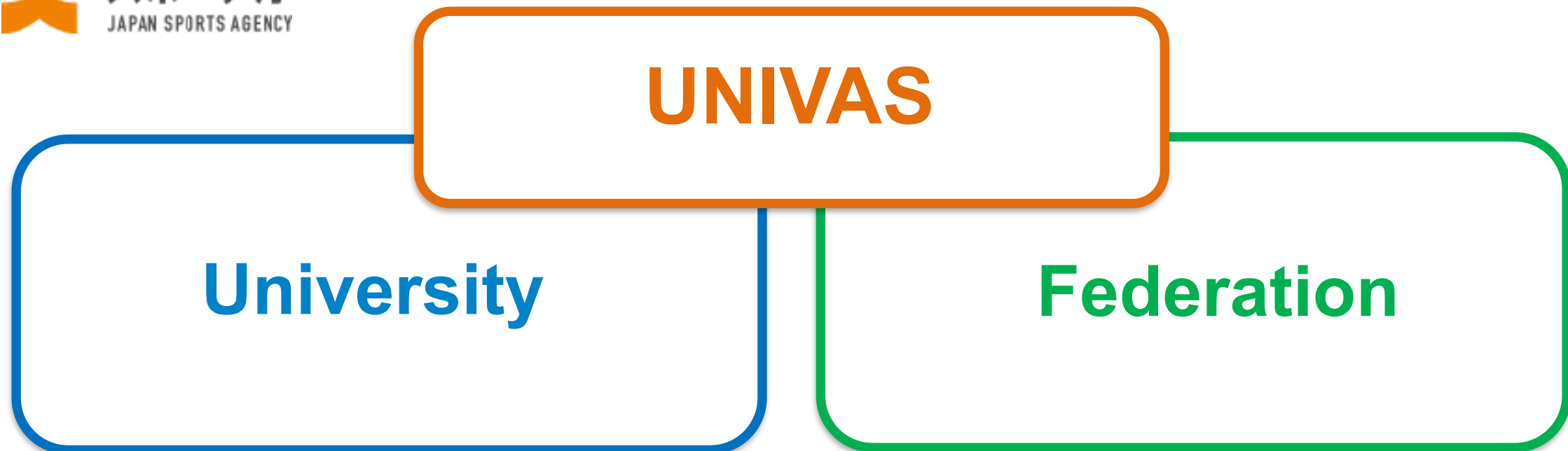
Vision of UNIVAS

- Making college sports profitable
- Making safety management
- Making academic standards

Japanese version of NCAA = UNIVAS



*Membership structure of UNIVAS



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Federations have all the rights

(ticket revenue, TV rights etc...)

These rights are
what universities
can use



Academic issue
Safety issue
Financial issue
etc

These issues are what
universities tackle

We want to hold home game at Tsukuba university !

- Our home game will make whole the university and community energized
- We have created our own nickname and mascot



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Thank you for listening!

