

### Our Path Toward Becoming a World-Class University

Ever since Tohoku University was established in 1907, our philosophy has always been to put “*Research First*” while maintaining an “*Open-Door*” policy in order to emphasize “*Practice-Oriented Research and Education*.” Over the years, this has enabled us to offer our students a world-class education and the opportunity to carry out ground-breaking research. The results of our research have proven useful in solving many problems facing society, and by educating leaders we have contributed to establishing a just and peaceful society. Our university history has been built through the efforts and accomplishments of those who have passed through the halls of our campuses and facilities during our ten decades of operation.



Our alumni, educators, administrative staff, and the local community have all taken part in the development of our unique institution. Humanity today is facing a variety of difficult and complex challenges which need to be addressed on a global basis. By applying the knowledge we have accumulated over the past century, and by continuing our efforts to achieve innovation in the fields of research and education, our university is determined to play a leading role as a “world-class university” in helping humanity overcome the challenges it faces today.

Resolved to become a world-class university that is capable of playing a leading role in solving the problems facing humanity we have come to realize that in trying to direct the future course of development, Tohoku University should base its efforts on three key words: “*Challenge*,” “*Creation*,” and “*Innovation*.” At the core, there must be a spirit of “*Challenge*” which will motivate us to achieve the level of excellence required to help build the society of the future.

As a “*transmitter of knowledge*,” Tohoku University aims to serve society by “creating” a large number of entrepreneurial graduates able to play leading roles in various fields on the international stage.

Furthermore, as a “*creator of knowledge*,” our goal will be to use the energies generated by our spirit of challenge to acquire world-class knowledge and contribute to the progress of human society through the practical application of this knowledge. “*Innovation*” leads us to promote interdisciplinary research with a transdisciplinary emphasis in an effort to find innovative solutions to problems in the areas of environment, energy, food, life sciences, and social welfare.

As an “*enterprise of knowledge*” welcoming input from both inside and outside the university, we are able to develop strategies to accomplish our goals. By taking advantage of the best minds available, and by fully exploiting the capacities we have developed over the years, I am fully convinced that we will be able to open the way to a very bright future for ourselves as a leading research-intensive university in the world.

To become a “World-Class University”, Tohoku University announced the “Inoue Plan 2007” in March 2007. The Inoue Plan established the specific steps that will be taken to implement a strategic five pillar plan focused on education, research, contribution to society, campus environment and organization / management.

Three years have now passed since the plan was introduced, and during this period the University continues to make steady progress. In the field of education, for example, we are moving forward with the development of our new proprietary liberal arts curriculum, including the expansion of the overseas internship program, while an implementation system for that curriculum is also being put in place. After being selected to participate in the Project for Establishing Core Universities for Internationalization (Global 30), we are seizing the opportunity offered by this program in order to more than double the number of overseas students studying at Tohoku University, from 1300 to 3000, and to develop 16 educational programs that will be offered completely in English.

In the area of research, we have established the Institute for International Advanced Research and Education, which is designed to provide future generations of researchers with the advanced knowledge and creative skills they will need to provide scientific leadership in the 21<sup>st</sup> century. In addition, “WPI Advanced Institute for Material Research (WPI-AIMR)” was also established as

part of the World Premier International Research Center Initiative (WPI). In addition to our 12 Global COE (Center of Excellence) Program, we have had two programs selected by the Funding Program for World-Leading Innovative R&D on Science and Technology.

In other areas, we are making our presence better known internationally through membership in organizations such as APRU (Association of Pacific Rim Universities), T.I.M.E. (Top Industrial Managers for Europe), and AEARU (Association of East Asian Research Universities), and we are facilitating the creation of new venture businesses by promoting cooperation between the university and the private sector. Steps are being taken to create world-class campuses open to students from around the world. We are pursuing a number of other highly original strategies, such as the development of a modern personnel management system to improve our international competitiveness, being externally evaluated by the European University Association, and the establishment of a Tohoku University Endowment Fund. All of these developments are helping to foster a sense of pride in the uniqueness of our institution, and are indicative of how our teaching and administrative staff, student body, and alumni have all pulled together to advance the interests of the university. These accomplishments give me a great deal of satisfaction.

2010 – Even universities must question their *raison d'être* when faced with the tide of sudden changes on the unprecedented scale that we are facing. Tohoku University has been entrusted to create a center of research and education capable of serving the needs of humankind. In order to do that it is imperative that we increase further the pace of reform and continue demonstrating the essence of “Research First”, as well as the perseverance and sincerity that are necessary to continually create a new state of education and research.

I believe that by helping all our stakeholders to understand our mission and the various activities carried out at Tohoku University, and by actively seeking the cooperation of a wide variety of peoples as we face the challenges before us, we will become a university that is trusted, respected, and loved by society, and one which is truly capable of serving the needs of humanity.

June 2010

Akihisa Inoue  
President, Tohoku University

## ■ Tohoku University's Official Symbol, School Colors, Song and Logo



Aiming to create a clearer identity and enhance its international recognition and status, Tohoku University unveiled its official school symbol, colors and song in June 2007.

With the key concepts of ‘creativity’, ‘globality’ and ‘tradition’ in mind, the university adopted the ‘Hagi’ (Bush clover) plant, a traditional symbol of Sendai and Miyagino, as its school symbol. The Hagi, which has also been used in the school logo since 2005, represents a dynamic movement spreading throughout the world with dignity.

The colors purple and black were selected as Tohoku University's official colors. Purple, which is used in the school symbol, symbolizes intelligence and creativity, while black represents diligence and the power of practice.

Ever since its foundation in 1907, Tohoku University has been committed to its ‘Research first’ and ‘Open door’ policies. It has accepted diverse talent from across the world, and has striven to develop leadership talent and cutting-edge research. On the basis of these traditions, it is hoped that the school symbol will express the essence of Tohoku University's past and future as a world class research and educational institution.

‘Aobamoyuru konomichinoku’ was selected as the official song of Tohoku University. This beloved song was originally sung by the Tohoku University Students' Association in 1953 and has been passed down the generations since then.