

Plan for Research Branding Project for Private Universities

1. Outline

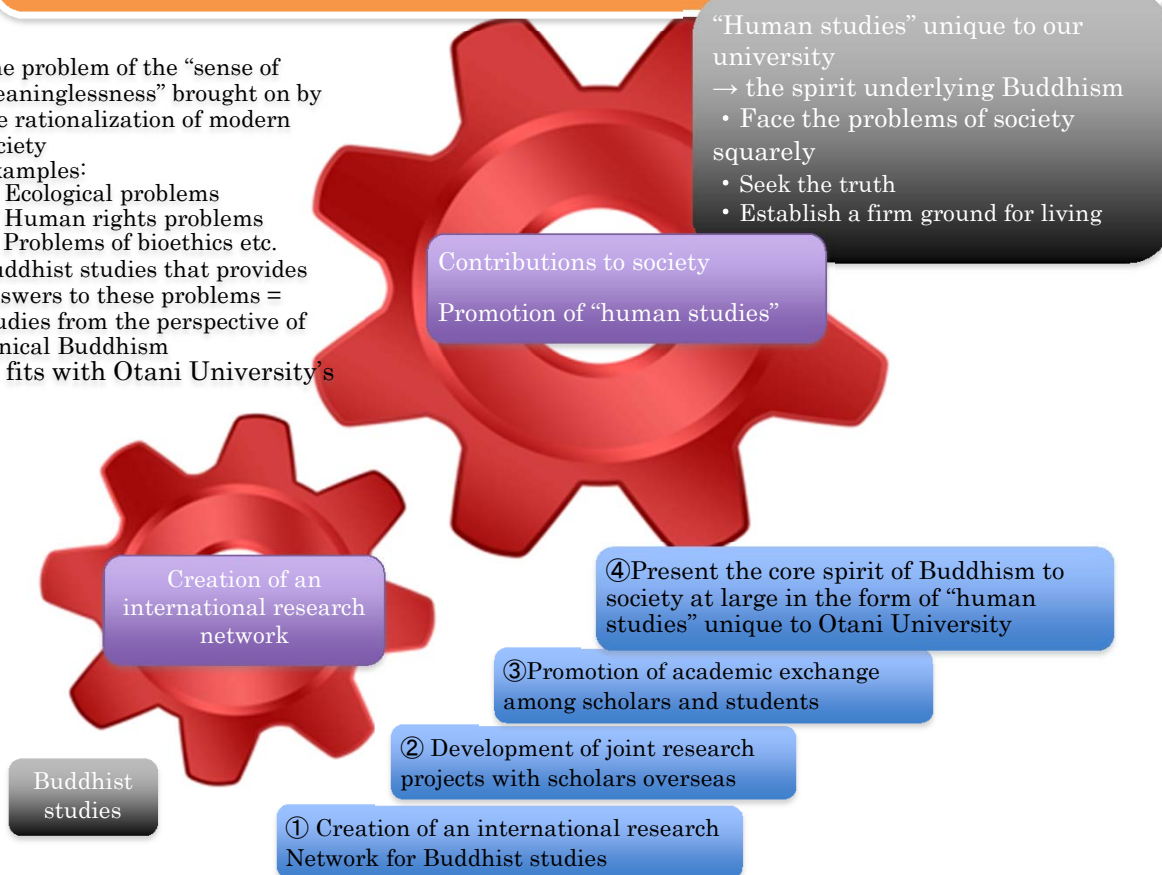
Number of Educational Corporation	261009	Name of Educational Corporation	Shinshū Otani Gakuen		
Name of University	Otani University				
Address of Educational Cooperation	Koyama Kamifusacho, Kitaku, Kyoto				
Title of Project	Creation of an International Buddhist Research Network and the Promotion of “Human Studies” based on Buddhism				
Application Type	Type B	Grant Period	Five Years	Student Capacity	2995 students
Participating Organization	Faculty of Letters, Graduate School of Letters, Shin Buddhist Comprehensive Research Institute, Library, Museum, The Eastern Buddhist Society				
Academic Area	Humanities and Social Sciences				
Project Outline	The excessive rationalization of modern society has resulted in the “sense of meaninglessness.” Critical attempts to reexamine the early modern and modern ages have already been made. However, it is becoming increasingly urgent to find solutions to fundamental problems concerning the environment, human rights and bioethics. Buddhism has the potential to provide solutions to these important problems. In this project, we will create an international research center based on Buddhism and promote “human studies” unique to our university. We will unfold a strategic branding project to make the world recognize once again the importance of Buddhist studies.				

Strategy for Otani University’s Research Branding Project

Creation of an international research center based on Buddhism → Promotion of academic research: Offer solutions to the problem of the “sense of meaninglessness” → Promotion of “Human Studies” → Creation of a brand image of Otani University as a “university of human studies”

The problem of the “sense of meaninglessness” brought on by the rationalization of modern society
 Examples:
 Ecological problems
 Human rights problems
 Problems of bioethics etc.
 Buddhist studies that provides answers to these problems = studies from the perspective of clinical Buddhism
 → fits with Otani University’s

“Human studies” unique to our university
 → the spirit underlying Buddhism
 • Face the problems of society squarely
 • Seek the truth
 • Establish a firm ground for living



2. Project Content

(1) Project goal

[Analysis of the Present State and Issues of Otani University, Related Institutions and Modern Society]

