



R&D Center for Sports Innovation

Since April 1st, 2017

Aim for establishment of AD (Athletic Department)

R&D Center for Sport Innovation aims to establish and promote Athletic Department (AD) within the University of Tsukuba. To accomplish our mission, it is essential for us to designate the philosophy of Athletic Department, clarify the roles and the job descriptions between athletic director and sports administrator, and cultivate human resources that is still uncommon in Japan.

Furthermore, we need to have a discussion in order to strengthen the relationship between university and community. Meanwhile, we will prepare for the establishment of the Japanese version of NCAA in cooperation with other universities. Therefore, we are sure it leads to fulfill student support, enhance collaboration with the community and improve the value of the University.



Hideki Takagi, Ph.D.

Director, R&D Center for Sports Innovation

AD: Department of the governance of students' sports activities under the direct supervision of the President

Mission

Research

Study the achievements and improvements of AD establishment and lead the college sports in Japan

HR development

Training world-class sports administrators

International Interaction

Provide various educational research opportunities through collaborative research and education with American universities

Cooperation with business enterprises

Promote reforms on the sports industry in collaboration with companies with a common philosophy



University Branding

- Increasing a royalty towards the University
- Promote positive impressions to donators and prospective students

- Sports as an entrance to the Univ.
- "Watch" "Play" "Support" College Sports
- Sales for goods and tickets

Commercialization of College Sports

- Strong bonds of royalties and pride towards Univ.
- More research funds, and securing talented athletes

Activation and Growth of the University

Promotion of Sports

- Strengthen facilities, sports trainers, and PR
- Better performance and enjoyable community
- Customer Experience

Community Development

- University Sports as an entertainment
- Contribute to community
- Strengthen collaboration between university and community



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