

## Challenge! Open Governance 2017 Application Form for Citizens &amp; Students

Title of Regional Issue*	No.	Title	Name of Municipality
	- (事務局用)	Promotion of student attachment to the local area	Sendai City
Name of the Idea (disclosure)	DATECAREER is a bridge between students and companies, becoming a new platform for student career development.		

(\*Enter the title of regional issue of the applying municipality as described in COG2017 website.

## 1. Applicant Information

Name of the team (disclosure)	DATECAREER		
Team attribution (disclosure)	<input type="radio"/> 1. 市民によるチーム <input type="radio"/> 2. 学生によるチーム <input checked="" type="radio"/> 3. 市民、学生の混成によるチーム		
Number of members	7		
Team leader (only the name will be disclosed)	Name (disclosure)	Taiki Arai	

## ※Conditions for information disclosure

Information provided in “2. Description of Idea” beginning on the next page will be disclosed under the Creative Commons Attribution 4.0 International license (CC BY 4.0) after confirmation of its contents. At the request of the applicant, however, such information will be disclosed under the CC BY-NC (Attribution – Noncommercial) 4.0 International license. Please let us know your preference at the time of application. **In both cases, the name of the applying team will be used.**

(See the specific licensing conditions at <https://creativecommons.org/licenses/by/4.0/legalcode.ja>, or <https://creativecommons.org/licenses/by-nc/4.0/legalcode.ja>. You can also see licensing information from Creative Commons at <https://creativecommons.jp/licenses/>)

## (Notes)

<Name of the file for application and addressee>

- Send the file with the filename COG2016\_applicationform\_teamname\_municipalityname to the address below. You can also access this address via the application registration column on the COG2016 website of the Graduate School of Public Policy, The University of Tokyo: [admin\\_padit\\_cog2016@pp.u-tokyo.ac.jp](mailto:admin_padit_cog2016@pp.u-tokyo.ac.jp)

<Public or private information>

- The name of the idea, name of the team, team attribution, name of the team leader, and “description of idea” will be open to the public.
- The contents above will be reviewed before disclosure (anything which is harmful to public order, unethical, or making use of a plagiarized idea will not be disclosed).
- The “self-evaluation” column of the application form will not be disclosed. However, if the content is excellent and deemed useful for other applicants, it may be disclosed after consultation during the advice stage after the open review.
- If any element associated with an intellectual property right whose holder is not a member of the applying team, such as texts, photographs, and graphics, is included in the “description of idea,” it should be demarcated stating that it is quoted according to the relevant laws and regulations or that its use has been approved by the right holder. Please do the same for the “self-evaluation” column.

<List of the team members>

Submit the list of the team members in the attached Excel file (Any information about members other than the team leader as specified in 2. above will not be disclosed except to the COG Secretariat. Please see the attachment for details).

## 2. Description of the Idea

Fill in three items: (1) content of idea, (2) rationale for idea, and (3) how to realize it.

### (1) Content of the idea

Please show the content of the idea by putting these elements in the idea as to who, what, where, when, and how it is a public service (activity) to do.

**DATECAREER is a bridge between students and companies, becoming a new platform for student career development.**

◆DATECAREERが学生と企業の架け橋になる



### What is DATECAREER?

An organization run by students who have job-seeking experience, for the purpose of supporting the career building of future job-seekers. It introduces information about local companies and matches students with companies. The name plays on the sophistication of Sendai, and its famous founder Date Masumune.

<Current Members>Comprised of six Year 4 students from Tohoku University, Tohoku Gakuin University, Miyagi University of Education, and Tohoku Fukushi University, etc.

**Why is both student and company support necessary?**

#### ■ Student Situation ■

Students that conduct their job search based on major recruitment media find many company postings and tend to find work in cities such as Tokyo which are quicker at disseminating information compared to the regions. Further, they do not have people around them who can provide job-search support and have little contact with company employees. This means that they start their job search with insufficient consideration of their own career goals and tend to simply accept any job offer they get. This leads to mismatches which result in people leaving their jobs.

