



## A Tale Behind "Keio Sweat"

No one predicted the success of a product called "Keio Sweat." This sweatpants has been selling like hotcakes in Keio University Co-op since its debut in April. Some 500 pairs of Keio Sweat were sold in only two months.

Keio Sweat is one of co-op original products developed with cooperation from the students. Let's learn more about the process.

**Student Committee Spring Camp 2011.** The idea of selling sweatpants was raised in the camp attended by students and co-op staff. It was brought up as many students have demanded the product. The team formed in the meeting consulted closely with store managers and conducted surveys.

**Behind the Scene.** The team agreed on the design, colors,



Keio Sweat display

price and size. Student Committee was mainly responsible for the publicity, placing an emphasis on the issue of student-driven product development.

**The Launch.** The release date was delayed due to planned blackouts following Tohoku Earthquake and Tsunami. However, responses from students were beyond anyone's expectations. The

## A Taste of Mie on Your Table

Mie University Co-op has been working hand-in-hand with Mie University and its surrounding community in developing products with university brand name.

Following the successful launch of sake and plum wine products back in 2006, Mie University Co-op started to

offer *Mie Daigaku Karē* (Mie University Curry) in 2009. Being sold both in canteen and as food product, the curry have reached 130,000 packages in sales.

The philosophy underlying the development of university brand products is that never emphasize merely

success of this product received a special attention both in Student Committee and Board of Directors meetings.

**Lessons Learned.** It is important to dig out the students' needs. Student Committee learned that they were able to commercialize a hit product from a simple idea, that sweatpants bearing university logo—which are common in universities—were not available in co-op stores.\*

**Kumiko Ono**, Managing Director Assistant of Keio University Co-op

## Keio University Co-op

■ 34,000 members in 5 campuses (Hiyoshi, Mita, Shonan Fujisawa, Yagami, Shinanomachi), 170 Student Committee members

on logo and design. Instead, incorporate things that make connection, e.g. history and background of the university.

Nowadays, *Mie Daigaku Karē* can also be found in local stores.\*

**Koji Shiba**, Managing Director of Mie University Co-op

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## Did You Know?

Many university co-ops are engaged in the effort to educate students about diet and health. Waseda University Co-op, for example, have been conducting Health Festa since 2009 in cooperation with Waseda University. Programmes in Health Festa include diet consultations, fitness class, body fat measurement, seminar and exhibition.

## Looking Back at the First Days After March 11



People from all over Japan sent dictionaries and reference books for high school students

*"We need to keep staying positive and supporting each other."*

**NFUCA Relief Fund**  
Bank Account No.  
 Resona Bank  
 No. 3267738  
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Account Holder  
 Daigaku Seikyō Shinsai  
 Gienkin (in katakana)

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Japan Post Bank  
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If you would like to make a donation from outside Japan...

Since international remittance to our bank account requires a considerable amount of fee, you may opt to channel your support through international organizations such as Red Cross. However, if you still want to make your donation to NFUCA Relief Fund, please contact us directly.

Although Iwate University Co-op (and the university) hardly suffered any physical damage on its buildings, the tasks to operate the stores and fulfill the members' needs were challenging. Here are some

stories from Iwate University Co-op.

**Providing Foods.** There were blackouts for 2-4 days. Since foods were quickly sold at supermarkets, the task of providing foods for students became our priority. Rice was secured through cooperation with the local agriculture co-op, vegetables from local

farmers and curry blocks from Tohoku Business Association. Mutual help was the key in this task.

**Providing Housing and Supporting Freshmen.** Since the start of classes was delayed until May, a lot of students have to change their moving dates to apartments. We helped the students by communicating the circumstances to the landlords and kindly asked them not to collect the rent before the actual moving dates. We also provided temporary storage for students to put their belongings.

**Mutual Assistance From the Community.** Some landlords provide housing for students for free and we

channeled this kind of information. A faculty staff who is also a member of Board of Directors raised a proposal of sending dictionaries to schools affected by the disaster. This proposal was brought to NFUCA and as the result, 1,300 dictionaries and text books along with 2,000 notebooks from all over Japan were given to some afflicted areas.

Reconstruction does not only refer to physical buildings. The spirit of people afflicted must be revived, too. We need to keep staying positive and supporting each other.\*

**Ken Shishido**, Managing Director of Iwate University Co-op

## Lessons Learned in Dealing with Disasters

For Tohoku Gakuin University Co-op, the process of reconstruction after the March 11 disaster is just the beginning. Achieving a financial surplus in this fiscal year is important, but demonstrating the role of university co-op in times of disaster is also crucial.

We would like to raise some lessons learned by Tohoku Gakuin University Co-op in dealing with disasters, underlining the importance of the following issues.

