

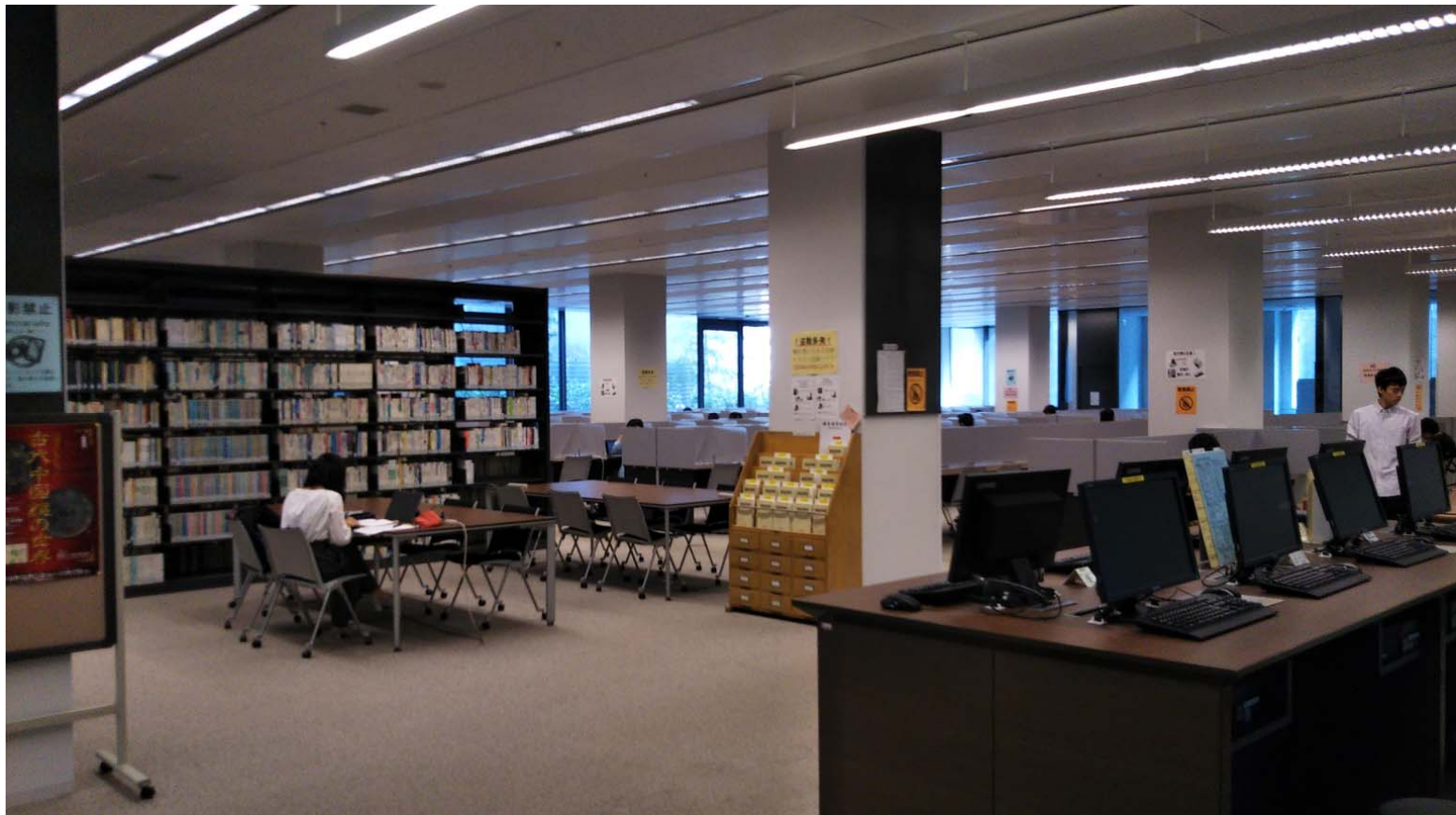
Development and Challenge of International Student Recruitment in Waseda University

JAISE-KAIE Joint Seminar, 2018.11.01

School of International Liberal Studies, Waseda University
Senior Advisor of Admissions

