

JETAA TORONTO

**CANADIAN NATIONAL CONFERENCE
MAY 2003**



CONFERENCE REPORT

Conference Schedule

Friday, May 23, 2003

Time	Event	Location	Presenter/Speaker	Notes
15:00 – 17:30	Arrival & Check-in	The Metropolitan		
18:15	Departure for the evening reception	Meet in the hotel lobby.		Transportation to the event provided.
19:00 - 23:00	Evening Reception hosted by the Consulate General of Japan in Toronto	Consul General of Toronto Residence	Consul General	

S a t u r d a y , M a y 2 4 , 2 0 0 3

Time	Event	Location	Presenter/Speaker	Notes
07:30 - 08:30	Breakfast	The Metropolitan Victoria Room Foyer		
08:30 - 9:00	Welcome and introductions by the Consulate General of Japan, Toronto JETAA	The Victoria Room	Mr. Munakata Dahlia Nicholson	
09:15 – 10:00	Keynote Speakers	The Victoria Room	Judith Pyke Lina Chino	
10:00 - 10:15	Morning Coffee Break	The Victoria Room Foyer		
10:15 - 11:00	Chapter Reports	The Victoria Room	CN1 Ottawa, CN2 Toronto CN3 Montreal CN4 MB/SK CN5 NAJETAA CN6 JETAABC CN7 SAJETAA	Fundraising Event & Other Event
11:00 - 12:00	Fundraising Workshop	The Victoria Room	Deb Parent	
12:00 - 13:00	Lunch	The Victoria Room		

S a t u r d a y , M a y 2 4 , 2 0 0 3 (C o n t i n u e d)

Time	Event	Location	Presenter/Speaker	Notes
13:00 - 14:00	Guest Speaker	The Victoria Room	CLAIR New York	
14:00 - 15:00	JETAA and the community	The Victoria Room	Franca Romano Crystal Whitney	Connecting Japanese organizations and JETAA
15:00 - 15:20	Group Photos	The Victoria Room		Rachel D will be taking several group photos
15:30 - 17:30	Walking Sightseeing tours of different areas in the downtown core			Several group leaders will meet in the hotel lobby to take groups around
18:00 - 18:45	Cocktails	The Metropolitan The Singapore Room		Please make your way directly to the
18:45 - 21:00	Dinner Hosted by Clair	The Metropolitan The Shanghai		
21:00	Nijikai	The Bamboo		Transportation to the event provided.

S u n d a y M a y 2 5 , 2 0 0 3

Time	Event	Location	Presenter/Speaker	Notes
07:00 - 8:00	Breakfast	The Victoria Room Foyer		
08:30 - 09:30	JETAAI Report and National Report	The Victoria Room	Dahlia Nicholson	
09:30 - 10:30	Membership Recruitment: Survey	The Victoria Room	Mary Jane Sean Figuerea Albert Ngai	
10:30 - 11:00	Morning Coffee Break	The Victoria Room Foyer		
11:00 - 12:15	Services to Returning JETS	The Victoria Room	Carol Bewry	
12:15 - 12:30	Wrap up and Closing comments	The Victoria Room	Dahlia Nicholson	
12:30 - 13:30	Lunch	Brown Bag		
13:30 - 14:00	Checkout and Departure			

Workshop Descriptions

S a t u r d a y , M a y 2 4 , 2 0 0 3

Welcome and Introductions

08:30 - 09:00

Speakers (Consulate General of Japan)

Welcome from, Consulate (Senior Official), as well as from the JETAA.

Keynote Speakers: Judith Pyke

09:15-10:00

Presentation of their award winning Documentary on Japan

Chapter Reports - Fund Raising

10:15-11:00

Speakers: Representatives from JETAA Canadian Chapters - Ottawa (CN1), Toronto (CN2), Montreal (CN3), Manitoba/Saskatchewan (CN4), Northern Alberta (CN5), Southern Alberta (CN7) British Columbia (CN6)

Each chapter will have approximately 7 minutes to present one or two successful activities or events from their chapter. Chapters will talk about the results of their efforts and the process they followed.

Fund Raising Workshop

11:00 - 12:00

Deb Parent will present and workshop on how to start the fundraising process. She will give useful information on the process of fundraising and how the goals of your organization affect your ability to fundraise.

S a t u r d a y , M a y 2 4 , 2 0 0 3 (C o n t i n u e d)

CLAIR Presentation: 13:00 – 14:00

JETAA and the Community 14:00 – 15:00

Discussion about the types of organizations that the JETAA community can form links with and how to go about creating working relationship with these organizations.

