1. Outline

Geidai Power Creation Initiative: Only One Global Strategy

**Project Summary**

- Enhance functions to nurture global human resources through the invitation of world’s leading artist units and the establishment of international joint curricula.

- As a leading institution in East Asia, leverage the collaborative platform with overseas universities and organizations to nurture world’s top artists and elevate “Geidai” to an internationally recognized brand.

- Carry out own global strategies and human resource development by utilizing artistic potentials of the Ueno region and working in line with the government’s initiative “Global Cultural Capital Ueno” for the 2020 Tokyo Olympic Games.

- Create a network of art and culture to gain a global recognition for the regional attractions of Ueno and develop the region as a global cultural capital.

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**International Platform**

- International flow of faculty & students
- Publish educational & research outcomes
- Export of art education
- Geidai global gallery

**Branding system**

- Develop art specific evaluation methods
- Clarify the contents of “Geidai power” & establish an international presence

**Artist units invitation**

- Invite world’s leading artist units
- International joint projects
- Joint degrees
- New annual salary system

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**Global - Art - Link**

![Diagram of Global - Art - Link]

**Future Visions for the SGU project**

- Play a leading role in global contributions and in creating/disseminating artistic culture, by leveraging Geidai-educated human resources with excellent skills, knowledge, creativity and identity.

- Clarify and internationally disseminate the strengths and unique features of the university, and establish a more international presence.

- Provide an international platform to communicate the value of the Japanese art culture through the introduction of art concierges served by the faculty and the students of Geidai.

- Make Ueno a world largest art platform, and through the integrated art resources, establish a network of art culture in the global city of Tokyo.

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**Education and Research**

*Faculty*<br>Music (Practical Music Course)<br>Fine Arts<br>Graduate School<br>Graduate Program<br>Cross-Sectional Faculty Organization

**Corporate Baymond fields**

**Organizations for Strategy Implementation**

- GEIDAI Global Crossing CORE
- Center of Global Creation
- Center of Global Management

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**Industry - Academia - Government Cooperation**

**World’s leading artist units**

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**Project Organization**

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10-Year Plan Summary

**Strengthen internal functions and develop platforms**

<table>
<thead>
<tr>
<th>Target category</th>
<th>FY2014</th>
<th>FY2015</th>
<th>FY2016</th>
<th>FY2017</th>
<th>FY2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>“Integration”</strong></td>
<td>Prepare internal systems for a global strategic promotion committee and strategic planning intelligence</td>
<td>University strategic organization “Global Crossing Core”</td>
<td>“Global Support Center” for int’l students, Japanese students studying abroad and invited int’l artist units</td>
<td>Shift to the annual salary system to acquire quality human resources including top artists and creators</td>
<td>“Global Strategy Assessment and Evaluation Committee” participated in by third parties</td>
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<td><strong>“Collaboration”</strong></td>
<td>Unit invitation: Fine Arts (Univ. of Arts London etc.), films (FEMIS etc.)</td>
<td>Final coordination</td>
<td>Unit invitation 2: Music expressions (Berliner Philharmonie etc.), Opera (Univ. of Music and Performing arts Vienna etc.), Crafts and Cultural Property (Tsinghua Univ.)</td>
<td>Animation (Harvard University)</td>
<td>Introduce and further develop joint degree programs</td>
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<tr>
<td><strong>“Branding”</strong></td>
<td>Collaborate with Japanese universities &amp; businesses</td>
<td>Implement social practices and outreach programs with Japanese local authorities and businesses</td>
<td>Systems to carry out programs</td>
<td>Creation, exhibitions, performances at the “Ueno regional campus”</td>
<td>Art concierges, Career up programs through regional affiliation</td>
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<td>“Global Cultural Capital”</td>
<td>Discussions on branding related viewpoints and indices (Expert committee to establish)</td>
<td>“Global Cultural Capital”</td>
<td>Integrated archive network of art and cultural resources through regional affiliations</td>
<td>Plan and realize an international art festival in Ueno</td>
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<td>Start discussions with domestic/ int’l art universities</td>
<td>Collect and streamline “Geidai”’s past records of achievements, awards and global contributions</td>
<td>Organize Int’l art university summit</td>
<td>Investigate global art universities on branding</td>
<td>Triall launch of branding system</td>
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<td>Talks with art universities and institutions</td>
<td>Trial results assessment</td>
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<td></td>
<td>Internationally publish educational information in multiple languages as part of branding strategies and hold a global art universities summit</td>
<td>Implement branding system &amp; publish information</td>
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</tbody>
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**FY2019**

**FY2020**

Implement programs in line with Tokyo2020

Combine the paved platforms and multiply the functions to develop further

Achieve a sustainable globalization with constant reviews along the PDCA cycle

**Distinctive Approaches**

**“Integration”**

Implement leading strategies unique to “Geidai”

**“Collaboration”**

Joint & co-performance

**“Development”**

**“Branding”**
2. FY2014 Progress

## Geidai’s Efforts for Globalization

### Diversity and Mobility
- Global Art Joint Curriculum
- Partnership agreements on international exchanges
- Inviting leading artist units

