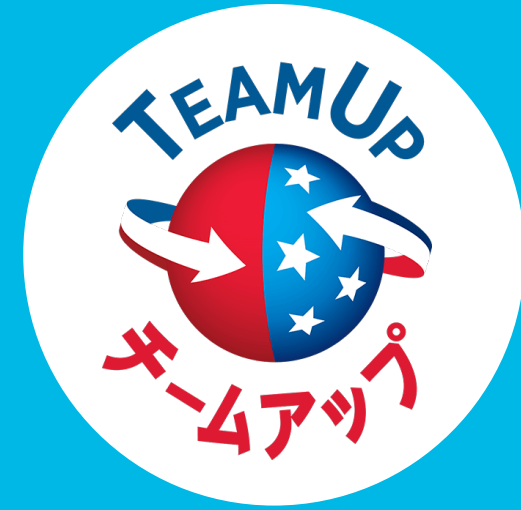


TeamUp Campaign



As of May, 2017



Our Vision: Dynamic Partnerships

“Transforming from bitter enemies to the closest of allies, the United States and Japan have forged a dynamic partnership that has extended peace and prosperity beyond the borders of our two countries to the far corners of the world.

For generations, student exchange has formed the bedrock of our people-to-people ties with Japan.”

- *Ambassador Caroline Kennedy*



TeamUp: Forging New And Innovative Agreements



APPROXIMATELY

20%

of all colleges and universities in Japan and the U.S. have already been involved in a TeamUp activity

TeamUp is a powerful campaign to create and expand vibrant, innovative agreements between U.S. and Japanese universities to increase student mobility and enhance learning.

TeamUp helps schools expand current partnerships and form new ones that:

- Reach students who wouldn't typically study abroad
- Increase diversity by adding more international students
- Enhance student learning through new methods
- Integrate experiential learning abroad with on-campus curriculum
- Expand faculty's capacity to teach and research abroad



TeamUp Creates And Expands Vibrant Agreements



TEAMUP'S MISSION

Cultivate new, innovative
U.S.-Japan educational
partnerships

Help reach the goal of
doubling U.S.-Japan
student mobility by 2020

Create a diverse next generation
of stewards of the
U.S.-Japan relationship

Build a globally talented workforce

TeamUp Awareness Drive

Convening influential stakeholders, speaking at key conferences, and hosting networking opportunities to lay the groundwork to create and expand educational partnerships.

TeamUp RoadMap

A comprehensive online resource, written by experts in the field, to lead U.S. and Japanese institutions through the process of creating and expanding partnerships.

TeamedUp Familiarization Tour

An opportunity for U.S. institutions, for whom contacts and resources are a challenge, to travel to Japan to meet potential Japanese partners; led and funded by TeamUp.

TeamUp Micro-Grants

An opportunity for U.S. institutions to design an individualized program to travel to Japan to meet potential Japanese partners; funded by TeamUp.

TeamUp Roadmap: A Comprehensive Online Resource



The interactive TeamUp RoadMap, written by experts in the field, leads U.S. and Japanese institutions through the process of creating and expanding partnerships.

The RoadMap was created by a bilingual, binational team of experts in binational partnerships:

- DR. SUSAN BUCK SUTTON, Senior Advisor for International Initiatives at the President's Office at Bryn Mawr College (retired), is a renowned expert on the changing nature of internationalization and institutional partnerships.
- DR. SHINGO ASHIZAWA, Professor for Regional Development Studies at Toyo University in Tokyo.
- MS. CLARE BANKS, Assistant Director for International Partnerships and IIE Initiatives, Institute of International Education.
- DR. HIROSHI OTA, Professor, Center for Global Education and Director, Global Education Program at Hitotsubashi University.

Why Partnerships?

Presents the rationale for strategic partnerships between U.S. and Japanese institutions that is needed for support.

Partnership Basics

Guides leaders in creating effective and appropriate new partnerships—critical for those new to U.S.—Japan collaborations.

Challenges

Identifies the specific challenges that can make U.S.—Japanese partnerships difficult and describes practical solutions.