Group Photo 15:00 - 15:30

Coordinator: Rachel D

Sightseeing Tours 15:30-17:30

Various walking and shopping visits to areas in the downtown core

S u n d a y , M a y 2 5 , 2 0 0 3

Presentations by JETAAI 08:30 - 10:00

Speakers: Dahlia Nicholson

Overview of JETAAI and update as well as action plan for the year. JETAAi- changes to by-laws and voting for JETAA Canadian Representative.

Membership: Survey Toronto 10:00 - 10:40

Moderators: Mary Jane, Sean Figuereo and Albert Ngai

Roundtable discussion regarding membership issues and brainstorming session. JETAA – Toronto will discuss their present survey and ask for input on how it can be improved and utilized locally and nationally.

Services to Returning JETS 11:00 - 12:15

presenter: Carol Bewry

A chance to discuss issues, organize projects, etc. that relate to returning JETS

JETAA Canadian National Conference

Conference Minutes and Notes

The Metropolitan Hotel

Toronto, Ontario

Saturday May 24th – Sunday May 25th, 2003

Morning Sessions

Saturday May 24th

1. Opening comments by Dahlia Nicholson, current JETAA Toronto Executive Chair.

The goal for the conference is to work towards producing and acting on ideas to better JETAA at the national and international level.

2. Greetings from Mr. Hida – Representative from CLAIR New York

Key Notes from Speech:

This weekend is a great opportunity to meet Canadian JETAA and CLAIR representatives.

Over 35,000 people have participated in the JET Programme during past the 17 years. We must strive to promote internationalization at the grassroots level.

Mr. Hida recently returned from CLAIR, Tokyo, whereby he addressed **2 issues of concern**—

Firstly, there is a need to shift emphasis from increasing the size of JET Programme, to the quality of the existing program; it is time to enforce objectives to improve quality, hence making the program more effective. **Secondly**, there is a need to make the program more flexible and easier for host institutions.

This will be done by information gathering and creating standardized guidelines with job descriptions based on type(s) of work, contract issues, etc. In doing this, only quality is affected, and not the size.

There is a need to work with the Ministry of Foreign Affairs and the Alumni Associations to address needs of all parties involved.

This conference will serve to strengthen bonds amongst past JET participants in Canada, ideally creating a more effective JETAA.

Official words of thanks from CLAIR to JETAA for their invaluable contributions. CLAIR strives to develop, foster and maintain friendship ties between Japan and Canada. Last official words of thanks to JETAA Toronto, and the Consulate members.

3. Greetings from Mr. H. Munakata – Vice Consul, Consulate of Japan in Toronto

Key Notes from Speech:

The degree to which past JET participants commit themselves to Japan once they have returned to their home countries is important to Japan and JETAA.

Recent changes to the JET Programme:

- ❑ Actions of JET alumni chapters increasingly recognized and sponsored.
- ❑ Past JET participants are allowed to reapply after 10 years.
- ❑ New applicants can now apply even after having lived in Japan for 3 years (previously it was 8 years).
- ❑ JET candidates are able to reapply after a 1-year wait, if they initially declined first offer.
- ❑ There are new positions such as the expansion of teaching English in elementary schools.
- ❑ JET applicant recruitment: CD ROMS available, information booklets, and formal information sessions across Canada at universities and select job fairs, where JETAA members make initial contact.

The number of JET alumni increasing, therefore increasing exposure to Japan, and Japanese culture. Of the 6000 people on the JET Programme, typically 1/5 are Canadians. Contributions of current and past members continue to expand relations locally and internationally.

4. Keynote Presentation: Judith Pike—Producer with City TV, Toronto

Judith Pike and 2 colleagues, created an award winning documentary film on Japan. Ms. Pike and her working team went to Japan for 3 weeks, with help provided by the Japanese Consulate in Toronto. The Consulate assisted in setting up an exchange, and provided invaluable contacts that made this production possible. Ms. Pike showed the video and held a question and answer session following the viewing.

From the VIDEO:

Okinawa: best aging population in the world. They have the highest life expectancy in the world due to their typical daily combination of diet and manual labour. **Tokyo:** development of robots and technology. There are robots being developed to function like humans. Honda's goal is to build a robot that will help humans. **Kobe:** architecture development. Architects strive to transform new structures by recycling materials, for example the paper church.

5. Chapter Reports

Ottawa—report was not available at time of printing. They will submit formal copy later.

Ottawa sells fisherman hats for \$15 to pre-departing JETs. There is no formal advertising done for this fundraising event. There is little planning involved, other than purchasing. They were not aware of purchasing costs. Suggestion: In future they would like to sell ball caps too.