About a hundred years ago, Max Weber made the important point that the increasing rationalization of modern society will bring about the “sense of meaninglessness.” Subsequently, especially after the two world wars, various attempts have been made to reexamine modernity critically. But as if to mock such attempts at reexamination, the secularization of modern society is proceeding at a greater pace and people are increasingly caught up in the globalized market economy. Under such circumstances, the problems associated with the “sense of meaninglessness” such as ecology, human rights and bioethics are becoming even more severe. Moreover, the market principle has become pervasive within the academic world of the universities. As a result, research that are believed to “contribute” to society in concrete ways, such as those undertaken in the applied sciences, have become overemphasized, while research in the humanities and theoretical sciences have been curtailed. However, at present, when people are faced with the fundamental problem of the “sense of meaninglessness” and the need to re-examine it is extremely urgent, the humanities, and Buddhist studies in particular, have become increasingly important, in search of an alternative path to deal with the problems of modern society.

Otani University was founded in 1665 as a seminary by the Higashi Honganji. After it was reorganized as a modern university in 1901, it has served as a major center for Buddhist education and the academic study of Buddhism. As the home to internationally renowned scholars like Kiyozawa Manshi, Sasaki Gesshō and D. T. Suzuki, it has remained a college of the humanities with world-wide influence. This is proof that Buddhism is not the sole possession of monks, but that it has a universal significance transcending political and cultural boundaries. In addition, Otani University’s library and museum, which possesses 160,000 volumes related to Buddhist studies, was considered so significant that it was included in Langdon Warner’s list of places that should not be bombed submitted to the American government during World War II. What is required from the universities in the 21st century is not just to provide to society the results of highly specialized academic research but comprehensive and universal insights based on such specialized knowledge that can provide unique understandings to the problems of modern society. It is important to make the resources of this unequalled library and museum, which preserves important works collected on the basis of discerning academic knowledge, available to the world in new ways.

[The Research Theme in Light of the Present State and Issues]

As noted above, the humanities, and Buddhist studies in particular, have the potential to respond to the fundamental problem posed by the “sense of meaninglessness.” Therefore, first, we will create the foundation for engaging in research from an international perspective on the basis of the knowledge of Buddhism that has been accumulated by our university in the past. Second, joint research will be conducted with scholars from America, Europe and Asia. Third, academic exchange among scholars and students will be promoted. Fourth, Buddhism, the intellectual heritage of world, will be made available to society at large in the form of “human studies” unique to our university. In other words, we will offer to the world the humanities based on the spirit of Buddhism—to face the actual problems of society squarely, to seek after the truth and to establish a firm ground for living our lives—in the form of “human studies” unique to our university.

In this way, we will create a brand image of Otani University as a “university of human studies.”

[Future Vision]

The study of Buddhism at Otani University emphasizes highly specialized basic research into Buddhism. By receiving Scientific Research Grants from the Ministry of Education and through other means, the scholars of our university have continually been at the cutting edge of academic research on Buddhism. In this way, we have established the foundation for this project.

It has been pointed out that, in the globalized world of the 21st century, the insights of the humanities are indispensable for solving the difficult multi-faceted problems of society (Japan Society for the Promotion of Science, Academic System Research Center). In order to respond to such demands from contemporary society, our university understands our mission as nurturing autonomous persons who can discover a way to live his or her life with firm resolution in modern society, through the study of the humanities. Otani University has as its motto: become a genuine human being by carrying out your duties, respecting each other and fostering a pure character. On the basis of this founding spirit, the university is now being reorganized into three departments: Department of Humanities, Department of Sociology and Department of Education. In addition to the traditional philologically-based study of Buddhism at the center of the university curriculum, studies conducted from the perspective of clinical Buddhism that can contribute to the fields of sociology and education, as well as studies that can respond to the needs of society, are actively carried out.

In the Grand Design (2012-2021), a plan of action for academic studies, Otani University has established the following goals to be realized by 2021: (1) to make the results of Buddhist studies available to the world, (2) to create an academic network, and (3) to combine research with education in order to interest students in pursuing an academic career. Furthermore, Otani University has made the promotion of education based on the spirit of Buddhism the centerpiece of its action plan to make the results of research available to society at large.

(2) Expected Research Results**[Expected Research Results, Clarity of the Sphere of Contribution and Appropriateness of Making this Project a Major Priority of the University as a Whole]**

■ The expected research results and sphere of contribution of this research project can be indicated as follows.

① The results to be gained.

Research on Buddhism taking the form of collaborative projects with overseas scholars will be carried out through the Shin Buddhist Research Center. The results of the research will be published in appropriate venues. In this way, it is possible to call the world's attention to the importance of the humanities. (Rehabilitation of the humanities)

◆ A symposium to commemorate the 100th anniversary of The Eastern Buddhist Society (Buddhist research association at Otani University) will be held and its results published in a memorial volume of *The Eastern Buddhist*.

◆ Publication of the results of a collaborative project with University of California at Berkeley (USA) through an American publisher. (Educational activity for furthering the understanding of Buddhism in America)

◆ Publication of *History of Japanese and Vietnamese Buddhism*, a popular survey, in Vietnamese in collaboration with the Vietnamese Academy of Social Sciences. This will provide the foundation for studying Japanese culture in Vietnam.

◆ Joint research project with the Beijing Center for the Study of Buddhist Culture founded by the Chinese Buddhist Association, a Chinese government organization that plays a central role in the propagation of Buddhism in China.

