

## Research Branding Project for Private Universities 2017 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 glocalized 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) 2017 Targets and Action Plan</b></p>	<p><u>Targets</u></p> <p>In 2017, the six project teams will continue their previous year’s efforts in theoretical and empirical research. In 2016, we held a pre-symposium on the UNESCO Intangible Cultural Heritage. Building on the findings of that gathering, we will hold an international symposium in late June with the International Research Centre for Intangible Cultural Heritage in the Asia-Pacific Region (IRCI). The tentative title of the symposium is “How Inclusion on UNESCO’s List of Intangible Cultural Heritage Impacts Local Communities: From a Glocal-Studies Perspective.” At this symposium, attendees will discuss the theories and practices of researchers and practitioners across the globe from a practical perspective.</p> <p>Following on from last year, the teams will examine theories and practices in glocal studies. We will also explore partnerships with overseas universities and institutions.</p> <p>As in 2016, the Internal Evaluation Committee and the External Evaluation Committee will evaluate the performance of the project at the end of the year 2017, using the Research Progress Report Form.</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 the theories and practices of glocal studies</li> <li>3. Forge partnerships with universities and research institutions worldwide</li> <li>4. The six teams will begin their theoretical and empirical research</li> </ol>
<p><b>(3) 2017 Outcomes</b></p>	<p><u>1. Promote glocal studies</u></p> <p>Collectively, each of the six teams and their project members devoted themselves tirelessly to theoretical and empirical glocal studies. Owing to everyone’s efforts, we held a total of 17 international symposia, seminars, workshops, and similar gatherings, including an international symposium on UNESCO Intangible Cultural Heritage in early July. We also published a total of seven academic publications, including an academic journal (“Glocal Studies”) and various symposium proceedings and working papers.</p> <p><u>2. Further develop research environment / organizational structures</u></p> <p>The 2016 evaluation revealed that more work needed to be done to develop the research environment and organizational structures. Accordingly, we undertook the following actions:</p> <p>(1) Develop project structures We deployed administrative staff and established administrative systems to further streamline the project administration.</p> <p>(2) Expand communication channels Our website is our main channel for communicating information about the project. We have worked with the staff responsible for the website to expand this communication channel so as to communicate more effectively.</p> <p>(3) Hire postdoctoral fellows and research associates We hired one postdoctoral fellow and five research associates so we can more effectively proceed with the branding project while also training up young researchers.</p>

<p><b>(3) 2017 Outcomes</b></p>	<p><u>3. Establish measures to streamline work on the project</u>  The 2016 evaluation suggested that we should do more to coordinate activities under the project. Accordingly, we undertook the following measures to ensure that the general direction of glocal studies, as well as the progress of each team, is communicated more effectively.</p> <p>(1) Hold general workshop  We held a workshop titled “The Present State of and Issues Concerning Glocal Studies” for all branding project members, to enhance their understanding.</p> <p>(2) Establish the Branding-Project Steering Committee  We established the Branding-Project Steering Committee to help communicate the general direction of the project and share status reports from each team. The committee consists of the leaders of each team, as well as the head of the Center for Glocal Studies and the heads of the university’s other research institutes.</p> <p><u>4. Examine glocal-studies theories and practices</u>  We established the Study Group on Theoretical Research to examine glocal-studies theories and practices from a practical perspective. The working group meets regularly to consider theoretical issues related to glocal studies, which is the central concern of the project. In 2018, we will hold a symposium to outline the future direction, and we will compile the proceedings. This year, in preparation for this, we held an international mini-symposium, titled “Theories and Practices of Glocalization Studies in Europe and East Asia.”</p> <p><u>5. Forge partnerships with universities and research institutions worldwide</u>  As part of our efforts to work with universities, research institutions, and researchers worldwide in promoting glocal studies, and to expand the scope of such collaboration, we (1) held symposia and workshops with external organizations and researchers, and (2) signed a Memorandum of Understanding on academic collaboration with Seoul National University.</p> <p><u>6. The six teams, together with the General Team, will begin their theoretical and empirical research</u>  The teams pursued the research work in their respective fields (livelihood resources, cultural resources, bodily resources, human resources, environmental resources, and financial resources). Each of these teams conducted research according to their outlined plans.</p>
<p><b>(4) 2017 Internal and External Evaluation</b></p>	<p><u>Evaluation</u>  The organizational environment for the project is largely in place. Progress has been made in developing three systems necessary for taking the project forward effectively and smoothly: (1) Administrative system, (2) communication system, and (3) research promotion system. Regarding (3), the hiring of postdoctoral fellows and research associates has contributed to the training up of the next generation of researchers.</p> <p>The project is proceeding smoothly in two respects: (1) overall, progress has been made in examining glocal-studies theories and methodological practices, and (2) the project teams’ separate empirical research efforts have been effective and made progress. The finding of the 2016 evaluation, indicating a need for overall coordination, has been addressed. Specifically, (1) progress has been made in examining glocal-studies theories and practices, while simultaneously, (2) project activities are being coordinated by a steering committee.</p> <p>Thus, the project is generally on track. However, more needs to be done in the following areas:  (1) Further progress must be made in examining glocal-studies theories and methodological practices.  (2) The external evaluation found that more needs to be done to coordinate project activities.</p> <p><u>External evaluation</u>  According to the external evaluation, the project is generally on track. However, the following concerns were highlighted:  (1) The Research Strategy Committee should more clearly define the project as a university-wide undertaking. The steering committee and other bodies should clarify the project’s research policies.  (2) There should be more consideration as to how glocal studies can contribute to the cultivation of human talent.  (3) There needs to be organic collaboration between the CGS and the six teams, and between each of the six teams.  (4) The purpose of glocal studies should be communicated more effectively, both within the university and externally.</p> <p><u>About the external-evaluation committee</u>  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).</p>

<p><b>(5) Usage of 2017 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  Rental: Symposium equipment</p> <p><u>Advertising</u>  Remuneration: Website updates, lecture fees  Miscellaneous: e.g., travel/accommodations for guest speakers  Communications/transportation: Posting of printed materials</p> <p><u>Other</u>  Personnel expenses: Research-personnel expenses (e.g., research associates, postdoctoral fellows, part-time employees)</p>
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