



# Hiroshima University

Enhancing its reputation in the world





# Synergy between research and education

## RESEARCH

*Program for Promoting the Enhancement of Research Universities (for 10 years from 2013):*

*HU selected as one of 22 HEIs*



## EDUCATION

*Top Global University Project (for 10 years from 2014):*

*HU selected as one of 13 Type A universities*

***Enhancement of international reputation***



# HU's objectives and strategy on public relations

PR Activities'  
Objectives

***Accountability***

***Recognition***

***Branding***

***Compliance***

## Strategy

“To communicate Hiroshima University's activities in education, research, medical services, and social contributions internally and externally in proactive, accurate, and steady manners”



# Just a university in Hiroshima ...



**HIROSHIMA**





# Beyond just a university in Hiroshima ..?

Recognition / Branding  
in Japan

+

Recognition / Branding  
in specific academic fields

≠

Recognition /  
Branding  
in the world

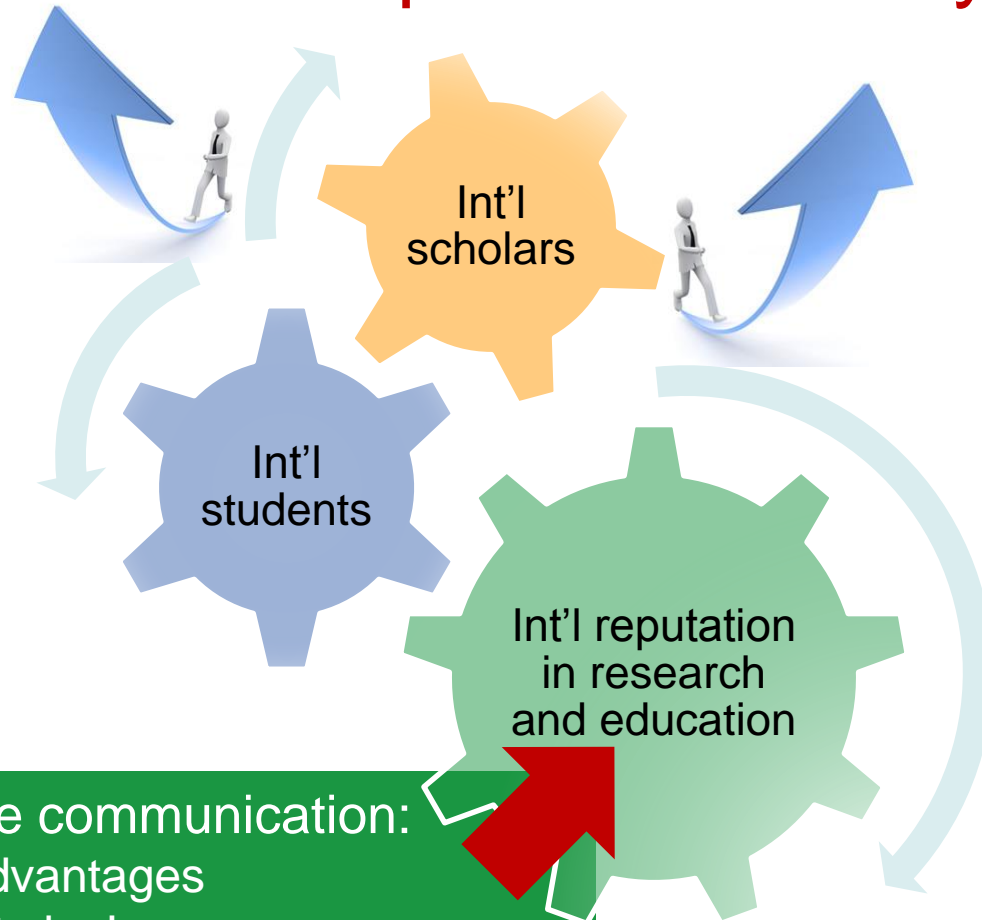


little international visibility



# International reputation enhancement: Attracting the best talent from around the world

## Towards a Top 100 university



International science communication:  
No geographical disadvantages  
for a regional university in Japan



# Hiroshima University [HU] at a glance

*originated as a teacher training school in 1874*

Students: **15,200**

*UG: 10,959*

*Graduate: 4,241*

*Non-degree: 229*

*International: 1,060*

**11** Faculties (Undergraduate Programs)

**11** Graduate Schools (Graduate Programs)

Comprehensive research university

Faculty members: **1,695**

Staff members: **1,621**

Campuses: **3**





# A program of the Japanese government

***Program for Promoting the Enhancement of Research Universities (for 10 years from 2013)***

*22 institutions selected (**incl. Hiroshima U.**)*

- Assignment and utilization of **University Research Administrators** (URAs)
- Intensive reforms towards a **supportive environment** for research activities

*\$2M – 4M / year / institution*





# Commitment to enhancing research @ HU

Continue to create world-class Centers of Excellence in research (**COEs**)

Promote **international** research activities

Establish a **competitive environment** to secure and foster excellent researchers

Improve research support (e.g., assigning University Research Administrators - **URAs**)



# URA system @ HU

Organization for Research Promotion Led by President (Members: Executives & Vice Presidents and Deans)

Executive and Vice President for Research

4 Vice Executives (Research Planning and Academic Support)

Senior URA

Senior URA

Senior URA

Management & Strategy

Support for COE Creation (incl. Grant-in-Aid research)

Support for Int'l Research

Management; Strategy; External Funding Info.

