



**U.S.-Japan Conference on Cultural and Educational Interchange (CULCON)  
CULCON XXVII  
June 17, 2016  
JOINT STATEMENT**

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*“To ensure the future strength of the U.S.-Japan relationship, the two governments share the goal, established by the U.S.-Japan Conference on Cultural and Educational Interchange (CULCON), of doubling two-way student exchange by the year 2020.”*

President Barack Obama and Prime Minister Shinzo Abe\*

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*“As we move forward, we will actively promote people-to-people exchange as a key pillar of our relationship, especially among younger generations. We take up these challenges and opportunities, knowing that the strength and resilience of our 70-year partnership will ensure our success in the decades ahead.”*

President Barack Obama and Prime Minister Shinzo Abe\*\*

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## **Preface**

Fifty-five years have passed since the governments of Japan and the United States reached the consensus to found CULCON, and major changes can be seen in the circumstances surrounding both CULCON and U.S.-Japan relations. While continuing to tackle ever more complex and serious security and economic challenges, the U.S.-Japan relationship today confronts a vastly different set of challenges than was the case during the Cold War and its immediate aftermath. Today's U.S.-Japan relations are enmeshed in a far more interwoven regional dynamic than before. Regional and global political rivalries have become more complex. Non-state security challenges abound.

Globalization has increased the number of powerful players in the global economy while also changing the interrelationships among many of them.

Furthermore, the relationship faces a host of fresh challenges in myriad areas. These include non-traditional security issues such as environmental pollution, global warming, pandemics, human trafficking, and resource scarcity as well as new and emerging problem areas such as information technology, space exploration and cyber-terror. As well, economic challenges and political uncertainties, however embryonic, have been occurring in both Japan and the United States that could affect their bilateral relationship.

It is with such broad issues in the background that the United States-Japan Conference on Cultural and Educational Interchange (CULCON), comprised of representatives from the government, business, academia and other sectors of Japan and the United States, convened for CULCON XXVII in Tokyo on June 16-17, 2016.

The 27<sup>th</sup> Plenary Meeting was co-chaired by Mr. Ryozo Kato, Former Ambassador of Japan to the United States and Mr. Harry A. Hill, President and CEO, Oak Lawn Marketing, Inc. The Panels received congratulatory messages from Prime Minister Shinzo Abe and President Barack Obama, delivered by Japanese Director-General for Cultural Affairs Makita Shimokawa and U.S. Deputy Assistant Secretary of State Walter Douglas, respectively.

Since its establishment in 1961, by the joint statement between Prime Minister Ikeda and President Kennedy as a forum for bilateral dialogue, CULCON has played a vital role in fostering mutual understanding through educational, cultural, intellectual and people-to-people exchanges.

CULCON panelists noted the importance of a regular meeting of thought leaders from Japan and the United States whose diverse experiences and perspectives contribute to deepening the people-to-people ties between Japan and the United States.

Since its beginning, CULCON has been uniquely tasked with identifying obstacles, exploring and recommending new initiatives and new fields of cultural and educational activities, and to inform and engage communities in Japan and the United States. The Panels acknowledged the vital role people-to-people exchanges play in strengthening all aspects of the

bilateral relationship from security and trade to culture and education; and reaffirmed exchanges are one of the key pillars of the U.S.-Japan partnership.

The panelists also noted that since the last Plenary Meeting in 2014, an historic address by Prime Minister Abe to a Joint Meeting of the U.S. Congress and an historic visit to Hiroshima by President Obama highlight the mutual respect the leaders have for the U.S.-Japan relationship. The Panels welcomed the efforts and initiatives of both leaders to further strengthen the bonds between Japan and the United States, and recommitted themselves to enhance educational and cultural exchange. Since its last plenary session in 2014, CULCON has intensified its activities, focusing on the recommendations made by the binational Education Task Force in 2013, which was presented to and supported by the governments of the United States and Japan. CULCON has also played an important role in the field of arts, to activate dialogues among senior curators and administrators of museums of both countries since the formation of Art Dialogue Committee in 2011. In 2015, CULCON hosted a Special Seminar in Washington D.C., commemorating the 70<sup>th</sup> anniversary of the end of the World War II, at which U.S. Congressman, Joaquín Castro, co-chair of the Congressional U.S. Japan Caucus, spoke, as well as other prominent scholars, government officials and business leaders. During the executive session convened at the margin of the seminar, Panels agreed to establish two new committees; Japanese Language Education Committee and Joint Ad Hoc Steering Committee on intellectual and people-to-people exchanges.