Shigetoshi Akamatsu

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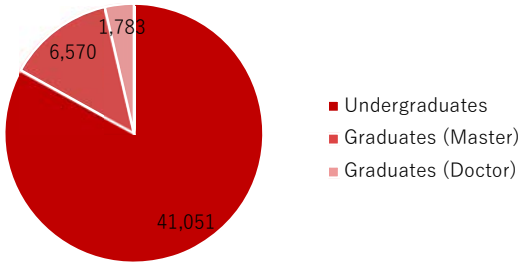
李健熙記念図書室
李健熙 기념 도서관
Lee Kun-Hee Commemorative Library

氏は、1942年に大韓民国サムスングループの創業者である故李秉喆（イビョンチョル）氏の三男として生まれ、1965年早稲田大学卒業した。1966年米国ジョージワシントン大学経営大学院を修了後、サムスングループに入社し、以降要職を歴任して1987年に会長兼サムスングループを築かれた。サムスングループは、電子、重化学工業、金融、商業、サービスなど、幅広い分野で革新的な製品とサービスを提供するグローバル企業に成長した。

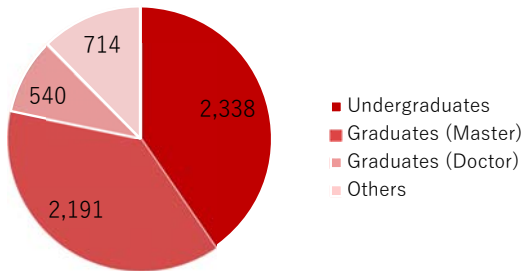
をもとに人類社会に貢献するという強い使命感の下に、サムスン文化財団、サムスン福祉財団、サムスン社会奉仕団等を設立し、様々な社会貢献活動を行ってきた。2010年、本学は世界的な企業人として活躍し、日韓友好関係の増進に尽くされた氏に対して、「名誉博士」の学位を贈呈した。

- First student from the Korean Peninsula
1885, Gim Hangi (金漢琦)
- Partnership agreements including both university and departmental levels with 84 universities and institutions (as of August 2018)
- **819** students
(Undergraduate **667**, Postgraduate **114**, Others **38**)

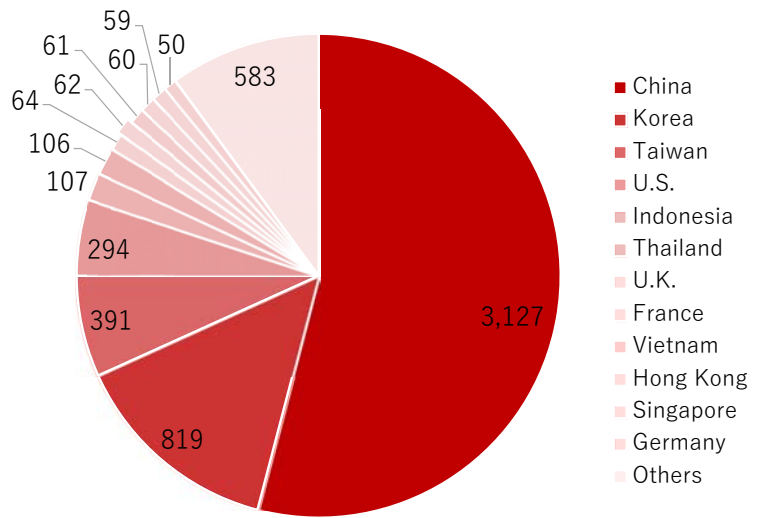
Number of Students



Number of Students (49,404)



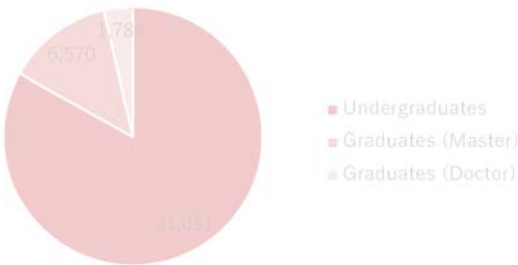
Number of International Students (5,783)