Ottawa Annual Tulip Festival. JETAA has a site at the Friendship Village and Japan tent. It's a 2 day event. This year they held 2 attractions to draw in people. First, the katakana writing (which was very popular) and second, the Haiku poetry session. 12 JETAA volunteers were involved. It was well organized and set up by JETAA. The Japanese Embassy donated ink and felt for katakana writing. They started 2 months before event, looking for volunteers. Spent \$43.98 and \$93.03. This was an excellent opportunity to promote awareness of JET Programme. In the future, they will focus more on katakana writing. The amount of space provided at the tent was very limiting.

(Cont'd) Chapter Reports

Montreal—report was not available at time of printing. They will submit formal copy later.

There are membership issues, as Montreal has a very small membership list at present. They are planning on implementing plans of action to make initial contact to potential JETAA member. One idea is by making telephone calls, personally inviting target candidates out to planned social events (Japanese movie night, karaoke, enkai, etc).

In the past, Botanical Hanami Party (mother's day weekend) has been held. During this event, JETAA meets Japanese population. New members are willing to come out. Montreal JETAA is in a state of transition, and looking forward to building a stronger program.

Manitoba/Saskatchewan (Winnipeg) —Refer to conference handbook.

There is a new executive, with 80% of the new members being their first time participating. Man. /Sask. JETAA chapter strives to incorporate local community members at all functions. They promote Japanese Canadian events to the community as a whole. There is a strong connection with the university and international students association.

Northern Alberta (Edmonton) —Refer to conference handbook.

This is a very active JETAA chapter, with many social events that foster and promote public relations. Many events are not fundraising events.
New Fundraiser: **Luggage Tags!** Cost: \$2

Southern Alberta (Calgary) —report was not available at time of printing. They will submit formal copy later.

At present, there is a problem with recruitment. They are looking for suggestions on how to recruit and build a strong core of more recently returned JET participants.

A sake tasting seminar was held. Promotional events are held at cost, with the goal being to promote and foster relations. This chapter is focusing on the aging population by holding different events for different age groups. This year they started language lessons, which were sponsored by the Consulate. Despite being sponsored, they still charged (\$45pp). They gave the host centre an honorarium with this money. They are anticipating and looking at doing Japanese cooking classes in the fall. (\$10 pp) They have held events targeting parents of JET participants. A two and a half hour seminar was held for PARENTS of pre-departing JETs only. JETAA parents were guest speakers. It was very informative, and offered ideas for "coping" siblings, and parents. Coffee and donuts were provided at no charge. At the pre-departure seminar, a \$10 charge for lunch was collected, and the Consulate absorbed all other costs.

British Columbia—Refer to conference handbook.

There is a very strong and active JETAA chapter with over 500 current members. Events are mostly held in Vancouver. There is a rep on Vancouver Island who organizes events there. There is no fundraising event at present. Due to a large membership, they are well funded and they often have a
Chapter Reports - B.C. (cont'd)

Minimal charge at every event, and do not provide promotional items. JETAABC does subsidize events with CLAIR funds, but are generally strict with allotting money for events. They are big on NETWORKING and utilizing connections within the JETAA community.

Toronto—Refer to conference handbook.

6. Fundraising Workshop by Debbie Parent

When fundraising, we must:

- ❑ Set group goals: what we want to achieve in terms of fundraising and public promotions
- ❑ Find what motivates people to come out and get involved.
- ❑ Outline a time structure involved for financial incentives.
- ❑ Maximize with minimal/limited input (time and finance).

Context for fundraising:

There are significant changes over time that we need to be aware of.

It's all about relationships; what the connections are. How we pull people in, via connections (personal mainly, also at work).

Grassroots organizations face big challenges, as they compete with corporate foundations. There is now national and local “competition” for a smaller pool of available money. We need to improve our presentations, understand our audience, and focus on where we can access resources.

6 Steps for fundraising assessment—consideration for any fundraising events/drives:

1. SET THE GOALS:

How much money do we want to make?

What promotions will result from this event? (For JETAA, ideally chapter exposure and recruiting).

Use time effectively.

2. WHO IS THE AUDIENCE?

Is it the membership, or to the community at large? How much can we charge?

What is appropriate, and what are the campaign strategies (e-mail, state reasons for fundraising vs. going to community at large via big events)?

USE connections. Target family and community as a whole, not just individuals. This will increase recruitment, and increase networking opportunities.

