

**The 25<sup>th</sup> Joint Plenary Meeting of the  
United States-Japan Conference on Cultural and Educational Interchange (CULCON)**

**Joint Statement**

**History**

This year celebrates the 50<sup>th</sup> anniversary of CULCON, the United States – Japan Conference on Cultural and Educational Interchange. CULCON was born in the wake of the demonstrations against the U.S.-Japan security treaty amendments of 1960, which caused President Eisenhower to cancel his visit to Japan. In autumn of the same year, Edwin O. Reischauer's "Broken Dialogue with Japan" spurred both a sense of crisis and suggested an agenda. This was the low point in the U.S.-Japan relations. Addressing the issue of improving the dialogue, Prime Minister Ikeda and President Kennedy founded CULCON in 1961.

Throughout its history, CULCON has supported research projects on a wide range of subjects, from Japanese language education and the communication gap, to information access in the internet era, to the influence of digital culture. CULCON has shared the outcomes of its intellectual dialogue through various venues, and has been at the forefront of dialogue on U.S.-Japan exchanges in every era.

CULCON has also served as an intellectual forum for the leaders of government, industry, and academia. They have come together in order to examine the themes and to propose new measures to promote cultural and educational interchange. CULCON has also partnered with public and private institutions to create innovative problem-solving projects, undisturbed by short-term political or economic situations.

**Recent Activities**

In recent years, the CULCON agenda has changed, because U.S.-Japan relations have matured from a bilateral relationship to a global partnership. Our countries share common values and common interests in the solutions to global problems. Thus, CULCON's activities have become even more central. In 2011, CULCON held a symposium entitled, "Enhancing the U.S.-Japan Partnership: Education and Cultural Ties in a Changing Global Context." This symposium set the stage for this year's twenty-fifth meeting focusing on education, arts and culture.

CULCON believes that the full potential of the Japan-U.S. partnership can only be achieved with amplified levels of interaction, especially in education and culture. Toward this end, CULCON believes there to be a very high rate of return on financial resources invested in building the infrastructure for bolstered cultural, educational and intellectual exchanges. Fostering human resources is crucial to addressing priority issues of both the Japan-U.S. partnership and the entire global community. As an example of such efforts, CULCON applauds initiatives undertaken by CULCON panels, including the Symposium in Tokyo attended by the Crown Prince and in Washington, DC attended by Senator Daniel Inouye.

## Looking Ahead

Twenty years after the cold war the U.S.-Japan relationship faces new global and regional issues including the rise of Asia, globalization, and economic integration including TPP. There is a heightened need to further strengthen all facets of the U.S.-Japan partnership.

The importance of a positive bilateral relationship was demonstrated by the response to the March 11 tragedies.

The outpouring of support for Japan from the United States came from the extraordinary ties built between the two countries over the last 50 years, at all levels of our societies. The importance of person-to-person ties in creating this heartwarming outcome cannot be overemphasized.

CULCON is proud of the role that it has played in building the foundations for the unity between our nations that showed so clearly through the tragedy. Both President Obama and Prime Minister Noda have referenced the overwhelming outpouring of support and compassion by Americans to Japan's March 11, 2011 tragedies as an example of the depth and maturity of the partnership.

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## Summary of Discussions

CULCON focused its discussions of this plenary session on education and other important issues, and made the following recommendations, based on the details of "General Policy Recommendations" as attached.