#### ■ Company Situation ■

Small and medium-sized companies in Sendai (hereafter, local companies) would like to employ new graduates but they lack the know-how and tools to get the word out and they have limited budgets for recruitment activities. This means that they are unable to convey their appeal to students. Registering with major recruitment websites does not lead to contact with students that are a good fit for them.

**DATECAREER provides support for the mutual benefit of students and companies**

### Support from DATECAREER

Creating opportunities for exploring future careers before starting the job hunt and providing information about local companies that cannot be obtained elsewhere.

#### ■ Support for Students ■

##### ① Events for job-seekers and those soon to start (approx. 2/month)

•DATECAREER members provide training in screening for student job-seekers (self-analysis methods, interview training, internships which lead to screening selection, etc.)

•Career support education for year 1 and 2 students (career shaping discussion events with employees, work-type internships, etc.)

##### ② Job-seeking information utilizing social media

•At present the DATECAREER Twitter account (@TOHOKU\_CAREER) has 450 followers.

This account posts information to leverage student networks and the power of social media.

##### ③ Consultations

•Issues relating to job-search worries can be clarified through consultations with DATECAREER members.



##### ④ Development of a job-seeker lounge

•The establishment and operation of a lounge which can act as a hub for local businesses and students (a company which supports DATECAREER's activities is considering offering support in the form of property, etc.)

•Create a place where students and local companies can meet and interact in person.

#### ■ Support for Companies ■

##### ① Posting of company information on media operated by DATECAREER (Tentative Title: TOHOKU NAVI)

•Post information about local companies to give students a description of the companies' operations and real employee information.

##### ② Recruitment assistance for companies

•Grasp human resource needs of local companies and match them with student needs maintained by DATECAREER.

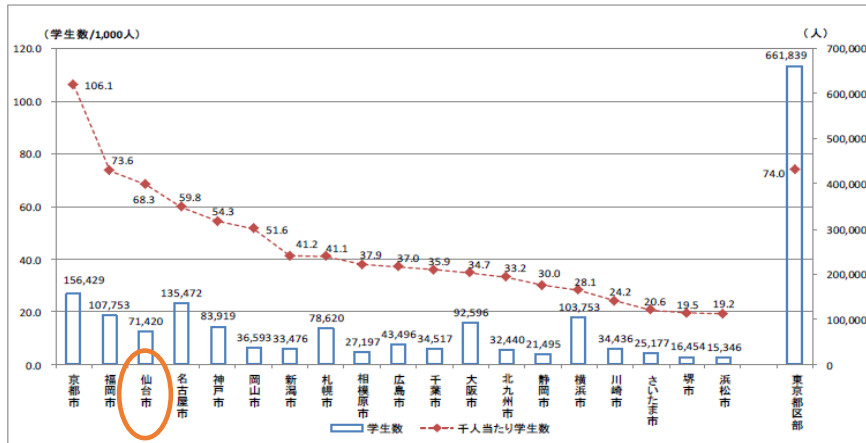


**(2) Rationale for the idea**

Describe the Rationale for the idea (why have you chosen this idea?) with numerical data (achievements, statistics, or questionnaire results) and evidence (materials, plans, or existing measures) that support the idea (collectively, the “data”).

