



Mark your calendars for
2013 TUJ Alumni Reunion
on November 8, 2013.

TUJ at the Center of Japanese-American Cultural & Educational Relations



Happy New Year to everyone, I hope you all had a good and relaxing break.

TUJ students have come from over 60 different countries over the years and we are proud to define ourselves as an international institution of higher education. But our role as an international institution of higher education exists within the U.S.-Japan context as 40 percent of our students come from each country and we are the Japan campus of an American university. This U.S.-Japan aspect of TUJ has been much on my mind over the past six months as I have had the privilege of advising the United States-Japan Conference on Cultural and Educational Interchange's (CULCON) Task Force on Education. The Education Task Force was created last spring as a response to concerns about maintaining strong cultural and educational ties between the United States and Japan.

The U.S.-Japan relationship is one of the most interesting bi-lateral relationships in the postwar world. It is a relationship in which overwhelmingly positive attitudes by each nation toward the other have been consistently maintained for decades, even during the "trade war" years of the 1970s and 80s and even during the occasional periods of concern over the U.S. military presence in Japan. The positive public attitudes toward the other, and the cooperative diplomatic, military, and even economic relations between the two nation-states, are definitely counter-intuitive. Karl Deutsch, one of the 20th Century's great theorists of international relations, stated that alliances are strongest and will last the longest when the fundamental glue that binds them together is cultural; including similar language, history, and religion. If one looks at the history of alliances in the national-state era, he is mostly correct, but the Japan-U.S. alliance is the exception to the rule. In just a relatively few years following Pearl Harbor, the firebombing of Tokyo, and the nuclear bombing of Hiroshima and Nagasaki, Japanese-American relations began to warm quickly, and have never seriously cooled in the 60 years since the end of the American occupation of Japan.

The positive relationship between the two countries has been built upon a history of cultural interplay, an important part of which has been the education of Japanese in the U.S. and, especially in the postwar period, the education of Americans in Japan. Almost two million Americans came to Japan during the occupation and many of them not only enjoyed the experience, but they were motivated to study about Japan by U.S.ing the GI Bill when they returned to the U.S. Similarly, some of Japan's most influential business and political leaders also took on the challenge of studying in the U.S.

Although most people think that American students' interest in Japan has declined as interest in China has grown, that is not the case. The number of American study abroad students in Japan rose from 2,000 in 1996/97 to 6,000 in 2009/10 but then did drop back to about 4,000 immediately after 3.11. The increase over the decade of the 2000s and the fact that the numbers are rebounding again demonstrates that American students are not "passing" Japan for China. Indeed, both are growing simultaneously which demonstrates a growing interest in Asia as a whole.

However, the number of Japanese students studying in the U.S. has dropped by more than 50% over the past ten years, from a high of 46,000 in 2001 to a low of 20,000 in 2011. Diplomats, educators and business people all see this as a threat to the future of U.S.-Japan relations. The memories of shared struggles of the cold war and the shared struggles of forging a beneficial, peaceful relationship after years of war that bound us together in the postwar period have faded into the past for most young people in both countries.

Our task at CULCON is to determine how best to again increase the numbers of Japanese student coming to the U.S., and going abroad generally as the number of Japanese students studying abroad in all countries has dropped from a high of 83,000 in 2005 to a low of 60,000 in 2010. Some argue that the problem is with the lack of motivation in Japanese young people. They are too afraid to go into the unknown. They don't want to risk losing the opportunity to find a job in Japan. They do not want to spend the money to go abroad. While this may be true, the problem is not with Japanese young people; it is with Japanese institutions. Japanese universities and MEXT have to do more to support those who want to study abroad, and they must also make better efforts to motivate them at a younger age to do so. Japanese companies and the government have to undertake the steps necessary to change the recruitment system and to see the positives in hiring people who have international experience. And American universities have to do more to help Japanese students afford study in the U.S.