Innovations

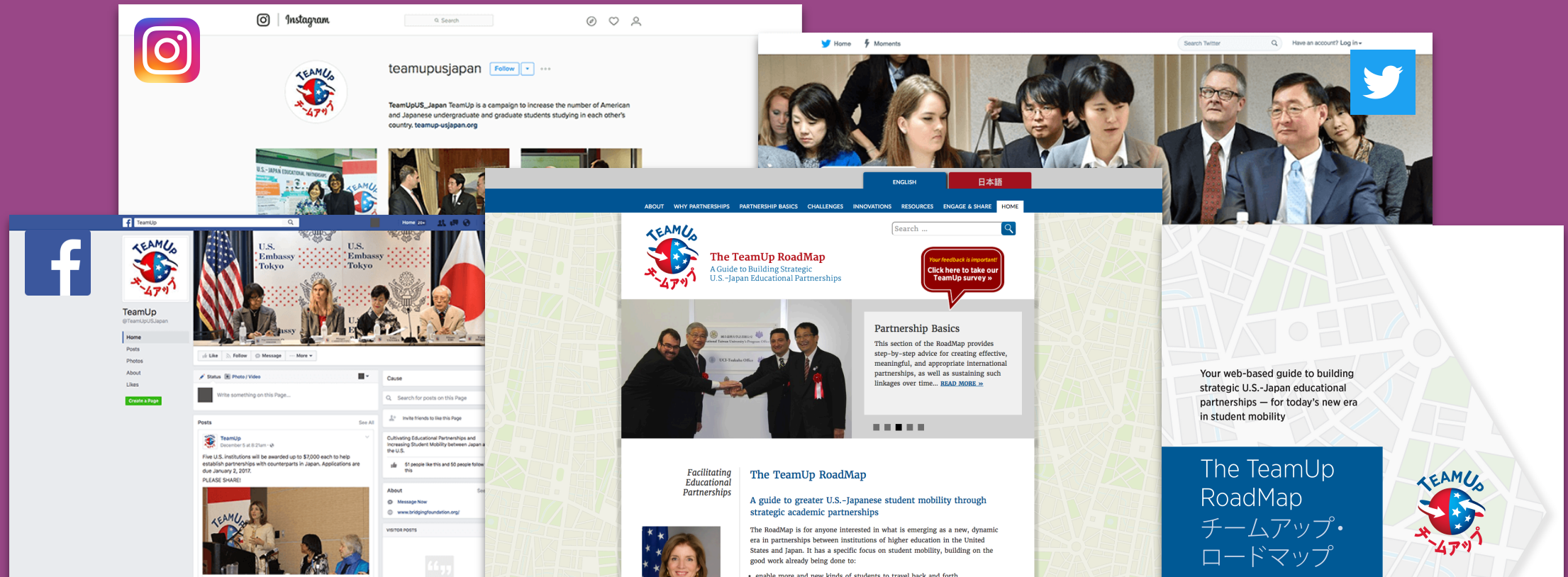
Discusses the wide range of exciting, new approaches that are enhancing academic partnerships, including case studies.

Resources

Contains links to helpful websites, a bibliography of useful publications, and a list of those engaged in partnerships.

Engage and Share

Invites you to interact with others by sharing ideas, plans, and experiences. Seeking a potential partner? Tell us here.



The TeamUp Brand Paves The Way

“TeamUp gave me the brand status I needed to approach Japanese universities.”

- Dr. Debra Nakama, University of Hawai'i Maui College



TeamUp Jumpstarts New Partnerships

For each MOU already signed, there are
multiple MOUs in progress!

**MOUs Signed
by TeamUp
Participants:**

Spelman College + Fukuoka Women's University

University of Massachusetts Boston + Chukyo University

University of Massachusetts Boston + Hokkaido University

University of Massachusetts Boston + Ryukoku University

University of Massachusetts Boston + Sophia University

University of Massachusetts Boston + Soka University

University of Massachusetts Boston + Saitama University

University of Hawai'i Maui + University of the Ryukyus

Chatham University + Toyo University

University of Oregon + Hitotsubashi University

People-To-People Connections Make All The Difference

The Situation

University of Hawai'i Maui College sought to rekindle their international student program after numbers began to decline.



