



JETAA INTERNATIONAL MEETING 2007 - TORONTO

FRIDAY 14 SEPTEMBER, 2007
Day 1

Attendees:

	Ali Bond: JET AA International Chair		Webmaster: Paul Donovan
	Michael Adams: JETAA International Vice Chair		Developer: Scott Norman
	Cindy Pitkin: JET AA International Secretary		CLAIR Tokyo: Sharon Bignell
	Liz Aveling: JETAA International PR Coordinator/Treasurer		CLAIR Tokyo: Takahiko Horimura
	US East: Shannan Spisak		
	US West: Shannon Quinn		CLAIR New York: Matthew Gillan
	Australia: Michelle Fox		
	Brazil: Christina Sagara		
	Canada: Joseph Luk		France: Florent Gorges
	Germany: Frank Bender		Ireland: Charis Hughes
	Jamaica: Kay Dunkley		Japan: John Ghanotakis
	New Zealand: Vicky Southgate		Russia: Vitalia Spirina
	England: Stuart Butchers		Scotland: Anne Grieve
	Northern Ireland: Suzanne McMillan	Apologise: Korea 	South Africa 



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Desired outcomes from the International Meeting

- CMS
- Updates from CLAIR
- Time framework
- Communications standardisation – clarity of expectations
- Review of JET Programme and its PR

Executive Progress Report – Ali Bond (JETAA-I Executive Chair)

- Short year for Executive
- Stable Executive so achieved a lot
- Sydney – first time for such a small group of people (without Chapter Reps) but was very effective:
 - Sharing of resources
 - Created a new Mission & Vision Statement
- CMS team could not make it to Sydney last year so this IM is important

Key Priorities

- **How to take JETAA-I forward in terms of self-financing (pressure on MoFA and CLAIR to cut costs)**
- **Working with new chapters**
 - We have a new chapter in Wales
 - Interest from India, Singapore, Thailand and Vietnam
- **Web site and CMS** has consumed time and been important – Scott and Paul to elaborate
- **20th Anniversary** and what JETAA-I could do – discussed the idea of an international essay competition but no key individuals came forward to organise it – will discuss more at this IM
- Decided to nominate a **charity** to support – we have been insular till now and we have a wealth of experience that could be harnessed and used for the good of the global community
- We realise that **Country Reps** have an increasingly important role because Chapter Reps do not attend meetings anymore
 - We have put together a comprehensive set of guidelines – we will discuss these further
- We received e-mails earlier this year from an individual calling themselves the **Honest Alumnus** – sent anonymously so we cannot take action; we will spend a brief amount of time to work out how we might respond in the future
- **Bylaws** will need some changes
- Executive does have an **Action Plan** and we share this with CRs – this is a key for guidelines

This is my last year on the JETAA-I Executive. I have made some great friends. Thank you for putting up with me.

Small Chapter Committee Update – Michael Adams (JETAA-I Executive Vice Chair)

- Been working on small chapters



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- Retrospectively perhaps gave out too much information; not really surprising that this was overwhelming as small chapters may have found it hard to get people to help. The tack to take from hereon in is to perhaps contact personally, preferably by telephone. Countries involved are Thailand, Vietnam, Singapore and India. A little slow going.
- Put new files on JETAA-I site – pool of website, templates
 - All there for new chapters to use
- Also worked on bylaws – large amount of work as you need to make sure it is all done correctly

CMS Committee Update – Paul Donovan

- Everyone knows the term CMS and knows what it is
- We will explain more this afternoon and show you a demonstration
- Communication can be improved greatly by CMS (flow more easily)
- Look forward to answering many questions this afternoon; also happy to answer questions throughout the weekend

PR Committee Update – Liz Aveling (JETAA-I Executive PR Coordinator)

- Briefly – we will concentrate on income-producing issue tomorrow
- **Brochure** is up and running – passed around
 - Big thanks to Jeff Huffmann who steered the project a few years back and has agreed to stay around to help
 - Will be available in A4 and letter size and downloadable from new web site under “Resources”
 - Sydney – originally had two templates, career and sponsor biased; decided to go for the sponsor biased option, because it encompasses what JETAA-I is about
 - Word document so chapters can edit it; there is a space on the back for your own details, but you can also tweak the wording
- Also been working on **templates** for *meishi*, compliments slips and letterhead
- Convinced a **bank to take our money**, but we do not have any yet so we cannot actually open an account. Offshore system, piggybacked off current UK bank Lloyds – would give us some interest on our savings, linked to money market interest
 - We will need to decide what currency and we would need a different bank account for each currency
 - Will charge us for transferring money to other accounts as needed. Looked at this in January/February and was told they would be going to online banking by the end of the year – once that is up and running, the costs will decrease

John Ghanotakis  - Where does this money come from?

Liz Aveling – We do not have it yet. We will be covering this more tomorrow – how we are going to get more money.

History of JETAA to go on jetalumni.org



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Greetings from Ministry of Foreign Affairs (MoFA) – Takahisa Tsugawa

MoFA's activities are mainly focussed on arrangements for new JETs, e.g. recruitment and also we are in charge of alumni activities abroad through the Embassies and Consulates.

At this stage, we are mostly finishing the arrangements for the new participants from all over the world. This year we are welcoming nearly 2100 new JETs.

Talking about the last year, everyone is talking about the 20th anniversary of the JET Programme. The three ministries in charge, together with CLAIR headquarters, organised a commemorative ceremony in November last year. It was a great success. We are counting more than 50,000 alumni from the 20 years. As I understand, nearly 21,000 alumni are now registered to the chapters and I believe this is the largest growing alumni association in the world. Among the alumni such remarkable persons as a first ambassador of the UK to Senegal (from Kagoshima). Also, we have second generation JETs, i.e. participants whose parents went on the JET Programme. This experience is precious to us and represents the 20 years of history.


We are facing a new dimension. In Japanese public opinion, there are several pessimistic views on the future of this programme. We have a decreasing number of new posts. This is because of the merging of Japanese municipalities and also the decreasing number of children in Japan. So some local governments are discontinuing the employment of JETs. Also, local governments are facing increasing financial difficulties. Lastly, some are choosing to employ ALTs who are not JETs as this is considered more economical and flexible. Also, some people say that the remuneration for JETs has not been changed in 20 years but there has been a devaluation of the yen. There has also been a boom of economies in areas such as the US and Europe so Japan is less appealing to young people.

However, we should not be pessimistic when considering the future of the JET Programme. It has invaluable merit and everyone in this room knows that better than anyone. Despite such tendencies, in some countries, this problem has become more competitive. Some ambassadors complain that their delegate numbers are too small (e.g. France wants to send more, why does Canada get to send so many?). We should have some new approaches when deciding how to implement.

We are now in the process of drawing up the budget for the next fiscal year. Most JET participants are graduates. We are thinking of taking on some excellent former participants and offering them the chance to study at Japanese universities and receive a Masters Degree.

Also, the cooperation with the private sector is very important, such as Job Fairs. There are some private companies that approach the Consulates-General of the US and the UK. We would like to employ such measures to improve the JET Programme.

Prime Minister Abe – met him in Washington DC – is very impressed with the JET Programme. He has promised to further the JET Programme. Unfortunately, he resigned a few days ago. However, no one in Japanese politics doubts the merit of the JET Programme so you can count on us to continue.

Shannan Spisak  – A question about the total number of alumni – is the number 50,000 based on the number of people who have been on the JET Programme?

Answer: Yes.

Shannan Spisak: How many do we have in the registry of JETAA members?



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Answer: 21,000

Shannon Quinn  – is the number of new JETs (2100) that joined this year less than other years?

Answer: 2500 last year, so 400 less

Shannon: A *Daily Yomiuri* article implied that quality of JETs has declined. Have you had to sacrifice quality at all to get the numbers you want?

Answer: We believe in the quality of JETs we are selecting and we are employing many people to help choose the JETs. There are always going to be negative campaigns.

Shannon Quinn: Alumni feel strongly that if the calibre of participants decreases, it diminishes the value of the JET Programme.

CLAIR – the 400 decrease in numbers has been caused by the drop in requested positions by local governments. We are very satisfied; we thought it might decrease by more.

MoFA – we are also asking for the cooperation of the Ministry of Education to make guidelines.

We are talking about introducing ALTs into elementary schools, but the problem of how to effectively teach English to such young children has not yet been resolved.

John Ghanotakis  – *Daily Yomiuri* often says the JET Programme has declined but when we asked them where they got the facts from, they had no concrete information that supports their argument.


Perhaps it is just people dissatisfied with the JET Programme.

There may be some extraordinary cases where JETs are not doing the right thing

Anne Grieve [CR Scotland] – I was in Saitama and they no longer have JETs.

Mike Adams [JETAA-I Executive Vice Chair] – on a positive note, Sydney's chapter was really happy with the quality of people that went this year.

Ali Bond [JETAA-I Executive Chair] – the fall in numbers is not necessarily a bad thing. Twenty years ago, this programme had never happened. There are now a number of programmes that are trying to emanate the JET Programme as it is so successful.

Vicky Southgate  – the last two years I have been involved in the JET Programme interviews in New Zealand and we have been really happy with the quality of applicants.

CLAIR – the JET Programme has been going for 20 years and the attractiveness of the programme has declined. We need to maintain the quality of the JET applicants and also maintain the numbers. Those two requirements depend on how we screen the applicants at the Embassies and Consulates-General. This process will become more screened so we can maintain quality. I think it is a matter of balance. In the process of reviewing this process, maybe we need to consider how we communicate to the Embassies and Consulates-General how to manage this process. If the attractiveness has been reduced, maybe we need to make it more appealing. We intend to double our efforts in this area. Under the various constraints, we wish to maintain the quality of applicants.

MoFA – from this year, we have changed a little bit about submitting the documents. You need to submit a criminal record from the appropriate authorities in your countries. This is one of the improvements we have made.



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CLAIR (Sakashita-san) –in addition to Mr Horimura, the alumni should pay more attention to local politicians. If they are in your country, contact them and give them your opinions. Please develop a good relationship with your mayor or governor. This will help to maintain the number of JET participants.

Greetings from CLAIR – Takahiko Horimura

Congratulations on behalf of CLAIR for putting together this meeting. I would like to extend my appreciation of all your efforts.

JETAA is in its 19th year. I would like to briefly outline how we appreciate the efforts of JETAA.

JETAA has become important to CLAIR in the following three areas

- 1) Promoting international exchange
- 2) Supporting the JET Programme
- 3) Strengthen relations with JET organisations

1) Promoting international exchange

In recent years, international policies at the local level in Japan have been focusing on people-to-people exchange (language exchanges and school visits). We hope that you as JETAA will do whatever you can to support local governments in their efforts at internationalization and promoting multiculturalism at the grassroots level. We at CLAIR also promote JETAA activities to local governments and intend to continue to support you.