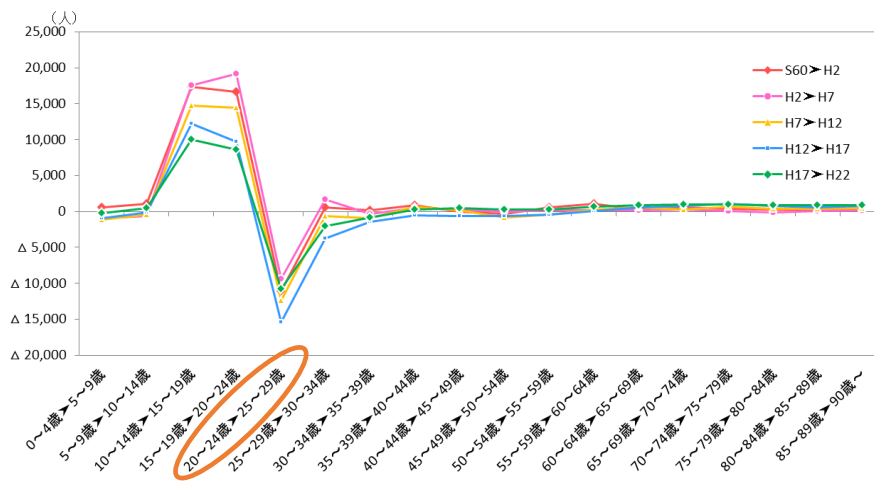
**① Young People in their Late 20s Leave Sendai in Droves**

As evidenced by the name “University-Town Sendai” the number of students per 1,000 in the city’s population is **the third largest among government designated cities.**



Source:  
Sendai Overall Strategy for City, People, and Work Creation  
<http://www.city.sendai.jp/machizukuri-kakuka/shise/zaise/kekaku/senryaku.html>

However, in contrast to the large influx of people in their teens and early 20s **the large number of people in their mid-late 20s leaving the city is striking.**



Source:  
Sendai Overall Strategy for City, People, and Work Creation  
<http://www.city.sendai.jp/machizukuri-kakuka/shise/zaise/kekaku/senryaku.html>

**② Local Employment Rate for Students in Miyagi Prefecture**

The percentage of students that stay in Miyagi to work after graduating from the university in the prefecture is just 42%. This is low compared to major centers such as Hokkaido, Hiroshima, and Niigata. It shows that people use graduation as an opportunity to leave the region.

**→After graduating from the university in Miyagi, many young people leave the prefecture to find work!**

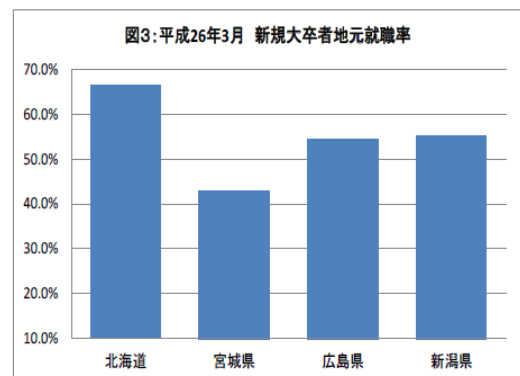
Source: Sendai MINING REPORT #2 (Dec 2014)  
[http://www.city.sendai.jp/machizukuri-kakuka/shise/koho/koho/documents/sendai\\_mining\\_report\\_2\\_1.pdf](http://www.city.sendai.jp/machizukuri-kakuka/shise/koho/koho/documents/sendai_mining_report_2_1.pdf)

Further, the data below show that, after the Tohoku region, the Tokyo area is where most Tohoku university students find work.

**→A high percentage of Tohoku students work in the Tokyo area**

地域	首都圏	北海道	北陸・甲信越	京阪神	その他
東北	47.4	33.6	6.2	3.3	6.2

出典: リクルート 就職みらい研究所 大学生の地域間移動に関するレポート2017  
[https://data.recruit-career.co.jp/study\\_report/article/20160928001/](https://data.recruit-career.co.jp/study_report/article/20160928001/)



### ③ Most Frequently Used Media by Student Job-Seekers

Most searched media by student job-seekers (Source: Recruit Career)

- Job-seeker information site: 38.8%
- Individual company / organization website: 30.0%
- Student community site: 10.2%



Most student job-seekers start at the beginning of their third year at the university by registering on a major website and searching for companies. Job-seeker information sites and company websites make up 70% of the websites searched.