3. WHAT TYPE OF ACTIVITY WORKS IN THE COMMUNITY?

Target and get to know the community and what tastes/interests are. Look at what has been done successfully in the past

Fundraising Workshop – Six Steps (cont'd)

4. WHAT IS THE PERCEPTION OF JETAA at large?

Connect audience and goals. What do people already know, and what do they think of the organization? Highly linked to motivation. If we are highly respected/of good faith, people more likely to give.

5. MOTIVATION.

What do people get for giving? Are we able to issue tax receipts? At very least, able to give people something in return—satisfaction of contributing. How are we providing this? Financial, time, connections/networking/resource. Cannot only focus on money—look to develop a base for networking and connections. This will ideally create a long term involvement for support. Focus on why our organization is important, and give opportunity for people to feel involved and share the sense of ownership. Create a relationship linked to the “energy”.

6. WHAT ARE THE INTERNAL RESOURCES?

What skill base is available? Consider the time constraints of members, and resources available to the chapters. Money will be essential—we must spend some money to make money. Make it easy for people to help (ex. Computer to work on, list of existing connections). **Show each community that we present/target/speak to: How our work benefits community, and how they can help us.** They can make a difference; make the community a better place. **Who we are, what we do, and why we are passionate about what we do.** Carve out the connections and links that we are fostering.

Tips for success:

1. ORGANIZATION: Give ourselves lots of time. Time, who, what, when. Keep a consistent data base. Time: nature and scope of event and chapter resources. Membership drive—quick and easy to set up versus hosting a golf tournament. Look at cultural links, audience, and time frame.
2. CRITICAL PATH: Work backwards from the scheduled date. Set specific goals required for each week. We must determine the nature of the activity. The more concrete the objectives are, the easier it is to evaluate. Look at the big picture. For example, mailing lists for request for sponsorship. Need to create a target letter, which will establish a relationship—who we are, and why people should give. Look at what needs to be done and why. WHO is going to be doing itemized jobs? **Must provide concrete delegation to committed members, with outline of specific due dates.**
3. DONATIONS: Ask people for **goods and services**. These are more easily accessed than cash. This also makes more ways possible for people to give and be involved. If people/company cannot give goods or services, ask if they can help with advertising. This will give their company exposure in a number of ways—e-mail, logos, etc.
4. APPRECIATION: Make point of thanking people for their contributions (regardless if they give or not—just listening to ideas and possibility of donating). Need to establish and maintain PATRONAGE—loyal sponsors that can count on support and lasting link with our organization. How are we going to acknowledge them, and FOLLOW UP. Letter of thanks, certificate, JETAA

Fundraising Workshop – Tips for Success (cont'd)

pin, some tangible item we can give to committed sponsors to put in their organization (maintain public relations).

5. **ACKNOWLEDGEMENT**—Let sponsors know how successful campaign was, how the money will be spent or where it was spent...People do question disposal of revenue.
6. **EVALUATION**—After each activity, have a follow-up session/meeting to get together with volunteer, staff, participants, etc. What worked? What was good/how to make it better? (Have a financial goal and a team goal, so evaluation will be easier to follow-up. Able to ensure that event can be repeated.) Pulls in new communities and fosters new growth in other areas.
7. **HAVE FUN!!!!** Energy creates more energy and goes a LONG WAY! **People are drawn to events they enjoy, and can have some personal satisfaction.**

Question & Answer session:

1. Assessment tools—asked about memberships. Set “realistic goals”. Ex \$1000. **First:** brainstorm what money will be used for (recruit new members). **Target:** they can look forward to end of year party (guarantee return services—appreciation night, better facilities, and better promotion of events to have greater turnout etc.) **WHO:** current members, and ideally recruit new members. Tie in personal experience of how JETAA has benefited me, and why it continues to inspire and keep us going. When recruiting larger audience, bring in people’s personal experience (written, oral). **Promote:** via monthly newsletters, look to incorporate local businesses via contributing discounts. Sell a discount card, that is exclusive to JETAA and they can use the card if desired. Need the level of participation in order to have CLAIR funding. Create a tiered system—\$5 JETAA membership and discount card. \$10 for non-JETAA, and get discount card. This is direct motivation (extrinsic reward via discount card).
2. **PERCEPTION OF JETAA**—how can we find what they feel and know about JETAA organization? At present Ottawa feels disorganized and not affective. Negative connotation attached here. Need to revamp “under new management”, via newsletter, web site—showing people are putting more into it. Evaluate if more time is needed before putting out membership idea.
3. **CRITICAL PATH:** to reach \$1000/PROMOTIONAL AD.

TIMELINE: come out with card in fall (October 1st, which means 4 months to do), after welcome back event, time to contact businesses.

