

JETAA USA Sister City Relationships Initiative Presentation Outline

Part 1 – Why (what needs does this program meet)

- Develops opportunities for cooperation between JETAA and Japanese local governments:
 - Creates a ROI platform for Contracting Organizations.
 - Creates opportunities for Japanese local governments' promotion of tourism and export of local industry in U.S.
- CLAIR and JET Program Budget Cuts
 - Helps justify costs of JET Program in the short and long term.
 - Provides more value for contracting organizations to work with CLAIR rather than 3rd party ALT private companies.

Part 2 – Identified Goals

- JETAA Chapter and Sister City/Prefecture relationships
- Tohoku Connections (PR and Outreach)
 - Alumni Returning to Tohoku
- Assist a JETAA local Chapter in contacting your former prefecture/city

Part 3 – Resources

- JETAA USA Sister City Database (www.jetaausa.com)
- JETAA USA Contact Request Form (www.jetaausa.com)
- CLAIR NY, Tokyo
- Sister City International: J-Initiative

Part 4 – Examples

- JETAA Great Lakes + Shiga Prefecture Confectionaries
- JETAANC: Oakland/Fukuoka and Funabashi/Hayward
- Hokkaido Marathon (Portland)
- Hyogo/Perth: Cristy Burne (JET Streams Article)
- Fort Worth/Niigata: Carlo Capua (SCI) , 20 for 20 JET Anniversary

Part 5 – Execution and Follow Up

- Designated Liaison from each Chapter to work with CRs
- Identify Sister Cities/Prefectures that your Chapter wants to connect with
- Fill out the JETAA USA contact request form
- (Re)establish contact, assess needs for all parties
- Execute, Follow up, and PUBLICIZE

Dear JETAA Chapters,

We are working with CLAIR NY to assist in connecting JETAA chapters with their respective area sister cities/ prefectures. Funding for JETAA chapters comes from local governments in Japan and this is one way we can strengthen those bonds and offer them some tangible return on investment. This gives local governments some real connections with JETs after they depart Japan and speaks to them in a context that matters!

We have received feedback via Tokyo from prefectures and local governments concerning the JET Program, and their responses indicate a definite interest in developing and maintaining communications with the alumni and cooperating on projects to benefit or promote the Japanese communities.

The primary goal of this project is to help local JETAA chapters coordinate with their Japanese sister cities/prefectures in order to promote relationship building and bring value to our counterparts in Japan. In doing so, we will increase the chances of furthering the JET program and help to justify the funding of our Alumni activities.

Chapter チャレンジ:

1. Identify your chapter's corresponding sister cities/states. We have created a database for you to use ([found on www.jetaausa.com](http://www.jetaausa.com)).
2. Initiate contact with any/all of your corresponding sister city/prefecture reps.
 - a. Chapters will fill out the **Contact Request Form** (also available on www.jetaausa.com), which will auto alert CLAIR and the CRs.
 - b. The request will be routed through CLAIR, who will pave the way so that the city/prefecture in Japan can be notified of the incoming contact.
 - c. Contact information of the city/prefecture will then be passed along to the Chapter, who will initiate contact.
3. Establish direct relationships and communication channels:
 - Offer your JETAA chapter as a resource. The opportunity for projects and connections is as varied as each sister city/prefecture relationship. Just making your JETAA community available is valuable in and of itself as it acknowledges and offers our community to the local governments in a way we have not done before.
 - a. Advertise any projects/connections that come out of these efforts. Tell it to the world! Put them on your websites and inform the CRs, so we can promote them on the national website as well as with CLAIR and local governments in Japan.

The CRs will assist in establishing connections and provide or guide you to any support resources you need to be successful (including, but not limited to: contact information, translation/interpretation, project ideas and proposals).

As you well know, the JET Program is being scrutinized for its return on investment as well as both short and long-term significance for US-Japan relations. **JETAA is in a position where we can create high impact results through some targeted work.**