◆ A faculty member of Otani University will hold a lecture course on Japanese Buddhism at the Eotvös Loránd University in Hungary. The results of a joint symposium will be

② Contributions to society and efforts to make the results of the research available to the public.

Buddhist texts held by Otani University will be made available to the public

- ◆ Creation of a database indexing textual studies on Chinese Buddhist works.
- ◆ Creation of a database on classical Indian and Tibetan Buddhist texts.

Based on the results of the study of Buddhism, new proposals will be made in the field of sociology concerning the problems of local communities, gentrification of society and declining birthrate. Similarly, in the field of education, proposals will be made concerning the problems of human relationship and the development of genuine human character. A new model of clinical Buddhist studies, that is to say, the study of Buddhism that would cope with the needs of society, will be proposed. It will be widely disseminated throughout society in the form of “human studies” unique to our university. This will be employed in community support activities and will be taken up in public lectures. This will result in the creation of a brand image of Otani University as a “university of ‘human studies.’”

■ Our university’s Grand Design states that our mission is to make available the results of Buddhist studies at a high academic level to the world and that, in order to achieve this goal, it is necessary to make the creation of an international network devoted to such studies one of our highest priorities. Furthermore, it also emphasizes the need to make available to the world, in the form of “human studies,” the results gained through the utilization of such international network and to use the specialized knowledge of Buddhism to solve the problems of society. The Grand Design makes this the foundation of its policy concerning social contribution.

[Confirmation that the Research Theme accords with Purport of the Present Project (Type B)]

■ The present project does not aim to make available the results of highly specialized research to other specialists in the field. The aim is to make available the results of such research available to society at large in the form of our university’s unique “human studies”, in order to make the need to “face the actual problems of society squarely, to seek after the truth and to establish a firm ground for living our lives” understandable to people having diverse backgrounds. “Human studies” is connected to nurturing people who can correctly understand human society and its problems and realize what it means to be a human being. This is extremely important for society as a whole. Additionally, we will encourage international academic exchange among scholars and students as an integral part of our project.

[The Possibility of Completing the Project within the 5 Years Allocated to the Project]

■ In order to carry out this project, we will establish the following organizations within the Shin Buddhist Comprehensive Research Center: (1) The Eastern Buddhist Society, (2) Project for the Study of International Buddhism, Europe/America Group, (3) Project for the Study of Vietnamese Buddhism, and (4) Project for the Study of International Buddhism, China Group. A committee will be established to implement the project and, on the basis of the preliminary research already carried out, continue the research each respective group is already undertaking, without adding to their work load. Formal agreements of cooperation with foreign research centers have already been established and plans for future activities have been completed. The results of the research undertaken by these individual groups will be gathered together by a specialist in Buddhist studies and will be made widely available to the public in the form of “human studies.” Through such system, it is possible to complete the project in 5 years.

3. Branding Strategy

① Establishment of the Future Vision of the University

Our university had publicized a Grand Design covering the years from 2012-2021. The Grand Design was established after it was considered by the University Management Committee, the highest executive body of the university, and approved by the Faculty Senate and Board of Regents.

The Grand Design reformulated the founding spirit of the university as follows: “to nurture people who can live autonomously as a member of society on the basis of the Buddhist spirit.” In order to realize this goal, it set forth five policies concerning education, student affairs, research, social contribution and university management.

The mission of our university is “to make Buddhism widely available to the world.” This is spelled out clearly in the “Address for the Opening of Otani University” by Kiyozawa Manshi, the first president, and “Otani University’s Founding Spirit” by Sasaki Gesshō, the third president. The Grand Design affirms that all of the research conducted at the university is carried out with this aim in mind. The Grand Design also mentions “raising the international profile of the university in the field of Buddhist studies” as an important goal and emphasizes the need “to create an international network of scholars” to “make studies of Buddhism of high academic standards available to the world.” It also stresses the importance of “connecting research to education” in achieving this goal, so that the results of research are reflected in the educational process, serving to interest students in pursuing an academic career.

② Analysis of the Project Stakeholders

During the course of establishing the Grand Design, the following groups were identified as the university stakeholders: students enrolled in the university, graduates of the university, private enterprise and high schools, persons with ties to the university (businesses and other organizations employing the university’s graduates, the educational corporation, the students’ parents, etc.), experts in the university entrance examinations industry, faculty and staff of the university and the local community (its residents and local government).

In planning this branding project, the University Management Committee agreed that these groups still remain the university stakeholders. It was also confirmed that, although the stakeholders of earlier research projects were assumed to consist only of scholars, graduate students and research institutes, the present project should be carried out with the understanding that it would impact all of the university stakeholders.

③ The Image to be Disseminated through the Project

Due to our university’s level of recognition among the public and relationship with other institutions, it may be assumed that the university is perceived in different ways by different types of people. Hence, we divided the target audience of our branding project into four categories and formulated a different brand image to be transmitted to each category.

For the purposes of this branding project, the stakeholders were divided into four categories: the general public (people in the local community, people working in private businesses and the entrance examination industry, etc.), scholars, high school students (including their parents as well as high school teachers and administrators), and students enrolled in Otani University (as well as their parents, university graduates and people associated with the educational corporation). The faculty and staff of the university were excluded. The brand image to be disseminated to each group was established as follows.

