



北海道大学
HOKKAIDO UNIVERSITY

Hokkaido University Ambassador and Partner System

- I Overview of the Hokkaido University Ambassador and Partner System
- II Procedure for Appointing a Hokkaido University Ambassador or Partner
- III Procedures for Using the Hokkaido University Ambassador and Partner System
- IV Reference Documents

Public Relations Division
Hokkaido University
Phone: +81(0)11-706-2187
Email: huap@oia.hokudai.ac.jp

I Overview of the Hokkaido University Ambassador and Partner System

1. Introduction

In order to improve the reputation of Hokkaido University (hereinafter "HU") and build a global network, it is important to seek cooperation from HU alumni, particularly overseas nationals who attended HU as international students.

The Hokkaido University Ambassador and Partner System (hereinafter "the system") defines the Hokkaido University Ambassadors and Partners (hereinafter "ambassadors" and "partners") to be appointed, along with their activities. Ambassadors and partners shall work with HU and alumni associations both inside and outside Japan to expand and enliven HU's community in a wide variety of ways in accordance with the "Hokkaido Universal Campus Initiative".

2. Position of Hokkaido University Ambassadors and Partners

From 2016, alumni working in industry-academia-government collaborations in a wide range of fields shall be appointed as ambassadors and partners, particularly those working overseas. Alumni in senior positions who have the potential to play a central role in activities in their region shall be appointed as ambassadors. Alumni who have the potential to provide support for ambassadors' activities shall be appointed as partners. (From page 38 of the Conception Report on the Top Global University Project (hereinafter "Conception Report").) These titles may also be conferred upon affiliates who contribute to the education and research activities and international promotion activities of HU or any of its affiliated organizations. Ambassadors and partners play an important role in the Hokkaido University Community, which supports HU by working with HU to strengthen HU's ties with its alumni associations, particularly those overseas.

3. Number of Hokkaido University Ambassadors and Partners

To ensure that there are partners in almost all of the countries and regions where HU alumni live, HU has set a target of 300 partners and 30 ambassadors (10% of the number of ambassadors) to be appointed by 2023 (from page 59 of the "Conception Report"). Partners shall have no fixed term. Ambassadors shall serve a term of three academic years and may be reappointed for subsequent terms. There is no limit to the number of terms that an ambassador may serve.

4. Role Expected of Hokkaido University Ambassadors and Partners

The primary roles of ambassadors are to distribute information and form alumni associations in their region. Partners shall be asked to provide support for ambassadors (from page 59 of the "Conception Report"). Hokkaido University Ambassadors and Partners shall carry out activities such as introducing HU to local universities and other organizations, advising Japanese students throughout their stay in the ambassadors' regions and providing information for local students hoping to study at HU (from page 38 of the "Conception Report"). Ambassadors and partners shall play a central role in the Hokkaido University Community, building a strong PR and human network around the world.

The following specific activities are anticipated to be required of ambassadors:

- Communication and coordination between HU and local visitors to HU
- Communication and coordination in the event of HU visits to the ambassador's region
- Provision of information to local students wishing to study at HU and HU students wishing to study in the ambassador's region
- Finding new exchange partners, internship sites, etc. in the ambassador's region
- Finding local companies and other benefactors willing to provide donations

In particular, ambassadors living in countries or regions with an overseas office of HU or an equivalent education or research base of HU (or where such facilities are to be built in future) will be expected to work with the overseas office, etc. and do their utmost to expand collaborations between HU and institutes conducting education and research activities in the ambassador's country and surrounding countries, as well as promoting mutual exchange between faculty members and students and building an alumni network. However, particularly close communication with the International Public Relations Team and the applicable overseas office shall be required when building new relationships with parties such as new exchange partners. Ambassadors shall report to the International Public Relations Team when building new relationships with parties such as new exchange partners in a country or region with no overseas office.

The role of partners is to actively provide support for the activities of ambassadors. They may also need to stand in for ambassadors living in the same country or region to carry out some requests from HU as necessary.