The Panels noted that current events in the international community enhance the

need for a strong bilateral relationship between Japan, the United States and other nations.

During the plenary session, Panels also received a message from Minister of Education, Culture, Sports, Science and Technology, Mr. Hase. The message introduces the “Kurashiki Declaration” announced at the G7 Education Ministers’ Meeting on 14 and 15 May 2016 in Kurashiki. The declaration addressed the new role of education including promoting the social inclusion through education. Panels shared the belief that, in particular it was crucial that education promote the fundamental values of respect for one’s own and others’ lives, freedom, democracy, pluralism, tolerance, the rule of law, respect for human rights, social inclusion and non-discrimination, gender equality as well as active citizenship education.

### **Summary of Discussions**

The 27<sup>th</sup> Plenary Meeting focused on four ongoing issues: educational exchange to evaluate efforts to double the number of students studying in each other’s country by 2020; promoting Japanese language education; art exchange; and intellectual and people-to-people exchanges. The Panels commended the efforts by the Japanese and United States governments, private sector and civil society organizations, which have been instrumental in supporting and advancing CULCON’s recommendations. The Panels also considered new topics deserving the Panels’ attention.

CULCON identified next generation development as the most important and critical issue for the coming years. Many key figures who have been the foundation of U.S.-Japan expertise and have contributed to building and maintaining a robust U.S.-Japan relationship are retiring; therefore, fostering the next generation of

leaders, specialists and scholars who will be interested or well-versed in U.S.-Japan relations is an urgent and critical issue CULCON should address. After careful review of the reports presented by several committees, the Panels made the following recommendations.

### **A. Educational Exchange**

Student exchanges have been vital in building the strong U.S.-Japan Alliance and partnership that exists today. They also help Japan and the United States address global challenges as partners with shared values. However, the decline in the pace of student mobility between the two countries in recent years has given rise to unease about the development of a next generation of stewards of the relationship.

In 2012, CULCON convened a binational Education Task Force (ETF) under the leadership of former Japanese Prime Minister Yasuo Fukuda and former U.S. Secretary of Transportation Norman Mineta, and issued its Report and Recommendations and presented them to Prime Minister Abe and Under Secretary of State Sonenshine with an ambitious goal: Double the Number of U.S. and Japanese Students Studying in Each Other’s Country by 2020.

Since its release, the governments, academic institutions, and the private sector of both countries have taken tangible steps in addressing the ETF’s recommendations in substantive ways, and CULCON is appreciative of these efforts. The impact of their individual and collective actions has the potential to significantly increase student mobility in both directions.

At the last plenary session in 2014, the Educational Review Committee (ERC) was established to undertake the periodic review of the implementation of the ETF recommendations. Since then, there have

been significant developments. The Panels welcomed an endorsement of the importance of people-to-people exchange referenced by President Obama and Prime Minister Abe in the Joint Vision Statement and the FACT SHEET issued during the 2015 summit in Washington, D.C. In the joint statement, the leaders noted that “we will actively promote people-to-people exchange as a key pillar of our relationship, especially among younger generations.” According to the FACT SHEET, the U.S. and Japanese governments welcome the continued efforts by CULCON as well as the “KAKEHASHI Initiative toward the Future”, and TOMODACHI Initiative. These and other high-level statements support CULCON’s goal.