- | | |
|--------------------------------|--|
| 1) general public | international center of research for “human studies” |
| 2) scholars | international center of research for “human studies” |
| 3) high school students | Otani University as a university of “human studies” that respects human beings |
| 4) presently enrolled students | university of “human studies” that can be respected as an international research center for Buddhist studies |

④ Analysis of the Image and Public Recognition of Otani University

During the course of establishing the Grand Design, we conducted an evaluation of Otani University's intellectual resources, using both questionnaires and interviews with individual stakeholders. This was undertaken with the aim of determining the stakeholders' evaluation of the university, clarifying the university's strengths and weaknesses and providing data for re-assessing and reaffirming the university's vision and mission. On the basis of the evaluation, a workshop attended by members of the faculty and staff was held to determine the university's future course and formulate concrete plans for the future.

In the evaluation, several people expressed the hopes that Otani University would "become a center of Buddhist studies where overseas scholars can visit to study about Buddhism," or that it would "establish an educational system for solving the problems of contemporary society based on the spirit of Buddhism." At the same time, the following issues were identified.

- 1) Awareness of, and empathy with, the founding spirit of the university remains low among the students.
- 2) Earlier efforts to transmit clearly the good points of the university to the stakeholders have been inadequate.
- 3) The university is seen as being just another Buddhist university, and its characteristic features and strengths are not well understood.

Furthermore, the survey of student satisfaction (2013) showed that, while 87.4% of the graduates were satisfied (either highly satisfied or generally satisfied) with the university, the rate of satisfaction at the time of matriculation was lower, with only 59.1% of the entering class showing satisfaction. This indicates a need to increase the satisfaction of the students at the time of matriculation.

⑤ Analysis of the Method of Transmitting Information and the Kinds of Information to be Transmitted

During the five year period of the branding project, the university will be restructured from a college consisting solely of a Faculty of Humanities to a university with multiple faculties. For this reason, there are plans to reformulate its public relations strategy. Hence, one of the aims this project is to develop a branding strategy concerning the academic aspects of the university that would have a synergistic effect with the public relations campaign for the new multi-faculty university. To give positive influence to the various stakeholders, they were classified according to how familiar they were with the present state of Otani University and their relationship with the university. Our branding strategy was created by establishing a feasible image for each category of stakeholders, employing a method of transmitting information appropriate to each category and using communication tools most effective for the respective category.

[Strategy Aimed at the General Public]

In formulating a communication strategy for this category of stakeholders, it was decided to use as little technical language as possible. This is for transmitting correctly the progress of the project to people who are not conversant with technical language. This form of communication strategy also underlies the strategies to provide information to all categories of stakeholders.

The fundamental strategy for transmitting information

- ① Information about the project, in both Japanese (2017) and English (2018), will be made available on the branding project's special website.
- ② Information will be made available using both the official SNS pages of the Shin Buddhist Comprehensive Research Institute and Otani University. (From 2017. The branding project's own SNS page will not be established since duplicate viewers are expected.)
- ③ With the cooperation of associated organizations, briefings for reporters in foreign countries will be conducted in order to increase coverage by the overseas media. (2017)
- ④ Articles about the branding project posted by the overseas media will be re-posted on Otani University's website and SNS site, as well as Otani University's website and SNS site for high school students. (2017)
- ⑤ Notices about research conducted under the auspices of the branding project will be included in *Jingen Asyl*, the university public relations magazine. (2017)
- ⑥ Publication of a pamphlet about the branding project. (2018)
- ⑦ Public lectures (2019) and public seminars (2020) will be held.
- ⑧ A special exhibition at the university museum related to the project will be held. (In planning stage)

[Goals and Criteria for measuring success]

Number of posts in the media: 15 posts within Japan, 10 posts overseas. (It is planned that the goal will be revised on the basis of an interim report.)

Number of accesses to the project's own website (includes those led to the website via SNS): Will be determined depending on the number of accesses after the website becomes operative.

Size of the audience for the public lecture: 30 people each time

Size of the audience for the public seminar: 80 people

[Strategy Aimed at Scholars]

This branding strategy is most closely related to the research project. Since the research results will create the brand image, this strategy is constituted by (1) acquisition of transmission media, (2) transmission of the results overseas and (3) transmission of results within Japan. The process is as follows: release of research results and process ⇒ raising interest in the research contents/providing opportunities for participating in the research ⇒ dissemination of the image that fruitful research can be conducted by having a collaborative relationship with Otani University ⇒ appointing and training young foreign and Japanese post-doctoral fellows ⇒ young post-doctoral fellows serving as the branding media once they return to their home countries or gain employment. This is the cycle for creating the brand image. In addition, in order to raise the profile of Buddhist studies at Otani University, applications for Grants-in-Aid for Scientific Research will be encouraged.

Specific activities

① Acquisition of transmission media

In order to raise the profile of the branding project within the scholarly community, a highly-regarded journal already in existence will be acquired to serve as the media for transmitting the research activities and research results. To be more specific, *The Eastern Buddhist Society* will be incorporated into the university, and the university will assume responsibility for editing and publishing *The Eastern Buddhist*.

② Transmission of Research Results Overseas

The results of the research undertaken as part of the branding project will be transmitted overseas mainly through *The Eastern Buddhist*. However, the results will be also be transmitted using academic journals of associated institutions (institutions having academic exchange programs with Otani University).