### International Compatibility
- Extensive English syllabus

### Support for students
- Instructions on research paper writing and everyday life support
- Senior Tutor system
- Scholarship program for sending out students abroad
- Extensive provision of information to study abroad candidates

### Global Openness
- Upgraded official website (Eng.)

### Governance Reform
- Distinguished Teachers Program
- Cross-appointment Agreement
- New annual salary system

### Education Reform
- International joint project
- Educational Information Management by Portfolio System
- New website for international strategy PR

### Thorough Information on Education
- Launch of Global Support Center

#### University’s own Indicators and Targets
- Global Art Practice
- International Arts Education Conference 2015 and other international events
- Early Childhood Education Project
- “Cultural Capital Ueno” Symposium

### Featured Initiatives based on the Characteristics of the University

**International and advanced collaborations with art institutions overseas**

- As a core organization for facilitating globalization of Tokyo University of the Arts, the Global Support Center was launched in 2014.
- With the center’s newly assigned staff members who are foreign nationals or have a degree from overseas, the university has put into effect its holistic globalization policy, which includes promotion of negotiations for international collaborations, enhanced support for international students and study abroad candidates, and improvement of international compatibility of the university’s education system.
- For further development of world-class education and practice of arts in various fields in Japan and overseas, we have concluded a partnership agreement on the Global Art Joint Curriculum, in the field of Fine Arts, with the University of the Arts, London, École nationale supérieure des beaux-arts de Paris, and School of the Art Institute of Chicago. In the field of Music, an agreement with the UK’s Royal Academy of Music has been made for further exchanges of teaching staff and students as well as collaboration on projects between the two institutions.
- Other than those mentioned above, we have made many partnership agreements on international exchanges and collaborative projects with art institutions in other countries, through which a sustainable and global education system has been developed.

**Improvement of employment system and staff training**

- We have expanded the employment of staff on a new annual salary system. Also, to engage in negotiations with institutions abroad, we offer programs on practical international training and long-term English learning.

**Restructuring academic staff organization and governance**

- The cross-disciplinary organization “Art Research Institute” and the IR Department responsible for formulating strategies on management and branding of the university were newly formed.
Inviting units of the world’s leading artists for international collaborative projects

- Based on the partnership with art institutions overseas, we invite units of the world’s leading artists as instructors, using our new systems such as the Distinguished Teachers Program and Cross-appointment Agreement, for collaborative production/performance with Geidai students.
- In the field of Fine Arts, a collaboration project with the partner institutions for the Global Art Joint Curriculum has just started. A team of faculty members as well as students of both Geidai and the partner institutions are brought together in Tokyo, London, Paris, and Chicago to conduct joint classes in the form of collaborative production at an international event held at each location, followed by students’ presentations on their achievements.
- In the field of Music, members of the Berlin Philharmonic visited our university to provide technical instructions to Geidai students and co-perform at a concert. We continue to invite instructors from institutions overseas, such as Conservatoire de Paris, Royal Academy of Music, and Liszt Ferene Academy of Music.
- In the field of Film and New Media, instructors are invited from the University of Southern California to give lectures on topics like virtual reality. Also, other international projects, such as “student collaborative production” and an industry-academia-government collaboration project between a Canadian institution CDM and the city of Yokohama, are planned.

Language Learning Program Renewal

- Diverse renewal efforts have been made by launching new TOEFL Courses, introducing an e-Learning system, expanding private conversational English lessons, and offering special lectures on English expressions as an artist.
- Moreover, academic staff with expertise in teaching the Japanese language and culture has been enhanced in order to provide more language courses for international students.

Enhanced support for international students and study abroad candidates

- To provide organizational support for learning and living in Japan for international students, Senior Tutor assistance is now available, along with enhanced instructions on research paper writing and everyday life support.
- Also, students wishing to study/training abroad can now receive more support from the university, with a new scholarship program for sending out students abroad and revisions on the study abroad guidelines.

Expansion of opportunities for students’ overseas activities

- World-wide practical learning opportunities are available to students through the “Global Art Practice” project. Many students have so far participated in exhibitions, concerts, collaborative production, etc. which took place overseas.

International events (incl. education practice)

- At the International Arts Education Conference 2015 hosted by Geidai, members of 10 art universities from 6 Asian countries were brought together to share knowledge about art education practices. They collaborated with Geidai faculty and students to hold workshops in different fields. A concluding symposium was held to discuss their achievements through this event.
- We also organized an industry-academia-government collaborative project, International Animation Symposium 2015, where the world’s prominent educators and practitioners were brought together to discuss these two themes; human resource development and contents production.

Early Childhood Education Project

- Geidai faculty members provided lessons in piano, violin, and flute in Fukuoka and Sapporo for enthusiastic elementary pupils.

“Cultural Capital Ueno” Symposium

- Geidai hosted a symposium on a new concept “Cultural Capital Ueno”, attended by over 200 people. Participants exchanged opinions with the experts in each field.

Enhanced PR functions

- A new website providing updates on the university’s global strategy has been launched.
http://global.geidai.ac.jp/en/