TUJ, as the only American, the only foreign, full university campus in Japan has an important mission to play in supporting the internationalization of Japanese higher education by helping Japanese students to benefit from studying in an American university. TUJ has undertaken programs in partnership with Japanese high schools, Japanese universities, and the Temple University main campus, that prepare Japanese students to study at Temple or at other universities in the U.S., and that allow them to experience an American higher education here at TUJ as a "domestic study abroad". Temple University has always been proud of the role that TUJ plays in supporting Japanese-American educational and cultural relations and we will continue to expand that role as Japanese higher education continues to internationalize.

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TUJ 30th Anniversary Symposium on Liberal Arts and Global Talent

Temple University, Japan Campus (TUJ) held its 30th anniversary symposium entitled "Liberal Arts: Developing Competency, Leadership and Global Citizenship" on November 16 at the U Thant International Conference Hall of the United Nations University. The event was attended by approximately 300 people from a broad spectrum of Japanese society including education, business, media and the general public.

Each of the symposium's three distinguished panelists was chosen to represent the varying views of the public, business and education sectors, and each made a short presentation:

- "Outside the Box or Boxed In? Specialized Training or Liberal Arts Education" by Ambassador Robert M. Orr, Executive Director, Asian Development Bank
- "Major Deficiencies of Japan's Higher Education Institutions" by Dr. Yutaka Morohoshi, Professor, J.F. Oberlin University
- "Leadership in the Global Era" by Mr. Yoshiaki Fujimori, President & CEO, LIXIL Group Corporation

The presentations were followed by a lively Q&A and discussion moderated by TUJ Dean Bruce Stronach. After the symposium, about 200 participants joined the reception to celebrate TUJ's 30th anniversary.

TUJ was established in 1982 in Tokyo as the first foreign university's Japan campus. In the 30 years since, while approximately 40 foreign universities opened and later closed their branch campuses in Japan, TUJ has established a unique position in the landscape of Japanese higher education. Through the combination of a liberal arts approach characteristic of an American university and an international environment characteristic of an overseas branch campus, TUJ has been producing graduates who are sought after not only in Japan but also worldwide.

In recent years TUJ has been increasing its contribution to Japanese society through education by actively partnering with Japanese universities. Such initiatives include a credit exchange program recently started with Musashi University.

Another reason for TUJ's success in the past 30 years is Temple University's strong commitment to international education. Temple, a Pennsylvania state-related university, has 128 years of history. It opened its first overseas campus in Rome in 1962 and in Tokyo in 1982. Beginning with the tenure of former president Ann Weaver Hart, Temple has vigorously expanded its international programs to more than 120 programs now in more than 30 countries.

Internationalization will continue to be one of Temple University's most important initiatives, and the importance of TUJ's role in Asia and in the internationalization strategy of Temple University is expected to grow even larger.

30th Anniversary Alumni Reunion



TUJ has been in Japan for 30 years! To celebrate the anniversary with our alumni, TUJ held the 30th Anniversary alumni reunion on November 9, 2012 at the Hotel New Otani. With over 130 alumni in attendance, this was one of our biggest alumni gatherings ever.

The reunion was highlighted with an update from Bruce Stronach, Dean of TUJ and we honored Professor Mike Williams. Mike was one of the first graduates of the TUJ Masters of TESOL program and has been teaching at TUJ ever since. He is loved by many students and we all wish him the best as he finishes his PhD TUJ also had two special guests from Main Campus who were overwhelmed with the alumni presence at the reunion. They are looking at ways to integrate Main Campus and TUJ alumni as Temple Alumni.

The funds we raised at the reunion raffle will be used to support scholarship initiatives and student activities. We have started the planning of the 2013 Alumni Reunion and hope we can gather an even bigger crowd.

We thank the Hotel New Otani, the Miyako Hotel, and others for their generous support. We also thank our alumni, board members, friends and TUJ family.

The Development & Alumni Relations Office will continue to host TUJ Night, every third Thursday, to provide alumni the opportunity to meet board members and other industry professionals. A special discount is available for TUJ alumni who come with their TUJ Alumni Card.

