



200-1234-05 October 2008

Technical *Brief*



Cultural Exchange: Education and Economic Development in Mississippi

Introduction

Since 2003, Mississippi has enjoyed the economic benefits of Nissan's manufacturing facility in Canton. In 2007, once again, fortune smiled on us when Toyota chose the Tupelo-area Wellspring Project site as home for its latest manufacturing facility. Taking nothing for granted, and to

ensure continued success in attracting quality industries, northeast Mississippi's business community has marshaled its resources to provide programs and services for newly arriving industry executives and their families. An analysis of the influx of Asian-based industries into the state and the positive impact on our economy prompts the question: Is there an Asian Studies Center at one of Mississippi's universities in our future? This article presents programs and services, both existing and under development, offered to our newest citizens; industry statistics; and the impact of incoming industries on the educational offerings of Mississippi universities.

The Wellspring Project - If you build it, they will come.

It is nearing two years since the fruition of the remarkable Wellspring Project, which resulted in automobile industry giant, Toyota, selecting Tupelo/Blue Springs, Mississippi as the site for its latest manufacturing facility, Toyota Motor Manufacturing, Mississippi, Inc. (TMMMS). The initial elation has evolved into the matter-of-fact business of developing the community systems necessary to accommodate the professional needs of the first wave of Japanese executives being sent to open the facility, and begin training the facility's workforce. Facility construction remains on target with the administrative office opening in 2009, and manufacturing Prius, a hybrid vehicle, to commence in 2010.



The Toyota Prius Hybrid

Meeting Industry Executive Needs

As important as it is to meet the professional needs of the incoming executives, it is equally imperative to meet the needs of the families. In response, a coalition of Northeast Mississippi development entities, businesses, service providers, and educators have joined forces to provide a variety of services. In anticipation of the Toyota/Blue Springs announcement, The University of Mississippi began researching establishing a Saturday Supplementary School (Saturday School) in Oxford. Education is very important in the Japanese culture, and Japanese children attend Saturday School to maintain fluency and proficiency in their native language in anticipation of their return to Japan. The curriculum for the School is directed by the Japanese Ministry of Education. All instruction is taught in Japanese by certified instructors from Japanese universities.

Photograph Credit: (L-R) Mississippi Senator Trent Lott; Mississippi Governor Haley Barbour; Toyota Motor Engineering & Manufacturing North America's (TEMA) President and COO, Seichi Sudo; TEMA Executive Vice President Gary Convis; and TEMA Executive Vice President Ray Tanguay celebrate Toyota's announcement to build new vehicle assembly plant in Tupelo, Mississippi, February 27, 2007. The new plant will produce the Toyota Prius.

Source: <http://www.siteselection.com/issues/2007/may/naReports>

Photographer: Marianne Todd

Wellspring Project: A Portrait of Success



Toyota & Mississippi Project Overview

Location: Tupelo, Mississippi

Core Site Size: 1,700 acres

Vehicle Volume: 150,000 annually

Estimated Facility Completion Date 2010

Start Production: 2010

Capital Investment by the Company:

\$ 1.3 Billion Capital Investment

\$ 330 Million Buildings

\$ 970 Million Equipment

Annual Estimated Employment & Payroll at Year 2011

unless otherwise noted

Based on Impact Study

- 2000 Direct Jobs – \$122 Million Payroll
- 4900 Indirect Jobs – \$168 Million Payroll
- 1402 Induced Jobs – \$28 Million Payroll
- 278 Local Governmental Jobs – \$9 Million Payroll
- 2232 Construction Jobs (2 year construction period) – \$161 Million Payroll

State Investment/Incentives

- Public Infrastructure \$136.6 Million
- Educational Enhancement \$80 Million
- Site Prep \$67 Million
- Other \$10.3 Million

Total Investment/Incentives \$293,900,000

Estimated Benefits to the State (25 Year Cumulative)

Based on 2000 Jobs

- \$693 Million Revenue
- \$579 Million Cost
- Principal Payback = 10.6 Years
- Principal & Interest Payback = 16.7 Years
- Revenue Collection Always Exceeds Cost of Debt

Additional Benefit: \$50 Million gift to PUL (Pontotoc-Union-Lee) schools over 10 year period. (Not included in legislation)

Source: <http://www.cdfms.org/wellspring/downloads/MDAProjectOverview.pdf>

Established in 2001, the Pontotoc Union Lee (PUL) Alliance, Mississippi's first regional economic development alliance, set as its goal recruiting a major automotive manufacturer to northeast Mississippi. In 2003 with the assistance of the Mississippi Development Authority and the state's blessing, the Alliance began the arduous process of identifying, securing funding, and acquiring land— over 1,700 acres from 21 land owners— completing and satisfying all environmental and cultural requirements, as well as the engineering site preparation resulting in a ready-to-go development.

