

AY 2020 Project Achievement Report for ALL DOSHISHA Co-Learning Program

Project Title
Experience of studying in Doshisha! New-PVP Project

Project Members			
Role	Name	Major	Grade
Leader	Kazuma Yamasaki	Department of Intelligent Information Engineering and Sciences	B1
Sub-leader	Yuta Mizutani	Department of Mathematical Science	B1
	Ryo Teranishi	Department of Molecular Chemistry and Biochemistry	B1
	Natsumi Murakami	Department of Mechanical and Systems Engineering	B1
	Karen Omori	Department of Mechanical and Systems Engineering	B1
	Misaki Okada	Department of Mechanical and Systems Engineering	B1
	Ririka Ito	Department of Chemical Engineering and Materials Science	B1
	Toi Nomura	Department of Chemical Engineering and Materials Science	B1
	Arata Kameda	Department of Electronics	B2
	Taichi Naito	Department of Electrical Engineering	B2
	朱 鈞陶	Department of Intelligent Information Engineering and Sciences	D1
	James Hernandez II	Department of Electrical and Electronics Engineering	D2
	Keano Penado	Department of Electrical and Electronics Engineering	D1
	Allen Vincent Catapang	Department of Electrical and Electronics Engineering	D1

Expenditure			
Expenditure Items	Unit Price	Quantity	Amount
PVP production cost	¥660,000	1	¥660,000
Video content update fee	¥16,500	1	¥16,500
TOTAL			¥676,500

Purpose of the Project and Reasons
<p>The project aims to promote ISTC (International Science and Technology Course) of Graduate School of Science and Engineering and Doshisha University to international students to who may consider studying at the university using PVP (Panorama View Promotion). Two years ago, the 2018 Co-learning program, “Virtual laboratory experience by PVP! Let’s spread the charm of ISTC to the world!” started promoting ISTC using PVP. Since then, our group decided to expand the content of the previous group and improve the name recognition of the project. The previous group’s work was focused on the laboratory experience, thus the PVP was shot in 11 laboratories, and 10 other locations on campus. To expand the scope of the current website, we decided to include more contents such as cafeterias and laboratories that weren’t included in the previous work, and more specific explanations and photographs at these locations to give potential international students a better idea of the daily life experience here at the university. So far, there are only two points of access to the PVP website- direct access from QR code etc., or access from the banner on the ISTC website. Both of which are quite difficult to promote. Thus, it may be necessary to improve the banner on the ISTC website and to promote it on SNS so that more people can access the website. With this, we may be able to achieve our goal of “promoting ISTC and Doshisha University to international students who are considering studying abroad” by “expanding the content” and “improving name recognition” of the PVP project.</p>

Details of Project Implementation (More than 1 page)

- Describe specifically your group project implementation in chronological order.
- Describe the roles of your group members and what they actually did for the project.
- Appropriately, you can attach photos by which we can see your work if you have.

(Less than half of the format)

The project aims to promote the appeal of ISTC (International Science and Technology Course) to the world using PVP (Panorama View Promotion) by expanding the current PVP content and improving the name recognition of the PVP website. The following processes describe how the group came to realize this goal.

Two weeks after the start of the project while browsing the PVP website, the group decided to focus on two main problems to address. The first is that the number of the pages on the website is quite few. Only a small number of laboratories, and very little information on other facilities in the university were included on the website. Thus, it was necessary to include more facilities on the site to enhance the content. The second is the accessibility of the PVP website. The website was accessible only from the banner on the ISTC website or from a direct URL/ QR code to the site itself. Thus, it is necessary to promote the website to reach a wider audience to improve its name recognition. This is why the goals of “expanding PVP content” and “improving the site’s name recognition” were chosen to achieve the aim of the project.

From there, the members of the group were divided into smaller sub-groups the “questionnaire group”, the “company group”, and the “planning group”, each with their own responsibilities. The “questionnaire group” was responsible for creating a query into what students would like to know when they decide to study abroad. The respondents to the survey were students enrolled in ISTC, Japanese students who are studying at Doshisha University, and other students enrolled in foreign universities. Although the number of responses were quite few, the group was able to identify some factors such as allergy information, religious viewpoints, places for private study, and the university cafeteria that affect the decision-making process of the students when studying abroad.