WORK BACKWARDS. BY (~ ~ date) HAVE THE FOLLOWING ACCOMPLISHED:

September—100% businesses secured.

August—75% of businesses secured.

July—50% confirmation of business participation

Fundraising Workshop – Timeline (cont’d)

June—25% confirmation of business that want to participate. Look at events already booked. Begin to brainstorm lists of potential donators. Initial contacts via canvassing and get business cards. Make first initiation (face to face). Give time for them to make decision to participate. Make initial contact, and follow up time later (to give time.)

The Goal is to have 10 companies on board for discount card. How can we get data to approach local businesses (restaurants, book stores and grocery stores, language schools)?

SCREEN VOLUNTEERS to ensure right person for the right job. Have organized framework to ensure accurate contact details of who has been contacted, when and how many times, etc.

NEED TO ADDRESS: Layout, printing, canvassing (for card). How much of it can be donated.

NEED A BUDGET: need to know available funds, to put money in, to get money out.

Saturday May 24th
Afternoon Conference Session

1. Report from CLAIR New York - Mr. Matthew Gillam

Refer to booklet-handout provided at conference

Main points:

Absolute deadlines for Form 1 is OCTOBER 1st.

Specifically referred to all mentioned DEADLINE DATES for submission of specific forms.

Addressed the “1 sheet per receipt” issue, but suggesting a formal letter of feedback be sent to CLAIR administration.

Type or print very clearly when submitting any application forms.

Must inform departing JETs about the new driving license protocol. (Additional reminder should be provided to keep Canadian car insurance to maintain status.) Must have their FINAL license for 3 months.

G2 won't be sufficient.

2. Presentation —JETAA and the Community

Francie Romano and Crystal Whitney (former JETAA Toronto Executive Chairs)

Main Points:

Overview of Japanese communities in Canada. A brief historical summary of Japanese immigration patterns and establishments in Canada was presented.

Brainstorm session: Why is it important for JETAA to be involved with the community?

- Canada participates in International Expos. (NAJC)
- JETAA is a stepping stone/link to other resources and Japanese community groups.
- Want to give back to the community
- Need a community support place. Opportunity to relate and integrate with Japanese people.
- Relate personal experiences and get “fix” of missed culture.
- Able to relate first-hand to shared experiences

1. JETAA International Report

Election of the Canadian Representative (see 2nd last page on schedule)

Notes:

CN1—Had not seen this information prior to today.

CN2—Provided Gary with input regarding ties issue

CN3—No input provided

CN4—Had not seen this information prior to today.

CN5—Had not seen this information prior to today.

CN6—Would like more flexibility; make it more flexible to accommodate other situations (Perhaps, IN THE EVENT THAT THE CANADA CONFERENCE DOES NOT TAKE PLACE). We are assuming the conference is always in May. We know the intent of the amendment, but need to change the wording to accommodate in the event flexibility is required.

CN7—Had not seen this information prior to today.

Discussion on Issues:

1. When should the election take place?

- annually at the Canadian National Conference
- a designated date in May in the event the national conference cannot be held

Perhaps the amendment was written with the intention that the representative will have already attended the JETAA Canadian Conference before attending the International Conference.

There needs to be a letter of intent prior to the election, so that each chapter has time for discussion, and for delegates to be well informed prior to the Canadian National Conference.

The candidate who runs for the position of JETAA Country Representative is **assumed** to have their local JETAA chapter's support.

NOTE: Voting date was discussed. All delegates present agreed to make the voting date May 31.

2. Should the candidate attend the Canadian National Conference?

During the election process, it should not be made an absolute requirement to attend the conference; rather a suggestion should be heavily implied that the candidate attends as one of the delegates of his/her chapter. (It would be unlikely the candidate would be elected if he/she does not attend the conference.)

***It was agreed that attendance at the national conference should be mandatory for the country rep.**

3. Who should collect the platforms?

It was agreed that the current country rep. should collect the platforms from new candidates, unless the rep. is intending on running for another year. In that event, the secretary of the hosting chapter will collect the platforms.

4. Deadline for platform submission.

- One month before the Canadian National Conference
- One month before the May 31st voting date, whichever is earlier.

JETAAI Report – Discussion on Issues (cont'd)

5. Duties of the Canadian Country Representative

There is a need to establish a description of duties and responsibilities for the position of JETAA Country Representative. The following should be included in the description: How much time is involved, what the actual duties are, how these duties can be delegated, and who is responsible and accountable for ensuring the duties are completed. Last year, there was an assumption that each country rep. would initiate an election, which didn't happen. We need to provide more structure to this process. The responsibilities of the country rep must be clearly defined, ideally with a timeline that will outline by when duties must be initiated and completed, especially for the election process.