The following specific activities are anticipated to be required of partners:

- Communication and coordination between HU and local visitors to HU
- Communication and coordination in the event of HU visits to the partner's

region

- Provision of information to local students wishing to study at HU and HU students wishing to study in the partner's region
- Distribution of information about HU in the local language by means such as social media
(the content will be provided by the International Public Relations Team)
- Support work for local events such as informational events about HU
- Support work for ambassadors' activities

Both ambassadors and partners shall also be paid for some activities requested by respective bureaus and departments of HU. Remuneration shall be paid according to HU's regulations.

II Procedure for Appointing a Hokkaido University Ambassador or Partner

1. Selection

The International Public Relations Team shall work with HU's departments, overseas offices and affiliated organizations such as alumni associations to gather information on candidates and select ambassadors and partners. Candidates must be alumni of HU or people who contribute to education and research activities and international promotion activities of HU or any of its affiliated organizations. Ambassadors in particular must play a central role in organizational activities of the Hokkaido University Community, including overseas alumni in their region. Alumni working in industry-academia-government collaborations in a wide range of fields shall be selected. Referees shall recommend suitable candidates for an ambassador or partner position by submitting the Hokkaido University Ambassador and Partner Recommendation Form to the International Public Relations Team. The application shall be subject to a selection process. Approval from an authority such as the dean shall be obtained before submitting a recommendation. It is advised that a referee should consult to the International Public Relations Team in advance when recommending a candidate for an ambassador.

2. Appointment

Candidates shall be appointed as ambassadors and partners by the President of Hokkaido University. Appointed ambassadors and partners shall be given a certificate of appointment as well as a badge, business cards and postcards with the HU logo. Ambassadors shall also be given a desktop business card holder multi-purpose greeting cards with the HU logo. It is planned that ambassadors in particular shall be invited to ambassador meetings held at HU as an opportunity to share the latest information about HU (from page 38 of the "Conception Report").

3. Terms

At the end of an ambassador's three-academic-year term, their work (primarily activities they carried out during their term) shall be reviewed and the ambassador may be appointed for another term by the President of Hokkaido University. There is no specified maximum number of terms for ambassadors. Ambassadors and partners are required to submit a Hokkaido University Ambassador/Partner Activities Report at the end of each academic year of their term. As partners have no fixed term, they shall report to the International Public Relations Team at the end of each academic year about whether they wish to continue serving as a partner.

This will provide the International Public Relations Team with information on ambassadors' and partners' activities and serve as reference information, particularly for decisions on whether to appoint an ambassador for a new term. The directory of ambassadors and partners shall be managed by the International Public Relations Team.

If the behavior of an ambassador or a partner is found to be inappropriate, the appointment may be terminated even during the term.

III Procedures for Using the Hokkaido University Ambassador and Partner System

1. Introduction of Hokkaido University Ambassadors and Partners

An Application for Use of the Hokkaido University Ambassador and Partner System shall be submitted when a department of HU wishes to receive cooperation from or seek a collaboration with ambassadors and/or partners for overseas activities. The application shall be submitted to the International Public Relations Team by the person in charge of general affairs in that department. The International Public Relations Team shall select suitable parties, create a Hokkaido University Ambassador/Partner Introduction Form and send it to the applicant and the person in

charge of general affairs. They shall also contact the party with whom the applicant wishes to work and provide them with details on the application. Subsequent communication and coordination shall be carried out between the applicant and the ambassador or partner. After using the system, the applicant shall promptly submit a Report on Use of the Hokkaido University Ambassador and Partner System to the International Public Relations Team.

The system is anticipated to be used for purposes such as those below:

- Communication, coordination, interpreting and guidance when somebody involved with HU makes an overseas visit
- Provision of details to HU students wishing to study overseas
- Support for overseas events and establishment of new events related to HU

If any party wishes to request support from ambassadors and/or partners for other purposes, the person in charge shall make a direct inquiry to the International Public Relations Team.