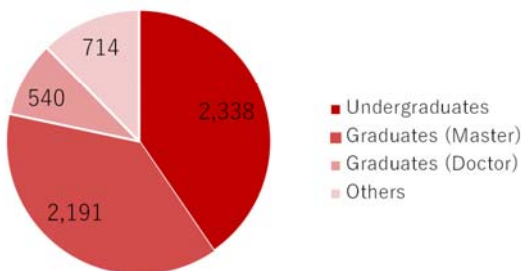
Number of International Students by Nationality

As of May 1, 2018

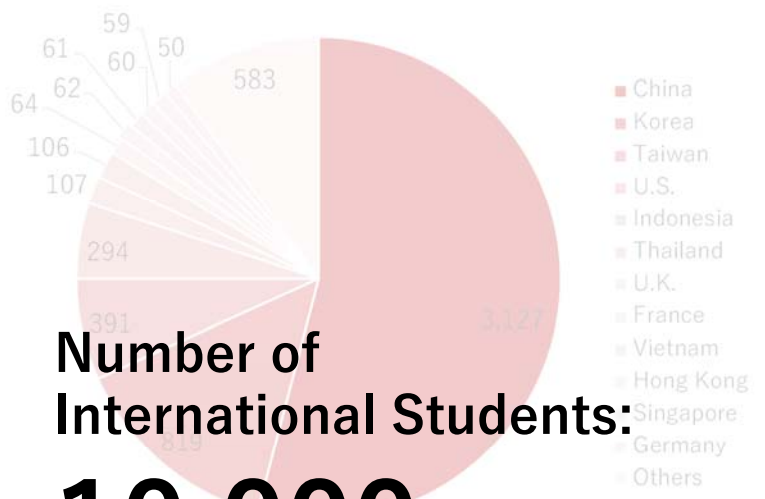
Number of Students



Number of Students (49,404)



Number of International Students (5,783)



**Number of International Students:
10,000 by 2032
(20% of all students)**

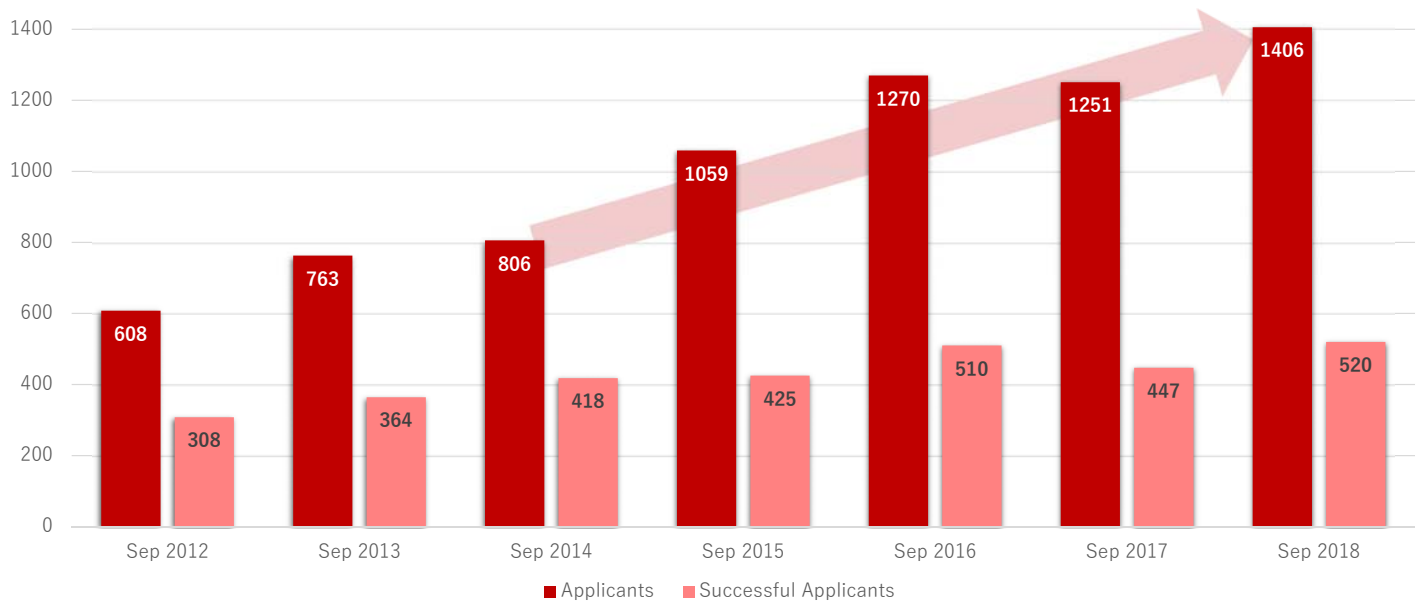
As of May 1, 2018

Academic Departments (Undergraduate Schools)

