Research Branding Project for Private Universities
2018 Status Report

Education Institute No.	131036	Name of Education Institute	Seijo Gakuen	
Name of university	Seijo University			
Project title	Project to Establish and Promote a World-Leading Glocal-Studies Center That Contributes Toward a Sustainable and Inclusive Society			
Application category	B	**Term of subsidy**	5 years	**Admission capacity** 4,860
Organizations involved	Center for Glocal Studies, Institute of Folklore Studies, and Institute for Economic Studies			

Project outline	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.
(1) Project objectives	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 glocalized future. The research will be divided into six fields: Livelihood resources, cultural resources, bodily resources, human resources, environmental resources, and financial resources. 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.

(2) 2018 targets and action plan	<u>Targets</u>
	   In AY2018, the six project teams will continue their efforts in theoretical and empirical research while simultaneously examining glocal-studies theories and methodologies. The Center for Glocal Studies will also be developed and expanded as the core of the branding project. Furthermore, we will collaborate with universities and research institutes worldwide.
	
	<u>Actions</u>
	1. Development and expansion of our research structure
	   1) Develop/expand the Center for Glocal Studies as a research center, and
	   2) Forge and develop partnerships with universities and research institutions worldwide.
	2. Promotion of glocal studies
	   1) Examine glocal-studies theories and methodologies from a practical perspective, and
	   2) Conduct separate studies in the six research projects that constitute the overall project, and so forth.

(3) 2018 outcomes	1. <u>Development and expansion of the research structure</u>
	   In AY2017, the External Evaluation Committee pointed out the need for clarifying the project's university-wide promotion structure. Based on this, we strengthened collaboration with the Research Strategy Committee, which oversees the project (submitting regular reports to the principal who also chairs the committee), and worked to share information across the university.
	   We regularly convened the Branding-Project Steering Committee to check the progress and ensure that we follow the same research policies. In addition, we held project-wide workshops in connection with the committee meetings and discussed glocal-studies theories and methodologies.
	Furthermore, we expanded our structures for administration and information dissemination by developing and expanding the Center for Glocal Studies as a research center. Development of the latter structure yielded a pamphlet that summarized the project outcomes and an English website.
	   We also increased the number of PD adoptions and held the "Young Research Training Project."
	   In addition, we worked to forge and develop partnerships with universities, research institutions, and researchers worldwide. We entered into partnership agreements with research institutions overseas, namely Seoul National University (South Korea) and Sofia University (Bulgaria). We also actively worked to hold symposia and workshops together with external organizations and researchers, which allowed us to expand the scope of such collaborations and partnerships.
	
	2. <u>Promotion of glocal studies</u>
	   As this project aims to brand the university's research as "glocal studies," it is necessary to promote glocal studies. Concrete research was conducted as project-wide activities and research team activities.
	Project-wide activities include examinations of glocal-studies theories and methodologies, information-sharing between the research teams, and symposia aimed at deepening and disseminating glocal studies. Each research team conducted research based on its own targets and plans.

(4) 2018 internal and external evaluation	The performance of the project is evaluated based on the "Research Progress Report" submitted at the end of the academic year, and is conducted by the Internal Evaluation Committee and the External Evaluation Committee as appropriate.
	
	[Internal evaluation]
	1. Development and expansion of the research structure
	  1) Improvements have been made with regard to clarifying the project's university-wide promotion structure.
	  2) The Center for Glocal Studies is being developed as a research center.
	  3) Partnerships with universities and research institutions have been expanded worldwide.
	
	2. Promotion of glocal studies
	  1) The relationship between glocal-studies theories and methodologies and the research of each team has been an issue from the start; however, the matter has been examined and improvements have been made, leading to certain positive outcomes.
	  2) The research projects of the individual teams have made commendable progress.
	3. Matters that require improvement
	  1) Expansion of information dissemination that contributes to the branding.
	  2) Consideration of the relationship between glocal studies and human resource development.
	
	[External evaluation]
	  As per the External Evaluation Committee, the project is overall progressing smoothly and improvements have been made to the issues identified in the previous academic year and earlier. Nonetheless, the following concerns have been highlighted.
	  1) The relationship between the overall framework and individual teams remains unclear, which needs to be improved. The descriptions in the activity reports also need to be improved.
	  2) Examination of human resource development
	The relationship between the project outcomes and "flexible human resource development" has not been clarified.
	  3) External ripple effects
	There is no description about the dissemination and influence of the project outcomes, which needs to be improved.
	
	About the external-evaluation committee
	  The external evaluation was conducted by Kenichi Sudo (Director-General of the Sakai City Museum), Matori Yamamoto (Hosei University), and Wataru Iwamoto (Director-General of the International Research Centre for Intangible Cultural Heritage in the Asia-Pacific Region).

(5) Usage of 2018 subsidy	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. Research expenses Travel: Academic conferences, fieldwork Books: Cost of purchasing books Consumables: For example, whiteboards Equipment: e.g., personal computers Printing: Printing research outcomes Maintenance: Photocopier Rental: Symposium equipment Advertising Remuneration: Project interim report, English pamphlet, English website Miscellaneous: e.g., travel/accommodations for guest speakers Communications/transportation: Posting of printed materials Other Personnel expenses: Research-personnel expenses (e.g., research associates, postdoctoral fellows, part-time employees)