2) Supporting the JET Programme

Assist Japanese Embassies and Consulates overseas in the selection of applicants. Your cooperation is becoming more and more vital, as you have experience on the programme. The JET Programme currently faces the problem that there are a considerable number of people who break their contract. You and your chapter are requested to help us explain the JET Programme to new participants. It is important that they fully understand the purpose of the JET Programme before they depart for Japan.

3) Strengthen relations with JET organisations

This year, there are a number of items on the agenda that are all related to the third point. We at CLAIR with MoFA provide funding for these conferences. In adding to this support, we intended to continue to cooperate with JETAA in a financial capacity by providing GIA to chapters. The JET Programme of which you were all a part is in its 21st year and there are now over 45,000 alumni spread across the world. We greatly appreciate all the activities you undertake. Despite our limited budget, we intend to support you in any way we can and help with the important work that you do.

Masamichi Sakashita [CLAIR]

Firstly I would like to talk about the numbers of participants of JET Programme.

The current situation of the JET Programme is as follows:

Participating countries	41
New participants	2100
	4700 ALTs (approximately)
	400 CIRs (approximately)
	10 SEAs



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2nd year JETs

1700 (approximately)

Those with good reviews were allowed to recontract for a 4th or 5th Year.

The number of participants has decreased due to the financial difficulties that local governments are facing 27 million yen decrease in funding during the past year (10%) and funding is under strict scrutiny.

Grand In Aid Changes – Sharon Bignell

Paperwork

- extended deadline of July 31 means they have less time to process, so please keep that in mind
- please use the latest versions of the forms
- form 7 for money up front
- membership lists with numbers next to name
- chapter budget

Common errors


- wrong exchange rate used (Rate to be used is given out with the application)
- membership list and numbers on form are different
- explanation of event is not included
- grant-in-aid change from last year not included
- fill in "0" for fields that indicate an event that was held last year, but not this year and vice versa.

An example of a good membership list included: Job description, first name, last name, address, tel, email, jet placement, # years on JET

The Chapter Budget should include:

- activity/expense title
 - explanation of activity/expense item (on the budget or in summary form)
 - total cost (yen)
 - cost CLAIR will pay (yen)
- Due on December 28th: Form 5 JETAA Chapter Activity Report and GIA Payment Application
- receipts (organized to the corresponding activities)
 - report of expenses (detailed)
- apply through the chapter where the country rep is based
- attach bylaws used to elect the country rep

Questions

Michelle Fox  – which exchange rate do we use?

Sharon Bignell [CLAIR] – it is sent out in April via the overseas offices.

Liz Aveling [JETAA-I Executive PR Coordinator] – What is the minimum amount of information about members that you need?

Sharon Bignell [CLARI] – Something so we know they are real people.

Liz Aveling – Does it violate privacy laws [giving out people's information]?

Sharon Bignell – We do not do anything with the information; it is only to verify that the chapter is real.



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Sharon Bignell – The budget also needs to be submitted separate from Form 1 – it should include all forms of income. Alternatively, chapters can provide a simpler budget but supply a summary of their events. We need Form 5 and the activity report in by 28 December each year, as we lose staff at the end of March. CRs apply for GIA through the Chapter in which they are based.

Shannon Quinn  – When will we see the money?

Sharon Bignell – If you did not ask for it to be prepaid, then once you have submitted the paperwork by 28 December, you will get it soon after this.

Mike Adams to send the PowerPoint presentation out via e-mail. – Done MJA

Cristina Sagara  – We have to send all receipts by 28 December, but what about events held between then and March?

Sharon Bignell – You can provide an estimate, or an invoice or purchase order would be good.

Shannon Spisak  – How do Chapters get around the problem of information not being passed on from year to year?

Matthew Gillam [CLAIR New York] – We have copies of the previous year's submission; if you need that information we can provide it. Contact your CLAIR Office first and they can provide it.

"JET Streams"

If you would like to grab a copy, please feel free. We no longer send copies to past JETs, but current JETs receive them before they leave. We will send an e-mail (at the end of September/beginning of October) with an e-mail link. Please send an e-mail to your chapter to ask people to update their details in order to receive the JET Streams newsletter. We are always looking for submissions, so that would be good. We also ask chapters to submit an activity report.

Michelle Fox  – Can we get a copy?

Sharon Bignell – Yes.

JET Survey

Results in "JET Streams" and also in "After JET".

1106 former JETs completed the survey (given to all former JETs)

Survey will happen again this year in September or October – probably the last year for a while. Please think about any questions you want included. Will send an e-mail shortly.

JET Alumni Around the World

Publication going to be produced for the second time (last time was in 2003) – publicity document about JETAA around the world.




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This will be sent to contracting orgs, prefectures, JETAA chapters, Japanese embassies and consulates, current JETs and alumni. It contains: chapter activities, profiles of alumni, examples of continued interaction between alumni and local govt organizations. Please ask for examples of these to include in the current production of this document

Interaction between local governments and JETAA is becoming increasingly important. If you know of any continued interaction between past JETs and their Host Institutions please let us know – we intend to produce it by next summer (northern hemisphere).


Thank you to everyone for their support over the past year.


Q&A

Frank Bender  – Have the results of the survey changed over the years?
Sharon Bignell – This was the first one.

Liz Aveling [JETAA-I Executive PR Coordinator] – About the drop-out rate of JETs – has anyone at CLAIR identified a pattern – job descriptions (one-shot ALT, high school ALT?) or part of Japan or age group or participating countries?

CLAIR – usually for personal reasons e.g. getting a job or marriage. Or they cannot adjust themselves to the Japanese society. We do not have statistics about job descriptions etc, only the reason why they resigned.

Shannon Quinn  – Has anyone had people who have withdrawn from JET and then tried to join JETAA?

Michelle Fox  – The Sydney JETAA webmaster withdrew and has joined JETAA.
Ali Bond [JETAA-I Executive Chair] – It would probably depend on why they withdrew.

COUNTRY REPORTS



CANADA – Joseph Luk [CR Canada]

Will focus on the things that are a little different, not those such as Pre-Departure Orientations, which everyone does.

- Career development / networking events with Canadian government (JETAA Ottawa)
- Dragon Boat teams
 - 2006 keynote speech at National Conference
 - Vancouver, Toronto and Winnipeg now have teams
- :(
 - On hiatus announcement from one chapter; ambiguity about chapter leadership
 - One chapter's failure to submit GIA application on time; need to repay GIA prepayment



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- Tendency to “forget” need to acknowledge e-mails
- Sensei.tional Japan - Shared resources for teaching about Japanese culture (JETAA Toronto)
- Online discussion
 - Forum + mailing list communications strategy (JETAABC)
 - Quarterly National Conference chats

JETAA Canada Wiki – lessons at 15 months

- Google JETAA Canada Wiki
- Anyone can edit it
- Sections
 - Latest news
 - JETAA-I
 - Canada National Conference
 - Chapter News and Links (chapters are invited to edit)
 - JETAA National Calendar
 - JETAA Canada and the Visit Japan Campaign
 - JETAA Canada Merchandise
 - Discussion Forum
 - E-mail Lists
 - JETAA Canada Documents



USA – Shannan Spisak [CR USA East]

- 18 chapters, 2 Country Representatives
- National Conference in Atlanta last month
- One thing done this year that was not done before was to publish a calendar for CRs – to keep people accountable
- Being recognised for the Alumni Association (recognised in JET Streams)
- With the help of Paul Donovan, we created a national web page for the US
- Considering doing a Wiki page, but not as tech savvy as Joe
- This was the first year that we had budget for regional meetings, tacked onto the National Conference, divided into East and West. Good opportunity to discuss issues on a smaller scale. Two representatives from each chapter (usually about 40-45 people for National Conference). The focus was on sub-chapters and sub-chapter development and then increase number of chapters in US. This raised the question of whether this would mean more CRs.
- Try to develop some chapters' ability to apply for GIA (Alaska)
- We were lucky enough to have Scott Norman to do a CMS presentation at the National Conference. Good to get the chapter level excited.



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- Vote for CR in person at meeting. We were reelected. No concerns about Shannon Quinn living in Japan; Shannon was doing her job and doing it well.
- Action items
 - development of subchapters
 - online voting for CRs
 - eastern regional meeting created a new committee for handbook to help new chapters
 - decided that regional meetings will continue
 - issue of use of CR budget and when it can be used – elected in summer but not in line with Japanese fiscal year
 - need to standardise local chapter elections and this affects conferences especially so people can have the chance to attend meetings
- We were fortunate this year to partner with Kintetsu again to have an essay contest. Kintetsu US cannot do an international contest alone but they are happy to coordinate with other travel agencies or Kintetsu in other countries to do an international essay contest. It would be for alumni only, with the guidelines left up to JETAA. Formed a committee who decided what they were looking for. This is the third year. Winners get an airfare and one week JR pass; they are expected to go back to their Host Institutions and reconnect.
- 76 essays, 15 winners will be chosen. Winners announced in October, the trip is the beginning of December. Kintetsu decided that number. They are very generous. Maybe we will conduct a photo contest next year. It would be great to move it to an international level.



AUSTRALASIA – Michelle Fox [CR Australia]

Cultural events

When we opened events to the wider community, it was good to be able to showcase Japan to the general public.

Newly returned JETs could have access to Japanese culture in their home country.

New JETs have a taste of Japan and also get a taste of the alumni association.

A common thread was putting a price tag on events. Not free, but JETAA-subsidised. With sponsorship, we could hire professionals to add credibility to the event and the organisation.

Cultural events tended to draw out members that do not attend other events.

JETAA initiatives

Victoria/Tasmania/South Australia – amalgamating a small chapter

Wellington – conducting a new logo competition

These gave the opportunity for a new lease of life for the organisation. Committees that were involved could have some pride in what they did.

Creation of logo – tips...great way to utilise the talent of the group (can be used in web design, business cards...)

Pre-Departure Orientations

Two different styles – both equally successful; good that chapters develop their own style.



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Social events

Canberra and Queensland – Trivia nights (Canberra's was at the Regional Conference) – great opportunity to include other Japanese organisations. Key is to have a good mix, local knowledge and Japanese, which encouraged teams to be mixed also. Good opportunity to have connection between the different groups. Have it in a private room – it can get noisy!!

Other news

All the president have changed giving a fresh outlook to the organisation
Christchurch to host Regional Conference next month.

Michelle Fox to produce a guide for Regional Conferences so chapters can bid even if they have not done one before.

Teaming up with other chapters, local Japanese organizations and experts in their field

- Canberra runs a stall at a festival and Mike Adams and other non Canberra alumni are going to help with that.
- Sydney is joining up with Rotary Alumni.
- Linking up with groups such as TaikOz (a *taiko* group).
- Participation of JETAA in Japan Weeks and similar festivals.



