

LECTURE 14



Mr. Ishihiro Seko

- **The Key Person Making Kindai University Come-from-bejomeg Victory**
- **Worked in Kindai University in 1992**
- **Worked in Kintetsu Railway Company in 1992**
- **Born in 1971, Graduated From the Doshisha University**
- **Grandfather Is the Founder of Kindai University**

Date: 2019.10.31

淡江大學熊貓講座
TAMKANG CLEMENT AND CARRIE CHAIR

Professional, Hardworking and in Tears :
the Communication Strategy of KINDAI University
專業、苦幹與熱淚：
近畿大的溝通戰略

世耕石弘
(ISHIHIRO SEKO)

Thursday
2019.10.31
淡江大學淡水校園
守謙國際會議中心3樓有蓮廳
13:10
|
15:00
QR Code
相關資訊

- ◆ The Key Person making KINDAI University
Come-from-behind Victory.
締造近畿大學逆轉勝幕後的推手
- ◆ A Paradigm Using Advertising Marketing to
Change Brand Concept Effectively.
以廣告行銷有效扭轉品牌形象的典範
- ◆ Changing the Strategy of Student Recruitment
Successfully: "Buy Me" vs. "Love Me".
成功改變招生戰略: "Buy Me" vs. "Love Me"
- ◆ Breaking the Preponderance of Bureaucratic
Power and the Myth of Prestige University.
打破官尊民卑與名校迷思



淡江大學文學院主辦

INTRODUCTION

- Due to declining birthrate, universities are difficult to recruit students. University collapse will be occurring continuing in Taiwan. But what should universities do to nip them in the bud. Japan is facing the crisis of declining birthrates severely. Unbelievable, Kindai University located in Kansai win a reverse victory, nearly miraculous.
- To mention Japanese private universities, people usually think of index-based prestigious university, except Kindai University. But Kindai has turned over the stereo type in pragmatism spirit and impressed advertising. The number of students registered the school entrance exam has doubled growing up during the past 10 years.

The pusher behind the stellar record is Mr. Ishihiro Seko, the general manager of Kindai.

- The Founder of Kindai University is his grandfather. He have no will work in Kindai before. But after has he worked in other enterprise, Seko enters Kindai, the family business, and brings marketing concept into the univer-sity.
- He tries to reverse the enters image of Kindai becoming dynamic and popular among young people.
- Kindai University is famous for tuna cultivation successful. The uni-versity also owns a hospital.

Depending on incomes from the both, Kindai can be self-sufficient without the subsidy from government. The Key point of Kindai is changing the strategy of students recruit from “buy me” to “love me”.

- Seiko successes in changing the preconceived idea of Japanese society viewing Kindai.
- That is a Paradigm to use marketing concept running an university.
- Breaking the preponderance of bureaucratic power and the myth of prestige university succefully.



Mr. Ishihiro Seko standing before the Manga bookshelf of library at Kindai University



Mr. Ishihiro Seko is busy to introduce the Kindai University

Topic : Professional, Hardworking and in Tears: The Communication Strategy of Kinki University

ABSTRACT

- Dr. Ishihiro Seko sharing the innovative tactics and unique establishment of Kindai University. First, he introduced several characteristics of Kindai University.
- He believes that comic is one of the important characteristics of Japanese culture. He set up a special area for comic books in the library collection. The library at Kindai University has more than 200,000 comic books.
- The campus restaurant is equipped with a digital system for menu order by cell phone. Students order lunch before class ending and can having it after lectures immediately.
- The library side prepares 24-hour studying room. It also can use the cell phone to reserve a seat, there are several spaces kept for girl students.
- He refers to some establishment and facility of overseas famous universities, and tries to reform the administrative process at school efficiently.
- He is committed to paperless office transformation, and digital documents all is handled by cell phone. He also brings the concept of public relations in advertising and marketing into the university management.



Taking a group photo after the lecturing

- In order to improve World University Rankings, they encourage students to study abroad during the school year. They make a record for their students studying abroad by shooting a video.
- They know that any change will not be effective if lack of propaganda. The universityside should convey a message accepted by high school students through a series of strategic planning.
- Compared to other Japanese universities, Kindai University is short of history than others, so they do innovation relative easily. Even Kindai University is difficult to get any subsidy from government, depending on the research of tuna fish cultivating successfully to satisfy the requirement of operation. The universityside takes "tuna" being visualized, widely using on advertising posters, homepages and admissions DM.
- Kindai University opened a tuna restaurant, becoming the focal point of mass media. This is another means resulting in Kindai University worldwide renown.
- He encourages young people to find out their core competitiveness and creating the highest benefit.
- Using IT technology, the universityside tries to break the preconceived idea of young people.
- The current goal of the Kindai is to reduce the cost of the operating expenses and save more time on student affairs.
- Universityside should do more understanding on universities abroad for referring to .



A group photo with Board of Trustees, Dr. Flora Chia-I Chang and TKU staffs



Lecturing at the Hsu Shou-Chlien International Conference Hall

MINUTE

- Dean LIN, CHEN-JUNG comments that higher education in Taiwanese society was built during the Japanese colonial period. The perception of statism causes the preponderance of official power.
- People think that national universities are more competitive than private universities. Ironically in the system of primary or secondary school is believed that students in private schools have more competitiveness than public schools.
- Even if we perform better than national universities, we are ignored by society as of old. Because the school tuition has no competitiveness. How should we reverse the perception of society viewing the private universities?
- If you want to be a leader, you have to start as a subordinates and servants. Hope the younger knows success is no accident.
- Young people must have a goal and use methods, and make efforts.
- She believes that the speech will give us more courage and inspiration to our teachers and students after listening.



Accepting a memento from Dean LIN, CHEN-JUNG



Taking a group photo with TKU staffs after symposium