



Handbook for Hokkaido University Global Public Relations Ambassador Program

1. Purpose

Established in FY 2024, the Global PR Ambassador Program aims to enhance Hokkaido University's global recognition and recruitment efforts, as well as to foster its vibrant international community. To this end, Global PR Ambassadors are expected to support the University's international public relations activities by utilizing their local and global networks. This program is a revision of the Hokkaido University Ambassador and Partner System, which was in operation from 2016 to 2024.

2. Eligibility

The President of Hokkaido University will appoint Global PR Ambassadors who meet the following criteria, based on a review process:

1. Individuals with previous experience as Hokkaido University Ambassadors or Partners and who wish to contribute as Global PR Ambassadors.
2. Alumni or individuals with experience in collaborating with the University who are recommended by university department heads, and can contribute to the University's international public relations efforts in line with the program's purpose.

Appointed ambassadors will receive a digital appointment certificate.

3. Term of Appointment

The term of appointment for Global PR Ambassadors is two years, or until the end of the second fiscal year following the fiscal year of appointment. Global PR Ambassadors may be reappointed under certain conditions.

4. Compensation

This is a volunteer position with no remuneration. However, if Global PR Ambassadors engage in activities at the request of the University, the requesting department may provide an honorarium or travel expenses in accordance with university regulations.

5. Activities

Global PR Ambassadors are expected to carry out the following activities in their country or region, either autonomously or at the request of university personnel:

1. Disseminate information about the University
2. Support the University's information dissemination through local media, to educational institutions, or at local events

3. Support the University's public relations activities in local languages
4. Support the University to hold events at local venues
5. Provide advice on the University's international public relations and recruitment efforts
6. Coordinate the University's public relations activities with local alumni associations
7. Engage in other activities that contribute to enhancing the University's recognition and recruitment efforts

6. Participation in LinkedIn Group

Global PR Ambassadors are requested to join the Hokkaido University PR Ambassador Group on LinkedIn, a business oriented social media platform. This group will include ambassadors and university personnel from the PR and international affairs departments to facilitate:

1. Free communication among Global PR Ambassadors and university personnel
2. Information-sharing from the university personnel to ambassadors
3. Requests for cooperation from the university personnel to ambassadors

Refer to the LinkedIn Starter Guide and LinkedIn Group Community Guidelines for detailed instructions.

7. Website

To raise awareness of this program, Global PR Ambassador's name, affiliation, title, photo (if permitted), and LinkedIn will be published on the Global PR Ambassador website.

Additionally, we may request your cooperation for interviews, photo provision, or article proofreading/contributions, in order to publish articles on the "News & Reports" section of the website or in the university's public relations magazines.

8. Ambassador Meetings

Annual online Global PR Ambassador Meetings will be held for reporting activities and exchanging ideas between the University and ambassadors. Additional meetings may be arranged as needed.

9. Activity Reporting

Global PR Ambassadors are requested to submit an annual activity report through an online questionnaire (scheduled for March). This activity report will help us review the system and could be used in reports and public relations materials of the university.

10. Resignation and Dismissal

Global PR Ambassadors may voluntarily resign during their term. Additionally, ambassadors may be dismissed if the university determines they no longer meet the appointment criteria, or exhibit inappropriate conduct.

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