

Experience of studying in Doshisha! New PVP Project Completion report

The project that promotes attractiveness of ISTC, Doshisha and Japan to
the world
Co-Learning Program 2020 PVP Group

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Why did we decide to conduct this project?

1. Backgrounds

ISTC

International Science and Technology Course

✓ **Target:** International students

✓ **Purpose:** "To cultivate human resources who can play a leading role on the international stage by teaching Japanese science, engineering and life sciences, which are at the top level in the world, and having Japanese-style research technology management ability and language ability"

(Reference: Doshisha Univ. Faculty of Science and Engineering HP)

<https://se.doshisha.ac.jp/feature/istc.html>



Why did we decide to conduct this project?

1. Backgrounds

Study Abroad

Merits

- ✓ Students can directly study high-level academic research in overseas.
- ✓ Students can also learn about foreign languages and culture.

Demerits

- ✓ It is difficult to have a look around university overseas.
- ✓ It's hard to imagine about college life.

Why did we decide to conduct this project?

2. Purpose

What we can do for

Foreigners thinking about studying abroad?

- Introduce the atmosphere of the university in an easy-to-understand way.

How to Introduce it in an easy-to-understand way.

- Use PVP

Why did we decide to conduct this project? 2. Purpose

What is PVP?

Panorama View Promotion



Why did we decide to conduct this project? 2. Purpose

Goal of this Project

- ✓ To promote attractiveness of ISTC and Doshisha Univ. to international students who are considering studying abroad.

Means

- ✓ To use PVP (Panorama View Promotion)

(ISTC : International Science and Technology Course)

Why did we decide to conduct this project? 3. Problems

2018 PVP Project



<Photo Locations>

- **Laboratories : 11**

Science and Engineering Labs : 9
Biomedical Science Labs : 2

- **University Facilities : 10**

Ex. Library, Learning Commons

PVP 2018 website:

<https://istclabs.doshisha.ac.jp/>



Doshisha University Co-Learning Program 2020 PVP

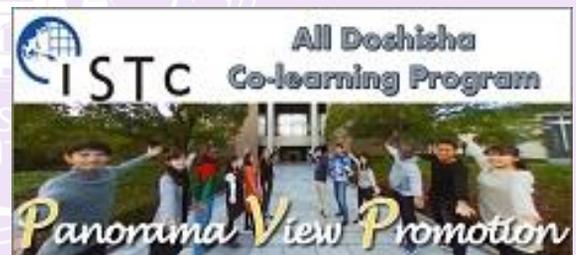
Why did we decide to conduct this project? 3. Problems

Improvement Points

- There are many laboratories that should be taken.
- The website is not well-recognized.

Ways to access PVP Website

- Via QR code
- From banner on ISTC HP



Doshisha University Co-Learning Program 2020 PVP

Why did we decide to conduct this project?
4. This year's goal.

➤ **Content expansion**

→ Add more places in PVP website.
(Make life at Doshisha University easier to understand)

➤ **Increased name recognition**

→ Make the website's name better known.
(Give an opportunity to convey the attractiveness of
ISTC and websites to an unspecified number of
students who wish to study abroad)

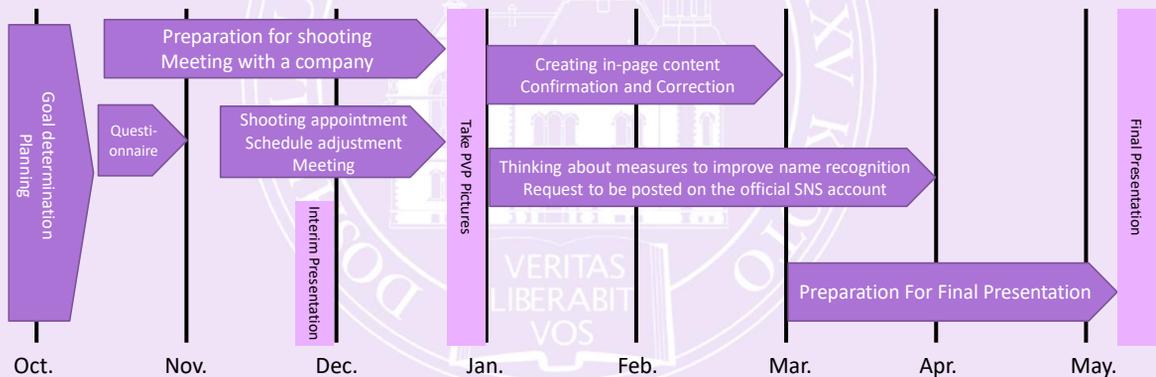
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What did we do in this project?

1. Overview

Schedule



What did we do in this project?

1. Overview

Meetings with company

- ✓ Dates : October ~ December
- ✓ Discuss content organization
 - Photo taking schedule
 - Method
 - UI Design (Ex. Icon in Map)
 - Search engine optimization (SEO)



What did we do in this project?