<ul style="list-style-type: none"> School of International Liberal Studies 	Admission April / September	Language of Instruction English	English Program Started 2004
<ul style="list-style-type: none"> School of Political Science and Economics School of Social Sciences School of Fundamental Science and Engineering School of Creative Science and Engineering School of Advanced Science and Engineering 	Admission April / September	Language of Instruction English / Japanese	English Program Started 2009
<ul style="list-style-type: none"> School of Culture, Media and Society 			2017
<ul style="list-style-type: none"> School of Law School of Education School of Commerce School of Humanities and Social Sciences School of Human Sciences School of Sport Sciences 	Admission April	Language of Instruction Japanese	

Admissions Statistics

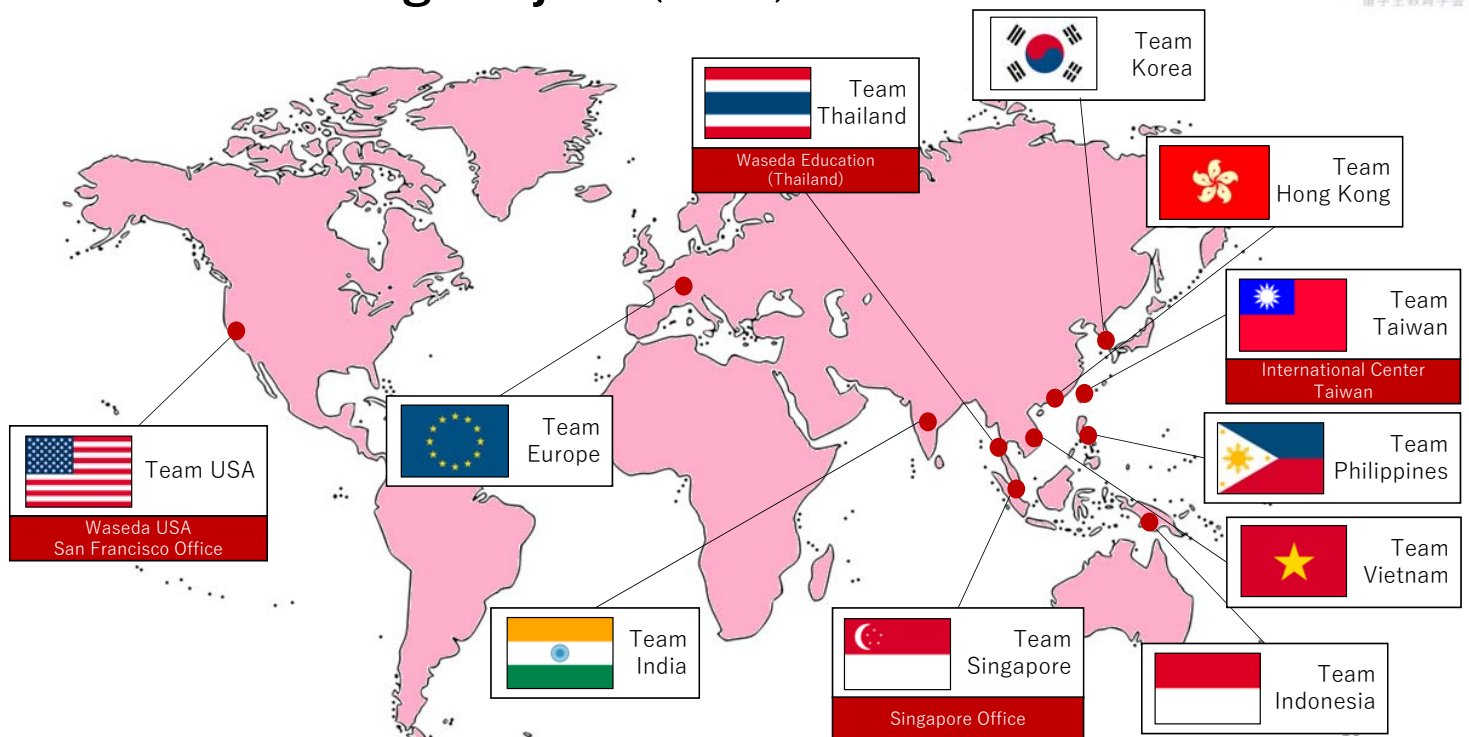
(English-based Undergraduate Programs, September 2012 Entry – September 2018 Entry)