Mark your calendars as TUJ looks forward to the next bash at the 2013 TUJ Alumni Reunion on November 8. We ask our alumni to contact the TUJ Development & Alumni Relations Office and share their stories about TUJ.

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For more news and information, please go to www.tuj.ac.jp/alumni.



TUJ welcomes Temple University President Neil Theobald to 2013 Graduation Weekend.

Neil Theobald, Temple University's 10th President



Temple University's Board of Trustees has appointed Dr. Neil Theobald, senior vice president and chief financial officer at Indiana University, as Temple's tenth president. Dr. Theobald assumed the presidency on January 1, 2013, taking over from Acting President Richard M. Englert. In comments before the board vote, Temple University Board of Trustees Chairman Patrick J. O'Connor said

Theobald was the right person at the right time for Temple. O'Connor noted Theobald was the first member of his family to go to college, an experience many Temple students share.

"He wants to ensure that students have access to an education that is first class and affordable," O'Connor explained. "At Indiana, he made the tough decisions demanded by our times, while creating greater opportunities for student scholarship. I can't think of a better set of values to bring to the Temple presidency."

In appearances before faculty, students and staff before the vote, Theobald vowed he would work to hold down the cost of tuition and keep college affordable.

Dr. Theobald chaired a \$1.1 billion campaign at Indiana and loves fundraising. "It is my biggest job (as Temple president)," he said.

Asked how the university could remain attractive to students in an increasingly competitive higher education marketplace, Theobald emphasized the importance of high quality academics. "People are attracted to quality," he said. "Affordable and excellent will do well in any market."

Dr. Theobald was the senior vice president and chief financial officer at Indiana University. He had university-wide responsibility for developing and implementing financial plans and policies to support Indiana University's objective: educating its 110,000 students, developing new knowledge through research expenditures of over \$500 million, and serving the state.

As senior vice president and chief financial officer, he oversaw the preparation, approval and administration of the university's \$3.1 billion budget, supervision of human resource services for the university's 3,100 faculty and more than 14,000 staff members, and management of the largest student union in the world and one of the five largest student housing systems in the country.

A native of Peoria, Illinois, Dr. Theobald began his career as a secondary school mathematics teacher in Washington state. He began his higher education career teaching education at the University of Washington from 1988 to 1993. Dr. Theobald went to Indiana University from the University of Washington, where he was associate professor where he earned a doctoral degree in educational finance.

He earned a bachelor's degree from Trinity College and a doctoral degree from the University of Washington.

TUJ Season's Greeting Card Contest



Ms. Yumiha Yano is the winner of this year's TUJ Season's Greeting Card contest. She received a ¥20,000 award in this fourth annual contest open to all students, faculty and staff. These competitions demonstrate that there are many creative people in the TUJ community. This creativity will continue to be used to promote TUJ in Japan and around the world.

JALT 2012 Conference



Yet Another Big Success: Annual JALT Conference 2012 and TUJ's Graduate College of Education Student and Alumni Reunion Reception in Hamamatsu, Shizuoka.

The 38th Annual International Conference on Language Teaching and Learning and Educational Materials Exhibition (JALT 2012) was held October 13-15 at Act City, Hamamatsu, Shizuoka.

The theme of JALT's 38th annual conference was "making a difference" and there is no doubt that the conference will make a big difference in many people's professional life. The JALT Conference brings together language-teaching professionals from around the world and is the largest international conference of language teachers and researchers in Japan. This year over seventy TUJ students and graduates made presentations at the conference on a wide variety of topics. TUJ also had an information booth at the exhibition center. With so many TUJ Graduate College of Education students and graduates in attendance, the conference also provided an excellent opportunity for people to network and reconnect.

As always, TUJ held an Alumni/Students Reception on the first evening of the conference. More than seventy students, graduates, faculty and staff from all over Japan and even from overseas attended the reception at the Okura Act City Hotel. We'd like to express thanks to those who helped make the night such a memorable one.