Nothing was finalized, as some chapters have not been able to get feedback from their executive. As it stands now, the mandate of the current Canadian Country Rep., Gary Gervais, is until November 2003. If no decisions are made by then, we would be unable to vote for another rep until the next conference. There is an urgent need to finalize voting practices to accommodate the lack of by-laws.

A proposal will be submitted to Gary Gervais. Chapters shall discuss the issues and return an approval to Gary PRIOR TO NOVEMBER. **Have Gary send this back out to the chapters for further discussion. Gary should include a timeline for the process.

Preferential balloting was a suggestion made to assist chapters in voting at the chapter level.

Motion (by Brenda McDonald, NAJETAA): That our current country rep should continue until next May 2004. We need feedback from Gary to see if he would like to continue until May 2004. We already have a process to elect him and we can use that process until we have a new process established. If Gary declines, then we can have an interim country rep.

Should there **not** be a conference, the platforms can then be submitted to each chapter's president, and then each chapter will have their own discussion, concluded by final voting.

JETAAI Amendments (see schedule for further information)

Vote required by June 30, 2003. Review with chapter and e-mail vote to snaiet@yahoo.com.au, the secretary of JETAAI

2. JET Programme National Report Update

By Christa Crawford, Canadian JET Programme Coordinator, Embassy of Japan, Ottawa.

Key Notes:

Official thanks to JETAA Toronto for including the national JET desk at this conference. Ideally would like to see that it will become a regular practice.

Official thanks expressed to the volunteering that JETAA does and to let members know what's going on in the chapter.

Ms. Crawford works with the national recruitment and made a request—to have all chapters spell correctly “programme”. All chapters should update all information with correct spelling.

JET Programme National Report (cont'd)

Substantial information about CLAIR posters, promotional items etc. was made. As the budget decreases, we must look toward becoming more dependant on more basic promotional tools (for example slick materials (cd rom) or word of mouth). Contact consulate regarding obtaining material.

Encourage people to download the application from the new website:

Embassy of Japan, Ottawa www.ca.emb-japan.go.jp

New MOFA site: www.infojapan.org

JET desk in Ottawa: infocul@embjapan.ca

This is the 75th Anniversary for Japan/Canada relations—there are many events to work with throughout the country this year.

JET Programme Participant Selection Process

At the paper selection stage, all applicants compete against each other. A grading guideline does exist. JETAA, with the Embassy, work to pre-screen the applicants, which is about a 3-month process. After the interviews, each Consulate and the Embassy then send a recommendation list to Tokyo, whereby they make the decision.

We are now looking at maturity rather than expanding the programme. This is to be done by screening out the non-committed applicants- those who don't follow the guidelines for the application. There are no quotas in Canada. If you have any questions about the process, contact the Embassy. Christa will send out a one-page memo with new information that can be used for PR for each of the chapters.

Funding

MOFA has funding for JETAA. There are four areas of funding from MOFA. Should MOFA fund an event, there are strict guidelines that must be followed (for example, no participant fee can be charged).

3. Membership Recruitment & Survey

Albert Ngai, Sean Figueroa, & Mary Jane McKitterick, JETAA Toronto

Toronto developed a membership survey that they had each chapter delegate present complete. (see attachment)

The Survey's goal is to get feedback from members as to what they want from JETAA as an association and how we can position ourselves to meet their needs.

The challenge/struggle with this is: What are really supposed to be doing?

There have been numerous activities but poor attendance.

Membership is conducted on the website, which was the basis for the survey.

There are technical difficulties, which restrict how the survey is put online.

Idea suggested to give prizes (form of extrinsic reward) for completion of the survey...a draw.

The focus of this discussion is to share and focus on activates that people are interested in.

Discussion:

Contact **Bruce Clarke** re: data collection

Looked at the survey as a group and provided feedback

Can link it to Access. Ottawa's webmaster very good at that—Andre, JETAA Ottawa

Could be used as a model across the country.

Membership Recruitment – Discussion (cont'd)

How will you promote. Through the membership list with an incentive. Include how long it will take you do it, be accurate.

When you ask questions that involve text, how are you going to compile text? Access allows you to compile text.

Better to Y/N on Access

Advertise it in your newsletter

Do this when your new alumni are returning.

What is your time line? Ideally September

Suggestion to not call it a survey—rather Questionnaire/Brainstorming. “Play the Membership Game”

Member share—is there is a procedure for this? If an individual doesn't complete survey, there is no really process. Chapters can refer people to other chapters.

