



## JET Alumni Association Sub-Chapters

**Develop ~ Engage ~ Sustain**

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# JETAA USA Chapter Network

## Key

- Chapter Base/Consulate of Japan
- Chapter Base/Former Consulate of Japan
- ▲ Subchapters



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# Benefits



# Sub-Chapter Benefits

- Spread Japanese culture and awareness to a larger audience
  - Share the knowledge that we gained in Japan with people in the community
- Broadens the network and strengthens ties with other alumni
  - Support returning JETs
  - Job seekers
  - Relocating alumni



- Network
  - Meet other people who are interesting in Japanese culture
  - Opportunities to support Japanese communities and organizations
- Connect JET alums across regions
- More opportunities for JETs to share their experiences
- Strengthen JET ROI (Return on Investment)

# Challenges



# Challenges

- Finding JET alumni
- Planning events people want to attend
  - Finding numerous Japan-related events in a smaller city
  - Planning and leading Japan related events from scratch
  - Planning events for multiple audiences (recent grads, families, etc)
- Members are too spread out
  - Smaller JET population in sub-chapter areas
  - Hard to find venues that are easy for most members to get to (e.g. transportation and distance)

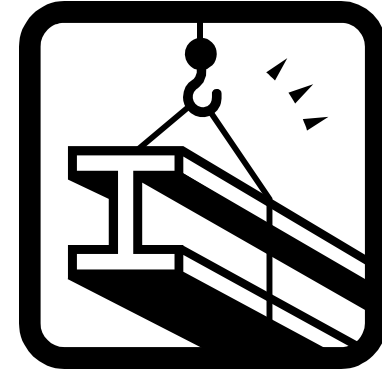


- Lack of leadership
  - Finding volunteers to help create an un-established group
- Communication among members
  - Hard to contact and stay in communication with members
  - Keeping main chapter informed on activities



# Development

# Development



- Leadership
  - Dedicated group of individuals
  - Core group to start the planning
- Support from the Parent Chapter
  - Provide advertising on their website and in e-mail blast
  - Funding when necessary
- Identifying areas of potential funding, and partnering in event planning
- List of new members
  - Receive list from parent chapter from consulate of recent returners
  - Contact all recent returners to advertise all subchapter options



## ■ Community Outreach

- Contact local Japanese museums
- Dojo and arts and entertainment clubs
- Community organizations (ex. Kenjinkai)

## ■ Event Planning

- Vary the event dates (weekday vs weekend)
- Have variety of events to attract different audiences.
- Have meetings via Skype/video conference

Engage



# Engage New Members

- Social Media

- Set up Facebook page for subchapter and connect to main chapter and other chapters in the region
- Dedicate a spot on main chapter website for sub chapter activities

- Co-host events

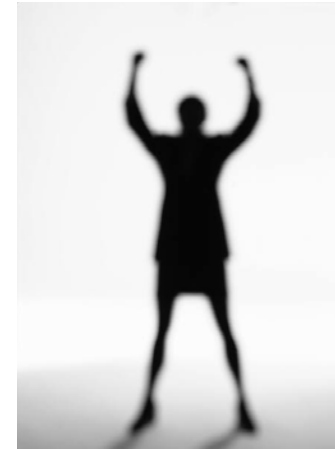
- Events that can involve both the sub chapter and the main chapter (e.g. Philadelphia Sakura Matsuri, Trip to Mitsuwa Japanese Supermarket, Jersey City Beer Garden or King Spa Sauna in NJ)

- Cross promote events to members of sub chapter and main chapter

Sustain

# Sustain

- Strong leadership
- Consistent communication
- Connect with local organizations
  - Co-host/piggy back on events
  - Advertise local events and attend as a group
- Succession planning



# Sub-Chapter Success Stories



# Pittsburg

## Subchapter of New York

- Happy Hours
- Karaoke
- Hanami
- JETAA BBQ
- JETAA Pittsburgh Potluck
- Pittsburgh Kangeikai
- Advertised events from other organizations:
  - Japan America Society of Pennsylvania events
  - Japan Relief events
  - University of Pittsburgh Asian Studies events
  - World Affairs Council of Pittsburgh events



# Blue Grass (Kentucky) Subchapter of Music City

Music City's Bluegrass subchapter in Kentucky raised over \$3,100 for the Red Cross through their Soundbar event and online fundraising for Japan Relief efforts



# Nebraska

## Sub-Chapter of Heartland

- Tsunami/Earthquake benefits
- Upcoming idea: Opening a Japanese school in Lincoln
- JET Information Booth
- Japan Festival
- School Visits