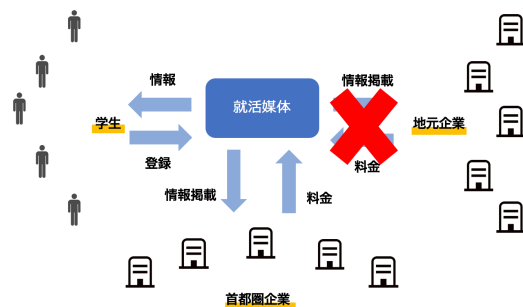
Number of Companies Registered on Major Website, by Prefecture (Small and Medium Enterprise Agency Report; Rikunabi)			
Prefecture	Number of Companies	Companies on Rikunabi	Percentage
Tokyo	452,197	7,938 社	1.77%
Hiroshima	87,578	802 社	0.92%
Fukuoka	143,408	1,108 社	0.77%
Hokkaido	151,402	922 社	0.61%
Miyagi	61,819	312 社	0.50%

National Average 0.75%

→Few local companies are registered on major websites, making it difficult to reach students.

In particular, fewer companies from Miyagi Prefecture are registered with Rikunabi than any other prefecture.

**As a result, students do not have a chance to learn about, appealing local companies or meet with their employees. This means that students tend to go to work for companies located outside of the prefecture where it is easier to access information.**



**Points ①-③ show that students in Miyagi Prefecture tend to find employment outside of the prefecture (e.g., Tokyo) after graduating**

In addition, past DATECAREER events:

■ Seminar for first time job-seekers

Held for third-year university students to help them learn how to conduct their job search and what things they should prioritize. This helped raise awareness about DATECAREER and promoted attendance at regular events.

•Date: May 2017 (2 events); Attendees: 60 (from Tohoku University, Tohoku Gakuin University, Tohoku Fukushi University, and Miyagi Gakuin Women's University).

•Participant Comments: (1) I learned what I need to do to move forward with my job search. (2) It is great that there is a student-run organization that can support our job-seeking activities.

■ Event for supporting the establishment of young people in the region

Held to create a place for students to meet with companies outside of the major media websites and to support students that wish to continue to work locally.

•Date: March 2017; Attendees: Companies (2), Students (5)

•Participant comments: (1) A good atmosphere where we could talk casually about life, much more so than having visits from alumni. (2) Job-seeking makes me worry but being able to have a casual discussion really helped. (3) It made me think about what the meaning of work actually is and how I should frame my company selection—I realized that I had not been thinking deeply enough about this.

After holding the above events it became clear that there is a desire for a place where students can talk casually and talk directly with current employees.



**(3) How to realize it.**

Describe the process and milestones, etc.

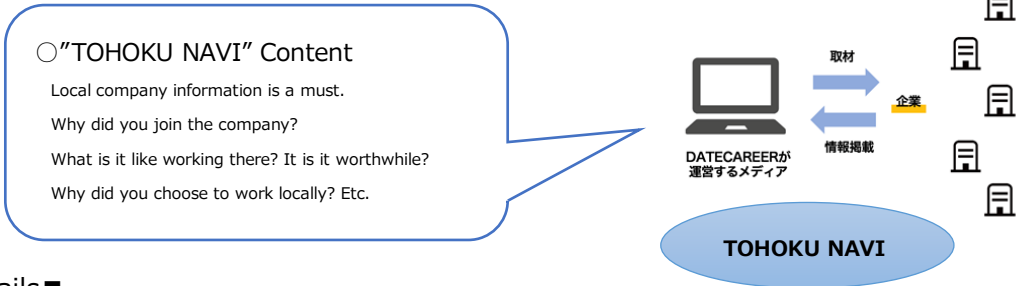
**Final Objective**

**◆◆DATECAREER connects students and companies to increase the number of students employed in Miyagi Prefecture◆◆**

With a clear idea of their career path, students can enter employment that they agree with and companies can employ highly motivated employees  
 →Aim for a Win-Win relationship between students and companies!