EUROPE – Frank Bender [CR Germany]

France

Scotland

England

North Ireland

Ireland

Germany

All

Participation in the IM

Returns' Meeting (in Germany, organised by German Embassy)

Pre-Departure Orientations

Cooperation with associations related to Japan

France

Shinnenkai

Get together picnic organised by CLAIR

Japan Expo (one of the largest events on Japanese culture) – about 80,000 attendants

Scotland

Ski weekend in Fort William



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Gyoza night
Sumo Suits night
Hanami
Japanese language lessons
Cultural events

Ireland
Karaoke
Japanese food party
Shamisen concert
Started first Ireland chapter web site

Northern Ireland
Japan Film Night
Theatre "The Mikado"
JET Information Day
Kendo lessons

England
Career Information Day
Q&A for new JETs
Event for 20th anniversary
Film nights and cultural events
Started a Wales chapter in September 2007

Germany
No events apart from assisting at the pre-departure and for returnees, but have alumni group so JETs can look at what alumni are doing now.



ASIA – John Ghanotakis [CR Japan]

Korea
Sophisticated chapter
Regional Conference last year in December in Seoul

- 1 representative from Russia
- 2 Japan
- several from Seoul (think Korea has about 300 members)

Discussions at RC

- database for JETAA
- how to expand the region to include new chapters such as Singapore, Vietnam, India and Thailand
- discussed idea of having a RC with Oz or NZ



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Russia

About 10 members in JETAA

6 in Khabarovsk

E-mail orientated

Focus on how to involve JETAA in their work (e.g. Victor Filatov (previous CR for Russia) talks about JET in his school rather than in the public)

Western Japan

Future events

Harvest festival

Two chapters – West Japan was defunct (officers had not passed on the baton), but now rejuvenated and beginning to involve more alumni in the area. Now has about 30 people who have started to support their events. Recent election where he and other people ran unopposed. Plan to have yearly elections.

Events run around piggybacking on other groups

Hope to rebuild members to about 200

Eastern Japan

Very successful Job Fair helped by Western Japan

Tried to help current JETs get jobs inside and outside of Japan on completion of their contracts.

30 people directly or indirectly benefited from this Job Fair

Sony, Pasona and Lloyds Bank hired the bulk.

Other issues – how to work with AJET more closely

Received request to speak to incoming JETs about careers in Japan

Told them to learn Japanese and develop a skill while on JET

AJET very happy with seminar. About 75 people turned up.

We have tried to work with AJET in the past and it has been difficult because they are volunteers like us and they do not always have the time or interest but this year they seem to be interested.

Goals

Work with other chapters and organisations – e.g. received an e-mail from a Human Rights advocate. Have been reluctant in past but we have decided to start promoting these sorts of issues to our members. This e-mail came from an alumni member in New York so we have decided to send it on.

Other issues

Start process to become an NGO [Non-Government Organisation] – quite hard to do in Japan.

Will have a formal organisation and this will make our relationship easier with CLAIR. We are in Japan so we can work more closely with CLAIR Tokyo than other chapters.

Ali Bond [JETAA-I Executive Chair] – please explain how becoming an NGO would impact relationship with JETAA-I, with other chapters...

John Ghanotakis – These are all issues we are looking at. If we receive GIA from CLAIR, how will this affect our status as an NGO etc.




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We have also considered amalgamating into one chapter, central point of communication, able to formalise things better. The Western Japan Representative came to the CLAIR reception for new JETs. We do not have formal meetings, but we take advantage of times when we are at them same events.

Mike Adams [JETAA-I Executive Vice Chair] – is an NGO [Non-Government Organisation] the same as an NPO [Non-Profit Organisation]?

John Ghanotakis – I think so. It is like a company in Japan. You can start up with not much money, but you need to have a certain amount of money in the bank, plus a formal structure, plus a prominent Japanese businessman's support, on the Board of Directors.

Shannan Spisak  – Can be either NPO or public. Public suits our situation better, but we have a problem with receiving GIA. We can still receive it, but we need to come up with a certain amount of money ourselves, either from dues or from fundraising.

John Ghanotakis  – Japan has very strict privacy laws. People who do not want to be on our list, passing information onto CLAIR – these are all issues that are affecting us. We have set up a secure website asking people to re-sign and decide whether their information can be passed onto CLAIR etc.

Ali Bond [JETAA-I Executive Chair]– This is a temporary issue that will disappear once CMS is up.



BRAZIL – Cristina Sagara [CR Brazil]

- First, I would like to how pleased I am to see Horimuri-san – former Japanese ambassador to Brazil.
- The Brazilian chapter participates in CIR and SEA programmes. We are still trying to go on having Portuguese-speaking ALTs in schools which have lots of Brazilian kids in Japanese schools. We are working with local authorities and CLAIR and MoFA.
- This year we sent the first female SEA.
- As Brazil is a big country, there is difficulty to gather everyone, so we keep in contact via e-mail. Recruitment made by Consulates and Embassies.
- We try to get involved in JET Programme PR and *kenjinkais* [organisations of people from the same prefecture in Japan] in Brazil. There are scholarships from each province. Former scholarship participants are potential JETs.
- JETAA has been volunteering in Brazilian Japanese society.
- We will be celebrating 100 years of Japanese residents in Brazil in 2008.
- Helping digitalise Japanese immigrants' data – lots to be written in *romaji* from Portuguese.
- One new thing we are helping – we are sometimes asked to talk about our experiences in Japan and what troubles we have, how can they help before Brazilians go to Japan?



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- We are involved in JET Programme PR – we do the JET Programme presentation in November, recruitment in December and January, interviews in February.
- Help at Japan Festival every year.
- This year we were helping to promote Japanese culture.
- This year we are celebrating the 20th anniversary of the JET Programme, first JETAA Brazil event – three-day *hinamatsuri* in Sao Paulo. Exhibition of *kimono*. Interaction of different generations. Very rewarding for us.
- Photo Exhibition: *Matsuri* in Japan
- Over three days about 3000 visitors to the pavilion.
- Try to make leaflets for Brazilian parents whose kids are in school.

MoFA – there are currently 2,000,000 foreign residents in Japan. 300,000 are from Brazil. Nearly 150,000 are foreign students (90% Chinese) so there is an ongoing need for Portuguese and Chinese interpreters.



JAMAICA – Kay Dunkley [CR Jamaica]

- We promote Japan, the JET Programme through the work that we do and through the Embassy.
- Have been focusing on the promotion of Japan because Jamaica and Japan are literally on the opposite sides of the world. We have got Japan on the syllabus of elementary schools. By the time they reach tertiary level, we are promoting Japan as well as the JET Programme.
- Held an essay competition last year
- This year we are having a photo competition.
- Doing TV interviews and radio interviews as JETs. Returnees are small in number so we try to stand out.
- Alumni have not been focusing on sending JETs, but on the returning JETs. Sometimes they come home and then they get a job somewhere and they are off. Job situation is not great, but if you know what is there, you can get a job.

The Content Management System – Update and Demonstration

Here We Go!!

Two years ago we were brainstorming ideas

Scott Norman

Great Lakes President

Technical background person – saw this as a chance to bring databases together and unify the information

My background is database design

Paul Reid

From Down Under



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AWOL at this time

Moved from a place nobody can find about 9 or 10 hours from Perth, to Perth and a new job (minus internet for months)

Paul Donovan

Member of JETAABC (Past President and other titles too)

Lives in Vancouver BC

Self-employed

Consummate Volunteer

CMS Content Management System

Short History

CMS started as an idea back in the mid-1990's when there was a thought for a centralized database

Initial reviews panned the idea because it was felt that security of the data was not up to par. Improvements in Internet security and server security have made it possible to deal with security and safety of the data.

In the IC in Vancouver in 2002 I laid out a plan for a new Web Site for JETAA. This was to be the first step towards a web site that would help unite the JETAA chapters around the world.

This was the birth of JETalumni.org.

But the idea of a centralised membership database never left the minds of people.

At the New York Conference and at the International Meeting in Portland in 2004 the idea came to develop a web-based membership database combined with the desires of the web site.

At the IM in Portland, CLAIR and MoFA and JETAA struck a deal with Paul Reid and Scott to sponsor the production of this CMS.

CMS stands for Content Management System. This means that we are creating a web site that has a wealth of tools to help build the JETAA community. And this includes the membership database.

CMS Release?

In March we released the CMS for BETA consumption.

Now what?

It's your turn to get busy.

Your chapters are going to be hassled and hassled and hassled by you.

You are going to tell your chapters the wonders and glories of the new JETAA membership database.

The new JETalumni.org web site also contains a new JETAA membership database.

Your JETAA home on the internet is now open for business.

Every single JETAA member around the world is going to be a contributor to the web site.

We are going to give you the tools.

You are going to pass them on to your chapters and they are going to pass them onto members.



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Promotion, Promotion, Promotion

- Chapter web sites
- Chapter newsletter
- Chapter events
- Chapter gossip lines
- Beer Parties
- Beach Parties
- Christmas Parties

We want more than 40,000 voices around the world to begin to talk about the merits of the new JETalumni.org.

What do we have?

- News
- Events calendar
- Forums
- Chat and discussion
- Job Board
- Classifieds
- Want Ads
- Personals
- *Tatami* Timeshare
- Advertising (coming soon)

Our Goal

- Open to the world by 1 January 2008
- By April to have at least 5000 JETAA members registered
- Will one of your chapters be the first to break 10% of their members registered?
- 10,000 members registered by September 2008
- To capture at least half of the departing JETs when they leave for the JET Programme in the northern hemisphere summer of 2008
- To let departing JETs know about jetalumni.org before they leave for Japan in July/August 2008
- They might even sign up to be alumni even before going to Japan

This is our web site

This is our portal to JETAA

This is our new home page on our computer at home and work

Over the next couple of weeks, we will have some online materials for you to download and use

- On-line Graphics
- Downloadable Files and Graphics



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- Downloadable Layouts for newsletters
- Banner Ads for your web site
- Banner Ads for your e-mail
- Marketing Materials to help your chapters get the message out
- FAQ's on many things
- Forums for discussion
- Design and marketing assistance
- E-mail push help

In the next couple of weeks all this material will be available on JETalumni.org for download, and more will be added as we develop more and more.

www.jetalumni.org/cms12

This is the BETA address. Final version will be without the need to type CMS12.

Register Now!

Even though this is a BETA version, it is real enough to give you a good idea what it will be like.

Privacy

The site data content will be erased when final release is approved by those who give approvals. So this is a temporary registration.

Try It Out.

Take 15 Minutes

Go ahead, as many of you as can register on the site in the next 15 minutes.


[Delegates play with the registration process for 15 minutes]

Feedback

We want to hear from you your impression of the registration process.