2. Distributing Information via Hokkaido University Ambassadors and Partners

Any department of HU wishing to distribute information via ambassadors and partners shall submit an Application for Use of the Hokkaido University Ambassador and Partner System in the same way as in 1. The information to be distributed shall be attached to the application in data form. The International Public Relations Team shall review the information, ask the ambassador or partner to distribute it and report back to the applicant afterwards.

The following information is suitable for distribution by ambassadors and partners.

- Information on research or other activities by HU affiliates involved with the country or region where the ambassador or partner lives.
- Information on events related to HU in the country or region where the ambassador or partner lives.

If a department of HU wishes to distribute other information related to HU via ambassadors or partners, the person in charge shall make a direct inquiry to the International Public Relations Team.

3. Remuneration for Ambassadors and Partners

Ambassadors and partners shall receive remuneration according to HU's regulations if work such as interpreting, presentations, instruction or advice is requested via the system. The applicant in the department that requested the use of the system shall carry out the remuneration procedure immediately after use of the

system. The applicant or another affiliate of HU shall be present as a supervisor throughout the activity to be paid. If circumstances make it impossible for an affiliate of HU to fulfill their responsibilities as a supervisor, the applicant shall inform the International Public Relations Team of this when submitting the Application for Use of the Hokkaido University Ambassador and Partner System.

4. Communication and Coordination between Hokkaido University Ambassadors and Partners and HU

The International Public Relations Team shall be the first point of contact when a department of HU wishes to request cooperation from an ambassador or partner or when an ambassador or partner wishes to contact or request cooperation from a department of HU. The International Public Relations Team shall be the first point of contact with ambassadors and partners even in countries and regions that have an overseas office of HU or other organization affiliated with HU. If a specific member of the applicable department of HU made a request to use the system, that person shall be the first point of contact for communication and coordination with the department. Otherwise, the person in charge of international affairs in the department shall assume this role.

The International Public Relations Team shall introduce ambassadors and partners to departments wishing to use the system. After the introduction, communication and coordination shall take place directly between the applicant and the ambassador or partner. However, the International Public Relations Team shall contact the applicable overseas office and share information for activities in countries or regions with an overseas office of HU.

If an issue of any kind arises between the applicant and the ambassador or partner, the applicant shall immediately contact the International Public Relations Team and work with the person in charge at the International Public Relations Team to resolve the issue quickly. If an issue is reported to the International Public Relations Team by an ambassador or partner, the International Public Relations Team shall communicate and coordinate with the applicant and work with them to solve the issue.

The applicant shall create a Report on Use of the Hokkaido University Ambassador and Partner System and submit it to the International Public Relations Team after using the system.