[Structure]

**◆ 1 Post local company content to DATECAREER media platform (TOHOKU NAVI) and increase opportunities for students to learn about them**



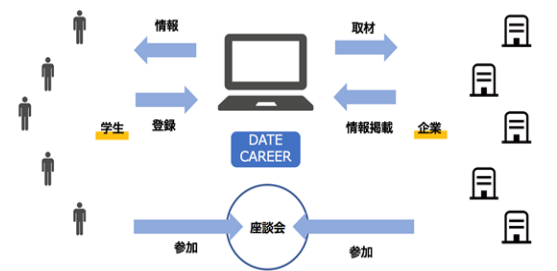
■ Details ■

Introduce and distribute information about the good qualities of local companies who are not registered with major websites.

■ Method ■

- DATECAREER staff reach out to local companies and create content specifically for student job-seekers.
- Next, this is posted to DATECAREER’s operated media and student job-seekers are notified.
- Companies pay a posting fee.

**◆ 2 DATECAREER holds job-seeker support events for students, further creating a space for companies and students to meet face-to-face**



■ Details ■

DATECAREER staff hold job-search education events twice a month (approx.), focused on third year students, to provide support for their career development. We will objectively compare working locally with working in the Tokyo Metropolitan area and create opportunities for thinking about one’s career—asking, for example whether the job-search style of major companies actually suits the style of the job-seekers. Furthermore, we will hold events and symposia where students and employees of local companies can interact.

■ Method ■

- TOHOKU NAVI (Tentative Name) and social media will be skillfully used to promote student-focused events.

- Content creation for TOHOKU NAVI will drive company participation in the events and the job-seeker lounge.
- Student participation will be free. Companies will be charged for participation (those registered with TOHOKU NAVI will receive free access).

### ■ Unique qualities of DATECAREER events ■

- As opposed to major job-hunting events and university job-search support events, the fact that they are run by university students with experience looking for jobs makes it easier to engage in open discussions.
- Being close to student job seekers, organizers can quickly respond to their requests and opinions.
- Transmission of fresh information is tailored to local companies.



### ■ Example event themes ■

What is the meaning of work? / Differences between working in urban and regional areas / Choosing a company

### ■ Event benefits ■

#### 【For Students】

- Events are not directly linked to employment making it easy to ask real questions such as “why did you join the company” or “what is the meaning of your work” that are hard to ask directly at events run by large companies.
- At every event we will display a variety of ideas from participating workers so that the more students participate the more role models they will have when they start work.
- A chance to get to know excellent local companies that are not registered with major websites.

#### 【For Companies】

- Companies can promote themselves directly to students without having to go through the media.
- Companies can reassess their strengths and weaknesses, with repeated improvements leading to them becoming more appealing and attractive to prospective employees.
- Being able to get an understanding of what students want from a company and the actual state of job-seeking from the students themselves provides an opportunity to reevaluate the company’s direction, employment methods, and employment planning.



## ◆ 3 Collaborative internships between DATECAREER and companies

### ■ Details ■

As a way of helping with career-building, internships will be offered at local companies. Through this experience students will get an idea of what it might be like to work at these companies. Internships are offered multiple times and take place during the long student holiday period.

### ■ Method ■

- DATECAREER and local companies devise internships so that students can experience working at local companies.
- Participating students are recruited during events and via SNS.

## ◆ 4 Opportunity to promote company information at the job-seeker lounge



### ■ Details ■

Along with the creation of a space for the display of leaflets and local company products in the job-seeker lounge, employees will also have the opportunity to promote their company. Lounge running costs will come from sources such as donations/payments from companies and advertising income.

### ■ Method ■

- Companies are incentivized to participate. Companies registered on TOHOKU NAVI are able to engage in real-life interaction with students in addition to internet-based PR.