The registration form isn't "Pretty" so please comment about function, not beauty.

We will fix beauty once function is done.

Florent Gorges  – Some people do not want to register at such sites because of heaps of mails.

Scott Norman [CMS Team] – You only receive things from people who you give permission to. Privacy party will state who you can give your information to. Not sold to anyone – specifically for JETAA (and CLAIR and MoFA as sponsors).


Florent Gorges – You need to inform people that they will not be getting mails each week.

Paul Donovan [CMS Team] – You in your chapter currently have a system. JETAA-I is unlikely to send information to everyone. CLAIR may send out information about JET Streams. The chapter will still be in control of how your chapters get their information. If you send out a weekly e-mail then that will not change. You cannot send to Germany, just France.



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Paul – Your web site stayed as your web site – we do not change that. JETAABC already has membership IDs. There will be a new ID for CMS. Since they are the same software, we may be able to coordinate the two so they do not need to use two IDs.

Anne Grieve  – How will this affect our GIA funding?
Paul Donovan – GIA has nothing to do with this.

Anne Grieve – Can we close down our UK web site and just use this? Can we get our members to sign up to this instead?

Paul Donovan – Sure. Some big chapters fear they will lose GIA funding if people do not sign up.

Anne Grieve – So there will be a transition period? Chapters can compare numbers after a while, and use whichever they want?

Ali Bond [JETAA-I Executive Chair] – CLAIR agreed last year that they would be patient with the transition.

Paul Donovan – Hopefully, you will not want to use a private database in the future.

Michelle Fox  – Is there a way the sign up page can be replicated on our chapter web sites?

Paul – If your site is using the same system then (not right away) we can work out that people can log in and jump to the Sydney site.

Create a link on your website to jump to the CMS screen.

Stuart Butchers  – We have lots of spam sign ups on the UK site. Is there a chance that this might happen with this?

Paul Donovan – We are looking at a plug in, but every member that gets onto the system must be approved.

Stuart Butchers  – Is “contracting organisation” the accepted word? Is it vital information?

Paul Donovan – We need to agree on a word.

Sharon Bignell [CLAIR] – It is required by the local government level.

Charis Hughes  – Just a point about the required fields – Ireland does not have a postal code.

Scott Norman – Thank you, I did not know that.


Scott Norman – After you have registered, you will be asked to confirm that you have entered the information. Also, your membership will need to be confirmed by an actual person.

Contact information
JET Information
JET Alumni Association
Networking Information
Privacy



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Frank Bender  – You have to write your address – how can you make it invisible?

Shannon Quinn  – Who can see this information?

Scott Norman – Everyone will be blocked originally except Executive Officers, CRs, Chapter Officers. You cannot access other chapters' information.

Shannon Quinn – Is there any way to tell that it is that individual and not someone else?

Scott Norman – No, that's why we want someone to confirm.

Shannon Spisak  – Does the person who is checking have a way to confirm?


Scott Norman – I am assuming it is the Chapter Rep and they should have copies of membership records.

Mike Adams [JETAA-I Executive Vice Chair] – The Executive Officers and CRs do not really need to access addresses etc, only the Chapter Reps.

Frank Bender  – I have the addresses for 50 JETs. What if someone not on that list applies? Who checks?


Scott Norman – That is why there is an extra level. Contact CLAIR.

Ali Bond [JETAA-I Executive Chair] – What if we gave out a password?

Anne Grieve  – I do not see it as an issue. Is it already a problem?

Mike Adams [JETAA-I Executive Vice Chair] – No, it is not currently a problem.

Scott Norman – One last thing...depending on your level of access, you will only see certain information.

Kay Dunkley  – If I am a normal member and I want to find my best friend who lives in France, can I do that?

Scott Norman – Not yet.

Scott Norman – At this stage, we want to show you the potential functionality. We do not yet have all the functions we want. We want you to be inspired to fuel the funding to take us to the next level.

Amy Schindler [JETAA Toronto Chair] – Why would I sign up then?

Florent Gorges  – Maybe I can get a message from someone and then I can decide whether or not to receive it.

Scott Norman – There is a capability to send a private message once they log on, but not seeing their e-mail address.

Amy Schindler – But it is coming relatively soon?

Scott Norman – Yes.

Paul Donovan – dedicated server



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CLAIR/MoFA is funding the dedicated server. This gives chapter and country web sites free hosting for web and e-mail. Encourage your chapters to move to the server.

Thanks for allowing us to present the CMS Project.

Q&A for our remaining time; Scott and I will be here all weekend so feel free to ask questions later.

Contact details:

Scott – jetaa@thenormans.com

Paul – paul@livingproductions.com

Mike Adams [JETAA-I Executive Vice Chair] – For further input, should we e-mail you?
Yes please.

Improving Communications

Michelle – what to communicate, Mike – how to communicate

Michelle Fox

- Informs members
- Connects chapters to one another
- Only level of accountability to know that the leaders are being effective



What can Chapter Reps expect from:


JETAA-I committee:

- country reports
- information on upcoming voting issues

From Country Rep:

Other things – what do you do for your chapters that we can learn from?

- Country Welcome Back letter for returning JETs with contact details for whole country and jetalumni.org
- Pass on international Communication
- Coordinate items for action
- Joe Luk  – chapter succession checklist – all the tasks that need to be done
- Shannan Spisak  – each chapter has a different idea of what they want from CRs – they want to know what our focus is, support for small and growing chapters,

Shannan Spisak  – With Regional Conferences, do CRs decide things, or is it up to the hosting chapter?



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What can JETAA International can expect from:

Country reps:

- Timely country reports
- Timely voting on int.matters

Chapter reps (via country reps.)

- Chapter reports
- Committee contact details

What can country rep expect from:

International committee:

- Welcome communication
- Important contact details
- Guideline document/action list
- Country reports
- Regular updates on IM items

Chapter reps:


- Chapter reports
- Action on requested items in a timely matter
- Input into JETAAI matters when requested

Michelle will turn this into a document to be given to new Chapter Reps and CRs. Done MJA

Mike Adams

Usually we (CRs and Exec) are *genki* people and often have a lot on their plates. We do not want to complicate things. How do we actually communicate?


Facebook etc is faddish, best way to communicate is web site.

Joe Luk  – Wiki – hope it is not too faddish. Not really supposed to be the be all and end all; it is a stop gap solution. The idea that anyone can contribute though is a valuable concept to take on board.

Amy Schindler [JETAA Toronto Chair] – We have instant messaging meetings with all the Chapter Reps and Joe every couple of months.

Day to day communications


Adelegates is a bit of an issue. Is there a need for it?


Shannan Spisak  – Yes, we get Chapter Reps on there and get the information without having to get it from us. It assists with our disseminating information and we can store information there.




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Sharon Bignell [CLAIR] – The aadelegates list is the only way I can get it touch with everyone. Otherwise I need to type in everyone's e-mail addresses or get CRs to communicate, which puts in another step.

Michelle Fox  – It is not easy to join; people need to join themselves up and they do not do that.

Shannon Quinn  – If the CR is not strong, then information may not get down to the Chapter Reps. There has been a problem if the CR steps down and does not pass on the fact that the list exists.


Joe Luk  – No one is proposing that we remove aadelegates. It gets round spam filters; if people do not get it, then they can go to archives. Also, the fact that several people can join from one chapter is good. We have had trouble with our national list and people popping up later so now we just allow one person from each chapter.


Anne Grieve [CR Scotland] –Scotland and UK know nothing about aadelegates.


Mike Adams [JETAA-I Executive Vice Chair] – Are we happy to continue using aadelegates?
Majority raised their hands.

Michelle Fox will find instructions on how to register yourself on Yahoo!


Mike Adams – How do you communicate with your own chapters?


Michelle Fox  – I try to send a regular e-mail about every other month to get some sort of communication happening. After important meetings, there will be more communications.


Stuart Butchers  – At the UK conference last year, we encouraged people to go away from Yahoo! Groups.

Anne Grieve  – Can you start the list again?

Cindy Pitkin [JETAA-I Executive Secretary] – Possibly, but it would be complicated.

Anne Grieve –  We do not have a distance of communication.

Shannan Spisak  – We like the fact that the Chapter Reps get the information direct.

Michelle Fox  – For something like this IM, a specific group is better, but for JETAA-I, aadelegates is a good way to disseminate information.


Mike Adams [JETAA-I Executive Vice Chair] – Are we able to standardise how we communicate? Is that possible?

Michelle Fox  – No need to, but it is good to hear how other chapters communicate.




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Liz Aveling [JETAA-I Executive PR Coordinator] – Will CMS change all this?
Paul Donovan [CMS Team] – CMS will change everything. ☺

Anne Grieve  – What we do is that we have a mailbox (jetaascotland) and we direct our e-mails into there and everyone in our committee can access it (they have the password).


Mike Adams [JETAA-I Executive Vice Chair]– Sydney is jetaasydney@yahoo.com and the Secretary dispatches it to whoever.


Vicky Southgate  – People say to me, “I am on Yahoo! Groups, I got 14 e-mails and I don’t want to read them all”. I am on the list and I forward anything that is relevant


Amy Schindler [JETAA Toronto Chair] – JETAA Toronto has a page on Facebook

Anne Grieve  – I use it personally but not as JETAA. I was going to suggest it to UK JETAA.

Stuart Butchers  – It is definitely worth trying.

Michelle Fox  – I signed up to the Saitama Facebook site but I do not know whether I will do much. Hopefully jetalumni.org will have something similar

Anne Grieve  - We could have used Facebook before this meeting.

Michelle Fox ] – In general, an interactive web site is the way forward. Once we have the first part of our site up and running, and people have registered, then we can have more interactivity.

Mike Adams [JETAA-I Executive Vice Chair]– You can use Facebook and My Space as an ad and link it back to your chapter web site rather than as your main page.


In Australia, we have the problem that some of the web sites are not there, or do not have contact details.

E-mail

The aadelegates list is the way to go. Always put in a heading. If you are replying, then wipe out the old heading and write a new one.

Newsletter

Sydney sends out biannual newsletter. Can be used for marketing, promotional material for CMS, events etc.

Michelle Fox  – I have tried this year to have a central source of information.

Stuart Butchers  – Does anyone have an archive of newsletters?



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Answer: New York and Sydney do.

Mike Adams [JETAA-I Executive Vice Chair] – Stick all your resources on your web site, so that people can access them.

Ali Bond [JETAA-I Executive Chair]

Thank you all for a very productive day. Try to enjoy the evening and relax.