- Building partnerships with universities, e.g. agreement and contacts in times of disaster.
- Hazard prevention, e.g. improving earthquake-proof safety.
- Establishing contacts to confirm the safety of co-op staff and student committee members.
- Establishing procedure of correspondence to inform students about classes, co-op operations, etc.
- Confirming the evacuation route.
- Securing temporary office.



Drinks were given to the university

- Establishing partnership with vendors.

We will continue conducting volunteer activities and providing assistance to students affected by the disaster.\*

**Keiko Hosohata**, Managing Director of Tohoku Gakuin University Co-op

## A Plan to Foster Student's Growth

If you think that your university life is limited to classes offered by the university, please take a look at Manabi Seicho Shuppatsu Support Program, a plan to foster student's growth conducted at Shimonoseki City University Co-op.

Our program is started in April this year with 17 student staff and 94 participants.

Through its ideas, "learn about one another/mutual aid" and "various experiences," we aimed at nurturing students who can contribute to the society by enriching their campus life,



Students wrote their thoughts on Seikatsu Portfolio

helping them to find their dream and facilitating them to get new acquaintances.

The concept of the program is as follows:

- 1st year (input phase): support for livelihood, support for skills

- 2nd year (output phase): support for social experience

- 3rd year (output phase): support for job hunting

- 4th year: student's own future

We use Seikatsu Portfolio

(Portfolio of Life) and Student Emotional Intelligence Quotient (SEQ) as our tools. With Seikatsu Portfolio, students are expected to record what they learn and experience in daily life, their dreams and things they would like to challenge. It will be a compilation of a student's experiences and thoughts during their study.

We have only just started, but we would like to do our utmost in ensuring that the students will be benefited by this program.\*

**Masaru Nakai**, Managing Director of Shimonoseki City University Co-op

## Career Support Program, Hand in Hand with University

Kanazawa University is a national university which has 15,000 students. Some 33% of its graduates chose to continue their education, while 49% chose to getting employed (March 2010 data).

Kanazawa University Co-op has been working together with Kanazawa University to conduct various support programs for students. Among those programs are College TOEIC, Test of Legal Proficiency, Certification Course Guidance and Support for Entrepreneurial Venture.

An example of program highly valued by Kanazawa University is the Support for

Job Hunting. One of our success stories came from the Public Service Examination Preparatory Course, which contributed to the increased number of the students being accepted as prospective civil servants.

We also conduct programs for first-year students. An orientation session about campus life for students and their guardians are being held each year, sometimes with guest speakers from various consulting firms.

While also making use of university co-op's strength in know-how related with

student support, our relationship with a number of professionals and agencies proved to be extremely useful in this kind of support programs.

We cooperate fully with any party for programs that

assist student's career options, lead to student's growth and contribute to the university itself.\*

**Tatsuhito Sakaguchi**, Managing Director of Kanazawa University Co-op



Public Service Examination Preparatory Course





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**Co-op's Dining Hall: A Room Full of Communication**

Around 5,000 undergraduate students and 900 graduate students are studying at Tokyo Gakugei University.

Its campus is located between JR Chuo line's Kokubunji and Musashi Koganei station. A row of cherry trees welcomes people soon as they enter the main gate.

Since many students commute by bicycle, there is plenty of bicycle parking everywhere inside campus. In addition, more than 4,500 trees on campus provide cool, leafy shade and a comfortable place to gather.

Tokyo Gakugei University Co-op is located in Dai-ichi Musashino Hall and Dai-ni Musashino Hall near the north gate.

For years, the dining hall in Dai-ichi Musashino Hall was not equipped with air conditioning system. After a long wait, an air conditioning system was



Students are under shades of trees inside the campus

finally installed in April this year.

The new dining hall has wide intervals between tables, allowing students to pass by comfortably. For this reason, there are fewer number of seats inside the dining hall. But by the increasing of number of seats on its terrace area, the co-op dining hall can still easily accommodate a large number of students.

Co-op store, where students can buy books and daily necessities, has also undergone refurbishment

that resulted in a brighter atmosphere inside.

Now, the air-conditioned dining hall has become livelier. Students do not come only to buy meals at the dining hall, but also to eat snacks or drinks they purchased at the co-op store or brought from home. The sight of students having discussion with their classmates or working with their computers inside the dining hall is also promising.

We are proud to contribute to the students' productive life at campus.\*

*"We are proud to contribute to the students' productive life at campus."*



The lively dining hall inside Dai-ichi Musashino Hall

**Tokyo Gakugei University Co-op**

- 7,352 members (as of February 2010)
- Gender breakdown of members: 50% male-50% female
- Dining hall area: 512.4 m<sup>2</sup>
- Number of dining hall seats: 400 (indoor), 104 (outdoor)
- Operating hours: 10:30-19:10