Suggested additional survey questions/comments:

Would you be interested in joining the Executive?

Would be interested in re-applying to the JET Programme after 10 years?

Do you know other alumni that are not involved in JETAA?

Would you like to send an application to a friend?

What is your level of Japanese?

Question 18—need a better scale that must be more specific. Try to put up posters.

Have a disclaimer- not going to use the information for other purposes

We may want to take out some contact information since more people are online.

Question 16- 2 positive but you may want to include a comment section

Question 15 edit—missing a word.

Make it standardized once it is tweaked.

Include a question regarding employment – Are you interested in a Japan related job?

What is your career?

4. Services to Returning JET Participants

Carol Bewry & Albert Ngai, JETAA Toronto

Key Questions proposed:

What are JETAA'S responsibilities to returning JET's?

What are the objectives as a JET Alumni Association:

Define what success is with regard to your services intended/provided.

-Is it simply having lots of people come out to the event?

Clarify what your goals are with regard to an “active” membership

-How many receive the newsletter?

-How many are on the e-mail list?

-What is the alumni participation level at the Pre-departure Orientation?

Outline what you hope to accomplish.

Need to look at what members want.

-Job resources

-Dealing with Reverse Culture Shock

-Keeping the “Japan feeling”

Services to Returning JET's (cont'd)

What is JETAA's mission statement?

To promote the JET Programme with the Consulate

Support returning JETS

Networking

- Alumni - the Japanese community

Socials

-Pub nights haven't worked well

-It's important to offer exclusive opportunities that can't be done with your other (non-Japan experienced) friends. For example, Japan-related events. An idea is being looked at, by one chapter, is a book club for Japanese authors and Japanese related themes.

Informing

-Keeping members informed through an updated website, a regular newsletter and an e-mail list.

The issue of apathy in attendance was discussed. Focus on events that alumni would be interested in.

**How is success measured?*

- even small numbers still promote the JET Programme and JETAA
- word of mouth

MOFA and CLAIR: numbers of people attending events is not important as these events give exposure and the goal of internationalization is met. Measure of success is in the fact that the people who attend events are the ones who are interested in maintaining contacts and are able to promote JET in a positive manner.

ACTIVITIES

What chapters do before JET's return.

Ottawa: At the Pre-Departure Orientation, a survey is done asking individuals if they would like to receive the newsletter while in Japan.

Toronto: For the last 2 years, there has been a database for the e-mail addresses of departing JETS. They are contacted and introduced them to the website. Don has indicated that there seems to be a keen interest based on the responses he has received.

Luggage Tags

A luggage tag has been produced this year by NAJETAA. An idea was proposed to give the tags away. Each tag has the website address www.jetaaorg.ca written on it. That serves as a constant reminder of the presence of JETAA as an organization. All chapters would have to agree on the price that will be quoted to all JET's, so that the price is standardized across the country. Price will be set at \$2.50 except in Montreal where it will be 2 for \$5.00. Contact Brenda McDonald for orders.

Alberta: will give luggage tags to the departing JET's and sell those who cannot attend.

Hats

Ottawa is selling hats to their departing JET's. When they order another batch, they will open it up to other chapters.

Canada-wide Newsletter

A Canada-wide newsletter was sent out to returning JET's prior to them returning to Canada. This is a worthwhile project. How can we get this newsletter sent out to returning JETs?

—Will be compiled by Ottawa this year

JOBS FOR FOLLOW-UP & COMPLETION:

MAY

Type up a one-page summary about your chapter using WORD.

- Who is JETAA?
- Who are the contacts in your region?
- What does JETAA do in your chapter?
- What are the activities?
- Why they should get involved?
- Calendar of events (tentative) for the year.

The 1-pager should be submitted by May 30th, 2003. The Chapter responsible for sending it to Japan will be responsible for stuffing envelopes and mailing them.

Please send one-page summaries to: Jennifer Holt, JETAA Ottawa <jennhol@hotmail.com>

Clarify

- *Confirm number of returning JET'S with CLAIR
- *That the Canadian Embassy in Tokyo is willing to absorb the mailing costs to returning JET's.
- *That the Canadian Embassy is willing to pay for copies.

JUNE

Mail newsletters to Japan overnight. Once in Japan, it should be mailed out within a week.

Aim for returning JET's to receive it in hand by July 1st.

We need to create/document organizational procedures that specifically outline/summarize what we will do as an organization for returning JET's. This way, on a yearly basis, there would be a clear and consistent idea as to what needs to be done.

