Shintaro and I began our planning using three steps: Reach Out, Listen, Take Action. For the Reach Out stage we sought and identified groups in the community who were interested in learning more about Japan and Japanese Culture. During the Listen stage, we worked with groups and individuals regarding their particular interests. For the Take Action stage, we designed events and activities that were welcomed by the audience.

An example was our work with the Woodlands, a Continuing Care Retirement Community. As we listened, we learned that the residents were not particularly interested in physical activities (e.g., karate) or a cooking demonstration, or learning a new language. What they really wanted to learn more about the traditional tea ceremony. The demonstration was a success. Those in attendance loved the tea — they all asked for additional servings — and asked many questions about the use of tea in daily living.

We used the same strategy when creating the Sister School program in Huntington High School. Huntington is the only school system in WV offering Japanese. After much planning with two teachers and their principals, we were able to develop a successful link between an American and Japanese high school.

Success begets success. Word has spread in the greater Huntington community. As a consequence, more people and organizations are reaching out to us for novel programming.

The little concern I had for living and working in the U.S. had gone away even before I started the position. The communication through e-mails with my supervisor, David, was clear and welcoming, and I seriously thought that my new journey would be wonderful.

Why did I come to Huntington, WV? David and I brainstormed and developed such a wide variety of ideas, which was also meaningful to build a trustworthy relationship with him. Getting to know the university and community was already a large part of my mission. He connected me to lots of people in the community. I easily figured out that people in the Huntington area are approachable and supportive. In fact, most of our programs cannot be done without the help from people in the area.

One day he said, “Shinn, you can aim to accomplish anything, and I’ll support you.” Then I started to try something new and creative, and organized the ideas to make it possible. Not only did he give me enough space to arrange the activities, but also he cultivated the environments where the collaboration was going to make it happen.

It’s been great to feel that our program is becoming the part of Huntington community and WV. I’m sure that our progress through first year has made the necessary steps to where David and I will be able to enhance the program even more next year. I’m thrilled about working and meeting more people and sharing the culture in Japan next one year.
SNS / Media Coverage 2017-2018

Facebook - Shinn Marshall Uni

Marshall University Communications

The Herald Dispatch

WSAZ News Channel

West Virginia Executive

Japan Outreach Initiative

OUTREACH PROGRAM

Office Work: 10%
Networking: 30%
On campus: 20%
Outreach: 40%

Origami: 15%
Karate: 15%
Calligraphy: 10%
Food: 10%
Business: 5%
Other: 10%

K-12 School Outreach

Kinder: 15%
Elementary: 30%
Middle: 45%
Highschool: 10%

Library: 40%
Church: 20%
Senior Center: 10%
Youth Programs: 15%
Rotary: 15%
Other: 5%

 REGIONAL ENGAGEMENTS

Educational Involvements

Cultural Impacts

Outreach Program

Office Work: 10%
Networking: 30%
On campus: 20%
Outreach: 40%

Origami: 15%
Karate: 15%
Calligraphy: 10%
Food: 10%
Business: 5%
Other: 10%

K-12 School Outreach

Kinder: 15%
Elementary: 30%
Middle: 45%
Highschool: 10%

Library: 40%
Church: 20%
Senior Center: 10%
Youth Programs: 15%
Rotary: 15%
Other: 5%

Japan Outreach Initiative
1. Sister School Program

JOI launched the Sister School Program to make it possible for Huntington High School and Yokosuka High School to collaborate together. Students learn language and culture with each other through the project.

“We’re certain that both students in Japan and the U.S. will learn various cultural differences through this program.”
Sho Kato - English teacher at Yokosuka High School

“I am extremely grateful to all those involved who have made this cultural exchange possible for our students.”
Meagen Joseph - Japanese teacher at Huntington High School

“We believe that this program will make students more motivated and they will appreciate the opportunity.”
Kei Yamaguchi - J-LEAP program language assistant teacher

2. Teaching at Saturday School

JOI was involved in teaching at the West Virginia International School, which people call “Saturday School”. The subjects are based on Japanese curriculum and are also taught to students from Japan.

“Takase-sensei (teacher) gave me lots of opportunities to repeatedly practice what I’m not good at. Now I’m not in trouble with schooling in Japan thanks to his patience.”
Ryoga Saito – the student at Saturday School

3. K-12 School Outreach

JOI has been visiting many K-12 schools in wide areas to deliver a culture presentation and fun hands on activities. It’s all free programming, and kids are having a fun time to learn the language and culture in Japan.