SATURDAY 15 SEPTEMBER, 2007

Day 2

Revisit things on the whiteboard

- | | |
|---|-----------|
| • CMS | Marketing |
| • Updates from CLAIR | OK |
| • Time framework (Action Plan) | |
| • Communications' Standardization - clarity of expectations | OK |
| • Review of JET Programme and its PR | OK |
| • Connect with Japanese Governments / Sister Cities | OK |
| • CRs please review GIA preparation at Regional Meetings | OK |

Added:

Involve non-English speaking chapters

Housekeeping

Amy Schindler [JETAA Toronto Chair] – Please send your taxi receipt for return trip to Amy (address to be supplied later).

JETAA-I funding, sponsorship and PR – Liz Aveling [JETAA-I Executive PR Coordinator]

In this discussion, we are looking at different ways to raise funds for JETAA.

On Sunday morning in Sydney [at the last International Meeting], we discussed the idea of raising money for JETAA-I. The document Liz sent out was only her ideas – we hope we can do some brainstorming today. We are talking about generating income at the international level, not at the chapter or country level. This is not expecting about millions of yen in the next two years; it is about achievable goals.

We will use the document that was sent out as a starting point in small groups.

Liz put forward the idea that revenue generation for JETAA-I is both desirable and possible. Desirable because CLAIR and MoFA budgets are increasingly shrinking and the JET Programme is growing. Also, JETAA numbers are growing so costs are rising. Income raises our profile as an organisation and of the JET Programme in general. No conflict of interest.

Liz asked if everyone was happy to continue looking into this possibility. There was general consent.




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So is it possible? Yes, we are a big organisation and we have the possibility to appeal to sponsors and the technical support to begin, as long as we start small. We can begin with the web site, as that is already in motion. The Job Bank is incorporated in the CMS project; we are looking at some sort of automatic pay system so people pay to use the Job Bank.


There are lots of other ways we can generate income, e.g. advertise on the web site or appeal for sponsorship.


In small groups, please discuss:

- 1) What types of income?
- 2) What types of people should we target?
- 3) Why are we doing this? What do we want to use this money for?
- 4) Do you think there should be a set of rules or guidelines? A framework? For example, should all advertisers have a Japanese connection? Should we have a concrete rule that members' data should not be sold?
- 5) How far do we want to go down the corporate line?

John Ghanotakis  – It would be interesting to see who has already raised money for JETAA. Maybe in each group you could have one person who has not yet had this experience.

Everyone who had not had experience raised their hands.

Shannan Spisak  – We have had companies in New York who have approached us. We cannot accept money so we are trying to get them to pay for something we need.


John Ghanotakis  – For the Job Fair, we had to open a bank account specifically for it. We had to prove that we were the JET group and who our members are. It was very complicated.

Liz Aveling [JETAA-I PR Coordinator] – Did you raise money?

John Ghanotakis  – Yes, but just for the event.

Cindy Pitkin [JETAA-I Executive Secretary] – Queensland JETAA applied for a grant from the Brisbane City Council to partially fund our Photo Exhibition.

Vicky Southgate  – Canberra participates in a Candle Festival and sells *gyoza*.

Stuart Butchers  – The fundraising policy of the UK (essentially London) is pretty well set out. We had a big black tie ball a couple of years ago. We raised money from sponsors with some success.


Ali Bond [JETAA-I Executive Chair] – We should not use the JETAA-I logo for local chapter events.




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John Ghanotakis  – Why?

Ali Bond – We have a JETAA logo and that should be sufficient for chapters. There is no need for them to use the JETAA-I logo.


Shannon Quinn  – If we were going to use it, shouldn't it be approved by the Executive Committee?


Ali Bond – Yes, out of respect, you need to run it by the Executive Committee.


Kay Dunkley  – We need to look at the scope of the fundraising at what we can do at the international level. If there is going to be some kind of fundraising, then there must be some sort of agreement amongst the International Executive. We need to discuss how the money is used at the country level.

Feedback from discussion of five points

Types of income generation

Anne Grieve  – We could do web site advertising and flight finder sponsored by a travel agent. We could look at what companies JETs are already using.

Joe Luk  – How much resources are available to implement this stuff? Will there be someone available full time to implement these ideas?


Michelle Fox  – How do we charge for job ads? We could charge extra for bold, or putting the ad at the top.

Cindy Pitkin [JETAA-I Executive Secretary] – Some ads could be free (we want as many ads as possible and do not want to discourage people posting), but we could charge for prominence.

Liz Aveling [JETAA-I Executive PR Coordinator] – We could charge monthly.

Anne Grieve  – We could be sponsored by a big company at our conference. We would need to discuss how much access they would have.

Florent Georges  – We could have people make donations by clicking on a button.

Michelle Fox  – Do we need to have a status? Does a donating company need to have a number they can put down to explain where the money went?

What types of people should we target?

- Travel agencies (flight finder)
- Pasona [Stuart Butchers]
- Large international corporations




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- People that might want to recruit JETs
- Companies that might want to sell things to JETs
- Shipping companies
- Japan-related stores – how to get the things you miss from Japan; some of these stores sell online worldwide [Shannon Quinn]
- *Tatami* mats and things for a Japanese home

What do we want to use this money for?

- Conferences
- Small chapter development – e.g. inviting small chapters (countries) to these conferences
- country chapters that are on the verge of forming
- Charity
- Money back into the web site – to develop it further, server costs
- Running administration costs of JETAA International
- CMS

Kay Dunkley  – Most of those things sound ideal, but what are you selling? What will advertisers get out of this?


Liz Aveling [JETAA-I Executive PR Coordinator] – Exposure.

Mike Adams [JETAA-I Executive Vice Chair] – We can provide a market of people who travel.

Ali Bond [JETAA-I Executive Chair] – We have the leaflet that explains us.

Kay Dunkley  – Do we need something tangible that the company can see – a calendar or something?

Amy Schindler [JETAA Toronto Chair] – Companies want to know what they get. Can we tell them how many people will access the web site in a month etc?

Michelle Fox  – That is possibly the next step. We need to know first what we want to do with the money and who we will be targeting.

Mike Adams [JETAA-I Executive Vice Chair] – Once CMS is going and the traffic is coming in, then it will be good.

Stuart Butchers  – It will be easier to sell the web site than to sell the conference.

Should there be a set of guidelines?

- Use of name and logo
- Look into whether we can accept money
- What status does an international organisation with no headquarters have?
- Decide which kind of organisations
- If an organisation comes to us, we need to know if we want to work with them



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In the UK, we had issues where JETs had come back and set up companies and wanted to come back and use our contacts and our database. We need to decide how far we are willing to support people.

Need to consider conflict of interest – e.g. English schools such as Nova.

JETAA – International Charitable Fund [Cindy Pitkin – JETAA-I Executive Secretary]

In Sydney we discussed the idea of JETAA International looking outwards into the community

We are a diverse org in geography experience and resources

We created new mission and statement to replace the original mission statement written 20 years ago. The new statement has 2 parts

- helps promote and develop JET Programme and alumni chapters
- harnesses talents and experiences

Purpose of session:

We have no funds but we need to decide on the charity that we will support.

We want the charities proposed by the deadline to be discussed with chapters

A vote to occur within 6 weeks

There were 4 Charities proposed by the deadline:


Room to Read – intern non profit org. that helps children in developing countries.

First book – for low income families to read and own first book

Heifer Fund – assisting poor people become self reliant


Save the children fund “rewrite the future” campaign – ensure 3 mil out of school child get good qual edu. And improve education

Where to from here?

Michelle Fox  - Need more information for chapters for what they are signing up for and what they are going to be doing.

After deciding on whatever charity to support then we can support at grassroots level.

Do we need to set up criteria? International vs. japan – based? Want to include Japan as per last years meeting but not make it solely a Japan initiative. (November 2006)

Stuart Butchers  – AJET chapters looking for charities, have them evolve with the charity

Everybody is okay with 4 choices of charities.

- Have chapters vote on charitable fund
- Make contact with charity after deciding
- Have something on nominated charities on website

We need input from chapters to be able to move forward with this.




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Why only one charity?

We have no money

Amy Schindler [JETAA Toronto Chair] – All Canadian chapters are finding a charity of their choice to fund – so might overwhelm chapters if 4 new charities are given.

Ali Bond [JETAA-I Executive Chair] - Maybe address the possibility of 2 if that comes up. Want to put all efforts into one charity – main idea.

Michelle Fox  - How are votes going to work?

Rank voting 4 points for one, 3 points for another, etc. OR just choose best one.

Representative voting is an issue for some chapters

Set up an online voting system – on a chapter level but issue is whether we want to use rank voting.

Leave for new executive to work out these details (took vote)

Honest Alumnus – Ali Bond [JETAA-I Executive Chair]

Introduction

- Refer to copied e-mails sent to you.
- This item has 30 minutes on the agenda and we sensed it may lead us in to some detailed discussion. If it doesn't, we are happy to move on to other, more productive and positive issues soon.

Background

- In May this year, a series of e-mails was sent out by an individual called Honest Alumnus.
- The e-mails, some slightly differently worded but with same theme, were sent out to, we think, all CRs, the Exec, Chapter Reps in the US and Canada and also consulates in those countries, with the exception of the US and Canada Country Reps.
- Some of you are new CRs and will likely not have received these e-mails.
- The e-mails referred to CRs not residing in the country they represent.
- These e-mails, we think, warrant discussion for the following reasons:
 - They were sent out so widely and targeted at the international level
 - They are highly personal, insulting and unprofessional
 - They have been sent anonymously which leaves us in a position of having to try to find out who is behind them
 - This same person is also guilty of impersonating CRs via e-mail and of posting one of the US CR job roles on to the JETAA-I Job Bank site, clearly without permission

For your information, we are working to try and identify the exact source of these e-mails. We have also sought legal advice.

One other important thing to say is that the issue that was raised, i.e. whether a CR should reside in the country they represent, is a good one. Had it been raised through the proper channels, there would have been no issue. Indeed, it will be discussed later today.



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The issue

The issue for us here today is certainly not to try and ascertain who may be behind these e-mails. That work is already underway.

The issue for us is:


- a) What action would you like us to take with this individual if/when we have proof of who it is and
- b) What measures we can put in place to ensure that we are able to deal with other future cases, should they turn out to be CRs or Chapter Reps?

During the CR guidelines session and the bylaws session, we shall be discussing the introduction of several new clauses relating to integrity and professionalism of our members. Somewhat surprisingly, these clauses are not explicit in the current bylaws. This is probably a good thing as it shows we haven't needed to take such action until now! The introduction of these will enable us to remove future officers if they do not act in our JETAA-I spirit of cooperation, integrity and honesty.


That is all that I have to say on this subject but I would like to open up the floor if anyone would like to comment. There have been many informal discussions on this issue but would be good to record opinions formally.

Discussion

Anne Grieve  – As a new CR, it is very important for new people coming in to know that there are procedures in the bylaws to protect us.

