

## Research Branding Project for Private Universities 2016 Status Report

<b>Education Institute No.</b>	131036	<b>Name of Education Institute</b>	Seijo Gakuen
<b>Name of University</b>	Seijo University		
<b>Project Title</b>	Project to Establish and Promote a World-Leading Glocal-Studies Center That Contributes Toward a Sustainable and Inclusive Society		
<b>Application Category</b>	B	<b>Term of Subsidy</b>	5 years      Admission Capacity 4,860
<b>Organizations Involved</b>	Center for Glocal Studies, Institute of Folklore Studies, and Institute for Economic Studies		
<b>Project Outline</b>	<p>As this project builds upon Seijo University's trailblazing work in the field of glocal studies, it will outline a vision of an inclusive society, one that accommodates multicultural, multifaceted, and multilayered lives and values. It will also emphasize the individual and social resilience that underpins such a society. The insights yielded by this project will be used to benefit the university's flagship high-quality liberal-arts education. In this manner, the project will help establish and promote the university as a leading center for research and education on glocal studies, and as a place that fosters the resilience necessary to succeed in tomorrow's society.</p>		
<b>(1) Project Objectives</b>	<p>First, the project will outline a vision of an inclusive society that accommodates multicultural, multifaceted, and multilayered lives and values. To this end, the project supports a form of glocal inquiry that is oriented toward an increasingly glocal future. The research will be divided into six fields: Livelihood resources, cultural resources, bodily resources, human resources, environmental resources, and financial resources.</p> <p>Second, the project will outline "resilience"—a concept describing the human qualities conducive to an inclusive society, including the skills to flexibly engage in society. Ultimately, the project will clarify methods to deploy research findings into pedagogical practice, so that glocal studies can be advanced internationally from research and educational perspectives, and so that Seijo University can brand itself as a university that fosters resilience.</p>		

<p><b>(2) 2016 Targets and Action Plan</b></p>	<p><u>Targets</u> Over the five-year project term, we will develop/expand the research climate and organizational structures of the Center for Glocal Studies (with a particular focus on developing a website that communicates to a global audience) to enable researchers to conduct projects rapidly and effectively. This year of the project will commence with a kick-off seminar to reaffirm and identify areas for improvement in glocal-studies theories and methodological practice. Then, the six teams will commence their theoretical and empirical research in their respective areas. We will also attempt to forge partnerships with overseas universities and research institutions to prepare a research network. Working with the International Research Center for Intangible Cultural Heritage in the Asia-Pacific Region (IRCI), we will organize an international pre-symposium on the UNESCO Intangible Cultural Heritage in an attempt to practically apply glocal-studies theories and methodologies.</p> <p><u>Actions</u></p> <ol style="list-style-type: none"> <li>1. Develop/expand the research climate and organizational structures of the Center for Glocal Studies</li> <li>2. Reaffirm glocal-studies theories and practices</li> <li>3. The six teams, together with the General Team, will begin their theoretical and empirical research</li> <li>4. Forge partnerships with universities and research institutions worldwide</li> <li>5. Hold an international pre-symposium on the UNESCO Intangible Cultural Heritage</li> </ol>
<p><b>(3) 2016 Outcomes</b></p>	<p><u>1. Develop/expand the research climate and organizational structures of the Center for Glocal Studies</u> To enable us to streamline work on the project, we (1) established the Center for Glocal Studies, (2) developed administrative structures, and (3) launched a website to communicate our work on the project.</p> <p><u>2. Reaffirm glocal-studies theories and practices</u> Glocal studies is a fledgling discipline still under development. We hope to see theoretical frameworks emerging as the teams pursue their research. In 2016, we held a general workshop to share our vision with each member.</p> <p><u>3. The six teams, together with the General Team, will start on their theoretical and empirical research</u> The teams pursued research work in their respective fields (livelihood resources, cultural resources, bodily resources, human resources, environmental resources, and financial resources). Each of these teams conducted their research according to their outlined plans.</p> <p>The role of the General Team is to outline the general direction of glocal studies and coordinate and mediate the work of each team. In 2016, the General Team held a general workshop to inculcate a shared awareness on the basics of glocal studies, the core element of the project. It also held six international symposia/workshops and one Japanese workshop related to the project as a whole.</p>

<p><b>(3) 2016 Outcomes</b></p>	<p><u>4. Forge partnerships with universities and research institutions worldwide</u>  We are preparing to enter into partnership agreements with Nanyang Technological University (Singapore), the University of Guadalajara (Mexico), LMU Munich (Germany), and Seoul National University (South Korea).</p> <p><u>5. Hold an international pre-symposium on the UNESCO Intangible Cultural Heritage</u>  On March 6, 2017, we held a pre-symposium titled “Glocal Perspectives on the Intangible Cultural Heritage: Local Communities, Researchers, States, and UNESCO,” prior to the eponymous international symposium scheduled for June 2017.</p>
<p><b>(4) 2016 Internal and External Evaluation</b></p>	<p><u>Evaluation</u></p> <p>(1), (2), and (3): Progress has been commendable. The teams have tirelessly devoted themselves to holding workshops and pursuing their particular research projects, while the General Team has worked to foster a shared awareness about glocal studies. However, more needs to be done to examine the overall direction of the research.</p> <p>(4): Progress is still at an early stage, which is only to be expected, given that this was the project’s first year. There are still no policies or guidelines to stipulate the forging of partnerships; urgent action is required in this respect.</p> <p>(5): Holding the pre-symposium indicates that (5) is on track.</p> <p>Overall:  The organizational/administrative structures for the branding project are already in place, along with a basic climate for implementing the project. The research teams have made a reasonable start on their research projects. The individual research projects, as well as the branding project as a whole, are on track, as is illustrated by the co-hosting of the pre-symposium on the Intangible Cultural Heritage with UNESCO’s IRCI.</p> <p>On the other hand, more should be done to integrate the work of each team and to elicit a consistent strategy for linking their work with the university’s branding. The general management is obscure when it comes to the future outlook for glocal studies, and the forging of collaborative networks with universities and research institutions worldwide. Urgent actions must be taken to address these issues.</p> <p><u>External evaluation</u>  The external evaluation was conducted by Ken’ichi Sudo (Director-General of the National Museum of Ethnology), Matori Yamamoto (Hosei University), and Wataru Iwamoto (Director-General of the International Research Centre for Intangible Cultural Heritage in the Asia-Pacific Region).</p>
<p><b>(5) Usage of 2016 Subsidy</b></p>	<p>We have developed the research environment and organizational research structures necessary for establishing a leading glocal-studies center. We have hired a postdoctoral fellow and research associates, updated our website to better communicate our work, and purchased equipment and books. The members of each team are tirelessly devoting themselves to their particular research work, holding workshops, and publishing their outcomes. The subsidy has primarily been used to cover expenses associated with holding seminars, conducting overseas fieldwork, and printing and posting research outcomes.</p> <p><u>Research expenses</u>  Travel: Academic conferences, fieldwork  Books: Cost of purchasing books  Consumables: e.g., video/digital cameras  Equipment: e.g., personal computers  Printing: Printing research outcomes  Maintenance: Photocopier  Rent: Symposium equipment</p> <p><u>Advertising</u>  Remuneration: Website updates, speaking fees  Miscellaneous: e.g., travel/accommodations for guest speakers</p>