“The fun activities enriched the learning experience. We cannot wait to have him back!”
Lorrie L. Levi - School Counselor at Barboursville Middle school

4. Summer Immersion Camp

JOI participated in the Japanese Summer Immersion Camp as an instructor for language and culture for elementary school kids in Cabell county of West Virginia. In 2018, about 100 school kids joined the camp and enjoyed various cultural activities together such as following: Karate, samurai helmet origami making, rice ball making, singing songs, making crafts, fisherman’s dance, and etc...

“Every day, Shintaro led all students to practice Karate together in a fun and responsible way.”
Ikuyo Kawada Webb - Program Coordinator
Cultural Impacts

1. Calligraphy

JOI has offered several calligraphy workshops, including presentation, demonstration, and activity. People have enjoyed calligraphy in Japan.

“It was a very well organized workshop where everyone had the chance to try their hand at brush calligraphy.”  -Priscilla Marten, the member of the Huntington Calligraphers’ Guild

3. Other

JOI has brought other cultural impacts together with other groups of people. In both university and community, JOI has been helping to coordinate and facilitate the programs to offer the opportunities for people who are interested in knowing and understanding more of the culture in Japan.

“It was a very well organized workshop where everyone had the chance to try their hand at brush calligraphy.”  -Priscilla Marten, the member of the Huntington Calligraphers’ Guild

“I appreciate the opportunity for learning the tea ceremony in Japan. The green tea was so good.”

-A resident in senior center

“Karate is so cool.”

A student
St. John’s Learning and Development Center

2. Karate

Karate demonstration and its workshops were delivered to many places throughout the first year not only to schools but also to Huntington’s community as well. The program was particularly popular among kids. They learned the spirits of Karate, and tried to master the basic patterns as much as possible together.

“Karate is so cool.”

A student
St. John’s Learning and Development Center

“Thank you for coming to speak to my class. Students really enjoyed your presentation and activity.”

-Wendi Kozma
English Department

“I appreciate the opportunity for learning the tea ceremony in Japan. The green tea was so good.”

-A resident in senior center

Photo above: Koto recital
Upper middle: Culture presentation
Lower left: International Festival
Lower right: World Fusion Day
Bottom left: Japanese Film Day
Bottom right: Tea ceremony demonstration
Regional Engagements

1. JOI Video

JOI has worked on making video introducing the cultural and educational impacts on community and schools in West Virginia. The video included the contribution of library teaching from past JOI coordinator, Azusa Hanah Yamada (2011-2013), who gave students big motive to major Japanese at Marshall.

“I’m proud of seeing students doing great at Marshall now. I wish the partnership between U.S. and Japan will more deeply continue well into the future.”

- Azusa Hanah Yamada  
Past JOI coordinator

2. Library Outreach

JOI jointly gave people the recurring outreach program at Cabell County Library. People in the community have learned Japanese culture with presentations and activities.

“Our mission is to serve the educational, recreational, and informational needs of this area.”

- Judy Rule  
Director of Cabell County Public Library

3. Talk Event by Consulate General of Japan in New York

JOI has coordinated the talk event by Mr. SATO Masaru who is Director of Japan Information Center and Deputy Consul General of Japan in New York. After having a social meeting with Marshall students and faculties, he gave the presentation about wide variety of topics to approximately 120 audiences from university and community.

“I really enjoyed meeting & exchanging views with people in West Virginia. Hoping to come again in the future.”

- Masaru Sato  
Consulate General of Japan in New York

4. Other

JOI also engaged in the various community outreach and tried to meet its needs. As time went by, the requests from people in the community had increased. I also got more opportunities to meet more people than expected. 

Given the situation, JOI got more fortunate chances to exchange the ideas, help their projects, and try to become part of the community in Huntington area.

Photo above: International Gala at Huntington Airport  
Upper Middle left: Picnic with Japan Club/Upper Middle right: Presentation at the Huntington Chamber of commerce  
Lower Middle left: Outreach at local company / Lower Middle right: Facilitating the bilingual meeting at Marshall  
Bottom left: Anime&Gaming Convention / Bottom right: Rotary Club of Huntington at regular meeting
The community-oriented approach we followed during year one of our efforts led to greater outreach activities. In essence, the exchange of information among teachers and community leaders resulted in more activities lead by the JOI Coordinator.

For example, Shinn had many invitations from school outside Cabell County. These schools represent extremely rural communities with little to no exposure to people from different countries and cultures. In other words, this was the first time many students met a person from Japan and learned more about the history and culture of Japan.

The local libraries also became a signature location for Shinn to offer cooking demonstrations – these were extremely popular – as well as language classes.