### I. Educational/Institutional Exchanges

- CULCON encourages the establishment of new institutional partnerships between Japanese and U.S. colleges and universities in order to increase exchange of students and partnerships in curriculum;
- CULCON welcomes the Japanese government's generous support in the area of educational exchanges, and proposes the establishment of a new bilateral task force to address the optimal scale and focus of student exchanges at the higher education level. CULCON views the recent decline in Japanese students studying in the U.S. as troubling, and sees the continued low, although improved, level of U.S. students in Japan as inadequate to building the future. The Task Force will consist of experts from the U.S. and Japanese governments, corporations and academic institutions, among others, to examine the current state of student exchange, and to recommend initiatives to bring exchanges to an optimal level.  
Encourage the private sector to support this effort;
- CULCON proposes strengthened high school exchanges. In particular, English and Japanese language studies for high school students in both countries are crucial. CULCON encourages both U.S. and Japan sides to explore ways to enhance the level of English skills of Japanese students, such as adding targeted English teaching by JET Program teachers for potential exchange students.
- CULCON welcomes the discussion in Japan of changes in the academic year calendar which could greatly facilitate educational, intellectual and cultural exchanges.
- CULCON supports several recently-established initiatives including Global Learning and Observations to Benefit the Environment (GLOBE), TOMODACHI and KIZUNA;

- CULCON urges strengthening Japanese studies in the U.S. and improved access to Japanese language resources for U.S. students, including affordable user fees to digital resources;
- CULCON encourages promotion of cultural and educational materials through subtitling of existing works;
- CULCON also encourages private sector corporations to work with colleges and universities to ensure that employee incentives are aligned with increased overseas educational accomplishments.

## II. Arts and Culture

CULCON agreed to:

- Support the decision to reopen the International Workshop on Japanese Art History for Graduate Students (JAWS) program in order to nurture a new generation of scholars;
- Encourage existing programs in art museums in the United States to institutionalize a Japan component and facilitate the further examination and revision of the new Japanese indemnification laws, which pose barriers to the exchange of cultural properties;
- Place special emphasis on two-way curatorial exchanges that might result in joint exhibitions and the adoption of new models for collaboration in the development of exhibitions;
- Support the introduction and exchange of contemporary arts in both the United States and Japan.

## III. Intellectual Exchanges

CULCON encourages government, academia, non-profit institutions and private business to:

- Expand financial support for public and private institutions offering opportunities for intellectual exchange between the U.S. and Japan;
- Increase the number of professional exchanges offering opportunities for policy makers, public servants, journalists and business leaders to become more engaged in Japan and the U.S.;
- Nurture and develop the next-generation of U.S.-Japan specialists;
- Broaden the focus of intellectual exchanges to include global issues, regional issues and other Asian societies.

## IV. Grassroots Exchanges

CULCON reviewed the status and developments of grassroots exchanges, making particular note of the surge in volunteerism in Japan following the March 11 tragedies and the role of civil society and social entrepreneurs.

CULCON asked government, academia, non-profit and the private sectors to:

- Support JETAA efforts to build its infrastructure and promote improved English language learning in Japan and cross-cultural activities;
- Support public private partnership initiatives including KIZUNA and TOMODACHI, which seek to create next generation leaders;
- Examine and promote mutual learning from innovative concepts such as Teach For Japan or JET;
- Continue to support civil society engagement between U.S. and Japan and encourage exchanges involving civil society organizations.

## V. Funding for Exchange

- In implementing and realizing the recommendations, CULCON calls on both nations to do their utmost to maintain the core institutions of Japan-U.S. exchange which collectively constitute critical infrastructure for maintaining educational, cultural, and intellectual ties between the two nations. It was noted that the annual budget of the Japan Foundation in 2009 was about 1/6 of that of the British Council and less than 1/2 of the Goethe Institute. It is urgently necessary, therefore, to make effort toward the long-term and stable reinforcement of the Japan Foundation's financial base in light of the importance of cultural exchange to match endeavors in the U.S., which is largely supported by the private sector;
- CULCON also expressed concern for cuts on the U.S. side on Fulbright/Hayes, Title VI, National Endowment for the Arts and other programs.