(This has been agreed to with *Religious Studies*, an English language journal of the Religious Studies Institute of the Vietnamese Academy of Social Sciences and *Buddhist Studies* published by the Buddhist Association of China.)

③ Transmission of Research Results within Japan

Publication of the results of research undertaken as part of the branding project in *Annual Memoirs of the Shin Buddhist Comprehensive Research Institute*.

Holding joint academic conferences with institutions having academic exchange programs with Otani University.

Transmission of the results of research using the academic repository of Otani University.

(Criteria for measuring success)

Number of Grants-in-Aid for Scientific Research applications accepted: 10 applications within five years in the category of “Chinese Philosophy, Indian Philosophy, Buddhist Studies.” (This will be changed according to circumstances in order to achieve first place among private universities and third place overall.)

Number of applicants for post-doctoral fellows: total of 100 people

Number of post-doctoral fellows accepted: total of 7 people

Related journal articles: 3 articles each academic year

Number of people applying to conduct research at Otani University from collaborating institutions: total of 5 people

[Strategy Aimed at High School Students]

Since high school students do not have a clear image of Buddhist studies, the branding strategy aimed at them is formulated on the assumption that, compared with high profile universities, Otani University is not only not well known but actually has a negative image among them. Under this strategy, emphasis is placed on increasing the high school students' understanding and affinity with the university by engaging them in direct dialogue and by providing them with information about the university through SNS and university pamphlets for prospective students.

This is the first time Otani University has undertaken a public relations campaign concerning academic activities aimed at high school students. Hence, unlike the annual PDCA cycle of the university's other activities, it is necessary to create a system for evaluating and improving each element of the project individually.

Specifically, for high school students attending the university's Open Campus (who can be assumed to have a certain amount of interest in the university already), we will take the following actions. (1) During the Open Campus, we will prepare booths and hold seminars introducing the research activities of the branding project. (2) The contents of the research will be explained in ways understandable to high school students. This is so that these students can explain the contents of the research in their own language to their teachers and parents, both of whom are included among the university stakeholders (the use of high school students as media for disseminating information). (3) We will explain to high school students that many graduates of Otani University are among the scholars associated with the branding project's research, thereby presenting these scholars as role models for the students to emulate. (4) The effectiveness of the presentations of the professors who dealt with the students will be measured. To be more specific, surveys will be undertaken to measure the degree to which the research was understood by the student and the degree to which the professors who dealt with the students understood the contents of the research. (The surveys themselves will be designed to increase understanding of the research among both students and professors who participated in the surveys.)

Specific activities

① Setting up booths to explain the research activities during Open Campus. (2017)

March-July: The satisfaction that comes from engaging in research will be explained using the present research activities as examples.

August-September: The ways in which Buddhism is useful to society and other fields of study will be explained by taking up the present research activities as examples.

② Dissemination of information about the research using SNS and Otani University website for high school students.

③ Directing students from Otani University website for high school students to the project's own website.

④ Publishing information about the research in the university pamphlet for prospective students.

[Criteria for measuring success]

Percentage of people visiting booths and attending lectures: 40% (The percentage of students submitting applications for entrance to the university among those attending the Open Campus + 5%.)

Change in image before and after hearing about research activities: 60% "yes" to the question "Did you find what you heard interesting?"

Level of satisfaction at the time of matriculation: 65%

[Strategy Aimed at Presently Enrolled Students]

The aim of this strategy is to increase the level of identification of the presently enrolled students with the university by dissemination concrete and accurate information about the results of the research, such as the results of the collaborative research on Buddhism with overseas institutions (Vietnam) and the creation of databases for making public for academic use classical texts in the university's possession.

Specific activities

- ① Fundamentally, the strategy similar to the ones directed towards private businesses and scholars described above will be employed.
- ② Information about the branding project will be published in the newsletter and webpage of the alumni association.
- ③ The activities of the branding project will be introduced during the general meeting of the alumni association and at homecoming.
- ④ Graduates in countries with collaborating institutions will be encouraged to support the activities of the branding project.
- ⑤ The activities of the branding project will be introduced at the nationwide PTA meetings.

[Criteria for measuring success]

- ① Level of satisfaction among graduates: 90%
- ② Number of people supporting the activities of the research project in countries with collaborating institutions: 10 people

4. Organization for Executing the Branding Project

[Organization within the University for Executing the Branding Project]

At Otani University, all of the research undertaken by the university as a whole is carried out within the Shin Buddhist Comprehensive Research Institute. This branding project has been approved by the President's Council, the university's decision making body, and the University Management Committee, the highest executive body of the university. The project will be executed with the university president as its general director and the Vice President for Research and International Exchange (concurrently Director of the Shin Buddhist Comprehensive Research Institute) as its managing director. In terms of organization, the project will be placed under the Education and Research Support Committee, which oversees the university's research activities. The research activities themselves will be centered in the Shin Buddhist Comprehensive Research Institute.