The “company group” was in charge of contacting the company, “Taihei Printing Co., Ltd.”, for the PVP content. The group was also in charge to provide necessary information that the company needs to know during the entire shooting process. On October 2nd, members of the company group met up with “Taihei Printing Co., Ltd.” to discuss improvements on the current site. Proposals such as creating a Japanese version of the site, improving the UI design, creating a movie, and making SEO measures were brought up. However, the group and the company discussed what contents could be best implemented given the budget, and the current social situation.

Future preparation schedule, and plan of actions were also discussed in the meeting with any future correspondence with the company being made through the sub-leader.

Lastly, the “planning group” was in charge of identifying detailed improvements to the PVP content and as to what design should be utilized for the site. Specific proposals include improving the mini-map icon and making menu bar items easier to see. The possibility of conducting the questionnaire to partner universities abroad were also considered but was not implemented due to it requiring considerable efforts on both parties while having a time constraint as well. Correspondence of the group with the previous PVP project team was also made, with them specifying that the project should prioritize contact with the laboratory for the shoots and talks with the company since these two tasks take a considerable amount of time.

A second meeting with Taihei Printing Co., Ltd. was made a month after. The number of shooting facilities, and the contents to be shown at each facility, the shooting schedule, and the design of the site were discussed at the meeting. The group decided on 12 laboratories, and other major facilities such as the cafeteria and the front of the school gate as the main shooting destinations for the project. To evenly showcase the departments, two laboratories from each department, with a total of 12 laboratories, were chosen to be part of the PVP project. After looking into the contact information and the research content of the chosen laboratories, members were then assigned to correspond with the laboratories with each of them describing the goal of the co-learning project, the shooting process, and the contents of the shooting video via e-mail. A meeting with the professors of each respective laboratory was also done to confirm the shooting details. Given the schedules of the professors, and the number of students who will participate in the project, it was decided that the shoot will be held on December 24 and 25. Other facilities that were selected to be included in the PVP website were the main gate, Shionkan cafeteria, Doshisha ROHM Plaza, IT & Media Center, Office of International Students, and Office of Faculty / Graduate School of Science and Engineering. Contact with the secretaries in charge of each respective facility was made to obtain permission for the PVP shoot.

The mid-term presentation was held last December 8, of which the purpose and progress of the project were reported. The slides were made by Yamasaki, and were presented by Mizutani, Nomura, and James.

Following this, on December 11, the sub-leader decided the shooting order for the shooting of the facilities. The order and contents were summarized for the preview scheduled on a later date while considering the schedule of the laboratory and the distance travelled between locations. On December 14, a preview of the shooting

facility with Taihei Printing Co., Ltd. was made.

The PVP shoot was then held on December 23 and 24, where the panoramic shots, video shoots, and snapshots were taken. In addition to the professors and students in the laboratory, group members, and other international students also participated in the shoot. The shooting of each facility was facilitated by the member in charge for each facility. The shoot was able to successfully film all facilities in two days and by February, the text of the PVP contents were finalized by through the communication of the members with the respective facilities and laboratories. The first edition of the PVP was released from Taihei Printing Co., Ltd. in March. Further communications between the laboratories and facilities followed to finalize the details and by around late March, the PVP project was completed.

On the topic of improving name recognition, the main proposals were to create a website for the project by creating an SNS account, or request that other existing SNS accounts would share the PVP project. The former proposal, however, would require constant updates even after the project which would not be sustainable. The PVP was posted in the Facebook page of ISTC last April, which is led by Kameda san. Since the project would end in May, there is no guarantee that consistent updates would be made to keep on promoting the account. Thus, the second option would be more relevant to the current case. Okada san of the PR group requested to the Doshisha PR department of in early June and posted the PVP website in Twitter, Facebook of PR department and official website of Doshisha University. After several communications, the offices agreed to promote the project once the content of the PVP is released. Then, the “company group” maintained contact with the Taihei Printing Co., Ltd. to make some corrections to the content towards the release of the PVP project. With the permission of the PR department, headed by Professor Matsukawa, the PVP was finally announced in the T.I.M.E. (Top International Managers in Engineering) on June 11.