# Tampagumi

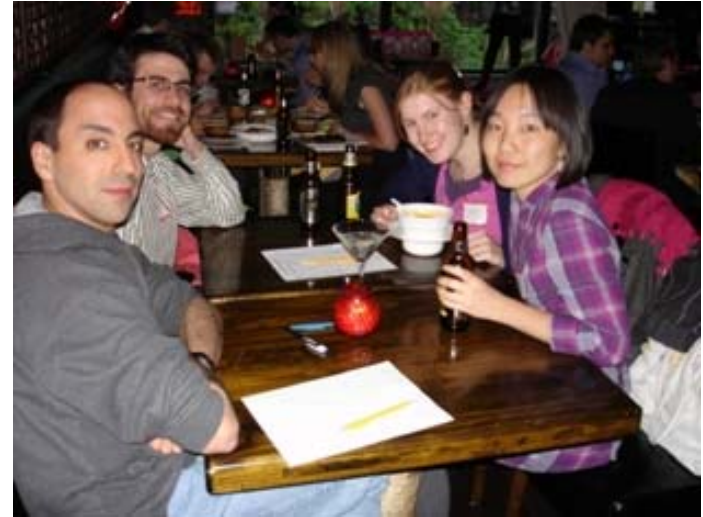
## Sub-Chapter of Florida

- Q&A Welcome party for new JETs
- Tampa Natsumatsuri
- Recruiting Session of JETs at 5 Universities/colleges
- Welcome Back Party for Returning JETs
- Shinnenkai New Year Party
- Happami (our version of Hannami)
- Mah Jong Parties
- Monthly Tsudoi Informal Japanese Meet up

# Orlando

## Sub-Chapter of Florida

- Natsumatsuri
- Happy Hour
- Shinenkai/Bonenkai
- Haru Natsukashi Dinner
- Visit Japanese Art Exhibit





# Miami ~ Treasure Coast ~ Jacksonville

## Sub-Chapters of Florida

- Miami Alumni members attended a Reception at the Consulate Generals Residence
- Treasure Coast Alumni set up a table at the Morikami Museum & Japanese Gardens
- Jacksonville Alumni planned potluck and movie night



# North Carolina

## Sub-Chapter of South East

- Started by Kay Munn who has created a Facebook page and put events on the calendar
- Plans for attending Obon Festival in July
- Help at Career Fairs at UNC
- Hosted a Q&A at NC Japan Center for new JETs

# Brainstorming



# Brainstorming Ideas



- Set up Facebook page for sub-chapter and connect to parent chapter page
- Include links and contact information for sub-chapter on Parent website
- Plan to hold an event at the same time each month so people can plan ahead to attend
- Find a central location that is convenient to most members
- Ask Parent chapter for list of recent returners so the subchapter can contact them directly
- Piggy back on other events that are happening in the area (local university seminars, festivals, restaurant week)

# Brainstorming Ideas



- If you can't meet in person keep communication lines open using forums, blogs, or facebook
- Plan a variety of events (dinner, museum visits, language exchange, over night trips)
- Plan events that follow GIA guidelines and request money from parent chapter
- Share information for Japan-related organizations throughout the region
- Serve as a hub of information for Japanophiles
- Scavenger hunts (puzzle race in Japanese)
- Maintain accurate database of members (ex. Google docs)

# Tsudoï

Tsudoï means an informal meeting of friends. Tampa Tsudoï is the primary mechanism for keeping the group in touch and for meeting new people. The idea is to create an easy regular meetup around which people can come and go with ease.



# Tsudoi

## INSTRUCTIONS:

- **Make it regular**

Same place, same time, recurring regularly. Example: first Friday of every month at 7pm.

- **Pick a place that is easy for people to come in and out of randomly, good for various income levels.**

Once a place is picked, DON'T change it. That makes it impossible for people to find you. This isn't a dinner party. It's about connecting people with various schedules who may not know each other and will not likely come out to anything they feel they might get trapped in.

Example: We do ours at a Panera Bread in a local mall. It has outdoor seating so people can bring over food from other places. They can just have coffee, or they can eat a meal. They can even buy nothing

- 3. **Don't have an agenda**

Agendas mean some people will want to be there and others will feel left out. Tsudoi is not for anything other than hanging out. Business and outreach can be done another time. Flexibility also makes it easy for people to come late or leave early.



# Tsudoi

## 4. **Have an end time**

This give people an out

If it's too open, they can feel intimidated because they might not like it and/or won't want to walk away from the group early

This allows the coordinator to not have to sit for hours if no one shows

Example: Ours ends officially at 8pm, but usually goes far far later

## 5. **Pick a place that is convenient for the coordinator**

I can't be everywhere and it will become a burden to try to accommodate everyone.

If it is too far have someone set up another Tsudoi in their area and then once a year make the trip and join them together.

## 6. **Let others help grow it**

Our Tsudoi is now a regular event on the Tampa Japanese Meetup of [meetup.com](https://www.meetup.com), which I am a member of, but not coordinator. Someone else posts it

Make connections with university exchange program.

# Advice

No one is getting paid for this, so it needs to be organic. What is good and useful grows, what isn't dies. I do it myself simply because I enjoy it. If I don't enjoy it, then I'm not going to do it.

~Anonymous JET Alum Organizer





# Sub-Chapter Project

- Have members in subchapter areas gather a comprehensive list of Japanese restaurants, markets, books stores, and museums for visitors to share with recent returners and members of the group