[Self-evaluation System for the Project]

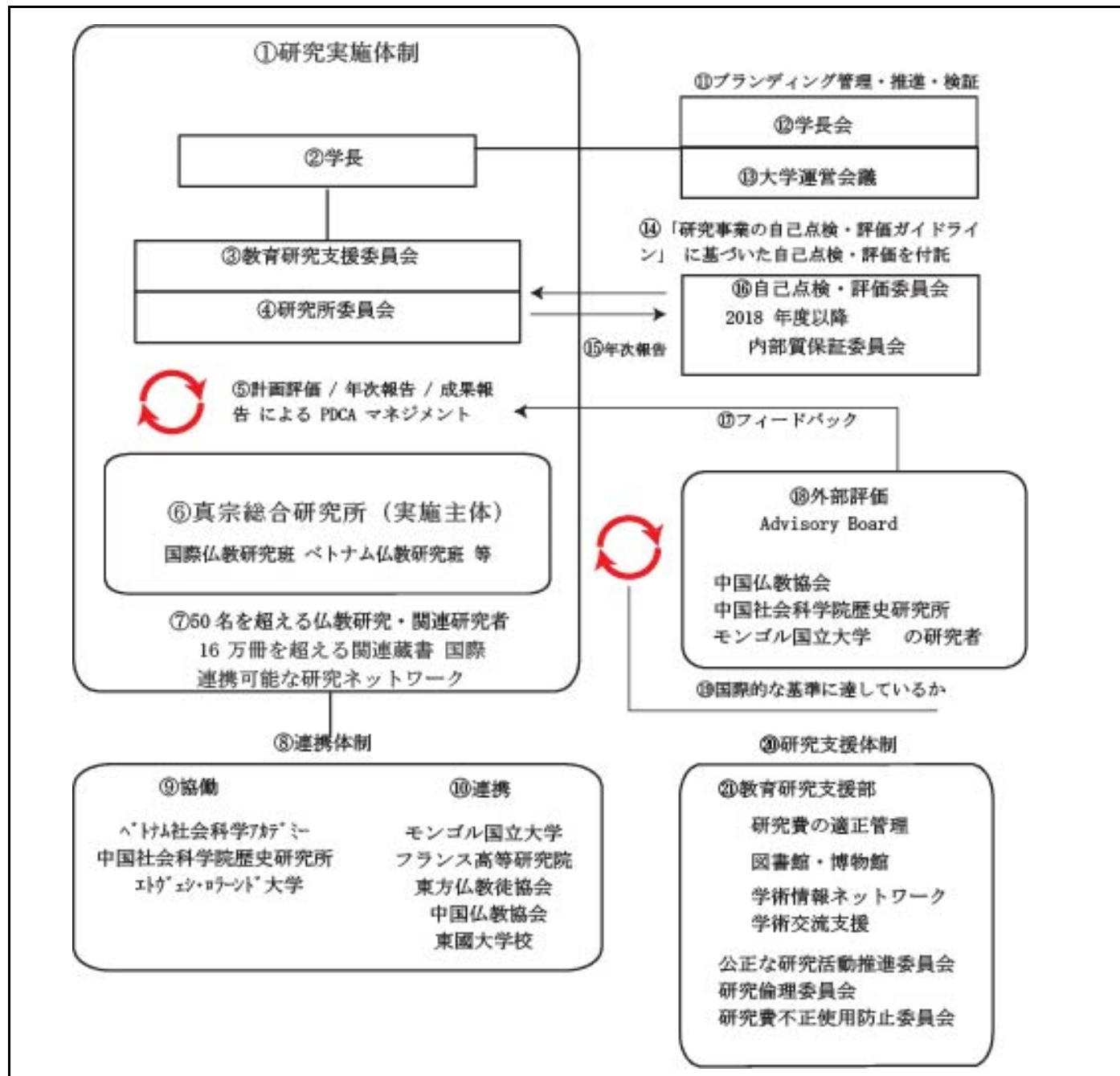
The self-evaluation of the project will be conducted by the Education and Research Support Committee, placed under the Self-Evaluation Committee (Internal Quality Assurance Committee from 2018), using the "Guideline concerning Self-evaluation of Research Activities." In addition to pre- and post-project evaluations, annual self-evaluations will be carried out. The branding strategy will be under the jurisdiction of University Management Committee, which will have the responsibility for inspecting the project and ordering improvements.

[System for External Review]

In carrying out the present project, an external review committee will be established. The following members have already been asked to serve as committee members: Shengkai (Associate Professor, Qinghua University, China), Professor Gandya (National University of Mongolia), Professor Lei Wen (Chinese Academy of Social Sciences, History Division) and Professor Hamar Imre (Eotvös Loránd University, Hungary).

[Collaborative Institutions]

Collaborative institutions have been selected from among institutions of higher education with which Otani University already have academic exchange programs as well as those institutions with which Otani University already has substantive academic relationships. In addition, the participation of scholars collaborating in the branding project has already been determined.



1. Organization for Executing the Research Project
2. President
3. Education and Research Support Committee
4. Research Institute Committee
5. PDCA Management through Plan Evaluation/Annual Report/Report of Research Results
6. Shin Buddhist Comprehensive Research Institute (center for carrying out branding project)
Project for the Study of International Buddhism
Project for the Study of Vietnamese Buddhism etc.
7. Over 50 scholars of Buddhist studies and related fields
8. Cooperating Institutions
9. Collaborating Institutions
Vietnamese Academy of Social Sciences
Chinese Academy of Social Sciences, History Division
Eotvös Loránd University
10. Cooperating Institutions
National University of Mongolia
École Française des Haute Études
The Eastern Buddhist Society
Chinese Buddhist Association
Dongguk University
11. Management, Promotion and Evaluation of Branding Project