The Panels noted the importance of increased opportunities of people-to-people exchange through public-private partnerships. The Panels recognized the Japanese government’s initiative to strengthen a partnership with TOMODACHI in commemoration of the fifth anniversary of the Great East Japan Earthquake. The Panels also applauded other activities including the TeamUp Campaign, a collaboration between the U.S. Embassy and the U.S.-Japan Bridging Foundation.

In response to the ETF recommendations, the Japanese government has made substantial investments to improve English language education, globalize Japanese universities, and encourage the private sector in Japan to accommodate and encourage study abroad. CULCON applauded positive impacts of Super Global High School, Go Global, Reinventing Japan, and Tobitate. The Panels showed support for the Top Global University Project and encouraged their further development. For its part, the U.S. government has redoubled its efforts to educate Japanese students about the

diversity of opportunities in U.S. institutions and created a major campaign, to improve Japanese language education and to cultivate educational partnerships. In addition, the private sectors on both sides are demonstrating more fully an appreciation for the training that an overseas experience has to offer potential employees and are working more closely to raise funds for scholarships, develop more robust internship programs and to tackle the infrastructural challenges presented by the Japanese recruitment calendar. CULCON commends efforts by the American Chamber of Commerce in Japan (ACCJ) and U.S. Embassy Tokyo to launch a pilot program offering internship opportunities for U.S. and Japanese students in Japan, as well as the program of MOFA to give internship opportunities for Japanese students in the United States.

CULCON recognizes that short-term student mobility programs (such as summer schools, language training and internships) are expanding much more quickly compared to traditional study abroad and degree-seeking programs, reflecting economic or other constraints. Hence, short-term student mobility should also be encouraged along with the traditional study abroad and degree-seeking programs, and the ERC’s review and analysis should take this trend and paradigm shift into account. In this context, proposals to expand the opportunity for internships and innovative exchanges that address inactive institutional partnership agreements are encouraged. Students not majoring in Japanese studies should also be encouraged to study in Japan. Improving the quality and accessibility of information for student mobility would also help achieve the goal of doubling student mobility.

The CULCON Panels were encouraged by the analysis of data showing evidence of some positive signs towards achieving the 2020 goal. In particular, data on the mobility of U.S. students to Japan suggested that it could be highly possible that Americans studying in Japan by 2020 be doubled, so long as current trends continue, and CULCON encouraged the ERC to further monitor and analyze the data toward the 2020 goal.

In addition to programs that have been expanded or established in direct or indirect response to Recommendations, such as Japan Foundation programs and TeamUp, CULCON's holistic approach has elevated the conversation about the impact of student mobility on the U.S.-Japan relationship.

### **B. Japanese Language Education**

CULCON Education Task Force recommendations in 2013 also included the necessity to strengthen English and Japanese language education. Later in 2015, acknowledging the unique character of Japanese language education, CULCON decided to establish the Japanese Language Education Committee (JLEC), as a spin-off of the Education Review Committee (ERC).

The CULCON Panels heard preliminary findings of a survey on the current status of Japanese language education in the United States and discussed a range of important issues related to the subject. Recognizing that Japanese language education plays a vital role in introducing a new generation of students from the United States to the U.S.-Japan dialogue and interchanges, the Committee recommends exploration of the following:

- Expand programs, including study tours to Japan and grants that give students incentives to learn Japanese;

- Strengthen programs to support Japanese language courses now at risk of being discontinued;
- Strengthen efforts to raise awareness among local governments and local communities about the importance and benefit of Japanese language education and foreign language education in general;
- Engage those who have qualifications and interest in or connection to Japan, such as former JETs, families of U.S. Forces in Japan and U.S. business persons in Japanese language education; and
- Investigate the efficacy of utilizing IT to broaden and support Japanese language education including in remote locations.

The Panels also acknowledged the importance of being strategic about how to deepen and broaden Japanese language education in the United States with limited public funding.

The Panels agreed that JLEC should continue analyzing the current situation and issues surrounding Japanese language education, and prepare and present a final report in 2017.