The 39th Annual International Conference on Language Teaching and Learning and Educational Materials Exhibition (JALT 2013) will be held in Kobe. TUJ's Graduate College of Education has started planning our Student and Alumni Reunion Reception in Kobe and we are looking forward to seeing many students and graduates again.

TUJ Diamond Dinner on June 8, 2013 at Tokyo Kaikan.



CEO Live



Who will be CEO next? Amway board room.

What do Boeing, Coca-Cola, Q-Cells, LinkedIn and Amazon Japan have in common? They all sent executives to meet with TUJ students this semester.

A key part of TUJ's innovative International Business Studies (IBS) program is "breaking down the divide between the

classroom and the boardroom," according to William Swinton, the program director. "Business moves too quickly for us to rely solely on textbooks."

Speaking of boardrooms, in October 33 students in Dr. Mark Ford's Introduction to Asian Business class found themselves on the Executive Floor of Amway, making presentations to two of their top executives: Mr. Sunil Khatri, IT Director and Mr. Prashant Sathaye, PMO Head.

For decades business schools have used case studies to allow students to practice corporate decision making. TUJ's IBS program is among a small cadre of business programs taking the next step. Yes, the standard case studies from Harvard are used. But when TUJ students analyzed an Harvard Business Study (HBS) case on Amway in Asia, they presented their findings in Amway's Shibuya boardroom. "We wanted to give the students a taste of the air that CEOs breathe," said Dr. Ford.

In the Global Marketing class fall semester, 13 students looked at the rise of Coca-Cola in Japan. But the case study in HBS ended in 2008. Fortunately, Ms. Vanessa Oshima, who handles product strategy, was on hand to give an update. "After class, I was able to talk with Ms. Oshima. She's busy, but she took the time to send me some career advice by e-mail the next day," said graduating senior Keyko Gomez. "She really inspired me."

A few weeks later, Temple University alumnus and global vice president from Boeing was in Tokyo for two days. He made time between breakfast with clients and lunch with Japanese government officials to come talk to the IBS students. Sean DeVito was in the front row and asked the first question. "I'm very interested in aerospace," said DeVito, "It was great for

me to meet a global executive who could offer insight beyond textbooks and case studies."

"Coke in Japan" and "Boeing vs. Airbus" are studied all over the world. But at TUJ, students are able to follow up with current executives. "It makes a big difference," said DeVito.

Live Case Studies

Steffan Studeny, the CEO of leading photo-voltaic cell maker Q-Cells is becoming a familiar figure in TUJ's Mita Hall. He was on campus three times this semester. When news broke that the German-based Q-Cells was to be acquired by a Korean company, TUJ students were able to get the inside story from Q-Cell's top executive in Asia.

Teams in Dr. Stefan Lippert's capstone course were charged with presenting their market expansion ideas for Q-Cells. Dr. Lippert dubbed this a "live case study." At the end of the semester, Mr. Studeny judged their pitches just as he would at his office.

Dr. Lippert—who himself was the Japan CEO of a consulting firm before joining TUJ in 2010—says it's vitally important for students to get their heads out of textbooks. TUJ's live case studies force students to integrate and apply what they are learning.

"It's fascinating for me to watch how students' understanding of the issues in our industry grows in such a short time," said Studeny. "I've done this several times and I am really impressed with the caliber of TUJ students."

Next semester Mr. Ted Katagi will be back teaching at TUJ. A former top executive at Vodaphone, Katagi is now launching his own venture. TUJ students will get a chance to experience what it means to launch a new venture—as it is happening.

Life After TUJ

Another highlight in Mita Hall was an inspiring talk by Jasper Cheung, the CEO of Amazon Japan. Cheung, who is also on the TUJ Board of Overseers, talked about the importance of "Follow what you believe" Cheung's talk was part of the second annual Life After TUJ seminar sponsored by the TUJ Career Development Office. His talk was followed by a panel discussion of business graduates from 2010. They talked about what it's like to launch a career in Japan. Perhaps soon they will be in the CEO's corner office and come back to visit TUJ students in the future.

Alumni Reunion Photos