Global Recruiting Project (GRP)

- International Admissions Office (IAO)
- Launched in April 2014, forming a Cross Functional Team (CFT)
- Approx. 40 staff members from different backgrounds, expertise and functions (e.g. Center for International Education, IAO, International Office, Student Affairs, Offices for English-based Degree Programs, Overseas Bases etc.)
- Marketing and Promotional activities for the English-based Degree Programs
- Attending University Fairs, Visiting High Schools, Meeting with Alumni, Hosting Visitors, Advertisement Publishing etc.

Global Recruiting Project (GRP)

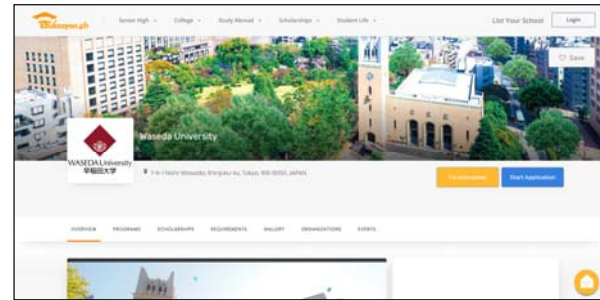


Working with Educational Agencies

- 2015.4- 2017.3
Sweden, blueberry.nu
 ⇒ First experience in Waseda working with an agency
 ⇒ Starting Small: low attention within Waseda, small number of agents
 ⇒ Low-Risk, Low-Reward / High-Effort
 ⇒ Speak local languages, liaise in person, networks in the country ()
 ⇒ High staff turnover in agents, Information asymmetry (*2)
 ⇒ termination of contract in March 2017
- 2016-
 “Trial and Error Learning” phase:
 ⇒ Working with agencies in multiple countries / regions
 ⇒ Facing all sorts of ‘Principal-Agent Problem’
 e.g. Cultural differences, Poor communication,
 Misrepresentation, Not performing agents...



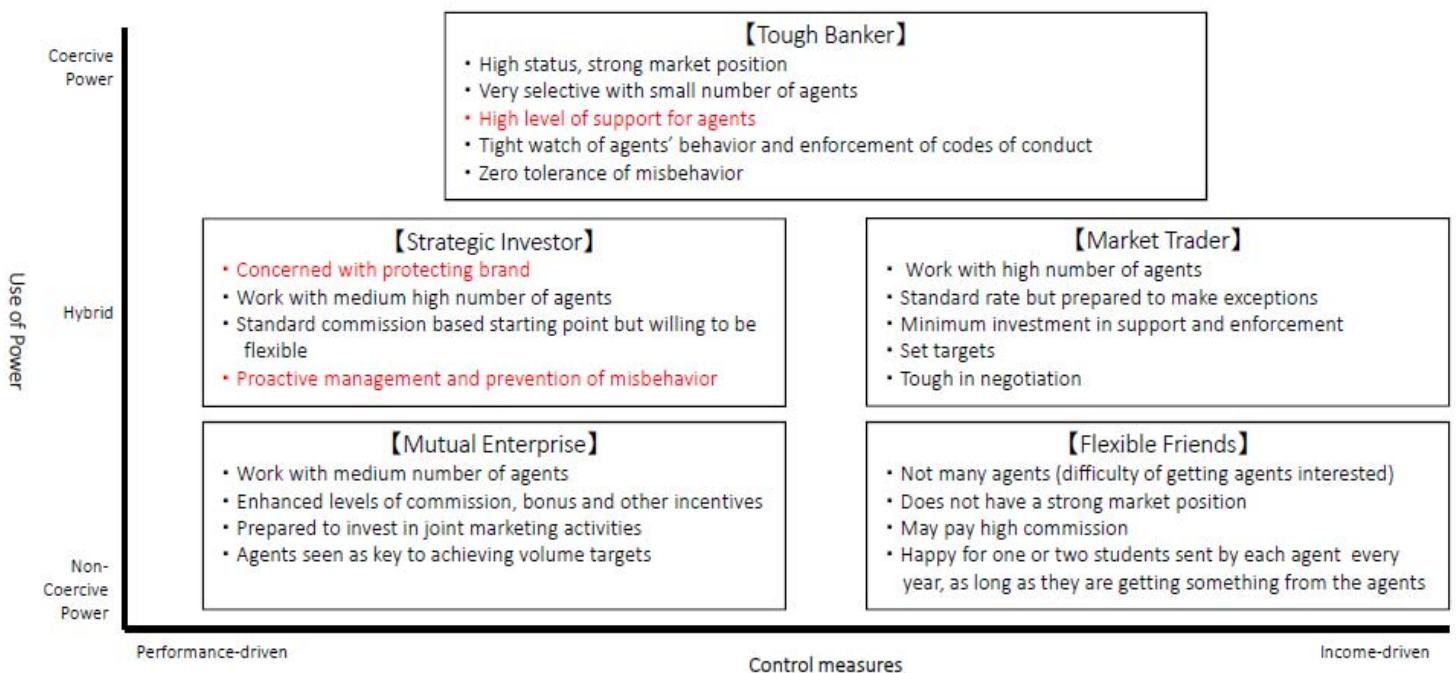
blueberry.nu, "studera-pa-universitet-i-Tokyo", <https://www.blueberry.nu/utlandsstudiebloggen/studera-pa-universitet-i-tokyo/> [2018, September 30].