Shannan Spisak  – Do you want to know how the chapters feel? The US chapters were appalled that personal e-mails were used and they want to know how our organisation can make sure it doesn't happen again. The bylaws will help.

Mike Adams [JETAA-I Executive Vice Chair] – The bylaws state that we can deal with it by removing the entire chapter, which is unfair, so we are looking at an alternative.

Kay Dunkley  – I took it to our meeting. One thing that came up that we will always have that person [the first sign of madness is writing really long e-mails]. We need to take it a little lightly, or we will keep making more and more rules. Because it was personal, it moved from being an issue to being a personal attack. It has lost its meaning.


Liz Aveling [JETAA-I Executive PR Coordinator] – We should treat it with the contempt that it deserves.


Mike Adams [JETAA-I Executive Vice Chair] – I have seen this sort of thing in business; it is good to sit back and take a step back and realise that whoever wrote this (the point is valid, but brought up the wrong way), people will hold it inside till they burst and in the meantime they will demonise people for no reason at all. So don't hold things in; it is counter productive.




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Paul Donovan [CMS Team] – A technology comment...our e-mail addresses are not secret. If they were, we could not communicate. If someone wants to send us a message, they can. What was the inner meaning of the message? We can take it lightly or seriously, look at our own personal viewpoint. These things are going to happen.


Shannan Spisak  – The frustration with the US chapters was that it was anonymous.


Shannon Quinn  – I think that the most frustrating thing was that it went outside the core group. Job posting people applied for the job and then thought JETAA was full of drama and decided not to get involved. People at the Regional Conference were wondering why this person didn't use the listserv and set the job up as available.

Shannon Quinn  – I thought that since the Honest Alumnus was so interested in the US, that I would find someone at the Regional Conference who had issues but everyone was really supportive. I hope people would use the listservs that we have created and put in so much effort to maintain. This sort of thing makes our organisation look unprofessional.

Ali Bond [JETAA-I Executive Chair] – If you hear of any unprofessional behaviour at the International level, please let the Executive Committee know.

Shannon Quinn  – If you get anything from the Honest Alumnus, please forward to the Executive Committee.

Joe Luk  – Do forward it to the Exec, but include the whole message so we can trace the ISP.

Frank Bender  – If we find the Honest Alumnus what happens?
Ali Bond [[JETAA-I Executive Chair] – We kick them out.

Role of Country Representatives and CR election guidelines – Mike Adams [JETAA-I Executive Vice Chair]

We are going to discuss the big picture, not the wording. The wording can be worked on later and voted on.

The Executive Committee does not have any control over chapters; they can come to use for guidance though.

Some issues here will be discussed in the bylaws.
These guidelines have been drawn from a few different places – a document written by Peter de Valda (former NZ CR), the US documents and so on.


The document by Peter de Valda came about as a result of the International Conference in Kobe, where we discussed the roles and responsibilities of CRs.



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The inconsistency of six and eight weeks will be addressed in the bylaws.

Voting procedures – in Australia, the CR holds the elections.

Shannan Spisak  – A big discussion that came up in the US...historically, CRs voted at the Regional Conference. The problem is that the Regional Conference is only 4 weeks before the IM. The US chapters are not happy about conducting the election online.

Also, people are not happy with the CRs handling elections; they feel that a separate person should be handling the voting, like an Election Officer.

Michelle Fox  – Who do you get to do it?

Shannan Spisak  – We proposed it to be whatever chapter is hosting the Regional Conference, they select an officer.

Question to whole group: "How is your CR elected and how long is the term?"

Australia – When I was voted in, no one stood against me, so I was voted in (at a Regional Conference) and then we made guidelines that it would be a two year term with an election in the middle. At the end of one year, I just said I will stay on unless there was an objection. The election was held via the internet during March. Recommended two year term.

England/Wales – UK National Conference in March in person (the National Conference is not always in March). Liz Aveling as outgoing Rep facilitated the election. One year term.

US – In the past, platforms are submitted prior to the Regional Conference and then voted on at the Regional Conference. If anyone had submitted, then we would have held an online election. We don't have two year terms. Most people step down after a year. Elections are traditionally held in person, but we are moving towards online. Conducted by the hosting chapter.

Scotland – Our elections are held in person. Usually the CR is the chair (we are a one chapter country) vote for Chapter Rep and CR. Historically, gone with role of Chair for however long that person is Chair. Ambiguous term. Usually two to three years maximum. Held in March before the end of the Japanese financial year. Re-stand every year, one year term.

Northern Ireland – rotate roles through the Exec. Last year was the Chair, this year the CR. Held in March, one year term.

NZ – We rotate the role through the three chapters. Two year term. Usually elected 6-8 weeks before the IM. Up to the chapter how they want to elect – at a meeting or in person. This year we took nominations at the meeting and online. Online voting this year but up to the Chapter.

Ireland – Held in September, one year term. In person. Informal. Conducted by whoever is available.

Canada – We learned the hard way about how to do elections on line. Call for platforms made two months before elections. One week in which election officer collects vote, winner elected shortly thereafter. One year term, two year limit. Held in March, online voting. Set calendar of dates. Election officer chosen from the chapter hosting the National Conference.



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Jamaica – We are a one-chapter country. So far, we meet in person. AGM in August to capture new JETs. Looking at holding online elections. Too busy because close to the IM. One year term, three year maximum. Chairperson is in charge.

Russia – Very small chapter (10 people). Six when started. In person, but Moscow couldn't attend because of distance. Elected one person and he didn't change once he was elected. No rules established about length of term.

Brazil – We have close relations with Consulates (7) and Embassies. Consulates nominated someone. Only Sao Paulo nominated. No length of term. Cristina asks privately if anyone else wants to run, but no takers.


Japan – One year terms, in person or telephone discussion to decide who will do it. Call West Japan chapter and see if anyone else wants to run. July when West Japan comes to Tokyo. Two CRs that alternate.


Germany – We have a meeting in October, Embassy asks who wants to be CR, no one was keen, so Frank stayed. One year term, no limit.

France – We are only 6 people active in JETAA. Until now it was the Chair who was the CR. But Yvonne couldn't attend, so met in June met in Paris (where active people are). Two people were happy to go but Florent works in CLAIR Paris. One year term.

Questions

Joe Luk  – How do you get elected when you are not at the meeting?

CR US –  You submit a platform in your absence.

Michelle Fox  – You need to know well in advance to organise an IM who the CRs are.

US CR – what is the standardisation of IM? No point standardizing the election month if we don't know when the IM is.

Agreed to standardise time before IM. Twelve weeks before meeting agreed on.

Guidelines

1. Intro

All OK

2. Primary Roles of CR

Mostly taken from bylaws.

Nothing added or stricken

3. Primary Responsibilities

No comment


4. Chapter Reps

No comments



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5. Selection of CR


US Country Rep -  – is this a timeline or just a guideline?
Maybe suggest just when not how, less detail

Voting format – change to sample voting format


Voting results - Change casting vote to Election Officer


Code of conduct – change every e-mail related to the voting
Add in hand on info about next IM and sign up to aadelegates


Anne Grieve  – It is very easy to sell this as a role.


Shannan Spisak  – In the case of the US, it is such a big role that it is hard to find people to take it on.

Stuart Butchers  – It is the responsibility of the CR to do their best to find a replacement, if they can demonstrate that.


Cristina Sagara  – The Brazilian CR has to attend lots of events and things so it is quite a big job.


Kay Dunkley  – Since we are not touching individual country bylaws, we don't need to determine each country's term, can't put a cap on it at international level.

Joe Luk  – In principle, the CR should act in good faith to try and rotate the role and the country should decide.

Anne Grieve  – We should differentiate between one chapter countries, could rotate between chapters in multiple chapter countries.

What do people think of rotation?

Vicky Southgate  – We rotate every two years between Wellington, Christchurch and Auckland. Two years is just enough. We've put things in place and then can hand on. They know it's coming so it is time to find someone. Takes emphasis off "does anyone want to" to "who will do it?" Usually someone who has been on a committee before but doesn't have to be the President.

Michelle Fox  – In practice, we have to be careful though that we do not force it on people.

Joe Luk  – I would like to formally apologise for causing trouble by taking a job in Japan.
Executive (unanimously) – No ill feelings from the Executive Committee at all.



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MoFA received all the costings for the meeting and we agreed so no one is to be blamed for the costing of the meeting.


Bylaws

Please remember that Country Reports and Chapter Reports need to be done – they are a responsibility to submit. They are a pot of gold, a fantastic resource.


Point 1 – Deleted.

Point 2 – Whether CRs should reside in the country they represent.


Shannon Quinn  – CRs should be prepared to pay part of the cost of the difference in airfares when they travel from a different departure point.

Joe Luk  – We are talking about two different things – one is cost and the other is recognition as a CR. Unless you want to define residence, it can get tricky to enforce.


Anne Grieve  – We did a poll of the Scotland Committee and asked: “Do you think that there should be an amendment and that a CR needs to reside in the country they represent?” The general feeling was that a CR does not need to be from that country and they did not have to stay in that country if their communication skills are good enough.


Michelle Fox  – In general, I agree with Joe; it is hard to define residence. The Canberra chapter believes that it is impossible to represent a country if you do not live in a chapter within that country.

Amy Schindler [JETAA Toronto Chair] – Canada made a decision at the National Conference - When a person puts forward a platform, then they need to be living in the country. If they leave for work, then as long as they maintain their duties, it is fine, but they should not be able to stand for re-election.

Shannon Quinn  – You need to ask yourself, “Are you really able to communicate as effectively?” If you are doing your job and communicating effectively, then it is OK. The US is so spread out, the CRs don’t even normally meet each other.

Mike Adams [JETAA-I Executive Vice Chair] – We all live internationally, so we will sometimes move.

Shannon Quinn  – If someone is not fulfilling their role though, then there should be some recourse.

Vicky Southgate  – This was an issue in NZ – the CR moved to Japan 6 months prior to the end of his term.



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Joe Luk  – Another option to resolve it is to state that the CR must be a member of a chapter in their representative country.

Mike Adams [JETAA-I Executive Vice Chair] – That is already in bylaws.

Cindy Pitkin [JETAA-I Executive Secretary] – The option of a vote of no confidence is also already in the bylaws.

Amy Schindler [JETAA Toronto President] – We need to consider how to resolve the issue of money. We put those two provisions in our country bylaws.

Ali Bond [JETAA-I Executive Chair] – Are we saying in general with National Meetings, you need to fund yourself to get back to your home country? If the CR nominates themselves when they are living outside the country, it is not acceptable. If they move after being elected, then it's OK.

Amy Schindler [JETAA Toronto President] – We need to check that MoFA is OK.

Shannan Spisak [CR US East] – It might not be an issue all the time.

MoFA – We do not want to put too much limitation – it is up to you. Our Ministry has a certain level of limitation for total cost of JETAA costs.