12. President
13. University Management Committee
14. Request for Self-evaluation based on “Self-Evaluation Guideline for Research Activities”
15. Annual Report
16. Self-evaluation Committee (Internal Quality Assurance Committee from 2018)
17. Feedback
18. Advisory Board
 - Scholars from:
 - Chinese Buddhist Association
 - Chinese Academy of Social Sciences, History Division
 - National University of Mongolia
19. Up to international standards?
20. Organization for Supporting Research
21. Education and Research Support Department
 - Proper Management of Research Funds
 - Library and Museum
 - Academic Information Network
 - Support of Academic Exchange
 - Committee for the Promotion of Fair Research Activities
 - Committee for Ethics in Research
 - Committee for Preventing Unauthorized Use of Research Funds

5. Annual Schedule

2017 Academic Year	
Goal	<p>[Research] Raising the profile of Otani University in the field of Buddhist studies by giving academic papers overseas. Conducting joint research projects with overseas collaborative institutions.</p> <p>[Branding] Laying the foundation for research branding strategy and announcement of the selection of the branding project.</p>
Implementation Plan	<p>[Research activities]</p> <ul style="list-style-type: none"> ○ Raising the profile of Otani University in the field of Buddhist studies by giving academic papers overseas: International Conference of the European Association of Japanese Studies (Lisbon), Conference of the International Association of Buddhist Studies (Toronto), Academic Conference of the International Association of Shin Buddhist Studies (Musashino University, Tokyo). ○ “<i>Tannishō</i> Translation Workshop” to be held in association with University of California at Berkeley’s Institute for East Asian Studies and Ryūkoku University Research Center for World Buddhist Cultures (August and March). ○ Joint Projects with Collaborating Institutions Lecture on Japanese Buddhism (intensive course) by an Otani professor at the Eotvös Loránd University (March). Publication of the papers presented at joint Otani University-- Eotvös Loránd University symposium “Buddha’s Words and their Interpretation” held in the 2016 academic year. Presentation of a paper at the “Academic Conference on Shaolin Temple and Buddhism in the Northern Dynasties” as part of a joint research project with China on Buddhism during the Northern Dynasties. <p>[Branding]</p> <ul style="list-style-type: none"> ○ Announcement of the transfer of all the activities of The Eastern Buddhist Association (EBS) to Otani University. ○ During the open campus, a booth will be set up to introduce research; a trial survey will also be carried out. (To be carried out in March.) ○ Trial presentation of research activities at the nationwide PTA meeting. ○ Creation of the project’s own website (in Japanese). It will be made public after the application is accepted. ○ Press release concerning the adoption of the branding project (to be carried out in Japan, China and Vietnam). ○ Dissemination of information concerning adoption of the branding project on the university website and SNS site. <p>[Criteria for measuring success]</p> <p>Success will be determined by whether or not all of the actions above concerning research and branding are carried out.</p>

2018 Academic Year	
Goal	<p>[Research] Hosting an international symposium. Publication of <i>History of Japanese and Vietnamese Buddhism</i>. Participation of a Vietnamese exchange student in research activities as research assistant (RA).</p> <p>[Branding] Inspection of the activities of the two years and reconsideration of numerical targets. Publication and distribution of a pamphlet introducing the project.</p>
Implementation Plan	<p>[Research activities]</p> <ul style="list-style-type: none"> ○ Hosting and participating in “<i>Tannishō</i> Translation Workshop” (August, March). ○ Joint projects with collaborating institutions ○ Lecture on Japanese Buddhism (intensive course) by an Otani professor at Eotvös Loránd University (March). ○ Participation in an international symposium “Buddhism in Practice” jointly hosted by Otani University and Eotvös Loránd University (September). Publication of the results of the symposium will follow. ○ Publication of <i>History of Japanese and Vietnamese Buddhism</i>, a joint venture with the Vietnamese Academy of Social Sciences. (Depending on circumstances, the book may be delivered the following year.) A press release will follow. ○ Appointment of a Vietnamese student as RA. ○ Publication of research results in the Chinese academic journal <i>Buddhist Studies</i>. <p>[Branding]</p> <ul style="list-style-type: none"> ○ Press release: the publication of <i>History of Japanese and Vietnamese Buddhism</i> and the appointment of a Vietnamese RA will be announced in Vietnam to increase the public recognition of Otani University in that country. ○ Continuation of the publication of <i>The Eastern Buddhist</i> (2 issues annually). ○ Publication and distribution of a pamphlet introducing the project. ○ Continued presentation of research activities during open campus and at the nationwide PTA meeting: evaluation of effectiveness using questionnaire. ○ Creation of project website (English version). Establish goals for access number to the Japanese website. ○ The degree of students’ recognition of the branding project will be measured as part of a survey concerning the students’ level of satisfaction with the university. ○ Action plan for improving the branding project will be formulated on the basis of a review of the goals attained during the first two years of the project. <p>[Criteria for measuring success]</p> <p>Concerning research: Success will be determined by whether or not all of the planned actions above (with the exception of the publication plans) have been carried out.</p> <p>Concerning branding: Success will be determined by whether or not all of the planned actions have been carried out, and, in addition, on whether or not an action plan for improving the branding project on the basis of a review of the goals attained during the two years of the project, has been formulated.</p>