### **C. Arts Exchange**

The Panels commended the Arts Dialogue Committee (ADC) for the many tangible contributions it has made to the field in encouraging and improving art and museum exchange between the two countries and developing a new generation of Japanese art scholars. The ADC responded to issues related to indemnity and curatorial exchanges. The ADC also offered support for JAWS (the International Workshop on Japanese Art History for Graduate Students), the

creation of a bilingual website and more public outreach.

CULCON agreed the 2020 Olympics and Paralympic Games in Tokyo and the 25th General Conference of ICOM (International Council of Museums) in Kyoto in 2019 provide an important opportunity for the arts community to engage a new generation of Japanese culture enthusiasts in the U.S.-Japan dialogue. To this end, CULCON recommended that ADC continue to meet over the next four years with a focus on concrete results in specific areas and programs, including the following:

- Develop a program of arts-related events leading up to the Olympics and Paralympics throughout the United States. Critical to this effort will be the sponsorship of dynamic exhibitions and innovative programming and the promotion of the calendar of events;
- Build on and expand the educational, curatorial exchange and other programs to support development of upcoming specialists in Japanese arts; and
- Explore other organizations with which to partner in continuing and expanding the important work it has begun.

#### **D. Intellectual and People-to-people Exchanges**

The Joint Ad Hoc Steering Committee on intellectual and people-to-people exchanges (ASC), established as a result of deliberations at the executive session of CULCON's Special Seminar in 2015, was tasked to identify new issues on which CULCON should focus its attention in the years ahead and to make its report at the 27<sup>th</sup> plenary meeting.

The ASC reported to the plenary session that renewing an existing intellectual

human network between Japan and the United States and nurturing a next generation of leaders is necessary for the future bilateral success, and is of highest priority, while noting the following key factors:

First, the U.S.-Japan relationship has benefitted from a substantial and talented group of public intellectuals including researchers, business professionals and policymakers who are well-versed in U.S.-Japan relations and are deeply immersed in a range of challenges faced by each country. The tireless efforts made by these individuals who have managed U.S.-Japan relations for the past 70 years have successfully deepened these bilateral ties. However, the vast majority of these individuals are nearing retirement, and others who have contributed to building this partnership are passing from the scene; the strategic core of U.S.-Japan relations based on intellectual dialogue and exchange is at risk of erosion.

Second, there is inadequate funding to nurture bilateral intellectual exchange. During the past fifteen years, funding from governments and government backed institutions such as the Japan Foundation, the Center for Global Partnership, the Fulbright Commission and the Japan-U.S. Friendship Commission has been shrinking. Concurrently, funding from U.S. philanthropic organizations responsible for providing the necessary infrastructure for bilateral exchanges has disappeared. There must be renewed efforts to restore public funding in both countries and to reengage U.S. philanthropic institutions to support U.S.-Japan intellectual exchange.

Next, in addition to traditional challenges, today's U.S.-Japan relationship faces vastly different challenges than those faced during the Cold War and its aftermath. Today's bilateral relationship is enmeshed

in a far more complex regional and international dynamic resulting in new challenges that transcend borders. Also, new issues such as pandemics, cyber-crime and outer space require new levels of expertise.

The Panels agreed that the issue of generational transition is most critical for the U.S.-Japan relationship, and a new task force to examine the issues surrounding fostering of “The Next Generation of Leadership in the US Japan Relationship” should be established. The task force will be charged to assess, among other things, the current state of U.S.-Japan intellectual exchanges with specific focus on generational transition; identify any clear gaps that need to be addressed and to make concrete proposals on measures, including funding. The goal is to ensure high quality and a sufficient quantity of future leaders to strengthen and sustain our important bilateral relationship. The CULCON agreed that the new Task Force produce its final report by fall, 2017.