Consulate – We represent MoFA in Canada. Budgets are not getting bigger and in future, it might become more and more challenging. A proxy might be more appropriate.

Joe Luk  – We are not stating in the bylaws that you can live anywhere. MoFA has veto power.

Ali Bond [JETAA-I Executive Chair] – We are just trying to gauge where people stand.

Mike Adams [JETAA-I Executive Vice Chair] – If we make a change, it will help MoFA.

Informal vote taken

Object to a CR living outside their country – 6

OK to be a CR and live outside the country you represent – majority

Funding

National meeting – CR to pay the difference themselves

IM – no problem

Sharon Bignell [CLAIR Tokyo] – You should not make bylaws about funding.

Ali Bond [JETAA-I Executive Chair] – There is already something about funding in the bylaws (refers to a CR not being funded to attend the IM in particular circumstances.)





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MoFA – Because budget is limited, please try to find the cheapest way to come to the IM. This year it was much cheaper to have everyone find their own flights (in Sydney, they were organised all together)

Point 2 – CRs are to attend both the Regional and International Meetings in their entirety.


Mike Adams [JETAA-I Executive Chair] – We could reduce meetings to only two days (less pressure to miss lots of work).

Michelle Fox  – The length of IM should not be dependent on individual CRs. They either come or they have a proxy.

John Ghanotakis  – To what degree do we decide entirety? Perhaps we could amend it to “in good faith”.


Kay Dunkley  – The agenda for the IM is dependent on what we have to discuss; we might have to have 24 hours meetings. Aren't we making rules for everything? We are not in charge of the airlines or work schedules. If they don't turn up to the meetings, they don't get funded. Put it in the CR role rather than in the bylaws.

Point 4 – CRs are to act in a professional manner
All in agreement

Kay Dunkley  – do you want to put in a dress code? 😊

Point 5 – Funding withdrawn
All agreed.

Point 6 – Removal as CR

Kay Dunkley  – Change to “inappropriate and/or illegal behaviour”

All agreed

Point 7 – Equity of CR role (rotating etc)
Already discussed

Kay Dunkley  – It is great in principle, but what if they don't want to give it?

Mike Adams [JETAA-I Executive Vice Chair] – If the voting is conducted professionally and they are happy, then fine.

Point 8 – Follow CR Guidelines
All agreed.




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Point 9

All agreed

Point 10 – Resources

John Ghanotakis  – Please give us examples of what you mean.

Mike Adams [JETAA-I Executive Vice Chair] – That document you gave us yesterday had JETAA International written on it, yet we did not sponsor that event and we do not support it. This is particularly an issue if we are going to try to raise money and sponsorship in the future.

Florent Georges  – Do I need to ask permission to put JETAA on our web site?

Ali Bond [JETAA-I Executive Chair] – No, just JETAA International.

Paul Donovan [CMS Team] –Canada JETAA did a logo and also got the company to build up a logo policy. Maybe our logo and name need to set up a licence process. The Canada one is available on their web site.

Mike Adams [JETAA-I Executive Vice Chair] – We need to keep our logo powerful. We might use the Canadian guidelines and just mention them in the bylaws.

All agreed.

Point 11

All agreed.

Elections – the outgoing Committee went through the job descriptions.

Chair – depends on the person and how much time you want to put in

Vice Chair – small chapter development and bylaws a big part

Secretary – Country reports and aadelegates biggest jobs, web site resources going to be up and running with CMS; CMS also will delete need to manage database.

PR – ongoing job is to draw up this morning's discussion and moving forward

Ask for nominations or self-nominations. Even if only one person is nominated, they should state their intents. If more than one, there will be an election.

Nominations for Chair:

- Mike Adams (nominated by Shannon Quinn, seconded by Michelle Fox) – Mike accepted

Mike Adams' platform – been an active member of JETAA for a long time. Roles included Secretary, Treasurer and JETAA Sydney President. Know all the major roles well. Not so much for events



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coordinator. This role [Chair] is good because I've had Ali ahead of me and she has taught me a lot and I think I can fill the year.

***Mike Adams is the new JETAA-I Chair**

Nominations for Vice Chair:

- Joe Luk (nominated by Kay Dunkley, seconded by Shannan Spisak) – Joe accepted

Joe Luk's platform – One of the duties of the Vice Chair is to support new and small chapters. I think that they have been unrepresented in the past and I am passionate about this. I am plugged into Internet a lot so communication is not a problem.

***Joe Luk is the new JETAA-I Vice Chair**

Nominations for Secretary:

- Michelle Fox (nominated by Cindy Pitkin, seconded by Liz Aveling) – Michelle accepted
- Kay Dunkley (nominated by Frank Bender, seconded by Suzanne McMillan – Kay accepted

Michelle Fox's platform – I am passionate about communication; I put it on agenda. We need a transparent, clear and concise communication policy. I am also really committed to finding a simple online voting process that can maybe be adopted by chapters as well, transparent, using tools that are available. Another thing that I am interested in is leaving a legacy for JETAA-I, part is working with CMS and web site. A priority for me would be to have a section on the web site easily navigable. I want to make country reports easily accessible, so that different chapters can try different things from the report, can move events done in one country to another.

Kay Dunkley's platform – In terms of JETAA-I, I see a lot of potential, for smaller countries as well as big ones. Communication is open but not as it could be. We have been focusing on the big countries; it is a way of challenging the status quo to run for Secretary. Can get information from all chapters and give it to other chapters, strengthening the JETAA-I on one side. "Hi, you're starting up, this has worked, try this."

***Michelle Fox is the new JETAA-I Secretary**

Nominations for PR Coordinator:

- Liz Aveling (nominated by Vicky Southgate, seconded by Charis Hughes) – Liz accepted
- Amy Schindler (nominated by Joe Luk, seconded by Anne Grieve) – Amy declined with thanks
- John Ghanotakis (nominated by Cristina Sagara, seconded by Joe Luk) – John declined

Liz Aveling's platform – I've really enjoyed working to develop PR side of things. Hopefully it will take off once the bank account is sorted. Look forward to working on that with the new Executive in the coming year. I would also like to work on raising the profile of JETAA-I.

***Liz Aveling is the new JETAA-I PR Coordinator**



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Nominations for venues for 2008 International Meeting

Amy to explain about the implications of promising to host an IM.

Amy Schindler [JETAA Toronto President] – This has been a great experience. If you are thinking of hosting the meeting, make sure you have a solid committed executive who will see it through. The budget is the biggest thing – working out what it covers, and getting the numbers in early. Lots of communications did the handout, accommodation. Heather and Andrea did the receptions and food. It is a lot of time and work but it is also a lot of fun.

Ali Bond [Outgoing JETAA-I Executive Chair] – A big thank you to Amy and everyone for organising the meeting.

Liz Aveling [JETAA-I Executive PR Coordinator] – A big thank you to Ali for being such a great Chair for the last 12 months and to Cindy for being a great Secretary.

Nominations for IM hosting – Jamaica, France, Germany

Paris



Florent Gorges presented a PowerPoint with his proposal
Next year is the 150 year anniversary of Japan/France diplomatic relations
JETAA Paris is a chapter of 100 with a very active core
They have close ties to the Consulate and CLAIR Paris.
Proposed a date Sept/Oct of 2008

Germany



Frank Bender [CR Germany] – Germany is one of the first countries in the JET Programme and Europe has the most participating countries on the JET Programme. It would be a good chance for the German Chapter to show that we are still interested in the JET Programme as the number of German JETs is decreasing. The IM would be at the Embassy in Berlin or at the Japanese Language Centre in the centre of town. We still need to ask the Embassy if they are still happy to put in a bid.

Ali Bond [Outgoing JETAA-I Executive Chair] – When would it be?

Frank Bender [CR Germany] – October or November.



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Jamaica



Kay Dunkley [CR Jamaica] – Jamaica is small but we are a big member in terms of JET. JET is growing in Jamaica, which is the gateway for the rest of the Caribbean countries. It would be a way for us to jump onto the JETAA stage. Best time to have it – anytime. Concept – to look at a different scope. Embassy – should be fine, we work well with them. Old representative [at the Embassy] left at the end of August and has not yet been replaced. This would be a new experience for Jamaica.

Ali Bond [Outgoing JETAA-I Executive Chair] – Please try to make it clear to your Chapter Reps that we are voting on the most suitable chapter to organise a meeting, a chapter that has the resources, the backing of the local Consulate or Embassy and has the commitment and drive to organise the meeting. We need to focus on that and any kind of special reason, such as next year being commemorative in some way. We need also to remember that the IM is dependent on funding from MoFA; we need to get permission from MoFA.

MoFA – we always send our colleagues to Embassies. Each candidate chapter/city has our colleagues so no preference and the budget will be the same as previous years.


Shannon Quinn  – Around the time the platforms were sent, the amount of information varied greatly. Cindy Pitkin [Outgoing JETAA-I Executive Secretary] – Both chapters were sent the same points to respond to.

Mike Adams [JETAA-I Executive Chair] – Maybe we can ask people to limit their submissions.

Michelle Fox [JETAA-I Executive Secretary] – I have created a Regional Conference Guide so I am happy to make that available.

Amy Schindler [JETAA Toronto President] – Please really look at the platforms; it was worked very hard on.

Mike Adams [JETAA-I Executive Chair] – There is currently no standardisation; maybe we need to limit it to two pages with key points to be addressed.

Shannon Quinn  – Is there a timeline for working on these proposals?

Mike Adams [JETAA-I Executive Chair] – Proposals in next six weeks, voting prior to Christmas?

Mike Adams [JETAA-I Executive Chair] – Platforms to be in by 31 October, voting to occur by 30 November.

Ali Bond [Outgoing JETAA-I Executive Chair] – Everyone needs to remember to hold CR elections in time for the IM.

To where should the platforms be sent?

Will advise with platforms.



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Guidelines for platforms to be sent within a week.

Ali Bond [Outgoing JETAA-I Executive Chair] – If anyone else wants to host, please let Mike Adams know as soon as possible.

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Overview of Action Plan

- Advertise CMS
- Advise chapters of GIA changes and alert them to be careful not to need resending
- Send out Combined Chapter Report from February
- CMS – begin promotion process over next couple of weeks
- Web site component will be up and running in the next couple of weeks
- Database to be released on 1 January so promote in newsletters, once it has the nod
- Marketing committee

Michelle Fox [JETAA Executive Secretary] – Who gives us the nod?

Paul Donovan [CMS Team] – JETAA BC, but they get it from MoFA, CLAIR and JETAA-I.