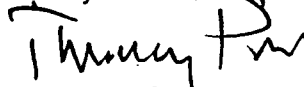
Neither President Kennedy nor Prime Minister Ikeda would recognize much of Tokyo or Washington today, but they would be justifiably proud of how their vision for CULCON helped change a relationship into a partnership. The 50<sup>th</sup> anniversary highlights the cardinal importance of educational, cultural and intellectual exchanges. These exchanges are the bedrock of a sustainable Japan-U.S. partnership. The panelists invited the relevant U.S. and Japanese government agencies and private sectors to work together to implement the recommendations of this conference. In the meantime, the panelists agreed to rededicate themselves, collectively and individually, to ensure the recommendations included in this joint statement are implemented. CULCON agreed to re-convene in 2014 in the United States.

Minoru Makihara



Japan CULCON Chair  
Senior Corporate Advisor & Former Chairman  
Mitsubishi Corporation

Thierry Porté



U.S. CULCON Chair  
Managing Director  
J.C. Flowers & Co., LLC

April 10, 2012

U.S. and Japan CULCON Panelists are listed in the attached document.

## CULCON Panelists

### US Panel:

#### Chair:

Mr. Thierry Porté      Operating Partner, J.C.Flowers and Co.,LLC

#### Vice Chair:

Dr. Michael Green      Japan Chair and Senior Adviser, Center for Strategic and International Studies  
Associate Professor, Georgetown University

#### Panelists:

Dr. Robert A. Feldman      Managing Director, Morgan Stanley MUFJ Securities Co. Ltd.

Ms. Ellen H. Hammond      Curator, East Asian Library, Yale University

Dr. Velina Houston      Professor of Theatre, Associate Dean of Faculty, University of Southern California  
Resident Playwright

Dr. Aine N. Morse      Senior Curator of Japanese Art, Museum of Fine Arts, Boston

Dr. T.J. Pempel      Professor of Political Science, University of California, Berkeley

Dr. Susan Pharr      Edwin O Reischauer Professor of Japanese Politics and Director, Program on U.S.-Japan Relations, Harvard University

#### Ex-Officio Members:

Hon. Kurt Campbell<sup>3</sup>      Assistant Secretary for East Asian and Pacific Affairs, U.S. Department of State

Hon. Ann Stock<sup>5</sup>      Assistant Secretary of State for Educational and Cultural Affairs, U.S. Department of State

Hon. Eduardo Ochoa<sup>6</sup>      Assistant Secretary for Post-Secondary Education, U.S. Department of Education

### Japan Panel:

#### Chair:

Mr. Minoru Makihara      Senior Corporate Advisor and Former Chairman Mitsubishi Corporation

#### Panelists:

Dr. Yuichiro Anzai      President, Japan Society for the Promotion of Science

Dr. Masanori Aoyagi      President, Independent Administrative Institution National Museum of Art  
Director-General, The National Museum of Western Art

Mr. Hidetoshi Fujisawa      Chief Commentator and Program Host, NHK Japan Broadcasting Corporation

Dr. Fumiaki Kubo      Professor, Graduate Schools for Law and Politics, University of Tokyo

Mr. Yoshio Nakamura<sup>1</sup>      Vice President & Director General, Nippon Keidanren (Japan Business Federation)

Dr. Teiichi Sato      Professor, International University of Health and Welfare  
Honorary Executive Director, Tokyo National Museum

Mr. Tadashi Yamamoto<sup>2</sup>      President, Japan Center for International Exchange

#### Ex-Officio Members:

Mr. Junichi Ihara<sup>4</sup>      Director-General, the North American Affairs Bureau, Ministry of Foreign Affairs

Mr. Naoki Murata      Director-General, Public Diplomacy Department, Ministry of Foreign Affairs

Mr. Takao Kuramochi      Director-General for International Affairs, Ministry of Education, Culture, Sports, Science, and Technology

Dr. Shinichi Kitaoka      Special Advisor to the President of the Japan Foundation Professor, National Graduate Institute for Policy Studies  
Executive Director of Research, Institute for International Policy Studies

#### Advisor:

Mr. Yutaka Aso      President & CEO, Aso Corporation and Lafarge Aso Cement Co., Ltd.