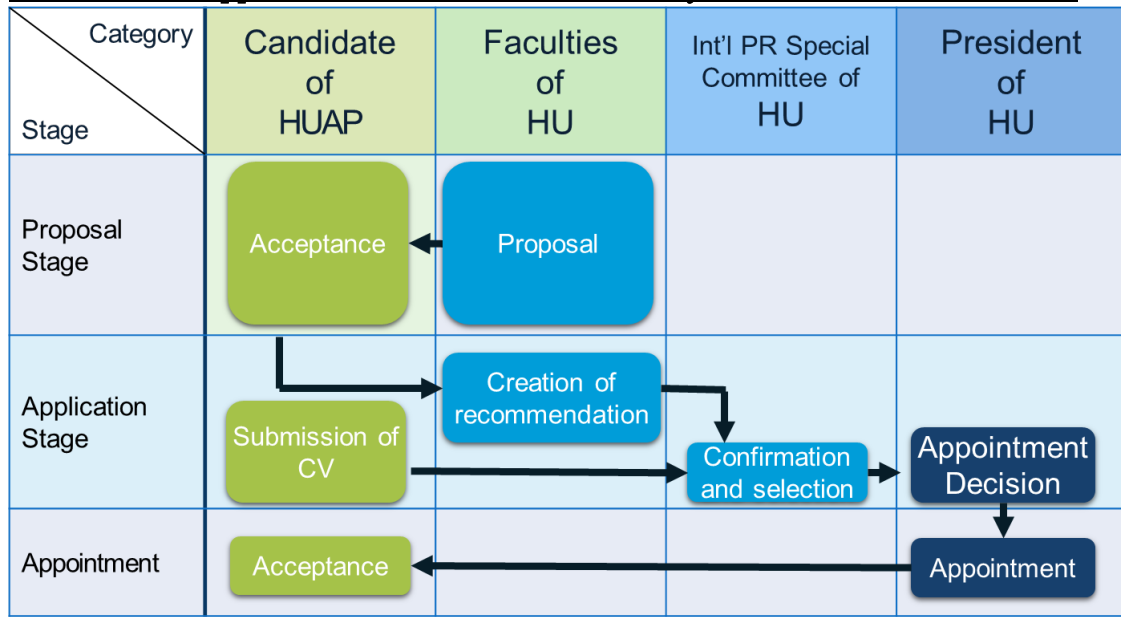
5. Other

In cases not covered by 1. or 2., the person in charge shall make a direct inquiry to

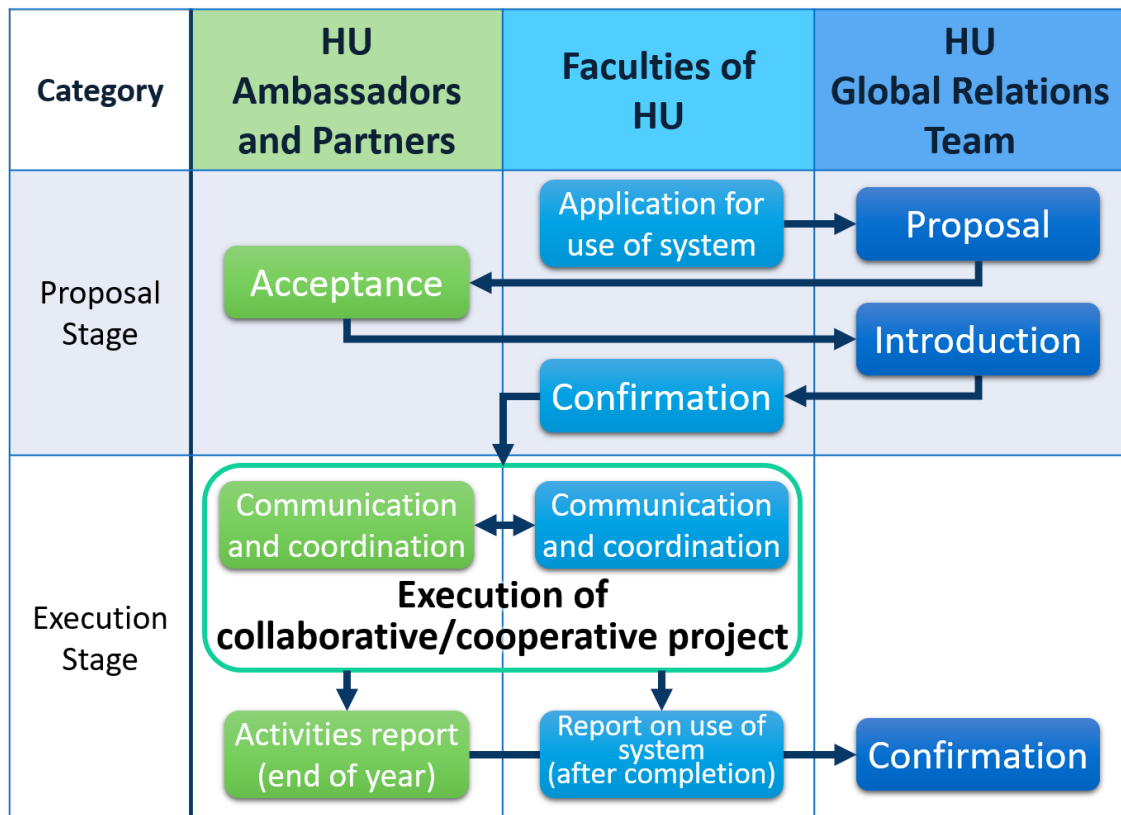
the International Public Relations Team. The International Public Relations Team shall explore possible ways of using the system and report back to the person in charge about whether it is possible to use the system.