Edukasyon.ph, "Waseda University", <https://www.edukasyon.ph/study-abroad/schools/waseda-university> [2018, September 30].

*1 Anna Robinson-Pant and Anna Magyar, "The Recruitment Agent in Internationalized Higher Education: Commercial Broker and Cultural Mediator," *Journal of Studies in International Education*, 2018, Vol. 22 (3), p.229.
 *2 Iona Yuelu Huang, Vincenzo Raimo and Chirstine Humfrey, "Power and Control: Managing Agents for International Student Recruitment in Higher Education," *Studies in Higher Education*, Routledge, 2014, pp3-8.

Power and Control in governing outcome-based agency relationship



Summarized from: Iona Yuelu Huang, Vincenzo Raimo and Chirstine Humfrey, "Power and Control: Managing Agents for International Student Recruitment in Higher Education," *Studies in Higher Education*, Routledge, 2014, pp.13-17

Disclosure of Admission Data

- Middle 50% of SAT scores (USA), minimum requirements for admission (UK, Australia)
- A strong concern toward disclosing average standardized test scores of successful applicants
 ⇒ performance on the test alone will not determine the admission decision
 ⇒ universities tend to be ranked by the test scores
- No data available at Japanese universities
- (Probably) For the first time in Japanese Universities revealing the average scores of SAT submitted by the successful applicants

	SAT	ACT	IB
School of Political Science and Economics (2016-)	1403.7	30.9	37.0/42
School of International Liberal Studies (2016-)	1300-1400	NA	NA
School of Social Sciences (2018-)	1,383	NA	36.0/42
School of Science and Engineering (2018-)	1350-1450 Math II: 761.5 Physics: 737.9 Chemistry: 714.1	NA	NA
School of Culture, Media and Society	NA	NA	NA

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PEAK
Undergraduate Admissions

WHY PEAK ▾ COURSES ▾ FEES & SCHOLARSHIPS ▾ CAMPUS LIFE ▾ APPLY ▾ FAQ

Q What level of test scores does PEAK expect me to have?