Acquirement of Competences through the project (More than 1 page)

- Describe the results compared with the goals and objectives in your project proposal.
- Describe what kind of skills and abilities you improve since the project started.
 - 3 elements of global mindset (①Global vision, ②Respect for diversity, ③Intercultural understanding)
 - Fundamental competencies for working persons (3 Competencies/ 12 Competency Factors)
- ①Ability to step forward (Action) ②Ability to think through (Thinking), ③Ability to work in a team (Teamwork)
- In the case of non-achievement of the goals, please write specifically ①what you could not have done in the plan, ②the factors, ③the solutions.

The two original goals planned were to "expand PVP content" and "increase name recognition". For the expansion of PVP content, this was achieved successfully. The group started planning in September 2020, and filming commenced in December 2020. Afterwards, the group repeatedly checked and edited the pre-release version.

The primary factor that allowed us to expand the contents was an increase in the number of locations photographed. During the winter break of December 2020, we spent two days taking photographs of more than 20 locations, such as laboratories, cafeterias, and the school gates, that are likely to be frequently used by international students involved with ISTC. In addition to the panoramic still images, we shot videos of experiments at each laboratory, to help visitors understand the contents of the site better. Various improvements to the site were made for easier navigation, such as improving the menu and icons.

Due to the project size, the group had to make many requests to the client, "Taihei Printing Co., Ltd" and had to prepare a plan before the shooting, detailing the shooting destination, a plan, the shooting itself, and the web page creation. Multiple meetings were done, and as a result, we were able to learn more about the basics of being a member of society, such as manners when contacting the client, and how to plan and execute a project of this scale.

For the goal of improving name recognition, this was not as successful as expected. The main reason is that there was not enough time for planning. Although we had discussed this issue since the start of the project, the filming of the PVP was not completed until December. After that, we had final exams and work, so we were not able to devote enough time to improve the visibility of the project.

However, we were able to get the PVP contents advertised on social networking sites, at the Faculty of Science and Engineering, Doshisha University. They run the ISTC Facebook page, and, after several e-mail consultations, it was posted in mid-April. Even though this occurred, we believe that we were able to provide prospective students, who are considering enrolling at ISTC, with an opportunity to learn about

the laboratories and major facilities intuitively and easily, at Kyotanabe Campus, Doshisha University.

Throughout the course of the project, the target audience were foreigners, thus, we encountered values and ideas that the group were not aware about. This was strongly observed in the results of the questionnaire conducted at the PVP planning stage. In the questionnaire, there was a comment that said, "I would like to know information about foods on the menu in the cafeteria that I cannot eat because of my religion". For Japanese people, who are generally not religious, they aren't aware of such things. Also, we learned about other opinions, such as bank accounts, that we were not aware of as well. We realized that it is important to acquire a global perspective and mindset to be able achieve the desired effect to the target people of the project, considering several factors, such as race, religion, nationality, and gender, without being bound by our own stereotypes.

In addition, we have learned about group dynamics. We discovered that the group needs to adapt and be flexible, depending on the group experience.

To summarize, we have gained the ability to discover problems, formulate solutions, and plan accordingly. The lack of PVP content was identified, and a plan to solve this was done. Also, although we weren't able to come to the university often, I think it was a benefit for the members that they got to know the different laboratories and were able to interact with the professors.

Future Expected Results of Ripple Effect (Within 1 page)

- Describe how it will be desirable that the University will use your project outcomes in the future.
- Write the approaches as many as possible for more spreading out the project outcomes.

The primary deliverable of this project is the PVP website. Therefore, it would be desirable for the university side to use this content to convey the appeal of the ISTC to prospective students. After all, the problem with the current content is its name recognition. In this project, we were not able to conduct advertising activities beyond the framework of Doshisha University. Therefore, we think it is necessary for the university to use the PVP contents as a promotional material and gradually increase its name recognition. Given that access to the university is limited, it can be used to promote to students interested in entering Doshisha University. Through using this website, the name recognition would increase, especially if used by prospective, incoming students.

Although we have been able to expand the PVP contents, we have not yet covered all laboratories. Therefore, for future projects, the goal of increasing the amount of content can be used. Even in the promotion of activities of the co-learning program, you can experience working with foreign cultures, and acquiring a global perspective while working towards the goals. Therefore, we hope that this website will be used in advertising activities to convey the appeal of the co-curricular program and would be able to find students who would join and complete the PVP project.