<sup>1</sup> will be represented by Mr Kazuyuki Kinbara, Director, International Bureau, Nippon Keidanren

<sup>2</sup> will be represented by Ms Hideko Katsumata, Managing Director, Japan Center for International Exchange

<sup>3</sup> will be represented by Ms Jennifer Park Stout, Deputy Assistant Secretary for East Asian and Pacific Affairs, US Department of State

<sup>4</sup> unable to attend plenary session

<sup>5</sup> will be represented by Ambassador Adam Ereli, Principal Deputy Assistant Secretary for Educational and Cultural Affairs, US Department of State

<sup>6</sup> will be represented by Mark Davidson, Minister-Counselor Public Affairs at the U.S. Embassy in Tokyo

**The 25<sup>th</sup> Joint Plenary Meeting of the  
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**General Policy Recommendations**

**I. Educational Exchange**

Recognizing the critical importance of education exchange and improved language training, CULCON deplores the recent decline in Japanese student studying in the U.S., while welcoming the increased Japanese government support to counter this trend. CULCON proposes further support both from the public and private sector as given below.

**Educational/Institutional Exchanges**

1. Promote student exchange through government and private-sector scholarships, mutual tuition exemption based on the agreement, the establishment of joint educational programs by universities including double-degree systems, and the creation of a platform between universities in Japan and the United States;
2. CULCON welcomes the Japanese government's generous support in the area of educational exchanges, and proposes the establishment of a new bilateral task force to address the optimal scale and focus of student exchanges at the higher education level. CULCON views the recent decline in Japanese students studying in the U.S. as troubling, and sees the continued low, although improved, level of US students in Japan as inadequate to building the future. The Task Force will consist of experts from the U.S. and Japanese governments, corporations and academic institutions, among others, to examine the current state of student exchange, and to recommend initiatives to bring exchanges to an optimal level;
3. Continue to Support students participating in programs of overseas studies and exchanges for high school students sponsored by local public organizations and private companies, or to support individual students who want to study overseas on their own, and support effort to raise the interest of high school students in overseas studies, utilizing institutional partnerships;
4. Support TOMODACHI Initiative, established by the U.S. Department of State and the U.S.-Japan Council to support recovery from the Great East Earthquake, and invest in the next generation of Japanese and Americans. CULCON encourages consideration of its extension after appropriate review;
5. Encourage U.S. high school students study Japanese Language to participate in program in Japan;
6. Recommend the introduction of measures to consider the value of study abroad experiences at university entrance exams, recruitment and so on;
7. Continue the "ESD Japan-US Teachers Exchange Program" by both governments;

8. Promote mutual understanding and cooperation as well as environmental education in Japan and the United States through continuous participation in "GLOBE";

### **Japanese Language Education in the United States**

9. CULCON urges strengthening Japanese studies in the U.S. and improved access to Japanese language resources for U.S. students, including lowering or eliminating user fees to media resources. The CULCON also encouraged an increase in development of Japanese education materials with subtitles;
10. In order to strengthen the foundation of Japanese language education and improve its efficiency, activities by teachers' associations, educational organizations and university coalition like Inter-University Center for Japanese Language Studies to promote Japanese language education should be supported as well as projects to address issues such as the articulation of Japanese language education at primary-secondary and higher education level;
11. Support the dispatch of young Japanese language instructors to teach the Japanese language education in primary, secondary and institutions of higher learning in the United States.

### **English Language Education in Japan**

12. Support efforts to improve the quality of assistant language teachers (ALT), including the Japan Exchange and Teaching Program (JET Program), and support the various projects to upgrade English language education in primary, junior and senior high schools for the improvement of English language and communication skills. It is important to grasp and analyze the state of such education at each school and the English ability of individual students;
13. Encourage sending young Japanese teachers of English language teachers to the United States to study English teaching methods and implement programs designed to assist teachers to deepen their understanding of the United States and thus improve their quality and abilities.

