

University Accreditation Results
(Results for Certified Evaluation and Accreditation for university)

Keiai University



Basic Information of the Institution	
Ownership: Private	Location: Chiba, Japan
Accreditation Status	
Year of the Review: 2014	
Accreditation Status: accredited (Accreditation Period: April.01.2015 – March.31.2022)	

Certified Evaluation and Accreditation Results for Keiai University

Overview

Keiai University (hereafter, the University) was founded as Chiba Keiai University of Economics in 1966, and then changed its name to Keiai University. After reorganizing its faculties and departments, the University contains two faculties, the Faculty of Economics and the Faculty of International Studies. In the Faculty of International Studies, the Local Child Education Major became the Department of Child Studies in 2011, and joined the Department of International Studies. In the Faculty of Economics, the Department of Business Administration was newly established in 2013. The campus is located in Inage, Chiba city, Chiba prefecture, and the University is engaged in education and research activities according to its founding spirit.

After its accreditation review by Japan University Accreditation Association (JUAA) in 2007, the University has been actively engaged in the support of its students. For example, under the initiative of “Chiba Ichiban Project” (“No. 1 in Chiba Project”), the University has created indicators of competencies and skills required for business, and by integrating the career education intended to develop such competencies with job-placement guidance, it has set up a comprehensive career support system.

However, issues remain which need to be addressed, such as the shortage of full-time faculty members and the continuous failure to fulfill the admission quota. These issues should be improved. By conducting regular self-study activities in cooperation with each section, and by setting up an internal quality assurance system and making it functional, it is expected that the University will be more successful.

Notable Strengths

Student Support

- It is commendable that by integrating career education with job-placement guidance, the career support system is making great strides in assisting with successful job-hunting for students, and the numbers of those who seek employment and who actually find jobs are increasing. The Career Center takes the initiative in analyzing the needs of local industries by inviting local businesses to participate in surveys administered by the University. These surveys define the required competencies and skills for satisfying business needs as six survey indicators. “Chiba Ichiban Project” (“No. 1 in Chiba Project”) applies the findings of the surveys by offering subjects such as Career Planning, and Career Design within its formal curriculum, and in addition it holds many practical courses and in-house screening tests.

Suggestions for Improvement

Enrollment

- The ratio of transfer students to the student admission cap is low at 0.48 in the Department of Economics in the Faculty of Economics and at 0.59 in the Department of International Studies in the Faculty of International Studies. These numbers should be improved.

Administration and Finance

- Since there is a gap between the target figure and the performance figure in the Fourth Mid-term Management Plan, the University should review the plan

constantly and achieve the proper PDCA cycle. A fixed amount, including expenditures for the investment in facilities, needs to be saved for the capital funds every year, and to ensure this is possible the University should formulate a more realistic financial plan including a plan for loan repayment.

Internal Quality Assurance

- While the Self-study Committee has met several times each year, the central focus has been to address the certified evaluation and accreditation. Although the review at the individual faculty level and the assessment of performance has been carried out in the Report of the State of Faculty Activities and the review of each section has been carried out in the annual report, those reviews have not been linked with the self-study of the university as a whole. The University should improve its internal quality assurance system and make it functional so that the self-study activities are carried out according to the University's own policy.

Area of Serious Concern

Faculty and Faculty Organization

- In 2013 and 2014, the University as a whole must have hired one more full-time faculty in order to satisfy the legal requirements. This must be improved.

Enrollment

- The average of the ratios of last five years of enrolled freshmen to the freshmen admission cap and the ratio of enrolled students to the student enrollment cap are low at 0.85 and 0.76 respectively. At the faculty level, those ratios are low at 0.83 and 0.72 respectively in the Faculty of Economics, at 0.89 and 0.81 respectively in the Faculty of International Studies, and especially low at 0.81 and 0.70 respectively in the Department of International Studies in the Faculty of International Studies. These numbers must be improved.