

GOODWILL GOLDMINE: THE JET PROGRAM & THE U.S.-JAPAN RELATIONSHIP

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THE MEDIA SCHOOL
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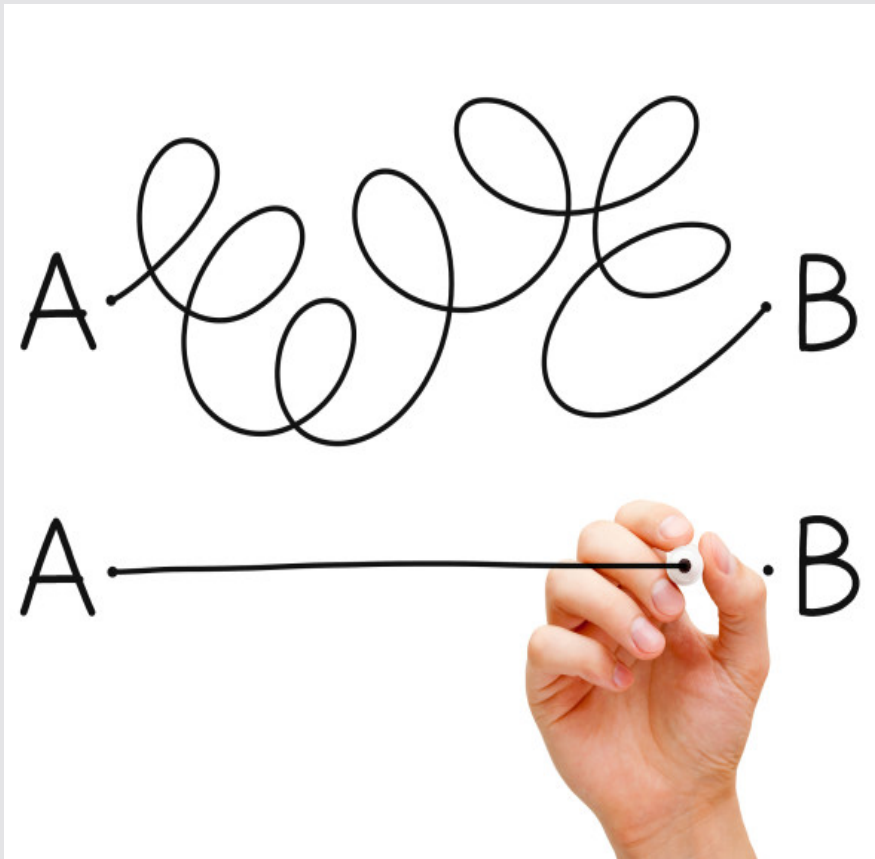
ABOUT THIS PROJECT

Whether they work for multinational corporations, think tanks, universities, media outlets, non-profit organizations, the U.S. government or elsewhere, American JET Program alumni play an increasingly important role in the contemporary relationship between the United States and Japan.

Goodwill Goldmine is the first book-length work dedicated to demonstrating not only the rich veins of talent, commitment and continued affection for Japan that characterize the American JET alumni community, but also the growing influence that members of this network wield in the U.S.-Japan relationship writ large.

In portraying the many Japan-related pursuits of American alumni, *Goodwill Goldmine* quantifies what conventional wisdom already holds true: The Japan Exchange and Teaching Program is a profoundly successful public diplomacy effort that will shape interactions between the United States and Japan for decades to come.

IN SHORT: JET MATTERS



- But it's not an easy argument to make because it requires looking to the *long-term* for effects
- As with all exchanges, there's rarely a direct line between program participation & later outcomes...

CONNECTING THE DOTS

I surveyed American JET alumni in 2011 and got 500+ responses! Now I want to humanize the statistics. My philosophy is:

DATA SATISFY THE ANALYTICAL PART OF OUR BRAINS. 
BUT STORIES TOUCH OUR HEARTS. 

I need your help in collecting those stories...

YOU CAN HELP!

- American JETAA chapters are well-positioned to help identify alumni whose post-JET lives help confirm the thesis of *Goodwill Goldmine*:
 - JET alumni are doing important things that influence the US-Japan relationship directly *and* indirectly



HOW?

- FIRST: Ask your membership to complete the survey at:

goodwillgoldmine.com



HOW?



- SECOND: Give me a heads-up about alumni who are doing interesting things – even if their activities are not directly related to Japan
 - Especially interested in 10+ alumni

HOW?

- **THIRD: Share anecdotes about alumni influence --**
 - Public office?
 - Volunteer work?
 - Local business owners or community leaders?
 - Covered in the media for some (positive) reason?
 - Other?



HOW?



- **FOURTH:** Explain how your chapter works with Japanese organizations:
 - Meet with official or distinguished visitors?
 - JET recruitment?
 - Recruit with Japanese companies?
 - Sister city relationships?
 - World affairs councils?
 - Japan America societies?
 - State or municipal international affairs offices?
 - Others?

HOW?

- FIFTH: Share metrics of your chapter's success
 - How many members?
 - How many alumni engaged annually?
 - What kinds of activities do you plan?
 - What am I missing?



SO NOW WHAT?

- Please circulate the survey link at **goodwillgoldmine.com**
- Please contact me with anecdotes about your alumni doing interesting things, even if their activities aren't specifically Japan-related
- Please contact me with details about your chapter's activities
 - *FYI: Monica will forward me your PowerPoint presentations so there's no need to reduplicate that data*
- I'm looking forward to hearing from you!



THANK YOU



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