Our Sister School Program is extremely successful and will be sustained after Shinn returns to Japan. The teachers in the American and Japanese schools found many opportunities to allow students to exchange information through different course projects.

Shinn also worked closely with other JOI coordinators in West Virginia, North Carolina, Michigan, and Kentucky.

Finally, we were very much the center of attention and planning for several summer immersion campus offered by Cabell County Schools and the Governor’s Honors Academy.

I appreciate your great work at Marshall University.

Supervisor: David J. Pittenger
Associate Vice President
Dean of Graduate College
at Marshall University

Coordinator: Shintaro Takase
Japan Outreach Coordinator
at Marshall University

After the first year, my attention had shifted from cultivating the possibilities of JOI activities in Huntington to something different that I’ve never challenged before. The reason was quite obvious, I would like to do more in different ways. For example, the number of school outreach programs outside of Huntington has dramatically increased.

Also, to conduct a Japanese cooking program was very new to me and it was challenging. The second year had truly opened so many learning opportunities.

The second year has led me to meet more children and adults. It has been an interesting and valuable experience as it continued giving me a new understanding for both U.S. and Japanese culture. Answering questions was my favorite part regardless of audience’s age. The interactive discussion really helped us to understand the topic. The new realization from different angles was there every day.

In addition, I noticed the point when talking to children and adults in the community was helping them to realize that there’s a completely different world - language, culture, tradition, religion, food, school, work ethics, people and their everyday life. That was the moment that they stepped away from reality and learned something new. Every time before starting a presentation, I was making sure that I’d do my best and thank people for their time and interest.

So many things happened so quickly in past two years. I really appreciate all the opportunities given to me and I’m hoping that my effort will be beneficial to all people in West Virginia.
SNS / Media Coverage 2018-2019

Facebook - Shinn Marshall Uni

The Herald Dispatch
3. (Not directly JOI) https://www.herald-dispatch.com/news/enola-gay-tugboat-design-draws-complaints/article_b0bf147f-d9ee-5b3d-a12a-54fa1e3715d.html?

Office Work 2018-2019
- Networking: 10%
- On campus: 10%
- Outreach: 10%
- 70%

Outreach Program
- Origami: 20%
- Karate: 15%
- Calligraphy: 15%
- Food: 35%
- Business: 5%
- History: 10%

K-12 School Outreach
- Kinder: 15%
- Elementary: 10%
- Middle: 10%
- Highschool: 65%

Community Outreach
- Library: 19%
- Church: 15%
- Senior Center: 35%
- Youth Programs: 9%
- Rotary: 25%
- Other: 5%

Japan Outreach Initiative
Educational Involvements
Cultural Impacts
Regional Engagements
Educational Involvements

1. Sister School Program
   JOI continued to support the Sister School Program launched the first year. Both students had learned together through multiple projects – pen pal program, singing a Japanese/American song by home video, exchanging New Year’s letters, etc.

   Yokosuka High "Country Road"
   Huntington High "Ueo Muite Arukou"

   Thank you VIDEO

   “We’re looking forward to seeing a more successful progress of this wonderful program in the future.”
   Atsuko Ono - English teacher at Yokosuka High School

   “It’s great to see student’s involved in activities. We’ll continue this partnership after Mr.Takase’s return to Japan.”
   Meagen Joseph - Japanese teacher at Huntington High School

   “It was beneficial to motivate students to gain more knowledge about Japan. I’d like to develop this program better.”
   Shino Ueo - J-LEAP program language assistant teacher

2. Onigiri (Rice Balls)-Project
   JOI started the Onigiri-Project for children to either make rice balls or give them to others after class. Students enjoy the process of making rice balls and adding flavors of different seasonings. This project actually boosted the popularity of inviting the JOI coordinator into a quite large number of classrooms throughout the State of West Virginia.

   “Shin offered rice balls to students absolutely free and the taste was very good!”
   April Smith
   Alum Creek elementary school

   “Oni-giri, Oishi!”
   A student at Alum Creek elementary

   “I tried Wasabi and egg seasoning and it was great.”
   A student
   Governers Honors Academy high school student

3. K-12 School Outreach
   JOI contributed its outreach programs mainly outside of Huntington the second year. A number of presentations and activities were delivered to local K-12 grade schools in the entire West Virginia area where sharing Japanese culture is readily available.

   “Wow, Japanese culture in Mingo County, WV!”
   A classroom teacher
   Dingess Elementary school

4. Summer Immersion Camp
   JOI conducted the Japanese Summer Immersion Camp as a main director in 2019. Elementary school kids in Cabell county of West Virginia participated in the camp themed “TOKYO OLYMPIC 2019” and they enjoyed various cultural activities together such as the following: tag and war, ball basket, Karate, Chigirie art, samurai helmet origami making, Kendama, rice ball making, singing songs, making crafts, fisherman’s dance, etc.