Community College:
University of Hawai'i Maui
College
4,400 day and night students



Dr. Debra Nakama

Vice Chancellor for Student Affairs

Unique focus in cybersecurity, STEM, and increasing college matriculation rates in underserved populations.



Dr. Lui Hokoana

Chancellor and CEO

Secured funding that led to significant growth in enrollment, access to financial aid, and service to underrepresented groups.



People-To-People Connections Make All The Difference



TeamUp's Actions

TeamUp selected Dr. Nakama to participate in the TeamedUp Familiarization Tour. Dr. Hokoana asked to accompany the tour – and paid his own way.

In Tokyo, Fukuoka and Okinawa, TeamUp introduced the participants to administrators, faculty and students at 12 potential partner colleges and universities, as well as Ambassador Kennedy and her staff at the U.S. Embassy Tokyo and the Consul General in Okinawa.

TeamUp also suggested Dr. Nakama look through the RoadMap for a partner – preferably one that was located in a sister city.



The Outcome

The TeamedUp Familiarization tour enabled faster, deeper connections on both sides. Typically, partnerships require many meetings, trips and sometimes years to establish. Within two months, Maui College signed an MOU with the University of the Ryukyus. Additional MOUs in the pipeline include Fukuyama City University, Okinawa International University, Fukuyama Municipal High School and Yamaguchi Prefectural University.

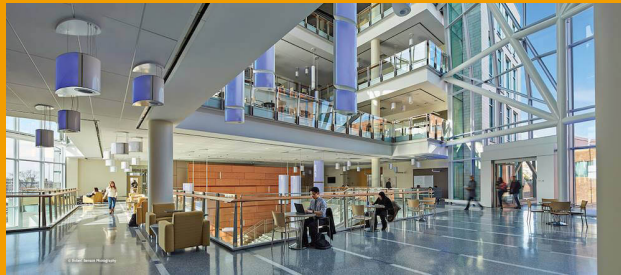
“Perhaps the most inspiring example of the program’s impact can be found in the deepening relationship between University of Hawai’i Maui College and the University of the Ryukyus. Dr. Nakama has already returned to Okinawa for a formal signing ceremony with Dr. Kaori Kinjo at the University of the Ryukyus.”

- Ms. Angela Shaeffer, Senior Director, Cultural Vistas

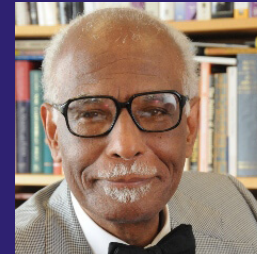
Key Introductions Lead To Stronger Ties

The Situation

Many of University of Massachusetts Boston's students are urban, first-generation college students who have typically been under-served. University of Massachusetts Boston had no Japanese partners, but were passionate about expanding international ties and globalizing the campus.



State School:
University of Massachusetts
Boston
More than 17,000 students



Dr. Winston E. Langley
Provost and Vice Chancellor for Academic Affairs

Scholarly interests include human rights, alternative models of world order, religion, and politics.



Dr. J. Keith Motley
Chancellor

Named as one of the *Boston Business Journal's* "Power 50" list of Boston-area influencers for each of the past five years.



Key Introductions Lead To Stronger Ties



TeamUp's Actions

We invited University of Massachusetts Boston to participate in our kickoff event of 31 U.S. and Japanese college and university presidents and senior administrators and reception at Ambassador Kennedy's residence in Tokyo.

There, Provost Langley connected with President Takashi Hayashita of Sophia University. The correspondence between the schools continued, and we invited both to the TeamUp breakfast at NAFSA, two months later.

The Outcome

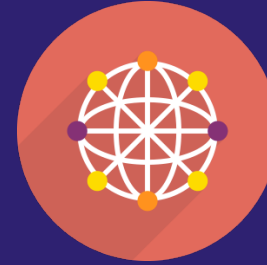
Provost Langley and President Hayashita finalized their first agreement at the TeamUp breakfast and signed an MOU shortly thereafter—the first MOU for the University of Massachusetts Boston with a Japanese university.