System Reform

IR (Institutional Research) on Research; Evaluation

Science

Engineering

Humanities & Social Sci.

Medical

Support for international academic conferences

International Science Communication

Writing Center

Education & Int'l Office

Financial & General Affairs Office

Research Institute for Higher Education

PR Group

University Management Planning Office (conducting institutional research)

Office of Academic Research & Industry-Academia-Government-Community Collaboration



# Targets for URAs' focused support @ HU

***Promising Research Initiatives***  
to become COEs

- research policy trends analysis
- partnership development
- proposal creation
- financial management
- intellectual property creation/protection

***DPs / DRs***  
(Distinguished Professors / Researchers)

- news release distribution





# Promising Research Initiatives @ HU

Becoming Centers of Excellence in Research and the World's Best

**Self-sustained Stage**

Liver Research

Mathematics on Chromatin Live Dynamics

Genome Editing

**“Incubated” Stage**

Statistical Science

Learning Systems

Chiral Science

Energetic Universe

Animal Science

Healthy Ageing

Radiation Emergency Medicine

**Earliest Stage**

*Project Research Centers*

*University-Industry Collaboration Projects*

*Various Exploratory Research Groups*



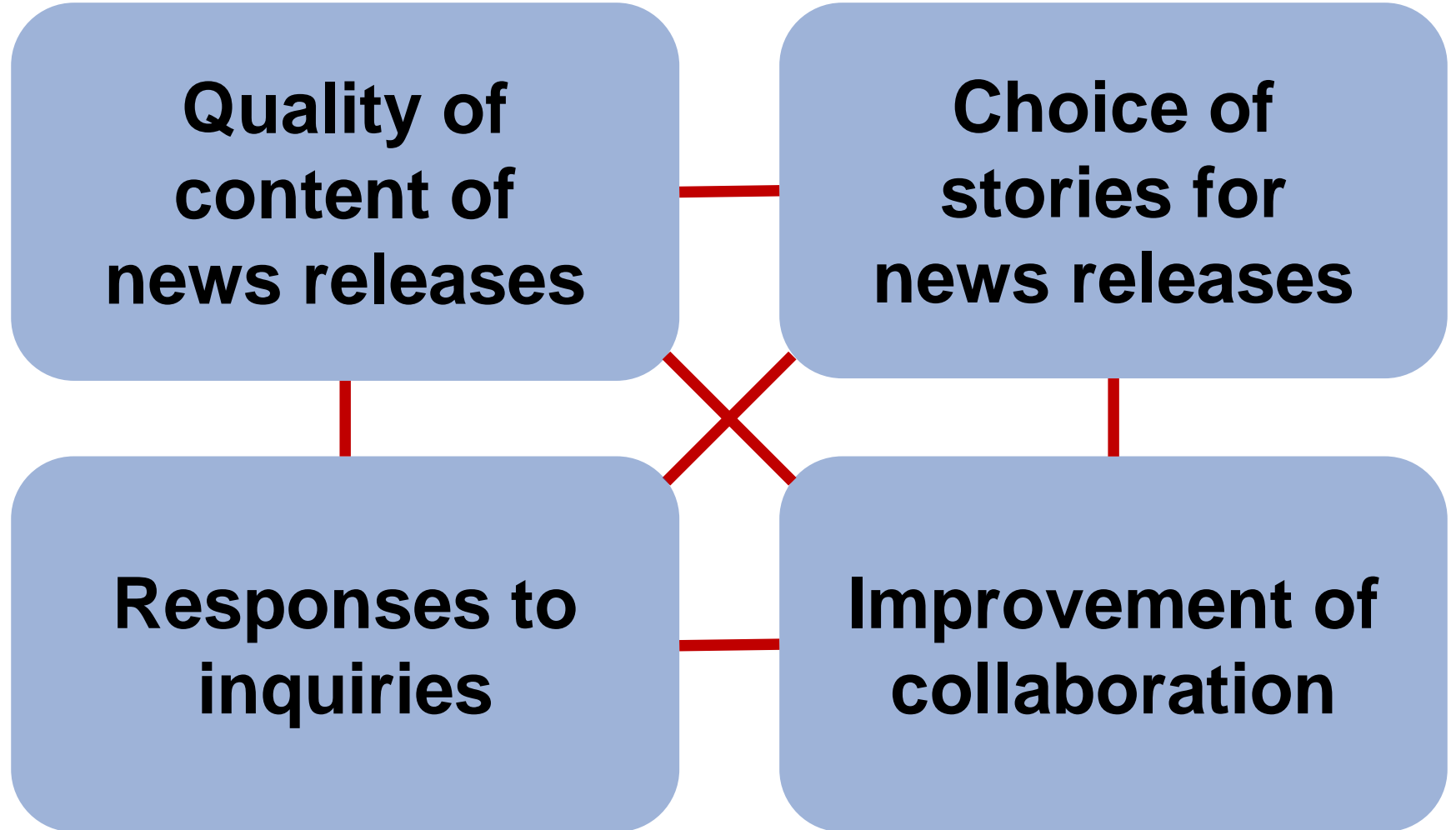
# International science communication: Challenges @ HU

**Quality of  
content of  
news releases**

**Choice of  
stories for  
news releases**

**Responses to  
inquiries**

**Improvement of  
collaboration**





HIROSHIMA UNIVERSITY



Thank you!



[www.hiroshima-u.ac.jp](http://www.hiroshima-u.ac.jp)