Reference Document

Procedure for Appointment of Hokkaido University Ambassadors and Partners



Procedure for Use of the Hokkaido University Ambassadors and Partners System



IV Reference Document

International Public Relations Team
General Affairs and Planning Department,
Hokkaido University
Kita 15, Nishi 8, Kita-ku, Sapporo
Hokkaido 060-0815, Japan
Phone: +81(0)11-706-2187
Email: huap@oia.hokudai.ac.jp

(Date)

(Recipient name)

(Recipient address)

Dear Mr./Ms. (name),

Thank you for your ongoing support of Hokkaido University.

I am writing to inform you about our new Hokkaido University Ambassadors and Partners system. The system was established in 2016 as part of our Hokkaido Universal Campus Initiative, which was selected as a Top Global University Project by the Ministry of Education, Culture, Sports, Science and Technology (MEXT).

The aim of the Hokkaido University Ambassadors and Partners system is to strengthen the mutual support system between Hokkaido University and its alumni and build an alumni network with a cross-section of the whole world.

We would like to ask you to consider being a Hokkaido University Ambassador or Partner. Your involvement with this network would enable Hokkaido University to work actively with members of a global Hokkaido University community. If you are interested, please contact us.

Details

Position: Hokkaido University Ambassador/Partner

Term: A term should only be written for ambassadors.

We hope that you will consider lending us your support in this exciting new project.

Yours sincerely,

[Signature]

HOUKIN Kiyohiro
President, Hokkaido University



北海道大学
HOKKAIDO UNIVERSITY

Certificate of Appointment

[Name]

The abovementioned person is hereby appointed as a
Hokkaido University Ambassador.

From: [Start Date]

Until: [End Date]

[Appointed Date]

[Signature]

HOUKIN Kiyohiro
President, Hokkaido University

Application for Use of the Hokkaido University Ambassador and Partner System

(year)/(month)/(day)

Department of applicant: _____

Name of applicant: _____

1. What do you wish to use the system for?

(Please check the item(s) that apply.)

- I would like to be introduced to a Hokkaido University Ambassador or Partner
- I would like to distribute information via a Hokkaido University Ambassador or Partner
 - Newsletter (English Other local language)
 - Post on social media (English Other local language)
 - Other ()
- Other

2. What kind of support do you wish to request from a Hokkaido University Ambassador or Partner?

Please describe below. If you answered "Other" for 1., please provide details here.

Materials such as plans should be attached in data form and sent along with this application form.

Hokkaido University Ambassador/Partner Introduction Form

(year)/(month)/(day)

Department: _____

Name of person in charge: _____

Thank you for your request to use the Hokkaido University Ambassador and Partner System. Here are the details of the ambassador/partner who will assist you.

Details:

Name of Hokkaido University Ambassador/Partner:

Affiliation:

Notes:

Contact:

Public Relations Division

TEL: +81(0)11-706-2187

Email: huap@oia.hokudai.ac.jp

IV Reference Document

Report on Use of the Hokkaido University Ambassador and Partner System

(year)/(month)/(day)

Department: _____

Name of person in charge: _____

<Details>

*Please provide as many details as possible.

<Participants>

*Please attach a directory if you have one.

<Outcome of Activity>

*Materials such as photos should be attached in data form.

Hokkaido University Ambassador Recommendation Form

/ /

Ambassador Candidate's name: _____

<Reason for Recommendation>

Please describe the candidate's relationship with the university and the reasons why the candidate is suitable to be an ambassador. See sample.

※Please attach your resume as a data file.

Any format is acceptable.

Recommender Title
Name _____

Head of department Title
Name _____

Hokkaido University Partner Recommendation Form

/ /

Partner Candidate's name: _____

<Reason for Recommendation>

Please describe the relationship between the candidate and the University, and the activities that can be expected as a partner. See sample.

※Please attach your resume as a data file.

Any format is acceptable.

Recommender Title
Name _____