

JCMU Expanded Outreach Initiatives Update - 2019

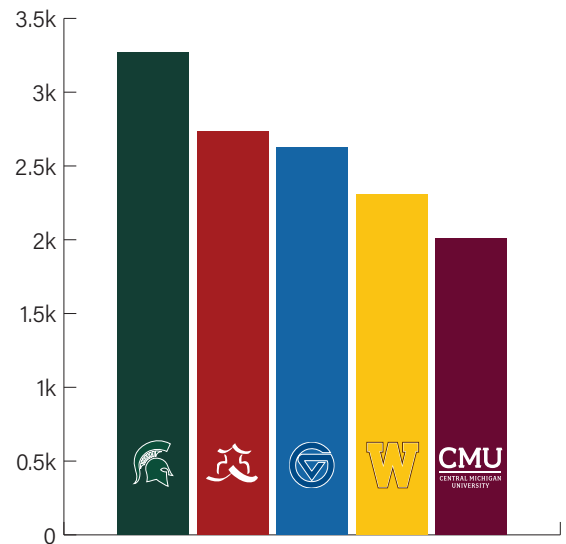
Facebook

Page likes increasing

- Currently at 2,737 likes
- Up ~4.2% over last year

Substantial statewide presence

- 2nd largest study abroad FB page by likes in MI



Twitter

Higher post reach

- ~54.2k people
- ~0.85% post engagement

Instagram

Up to 400 followers

Engagement steadily increasing

- ~35-40 engagements/post
- Up ~5 engagements/post from last year



Instagram Stories

Snapchat-like platform
Good for Hikone intern to use?



Snapchat

Utilized, but only in U.S.
Student takeovers?

Things to improve



Newsletter

Monthly results:

- Open rate: ~17.5%
- Click rate: ~2.7%

Changes likely necessary

- Numbers stagnant
- Boring for younger audiences?

Blogsite

Consistent blog production

- ~70 blogs written over past year
- Most written by alumni advisers
- Topics range from career-oriented to JCMU mascot (Hiraku) adventures

Successful blogs changing?

- Career, Shiga life blogs most viewed
- Change from last year (Japanese language blogs were most popular)

Alumni in the Workforce: Career Paths After JCMU

BY BRIDGET HANCKEK

You've heard it over and over: "JCMU will change your life." How? By teaching you a new language? By forcing you to wear a bike helmet? By introducing you to *funazushi*?

Although you certainly will be changed by eating fermented lake fish, the real impact of JCMU will appear in your personal and professional life. But how can just a few months in Japan affect your career path? Today we're going to explore some of the ways JCMU alumni have used their study abroad experience to propel them into diverse and exciting fields of work.

For many alumni after graduating from college, the next step is to apply to an English teaching program in Japan. JET and AEON are popular choices, although there are other options that you can find with a little research. In fact, there are a few JCMU alumni participating in the JET, especially if you take the Teaching English in Japan Summer program or any similar classes during the academic year.



Results:

918 new student sign-ups to date

8 students from convention to JCMU in 2019:

Fall: 1
Summer: 3
High school: 2
Spring: 2

Conventions attended:

Shuto Con (Lansing)
Anime Central (Rosemont, IL)
Colossalcon (Sandusky, OH)
JAFAX (Grand Rapids)
Capital City Comic Con (East Lansing)
Youmacon (Detroit)
Washi Con (Ypsilanti)
Con Ja Nai (Ann Arbor)
UMD convention (Dearborn)

Conventions