## **II. Arts and Cultural Exchange**

Recognizing the importance of visual and performing arts as a vehicle to share a nation's culture, traditions and values, CULCON endorses increasing the number of curators with expertise and expanding the number of exhibitions shared between Japan and the United States. CULCON welcomes the decision to reopen the JAWS program and the adoption of new models for collaboration in the development of exhibitions.

1. Support the introduction and exchange of contemporary arts and cultures in both the United States and Japan;
2. Encourage interdepartmental participation in personnel exchanges related to contemporary Japanese art. For example, foster collaborative work by contemporary and traditional art specialists within one museum;

3. Facilitate the further examination and revision of the new Japanese indemnification laws, which pose barriers to the exchange of cultural properties. Promote discussions about the program at U.S. associations, such as the American Association of Museums (AAM);
4. As a result of March 11, many U.S. museums have cancelled their plans to lend art to museums in Fukushima. Advocate that American institutions honor their commitments and to make plans to share their collections;
5. There are cultural properties that were damaged during the earthquake and tsunami that have been conserved and are available for exhibition abroad. Encourage American institutions to exhibit these pieces as well as feature information about rescue and conserving processes and activities;
6. Encourage existing programs in art museums in the United States to institutionalize a Japan component;
7. Place special emphasis on two-way curatorial exchanges that might result in joint exhibitions;
8. Create a bilingual forum for information sharing among institutions to enhance networking and avoid duplication. For example, use the annual meeting of American Curators for Asian Art as a model;
9. Promote bilingual publication of results of surveys of Japanese art in the US in electronic form so that they are available to a wider audience;
10. Encourage further discussion of museum administrators to explore American fundraising strategies and their applicability and adaptability to the Japanese system.

### III. Intellectual Exchange

CULCON recognizes the importance of maintaining and strengthening intellectual exchange. The CULCON recommends expanding the framework for intellectual exchange to consider not only the traditional bilateral Japan-US approach, but also regional and issue-specific perspectives from the standpoint of diverse actors. In order to do this, an urgent need exists to encourage existing activities of the Japan Foundation Center for Global Partnership and its intellectual exchange programs.

1. CULCON calls for understanding and support from both governments of professional and intellectual exchange, e.g. the Mike Mansfield Fellowships, among persons interested in Japan who are capable of managing the bilateral relationship on a range of diverse issues, and who can influence US public opinion;
2. Increase training for young Japanese public intellectuals who can communicate to the rest of the world;
3. Expand support for policy research institutes in Japan whose scope and financial base are



smaller than those in the United States;

4. Expand exchanges between members of Japanese parliament and US Congress as well as their staffs that have been on a downward trend;
5. Search for new issues for intellectual exchange that are likely to pose globally important challenges in the future in fields where the national interests and capabilities of Japan and the United States complement each other, such as disaster prevention, energy problems, political stagnation and issues on democracy;

#### IV. Grass-Roots Exchange

Building on positive public opinion in Japan and the United States of the importance of the US-Japan relationship following the events of March 11, CULCON supports the expansion and revitalization of already existing public and private exchanges between citizens and next-generation leaders.

1. Invest in infrastructure development for the Japan Exchange and Teaching Programme Alumni Association (JETAA) in order for the organization to offer its members Japanese language and career advancement programs, and also carry out various activities to promote cooperation between Japan and the United States;
2. Support coordination with universities and private organizations in order to provide primary, junior and senior high school students with more opportunities to experience different cultures and meet with young people in other countries;
3. Create opportunities for next-generation leaders including high school and university students, and teachers in both countries to participate in short and long-term exchanges through large-scale exchanges such as "KIZUNA project" and TOMODACHI Initiative;
4. Considering the growing importance of civil society organizations and social entrepreneurs, CULCON supports the establishment of new programs that enable communities to meet their specific needs, e.g. "Teach For America." CULCON welcomes the start of "Teach For Japan" as an innovation approach to improving educational outcomes, and increasing future global leaders.