Now, University of Massachusetts Boston has six partnerships with Japanese universities. Provost Langley attributes each of these to his involvement with TeamUp.



TeamUp Micro-Grant Program

Up to \$7,000 awarded to a U.S. institution to travel to Japan to meet potential partners from November, 2016 - August, 2017.



Recipients

- Monroe Community College
- University of New Hampshire
- Spelman College
- Texas Tech University
- Mid Michigan Community College
- Illinois Institute of Technology
- Clafin University
- University of Rhode Island
- Community College of Philadelphia
- University of Texas San Antonio

University of New Hampshire Visits 12/16

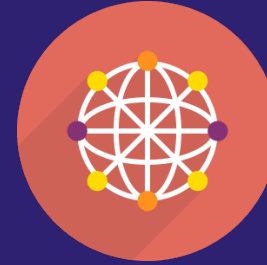
- Ritsumeikan University, Kyoto
- Shizuoka University, Hamamatsu
- Tohoku University, Sendai
- Saitama University, Saitama Prefecture
- University of Tokyo/ Institute of Industrial Science, Tokyo
- Kanto Gakuin University, Yokohama
- Tokyo University of Agriculture and Technology, Tokyo
- Waseda University, Tokyo



“Our outreach was more successful than we imagined... there is more potential with and interest on the part of the Japanese universities than we are realistically able to pursue.”
Dr. Greg Orificci, Director of Global Initiatives, UNH

TeamUp Familiarization Tour

In May-June, 2016, TeamUp guided 7 representatives of 6 institutions to Tokyo, Fukuoka and Okinawa to meet potential educational partners.



Recipients

- University of Houston-Downtown
- University of Hawai'i Maui College
- Lurleen B. Wallace Community College
- IES Abroad
- Spelman College
- Laguardia Community College, University of New York (CUNY)

Meetings with Potential Partners

- Waseda University
- Kyushu University
- Fukuoka Women's University
- Fukuoka University
- Okinawa International University
- University of the Ryukyus
- Okinawa Institute of Technology

The group also met with officials at:

- U.S. Embassy Tokyo
- U.S. Consulate Okinawa
- Temple University
- Hitotsubashi University



“I think every interaction we had with the different campuses and with the other members of the group helped meet my expected outcomes. The experience helped me deepen my understanding of internationalizing my campus.”

TeamUp Raises Awareness



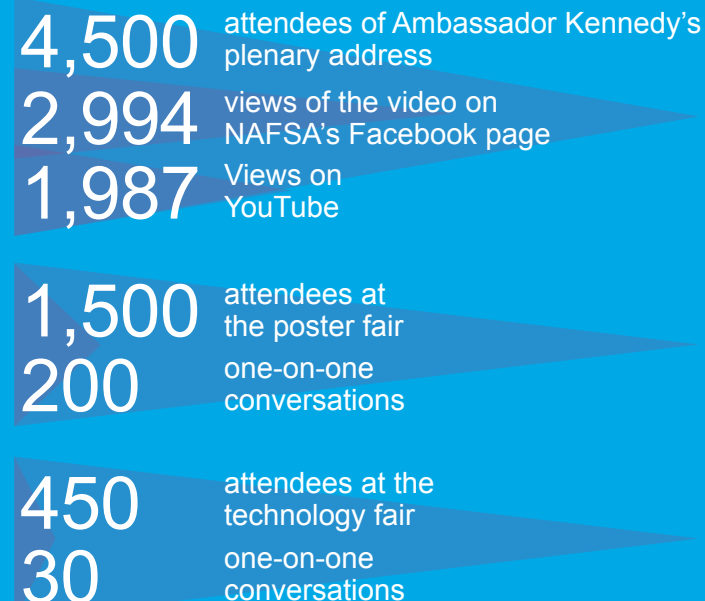
MARCH 20, 2015 KICKOFF EVENT

- Convened 31 U.S. and Japanese college and university presidents and senior administrators
- Half-day forum in Tokyo: "TeamUp to Create a 21st Century Workforce"
- Attended by a select group of American and Japanese leaders in higher education to discuss innovations, best practices, how to establish and maintain successful partnerships, and the role of internships in fostering dynamic institutional partnerships
- Followed by a reception at Ambassador Kennedy's residence