The Panels also agreed that fostering the next generation could take numerous forms, but particularly promising areas include the following:

- Linking CULCON efforts to existing programs already working on identifying and nurturing next generation leaders. These include the Mansfield programs, Center for Global Partnership programs, programs run by CSIS Pacific Forum, JET alumni programs, among others;
- Creating and expanding research and internship opportunities within both the United States and Japan, which will allow emerging Japanese and U.S. leaders to gain practical experience in a variety of venues including think tanks and other policy-oriented institutions;
- Examining and learning from the numerous experiences of already existing programs developed by the governments and quasi-official organizations in East Asian nations aimed toward nurturing next generations in order to manage future relationships with the United States;
- Starting a high-profiled, intensive gathering and encouraging existing meetings that deal with the US-Japan relationship, either bilaterally or in a regional context to include both senior and younger participants from diverse talent pools;
- Deliberately involving a small number of younger leaders from different fields in various policy-oriented meetings;
- Supporting legislative exchanges and even two-three day seminars that would include governors/mayors, Diet members, members of Congress and legislative staffers from both countries;
- Fostering academic training for the next generation of leaders through language, country, regional studies and other disciplinary fields as well as educational exchanges, and public programs that will include young and diverse participants; and
- Enhancing the quality and accessibility of resource materials that would include high quality digital libraries and other information repositories.

The Panels also noted it would be worthwhile to explore the possibility of creating a Japanese version of the German Marshall Fund in the United States. As a symbol of gratitude for the generosity that Japan received from the United States in the aftermath of the Great East Japan Earthquake and tsunami, the fund would sustain efforts to establish a visionary intellectual apparatus to nurture successive

generations of potential leaders, as a return to the generosity.

## **E. New Initiatives and Plans for the Future**

### **1. Honorary Member**

Building on the legacy of President John F. Kennedy, H.E. Ambassador Caroline Kennedy has been playing an important role in reinforcing the strong ties between the United States and Japan.

In recognition of the prominence of her role, the CULCON Panels mutually agreed to invite Ambassador Kennedy to be an "Honorary Member" of CULCON. The title was officially presented to her by both Chairs during the 27<sup>th</sup> plenary session.

Ambassador Kennedy recommended CULCON encourage alumni of U.S.-Japan exchange to serve as role models for the next generation and inspire them to study abroad. She introduced "A Broader View," a social media campaign to enlist Japanese alumni of U.S. schools to support this effort.

She lauded the ACCJ's new internship program and invited greater participation.

### **2. CULCON Citation**

CULCON believes grassroots and other cultural and educational activities are an essential tool to maintain and expand U.S.-Japan exchanges and dialogues. CULCON agreed it is important to support these civic activities and urged the Secretariats to consider establishing a mechanism through which CULCON may endorse activities of various organizations whose efforts support CULCON's mission; an example of which is to grant a specific project permission to use the name of CULCON as a supporter.

### **3. Plans for the Future**

The Panels noted that increases in tourism in Japan and the upcoming 2020 Olympics

and Paralympics underscore the importance and relevance of CULCON's efforts to promote cultural, educational, and people-to-people exchanges, as well as to improve English language proficiency in Japan.

In recognition of the 100<sup>th</sup> birthday of President John F. Kennedy, the CULCON Panels agreed to organize an open symposium in Japan in 2017, focusing on the issues raised during the plenary meeting, especially fostering the next generation U.S.-Japan leaders.

The Conference also agreed to re-convene in 2018 in the United States.

**For more information on U.S. CULCON, please see <http://culcon.jusfc.gov> or contact Pamela Fields, (202) 653-9800, or [culcon@jusfc.gov](mailto:culcon@jusfc.gov). For more information about Japan CULCON, please see [www.jpj.go.jp/culcon](http://www.jpj.go.jp/culcon) or contact [Nanako\\_Munakata@jpj.go.jp](mailto:Nanako_Munakata@jpj.go.jp)**

\*Annex to the U.S.-Japan Joint Statement: The United States and Japan: Shaping the Future of the Asia-Pacific and Beyond, April 25, 2014

\*\*Joint Vision Statement, April, 2015