National Action Plan

- Canada-wide Newsletter
- Clarify Country Representative responsibilities
- Country Rep. Election
- Representation on JETAAI
- National Conference
- JETAA Ottawa has offered to host the 2004 Canadian National Conference.

5. Wrap-up and Closing by Dahlia Nicholson.

Evaluation forms filled out and collected. Official words of thanks to all conference participants.

TORONTO CONFERENCE 2003 EVALUATION

	Excellent	Very Good	Good	Fair	Poor
The Material covered was pertinent to my chapter	8	6	2		
	50%	38%	13%		
The material was presented in an interesting manner	7	6	3		
	44%	38%	19%		
The facilitators were effective communicators	7	6	3		
	44%	38%	19%		
The facilities were suitable	10	5	1		
	63%	31%	6%		
The schedule was suitable	8	4	4		
	50%	25%	25%		
There was a good balance between presentation and group activities.	7	6	2	1	
	44%	38%	13%	6%	
I feel that the workshops will assist me in working in my chapter	10	6			
	63%	38%			

Participants answering survey

16

Comments Positive

Fundraising workshop
Sharing of ideas

Comments Negative

Japanese community session
Eating lunch in a different room

List of Participants

Please note that this is not a comprehensive list of the participants. This list is only of participant who left their contact information

Name	Organization/Chapter	Email Contact
Alex LOI	Montreal JETAA	Alex_in_japan_2000@yahoo.com
Avery Czarnecki	Winnipeg JETAA	Avery_czarnecki@umanitoba.ca
Brenda McDonald	Northern Alberta	president@jetaa.najetaa.ca
Christa Crawford	SR. JET Programme Coordinator Canada	infocul@embjapan.ca
Dahlia Nicholson	Toronto JETAA	dialso@hotmail.com
Damien Vilaysane	JETAA BC Vancouver	coralmadness@yahoo.ca
Darcy Perkins	Toronto JETAA	darcyperkins@yahoo.com
Debbie Graham	Calgary JETAA	degraham@cbe.ab.ca or debinijapan@hotmail.com
Greame Erskine	JETAA South Alberta Calgary	Graeme.al@shaw.ca
Greg McCollum	Northern Alberta JETAA	treasurer@jetaa.najetaa.ca
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Matthew Gilliam	CLAIR New York	gillam@jlgc.org
Stephanie Gold	JETAA- BC Vancouver	stephgold@yahoo.com
Tom Kawasaki	Montreal JETAA	T_Kawasaki@hotmail.com

APPENDIX

Membership Survey Presented by JETAA Toronto

1. Draft Questions for JET Survey

1. I was in the JET Program from ____ to ____
2. I live in the GTA? Outside the GTA?
3. I live in the _____ region.
4. I wish there were JET alumni activities and networking in my area.
 - Yes
 - No.
5. I have participated in a JETAA activity this year. Yes No
 - It was fun/useful.
 - It was “yawn”.
6. I found out about it through the following means:
 - Online
 - From a friend
 - Through the consulate
7. I plan to participate in a JETAA activity in the next year.
 - Absolutely
 - Not Sure
 - Not even if the alternative was joining the Iraqi army
8. Activities I'd be interested in.
 - Japanese classes
 - Social functions
 - JET Recruitment & Interviews
 - National Conference
 - Pre-departure Orientation
 - General booze up
 - Career Day
 - Networking activities
 - Other
9. I don't live in the GTA but would like to organize some JETAA activities in my area
 - Sure
 - Not for me
10. I don't live in the GTA but would travel to the GTA for a major event like:
 - A career fair
 - Pre-departure orientation
 - Other social event
 - No way
11. I have an interest in Japanese related activities.

- Hai
- I've never heard them play

12. I have been kept informed of JETAA activities.

- Yes
- I don't have a clue.

13. I like receiving the Alumni newsletter

- On paper
- Online
- I have never received it

14. I would like to contribute an article to the newsletter.

- I sure would
- Not at this time

15. I have visited the web site once once/month once/few months once/year never

- I like it
- Its not user friendly

16. I would like to help the consulate recruit candidates for the JET Program.

- I would love to
- T.V. is too important to me.

17. I think JETAA activities should be open to anyone with an interest in Japan

- Here here
- Sometimes
- Keep those freeloaders out.

18. The JET Program has been of specific benefit to me professionally

- So desu
- Choto
- Brother can you spare a dime

19. Since leaving the JET Program I went to/ am in school to pursue a second degree

- Affirmative
- Negatory

20. I found this survey

- As simple and painless as a cold beer in August
- More difficult than programming my VCR