1. Overview

Questionnaire

- ✓ **Purpose**: to provide information about Doshisha university facilities to foreign students
- ✓ **Conducting date**: Mid October
- ✓ **Result**:
 - ✓ Majority of the respondents utilize Facebook or Twitter as main SNS platforms
 - ✓ Foreign students wanted to know about locations such as ATM in campus, and other information like allergy information at Cafeteria, etc.

What did we do in this project?

1. Overview

Appointments and Contacts

1.1. Contact with laboratory or facility by email

2. Visit laboratory and meeting

1.3. Schedule adjustment

1.4. Taking Panorama Photo

5. Verification

What did we do in this project?

2. Take panorama view pictures

✓ Purpose :

Increase featured locations in PVP website.

✓ Date :

23, 24 December



What did we do in this project?

2. Take panorama view pictures



Featured Locations	
Main Gate	Electrical and Electronic Materials Laboratory
Learned Memorial Library	Communication Systems Laboratory
Office of International Student	New Energy System Laboratory
Shionkan Cafeteria	Advanced Materials Structural Engineering Laboratory
Office of Faculty of Science and Engineering	Spray and Combustion Engineering Laboratory
Doshisha ROHM Plaza	Fluid Mechanics Laboratory
IT & Media Center	Synthetic Inorganic Chemistry Laboratory
Intelligent Mechatronics Information Laboratory	Biosensing Laboratory
Network Information Systems Laboratory	Statcal Finance Laboratory

What did we do in this project?

3. Promotion using SNS



- ✓ **Purpose:** Make the website's name better known.

(Give an opportunity to convey the attractiveness of ISTC and websites to an unspecified number of students who wish to study abroad)

- ✓ **Social media platforms:**

1. Doshisha Univ. Public Relations Section : Twitter
2. ISTC : Facebook

- ✓ **The reason why create new SNS accounts.:**

→ When create a new account, we also need to raise the name of the account, so we think we can get more people to recognize it by using an existing account that already has enough name.

What did we do in this project?

3. Promotion using SNS

- ✓ **ISTC : Facebook**

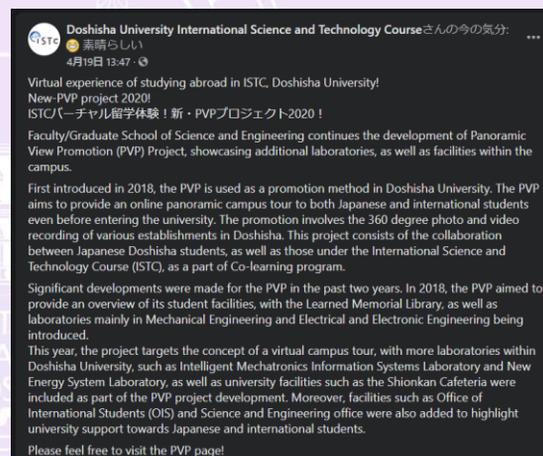
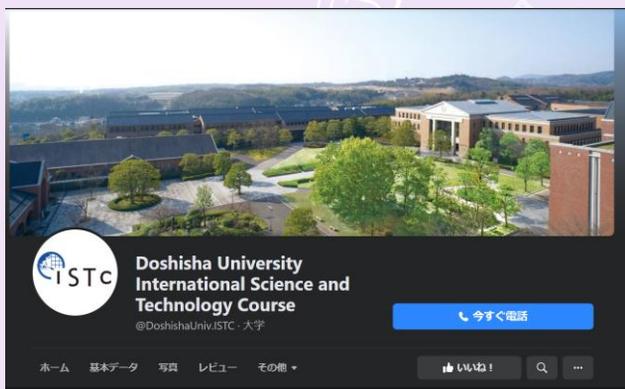


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What did we accomplish throughout this project?

- Abilities and skills such as:

◆ **Global Vision**

→Our "ordinary" are not universal, and that there are various "ordinary" in each country.

◆ **Planning and management of big projects**

→The importance of sharing progress and information with everyone and proceeding while understanding each other.

◆ **Manners and courtesy when sending emails**

→It's necessary to make the requirements easy to understand for the other party and send them according to the email format.

What did we accomplish throughout this project?

▪ Total Cost

Items	Cost
Production of PVP Contents	¥715,000
Update of Movie Contents	¥16,500
Reward for students' cooperation	¥8,150
Total	¥739,650

What did we accomplish throughout this project?

▪ How to use PVP in the future?

- ◆ Use as a material to introduce the atmosphere of the university to foreigners who are considering admission to Doshisha University, not limited to ISTC.
- ◆ It can also be used as a material for introduction to Japanese high school students who cannot come to open campuses due to the influence of COVID-19.

What did we accomplish throughout this project?

▪ Points that can still be improved

- ◆ There are many more attractive laboratories and facilities that we would like to introduce using PVP.
- ◆ We can further improve the contents and promotion of PVP.



We should do PVP project ver3 !

Thanks for
Watching

PVP HP Address



<https://istclabs.doshisha.ac.jp/>