   “Thank you for your leadership before and during the camp.”
   Naomi Wilson
   Cabell County School
Cultural Impacts

1. International Festival

JOI has facilitated the annual International Festival at Marshall in 2019. The wide variety of Japanese culture was well presented: Singing a Japanglish song, Karate, Kendo, Fisherman’s dance etc.

“I thank you to teach my kids how to write their names in Japanese on handmade bookmark. Very beautiful” - A mother from Huntington community

2. Karate

As well as the first year, Karate demonstrations and its activity were almost center of JOI outreach during the second year too. Karate can really teach children the culturally fundamental aesthetics in Japan. Also, karate has helped children to realize the importance of being tough and patient, which might be not so commonly valued in an educational environment nowadays.

“Shin’s Karate class was not only fun, but very educational. Thank you for teaching/showing kids real Japan through karate.”

Shane Belcher
St. John’s Learning and Development Center

3. Kendama

During the second year, JOI worked closely together with professional Kendama player, Cody Booth. We visited schools and communities to let them experience the fantastic traditional toy in Japan-Kendama.

“Working with Shintaro has been wonderful. He’s helped me spread Kendama to hundreds of people now.”

-Cody Booth

“I had a fun time with Kendama! I want to try “Unicorn” again next time.”

-A student

Explorer Academy School

4. Calligraphy

JOI continued to have a Japanese calligraphy workshop during the second year as well. Participants loved the activity with authentic Japanese calligraphy materials. Calligraphy allowed people to know more than just writing, they also learned about origins of the Japanese language, Shuji-penmanship spirits, Kakizome culture, different styles, and the beauty of expressing in script.

“Japanese Calligraphy is beautiful. Thank you so much for offering this amazing opportunity for each of us.”

A participant

Huntington Museum of Art
Regional Engagements

1. Library Cooking Programs

JOI has offered a cooking program many times at Cabell County Library. Lots of kids and adults from the Huntington community joined the program for fun. People enjoyed chicken teriyaki, Green tea cakes, Japanese Dumplings, Sushi, Rice balls/Miso soup, and Japanese Curry rice.

“I appreciate your work at Cabell County Library. People loved your presentation and activities in the same way as when Azusa was here.”

-A librarian, Cabell County Library

“Good people, good food. I come back here again.”

-A participant

2. Rotary Club

JOI has been participating in the regular Rotary club meetings to let people know the current JOI activities. Also, when given chances, JOI has done the presentation talking about Japan and the U.S. It was a very good start-up place to introduce JOI and myself, and communicate with local leaders and business representatives.

“Your presentation was very interesting and informative. I’m glad that you’re now part of our community.”

-A Rotarian

3. Visiting the Consulate General of Japan in NY

JOI was invited to the Consulate General of Japan in New York to give the presentation about JOI projects and people’s lives in West Virginia. Our relationship started from one actual letter sent from my supervisor, David J Pittenger. The letter was introducing JOI projects and telling Mr. Sato the interest for working together with the Consulate General of Japan in New York because West Virginia is under their jurisdiction.

4. Courtesy Call to Governor of WV Jim Justice by Ambassador Kanji Yamanouchi, Consulate General of Japan in NY

JOI has helped the courtesy call on WV by Ambassador Kanji Yamanouchi mainly on introducing Japanese language and culture education in West Virginia. He greeted the Governor of WV, Jim Justice and shared a conversation regarding the situation of Japanese business and language/culture education in West Virginia.

“Thank you for your arrangement and interpretation for me to interview so many people while I was in Huntington. My visit was quite fruitful.”

-Noriko Katayama
Professor at Kyoto University of Education

5. American school research visit

JOI has coordinated the research trip from Japan. Noriko Katayama, professor at Kyoto University of Education, has come to Huntington to research the disciplinary system of the U.S. She visited Marshall Education department, Wayne County School Board, Cabell Alternative School, Juvenile Detention Center and Psychiatric residential treatment facility for children.
Other
1. JOI Collaboration
   - Glenville, West Virginia
   - East Lansing, Michigan
   - Louisville, Kentucky

2. Community
   - Delta Kappa Gamma Society International, Senior Center, St John learning Center (community youth program), Veterans Home, Tsubasacon (Anime/Manga Convention)

3. Marshall University

Click here and watch!! JOI VIDEO Marshall 2017-2019