2019 Academic Year	
Goal	<p>[Research] Begin editing <i>Dictionary of Japanese-Vietnamese Dictionary of Buddhist Terms</i>, a project to assist the academic study of Buddhism in Vietnam.</p> <p>[Branding] Holding either a public lecture or public seminar for the general public.</p>
Implementation Plan	<p>[Research Activities]</p> <ul style="list-style-type: none"> ○ Hosing and participating in “<i>Tannishō</i> Translation Workshop” (August, March). ○ Joint projects with collaborating institutions <ul style="list-style-type: none"> Lecture on Japanese Buddhism (intensive course) by an Otani professor at Eotvös Loránd University (March). Preparation for the publication of the papers presented during the international symposium “Buddhism in Practice.” Begin editing <i>Dictionary of Japanese-Vietnamese Dictionary of Buddhist Terms</i>, a project to assist the academic study of Buddhism in Vietnam. Presentation of papers as part of a joint research project with China on Buddhism during the Northern Dynasties. <p>[Branding]</p> <ul style="list-style-type: none"> ○ Press release: announcement, in both Japan and Vietnam, of the joint Japanese-Vietnamese project for the publication of <i>Dictionary of Japanese-Vietnamese Dictionary of Buddhist Terms</i>. ○ Continuation of the publication of <i>The Eastern Buddhist</i> (2 issues annually). ○ Continued presentation of research activities during open campus and at the nationwide PTA meeting. ○ Holding a public lecture for the general public ○ Evaluation of the numerical goals (goals to be partly modified) as indicated in “3. Branding Strategy” above. <p>[Criteria for measuring success]</p> <p>Concerning research: Success will be determined by whether or not all of the planned actions above (with the exception of the publication of books and articles) have been carried out.</p> <p>Concerning branding: Basically, success will be determined by whether or not all of the planned actions in the action plan were fulfilled but the success with which the actions proposed in plan for improving the branding project formulated in the previous year will be also added to the criteria.</p>

2020 Academic Year	
Goal	<p>[Research] Holding a symposium for the 100th anniversary of the establishment of The Eastern Buddhist Society. Publication of the papers presented at the international symposium “Buddhism in Practice.”</p> <p>[Branding] Publication of the 100th anniversary issue of <i>The Eastern Buddhist</i>.</p>
Implementation Plan	<p>[Research activities]</p> <ul style="list-style-type: none"> ○ Hosting “<i>Tannishō</i> Translation Workshop” in association with University of California at Berkeley’s Institute for East Asian Studies and Ryūkoku University Research Center for World Buddhist Cultures (August and March). ○ Joint projects with collaborating institutions <ul style="list-style-type: none"> ○ Lecture on Japanese Buddhism (intensive course) by an Otani professor at Eotvös Loránd University (March). ○ Publication of the papers presented during the international symposium “Buddhism in Practice” ○ Holding a symposium for the 100th anniversary of the establishment of The Eastern Buddhist Society. ○ Formulation of a plan for continuing research after the branding project comes to an end. <p>[Branding]</p> <ul style="list-style-type: none"> ○ Press release: announcement of the symposium for the 100th anniversary of the establishment of The Eastern Buddhist Society. ○ Publication of the 100th anniversary issue of <i>The Eastern Buddhist</i>. ○ Continued presentation of research activities during open campus and at the nationwide PTA meeting. ○ Holding a public seminar for the general public. <p>[Criteria for success]</p> <p>Concerning research: Success will be determined by whether or not the symposium for the 100th anniversary of the establishment of The Eastern Buddhist Society was successfully carried out and whether or not the papers presented during the international symposium “Buddhism in Practice” was published.</p> <p>Concerning branding: Basically, success will be determined by the number of people attending the symposium for the 100th anniversary of the establishment of The Eastern Buddhist Society.</p>

2021 Academic Year	
Goal	<p>[Research] Holding an international symposium that would serve to publicize the results of the branding project.</p> <p>[Branding] Review of the results of the 5 year branding project and formulation of a plan for continuing the efforts to brand Otani University as a research university from 2022 onward (formulation of the plan's goal and action).</p>
Implementation Plan	<p>[Research activities]</p> <ul style="list-style-type: none"> ○ Participation in "Tannishō Translation Workshop" (August, March). ○ Joint project with collaborating institutions <p>As a mid-term review symposium, an international symposium with participants from all collaborating institutions, will be held to report on the results of the 5 year branding project. In case the 100th anniversary symposium for the establishment of The Eastern Buddhist Society is to be held in place of the mid-term review symposium, a proceedings of the symposium will be produced.</p> <p>[Branding]</p> <ul style="list-style-type: none"> ○ Press release: on the results of the branding project and future plans. ○ Continuation of the publication of <i>The Eastern Buddhist</i> (2 issues annually). ○ Continued presentation of research activities during open campus and at the nationwide PTA meeting. ○ Continuing use of the internet for the dissemination of information. ○ Measurement of the degree of students' recognition of the branding project as part of a survey concerning university satisfaction among students. ○ Formulation of a plan for continuing the efforts to brand Otani University as a research university from 2022 onward (formulation of the plan's goal and action). <p>[Criteria for measuring success]</p> <p>Concerning research: Success will be determined by whether or not all of the actions above (with the exception of the plans for publication) were carried out.</p> <p>Concerning branding: Basically, success will be determined on the basis of whether or not a plan for continuing the efforts to brand Otani University as a research university from 2022 onward have been formulated. In addition, the success of the branding strategy will be measured by whether or not the numerical goals were achieved.</p>