



## Cultivating U.S.-Japan Educational Partnerships

### TeamUp Campaign 2015

Over the past 70 years, the United States and Japan have built one of the world's great partnerships and for generations, student exchange has formed the bedrock of our people-to-people ties. However, despite their importance, the pace of exchanges between Japan and the United States gives cause for concern. Over the past 15 years, there has been a 57 percent drop in the number of Japanese students studying in the United States. While the number of U.S. citizens studying in Japan tripled during the same period, there is a great need to expand exchange opportunities.

To address these issues, CULCON established an Education Task Force (ETF) that issued Recommendations to the U.S. and Japanese governments, academic institutions and private sector of both countries on how to increase student mobility. The ETF recommended that both countries, "Promote active and mutually beneficial partnerships between American universities and Japanese universities, and extend the range of institutions included." (C.15<sup>1</sup>). The ETF set the **goal of doubling the number of students studying in each other's country by 2020 to "ensure the future strength of the U.S.-Japan relationship."** CULCON's goal was adopted by President Obama and Prime Minister Abe at their April 2014 Summit.

#### What is TeamUp?

In response to ETF Recommendation C.15, the U.S. Embassy Tokyo awarded a grant to the U.S.-Japan Bridging Foundation (USJBF) to be implementing facilitator of a CULCON-inspired campaign, TeamUp. **TeamUp is a year-long campaign to increase the number of American and Japanese undergraduate students studying in each other's country by expanding relevant, active, mutually beneficial and innovative agreements among American and Japanese higher education institutions.** TeamUp is designed with three basic components:

- **Convene** U.S. and Japanese college and university presidents, SIOs and other leaders in higher education to attend a forum hosted by Ambassador Kennedy in Tokyo ("TeamUp to Create a 21<sup>st</sup> Century Workforce") on March 20, 2015, to learn about best practices and innovations in establishing agreements that will promote study abroad opportunities with partner institutions and foster a cohort of globally-minded citizens;
- **Network** by providing opportunities for U.S. and Japanese administrators and faculty to meet each other during international education conferences and other events to assess compatibility for establishing agreements;
- **Inform** by providing information and guidance on best practices and new models to establish successful inter-university agreements through a binational website ("RoadMap") and publications.

TeamUp seeks participation from a **diversity of colleges and universities in the U.S. and Japan**, including institutions interested in establishing new partnerships ("Track I"), as well as institutions that have a robust partnership program but are interested in adapting them to the needs of today's students ("Track II").

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<sup>1</sup> For the full ETF report, please go to: <http://culcon.jusfc.gov/culcon-education-task-force-report-june-2013>