The Unveiling Of TeamUp At The NAFSA Annual Conference In May 2015

The largest gathering in international education

ELEVEN THOUSAND PARTICIPANTS REACHED



150

attendees at the
panel discussion

45

attendees at the
networking breakfast

AMBASSADOR
KENNEDY'S TWEETS
REACHED
70,000 FOLLOWERS

In The 2 Years Of The Campaign, We
Have Reached Approximately 8,000
Individuals In Person

- By convening panels and participating in forums at conferences including those held by the Association of International Education Administrators, Asia Pacific Association for International Education, and Association of Asian Studies
- By leading networking opportunities and holding one-on-one consultations

TeamUp Fosters The Relationships Needed For Agreements



Approximately 20% of all colleges and universities in Japan and the United States have already been involved in a TeamUp activity

The TeamUp Roadmap Facilitates Partnerships

NEARLY
8,500 PEOPLE

—the majority of whom are based in Japan—have visited our RoadMap

THERE ARE

45

active requests to partner posted by institutions in Japan

12

active requests to partner posted by institutions in the U.S.

The TeamedUp Familiarization Tour Involved More Than **175 Individuals**



7 representatives of 6 U.S. institutions visited 12 Japanese universities to meet with administrators, faculty, and students

Participants also met about

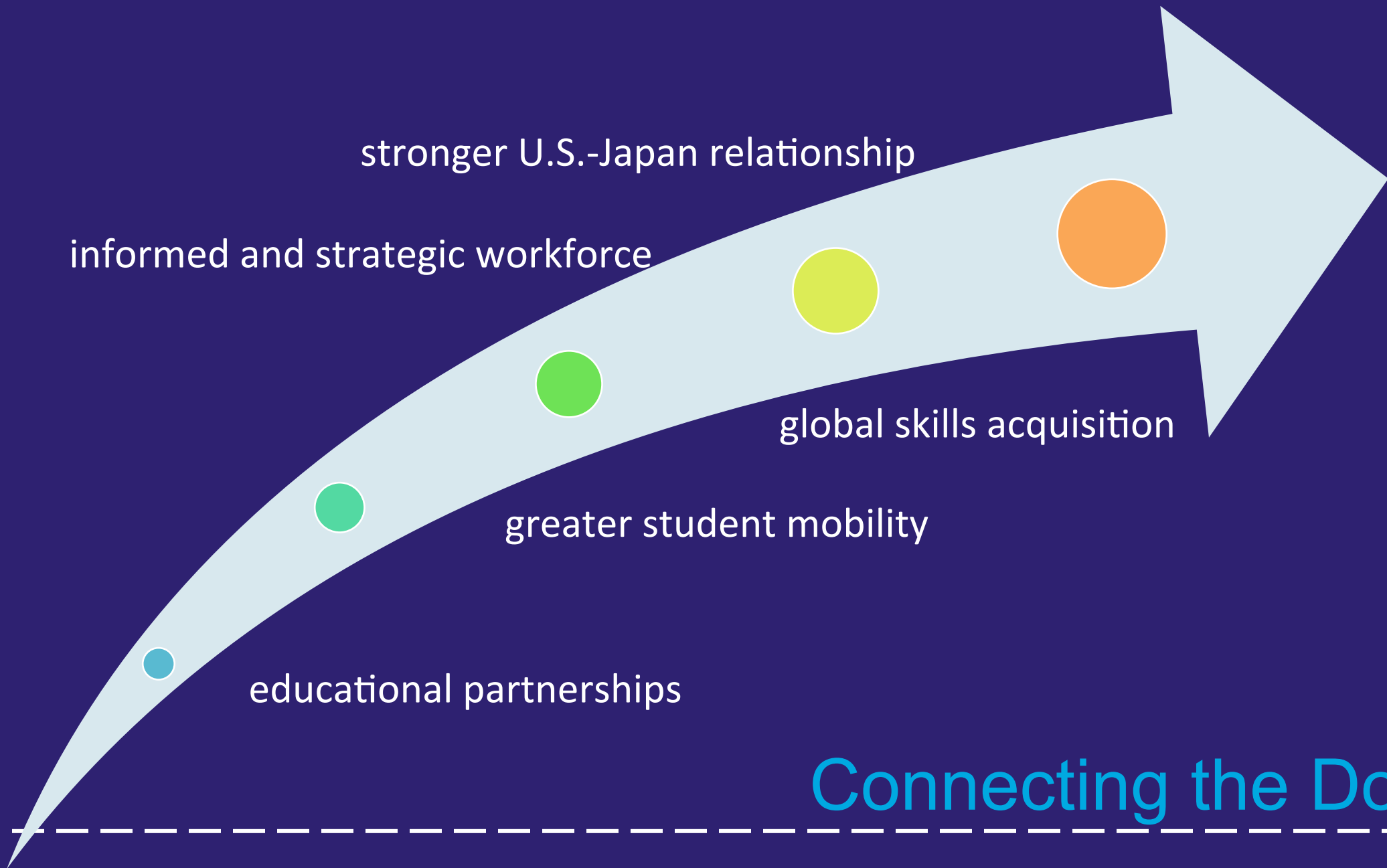
25 GOVERNMENT OFFICIALS