A PEAK pays attention to the whole application package as well as the interview. But the following is a general guideline of the minimum scores that our successful applicants generally possess:

SAT: a combined score of 1440 for Reasoning section
 ACT: an average score of 30
 IB: a total of 36 points out of 42
 GCE A Level (General Certificate of Education Advanced Level): A/A/B
 Singapore-Cambridge GCE A Level: A/A in H2

Also, average scores of successful applicants for the 2018 enrollment are:
 SAT: a combined score of 1529 for Reasoning section
 ACT: an average score of 34
 IB: total of 39 out of 42

Average scores of successful applicants for the 2017 enrollment are:
 SAT: a combined score of 2283 for Reasoning section (Old SAT)
 ACT: an average score of 35
 IB: total of 40 out of 42

Average scores of successful applicants for the 2016 enrollment are:
 SAT: a combined score of 2246 for Reasoning section (Old SAT)
 ACT: an average score of 34
 IB: total of 41 out of 42

Keyword
 minimum scores, scores, SAT, ACT, IB, GCE A Level, Singapore-Cambridge GCE A Level

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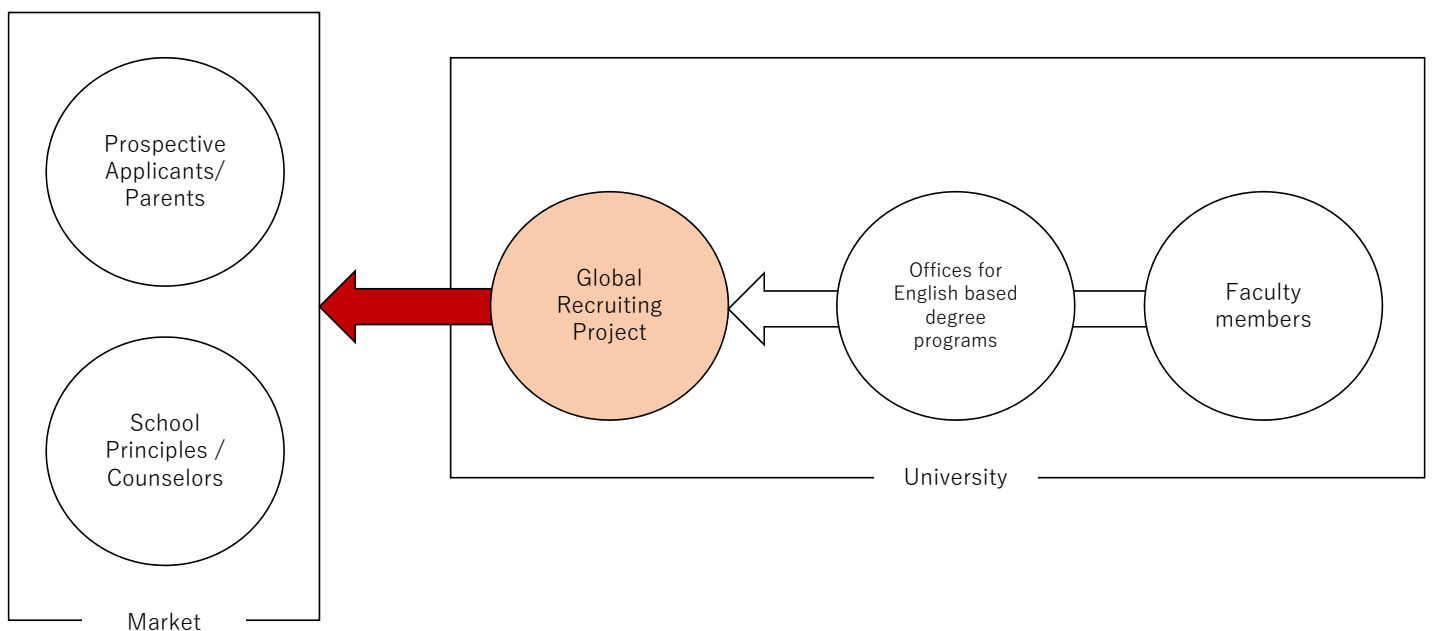
The University of Tokyo, "Frequently Asked Questions", <https://peak.c.u-tokyo.ac.jp/faq/faq.cgi> [2018, October 11].

Challenges

- Strict regulation in number of enrollees (MEXT) ⇒ balance between Japanese students and non-Japanese students
- Weak infrastructure in Foreign Credential Evaluation (FCE)
- Number of applicants ↑ / Number of successful applicants ⇒
- GRP: as a boundary between the market and the University
- Knowledge Management: A conversion from Tacit knowledge (personal wisdom and experience) to Explicit knowledge (articulated and verbalized information)

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Challenges



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Challenges