Improving communications

- aadelegates to be main point of contact
- new CRs to be added
- full use of the web site – so reports are all there
- Michelle Fox will circulate that document
- CRs could have Chapter reps added to aadelegates
- Cindy Pitkin to send resources to Paul to go on web site

Day Two

- Liz Aveling to draft a PR document as a result of today, confirm bank account is up and running before contacting potential sponsors
- Cindy Pitkin to circulate charity documents
- Honest Alumnus – nothing at this stage
- Chapter Rep Guidelines, amendments to bylaws (title page with changes listed), licence agreement for logo
- Elections – congratulations to all elected
- Nominations for 2008 IM received, dates set
- Mike Adams will produce an extensive Action Plan soon.

It is important that we realise that the Executive Officers cannot do the job on their own. We need people to volunteer.

- Main thing is marketing. Need a group of people who can work on how we are going to persuade people in chapters to sign up and bring them all on board. Paul Donovan and Scott Norman will not have time to do this.
- Second one is helping Liz Aveling with PR, fundraising job.



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- o New and small chapters (Joe Luk as Vice Chair will be spearhead)

Committees were formed in preparation for the discussions tomorrow

Marketing of CMS

Anne Grieve
Ali Bond
Michelle Fox

PR/Sponsorship/Advertising

Stuart Butchers
John Ghanotakis

Small and New Chapters

Charis Hughes
Kay Dunkley
Suzanne McMillan
Vicky Southgate
John Ghanotakis
Cristina Sagara

Shannan Spisak  has a member who is interested in being on a committee; will consult and get back.

Shannon Quinn and Shannan Spisak happy to help with the international essay contest. Could be a photo contest, more open to non-English speaking countries. Kintetsu is willing to award two prizes for essays or photos from the US, so need to find sponsors in other countries too.

Greetings

Ali Bond [Outgoing JETAA-I Executive Chair] – Thank you to everyone for working with me over the last three years. Good wishes to everyone who is carrying on the JETAA-I.

Cindy Pitkin [Outgoing JETAA-I Executive Secretary] – Thank you to everyone who helped me over the last two years, especially in submitting Country Reports in time and chasing Chapters for their reports. It made my job much easier.

Mike Adams [JETAA-I Executive Chair] – I look forward to working with you all this year.

Joe Luk [JETAA-I Executive Vice Chair] – Thank you very much.

Michelle Fox [JETAA-I Executive Secretary] – Thank you to Toronto; I know from experience what a great job you have done. Thank you to Cindy for all her work and thank you all in advance for country re



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SUNDAY 16 SEPTEMBER, 2007

Day 3

Country Rep Grant In Aid Cindy Pitkin –JETAA-I Executive Secretary

How grant in aid affects country reps

- if there is more than one chapter, and there is a CR position, the CR is eligible to receive funding
- that CR applies through their chapter
- in their country, or planning and attending JETAA events
- amount will be 10,000 yen multiplied by number of JETAA chapters in the given country
- if there is more than one CR (they will EACH receive 10,000 yen multiplied by number of chapters (i.e. each US CR gets 90,000 yen each)

Transferring GIA

- if CR changes, then GIA is transferred to the chapter where new CR is based
- amount transferred is calculated by the length of the new and old CR term of office

Activities that qualify for regular chapter GIA

- newsletter and communications with JETAA
- job fairs, provide support to JETAA looking for work
- activities for smooth operation of the JET programme (ie. P.Dot)
- Travel expenses for participation in JETAA conferences
- office and administrative expenses

Suggested national-level activities that can be funded by CR GIA (just suggestions put forward by CLAIR)

- contacting chapter reps
- planning and attending JETAA conferences held domestically


Amy Schindler [JETAA Toronto President] In Canada, funding is 60,000; how can CR be effective in planning if all that money goes into airfare?

Cindy Pitkin [JETAA-I Executive Secretary] - the funding is a bit more to assist CR; the money is to cover incidental things; airfare to national conferences etc. should be covered by the CR and partially covered by local chapter

Hiroshi Sasaki, CLAIR NY: The CR must have support by the chapter (ie. Financially as well)


Cindy Pitkin [JETAA-I Executive Secretary] - GIA is designed to encourage more people to become CRs, and not to burden an individual chapter as much with funding/supporting their CR as in previous years


What else can you think of? (Break out in small groups)


Shannan Spisak : bringing together especially old CR and new CR coming together at an event or at national conference so they can meet each other



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Joe Luk  involve JETAA who are not in main city to bring them in together (ex. Jamaican JETAA who live 3 hours far away from main chapter) using funding to bring JETAA together

Michelle Fox  helping members who live outside of city; also assisting smaller chapters

Stuart Butchers  –: the amount of money in UK would cover about 10 trips in UK

Amy Schindler [JETAA Toronto President] - using funding for professional development within JETAA, ie. Inviting or asking some speaker to do a phone conference or Internet conference; is that okay?

Matthew, CLAIR NY: remember! the money is for the CR to use, and for the CR to facilitate, but NOT for CR to hand money over to someone else (but a proposal could be done if the CR believes that it's a good idea) If you wish to use it for that, please submit a written proposal to CLAIR for consideration.

Hiroshi Sasaki, CLAIR NY: CR is an ambassador but chapter presidents are the true leader; if CR wants to be heard or needs something, they need support of their chapter

Informal Meetings

1. Small Chapter committee
2. PR Committee
3. CMS Marketing

Small Chapter committee

France
Germany
Russia
Jamaica
New Zealand
Ireland
Northern Ireland

Joe- confirming contact and email addresses. Will create mailing list for the group.

Ideas and action plans

- Goals
1. How to help existing chapter
 1. How to bring in new chapters

G – Europe has several chapters with only very few members. Had a meeting once

NI – draw up a list for what new chapters should know for setting themselves up

J – Caribbean areas have only 1 or 2 member in some countries. What can they do to involve them in JETAA?

I – in UK members in random areas everyone who is not in an area where there is a chapter is by default a member of London



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J – how do we deal with the distance problem?

Joe – claim all members

F – not supporting other alum not in France

NZ – there is a chapter for the whole S. Island that covers everyone. Goal is to make everyone feel involved. Communication via emails, newsletters and calendars. Country exchanges ideas twice a year.

I – for new chapters they have 1 person who officially helps set up new chapters

Joe - Korea, India and Singapore are areas where we should be thinking about developing new chapters

What can we offer members in remote areas?

NZ – members from the bigger cities go to the smaller areas to meet with members.

F – everyone except for members in Paris don't feel involved. GIA money should provide funding for transportation for members outside of Paris.

R – difficult to communicate due to the size of the country. People in some areas feel isolated.

NZ – email is a great way to follow up after events to keep people feeling involved.

NI – might be a good idea to have a national website to develop new chapters. As well as an online forum for members who are not in the big cities.

Checklist for starting new chapters

I – GIA/How to apply

NI – ideas for types of events

J – information about international meeting

I – lists of people to contact (CLAIR)

How do we get in touch with the "other countries" for new chapters: Singapore, Thailand, Korea ect.

I – best way would be to phone them

NI – do we know they're interested?

J- how do we find the alum in these countries? Are there privacy issues?

Joe – WE should have 1 point person to get them to join. Group will divide to to cover these countries

NZ – will cover Singapore

NI – Thailand

J/I- S. Africa

France – Viet Nam

R- India

G – Korea

Joe – starter package should get stated before we contact them. Will collect pictures of events to send these possible new chapters



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NI – facebook/myspace pages might work to keep people involved.

Joe – everything should be kept small and practical

G- Established chapters/members should send out info that is specifically for smaller chapters/places with no chapter

NI – Already does this for the smaller chapters

Joe – who will write a letter like this? Will be the representative from Germany. Other reps can provide translations

Joe – these packages can also help chapters that are established but are falling apart

PR Committee Meeting

Attending:

Liz, UK (jetaai.pr@googlemail.com)

Stuart, UK (stuartbutchers@hotmail.com)

John Ghantoakis, Japan

Gloria Ma, Canada (jetaa.newsletter@gmail.com) (scribing)

-Liz, Action Plan

- 1- what uses/ where should money generated from website go
- 2- which companies/ who should be targeted
- 3- how to implement
- 4- guidelines

-easiest way is to use website and incorporate job bank into CMS

-note: job bank is currently very American but is popular in the UK

-CMS plan hopefully to connect all job banks and have pay per submission via PayPal (with some exceptions ex. CLAIR won't pay)

-some NGOs and private companies have funding available for cultural initiatives; possibly ask some companies to advertise/for sponsorship

Brainstorm

1- What should money be used for?

- CMS website, job website
- small chapters
- international conference

2-Who are we/what do we offer?

-We are non-Japanese people who have an understanding of Japan and Japanese culture. We promote Japanese travel and we love Japanese people and country.

-We promote tourism, contribute to Japanese economy

-We provide a client base of people who are interested in Japan, language, travel, etc.

3- What are guidelines and limits to who can advertise on the website?

- restrictions to: porn, adult-content, political, lobbying organizations, gambling sites, illegal sites
- consider: political groups, ethics,
- consider conflicts of interest: GEOs, NOVA, other English-teaching companies

Action Items: Deadline: last week of October 2007



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- Stuart to figure out list of companies who may be interested in advertising on JETAA website
- Stuart to contact country reps, chapter reps, chapter newsletter editors for ad ideas to add to this list
- Gloria to represent Toronto chapter and assist Stuart
- John to contact AJET and explain what we're doing with website plus ask for ideas of interested advertisers
- Liz to summarize guidelines as decided
- John to research NGOs and foundations for funding that could go towards website sponsorship

CMS Committee

The team was defined and roles were discussed:

- Ali Bond Marketing Planning
- Paul Donovan CMS development
- Michelle Fox Publicity
- Matt Gillam Funding/new JETS
- Anne Grieve Functionality
- Scott Norman CMS development

Who is the marketing targeting?

- Country representatives
- Chapter presidents/representatives
- Chapter webmasters
- Pre-departure Jets
- JETs currently on the Programme
- JET alumni chapter members
- JET alumni in countries with no JETAA chapter
- 'Lost' JET alumni

Strategies

We will publicise Jetalumni.org via:

- Chapter websites
- JETAA-I website
- JET Programme website
- Chapter newsletters
- CLAIR newsletters
- Chapter meetings/events
- Targeted emails
- Local newspapers
- Japanese-related associations



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- Regional meetings

Publicity tools for Chapters

- Website banners
- Targeted email messages
- Brochure/leaflet
- Meishi with sign up info
- FAQs
- User manual
- Chapter incentives- 1st chapter to 100 signups
- Posters for events
- Standardised presentation

What next?

- **Ali** keep plan on target
- **Anne** user manual
- **Matt** contact CLAIR re funding
- **Michelle** develop publicity tools
- **Paul** develop database
- **Scott** develop database

Timeline

- Marketing Plan 15 October
- Database launch 1 January 08

Final Session

Delegates regrouped for JETAA Toronto Taiko Performance