The TeamUp Micro-Grant Program Will Reach Approximately **750 More**

Representatives of 10 U.S. institutions will visit a combined total of about

50 UNIVERSITIES

speaking with administrators, faculty, and students at each school



Connecting the Dots



TeamUp: Continuing The Good Work

RECOMMENDED FOLLOW-ON PROGRAMS

TeamUp Concierge

Explore hiring a specialist in U.S.-Japan educational partnerships who helps institutions find appropriate partners.

TeamedUp Familiarization Tours

Continue to lead and fund annual tours of institutions in Japan by U.S. institutions seeking connections.

TeamUp Micro-Grants

Continue to fund individualized programs for U.S. institutions to travel Japan to meet potential Japanese partners.

TeamUp FollowUp

Reach out to past participants of TeamUp programs to help them identify and remove barriers to partnerships.

Expand the TeamUp RoadMap

Expand the RoadMap to create an even more active resource for institutions seeking partnerships.

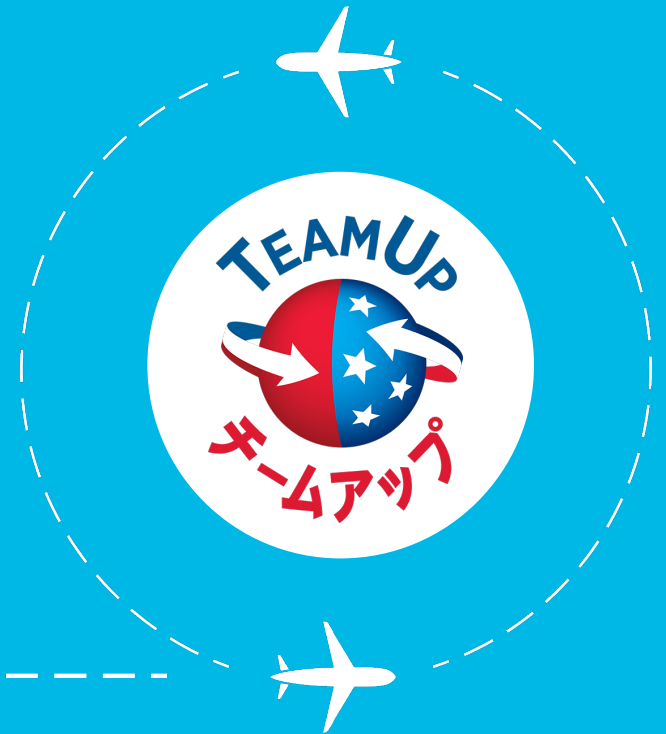




“For me, study abroad is about more than taking classes in another country. It is about experiencing a new culture, creating lasting friendships, getting out of your comfort zone and developing as a global citizen and as a member of the global workforce.”

- D’Juan Mercado

Student, George Mason University
Studied at Akita International University
and Sophia University



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