Dubbed the Wellspring Project, the site became the third Tennessee Valley Authority mega-site in a seven-state region. PUL Alliance officials actively marketed the site at automotive industry trade shows worldwide— promoting its benefits as well as the region's workers.

The PUL Alliance is representative of the region's "longstanding, progressive local economic development efforts. Once the most impoverished area in the United States, Northeast Mississippi is now the upholstered furniture manufacturing capital of the world and Lee County is the financial and retail hub of a multi-state area." Wellspring's success is "the direct result of strong regional partnerships between public bodies, private industry, and economic development entities."

PUL Alliance Members are:

- Pontotoc County Board of Supervisors
- Union County Board of Supervisors
- Lee County Board of Supervisors
- City of New Albany
- City of Pontotoc
- City of Tupelo
- Three Rivers Planning and Development District
- Community Development Foundation (CDF), Tupelo/Lee County
- Pontotoc County Chamber of Commerce
- Union County Development Association

Source: http://63.73.84.9/wellspring/history_timeline.html



Three Sakuras (or cherry blossom trees particularly symbolic of Japanese tradition), were planted during a tree planting ceremony at the capitol to symbolize the three common goals of education, culture, and business.

David Boyer, Vice-President/Manufacturing of Nissan North America-Canton, Governor Haley Barbour, and Koichi Funayama, former Acting Consul-General of Japan-New Orleans Consulate

Executives setting up new manufacturing facilities vary; many bring their families while others do not. Families may stay six months to three years. Placements are rarely permanent, so it is important that students attend Saturday School for the duration of the US assignment.



The Japanese Supplementary School classes are held in cooperation with Della Davidson Elementary School at its Oxford, MS campus

The Saturday School system ensures that the children do not fall behind in their native Japanese studies while residing in the United States. Tenures for executives setting up new manufacturing facilities vary; many bring their families while others do not. Families may stay six months to three years. Placements are rarely permanent, so it is important that students attend Saturday School for the duration of the US assignment.

A beautiful and complex language, written Japanese with Kanji, the Japanese alphabet, involves thousands of characters. Students learn the written language in a series of progressive steps, one building upon the other. Students pursue their studies rigorously and are required to attend both an American school during the week and the Saturday School.

Oxford's Saturday School started classes in April 2008 with Naomi Yamakawa, who has previous experience acclimating Japanese automobile executives and their families within Mississippi, serves as associate principal and coordinator. "We are teaching Japanese language, math, and social studies. School is held from 9am-3pm with six periods. We have plans to teach music, other traditional Japanese subjects, and offer cultural outreach to the community," explained Yamakawa. As for photographs of classroom activities, newly arriving families and those currently residing in the state are protective of their privacy and prefer that photographs not be included in publications.

Dr. Lynne Murchison, Director of Academic Credit Programs, University of Mississippi, serves as principal of the Saturday School and is Yamakawa's supervisor. The Oxford's Saturday School is patterned after the Saturday School coordinated by the University of Kentucky, near another Toyota manufacturing facility in Georgetown, Kentucky. According to Murchison, Ole Miss facilitated the opening of the school, but she says that "the Japanese Saturday Schools are controlled by the families involved. In order for the Japanese government to support the schools, the families have to be in charge." Instructors were recruited from the University's graduate and doctoral student population. For the coming year, instructors are being recruited from partner institutions as well as Japan. Interested and qualified students will receive graduate assistantships and stipends. Murchison stated that often schools hire parents or persons with company affiliations; however, Ole Miss has been able to fill the instructor positions from within its student ranks. In addition, arrangements were made with the local school system to hold classes in the newly constructed Della Davidson Elementary School. This eliminated the search for an appropriate facility and necessary certifications. There are no plans to relocate the School to the Ole Miss Tupelo campus when the Toyota facility opens. Accompanying Japanese vendors are locating throughout Northeast Mississippi, making Oxford centrally located.

Educational opportunities are an extremely important component of industry assignments for Japanese executives. As insight into the value of education, Dr. Paul Tashiro, who serves as academic dean of Jackson's Saturday Supplementary School, was honored recently by the Japanese government, in a ceremony conferring upon him the prestigious Order of the Rising Sun, Gold and Silver Rays. Dr. Tashiro, Professor of Old Testament and Biblical Languages at Wesley Biblical Seminary and President of the Japan - America Society of Mississippi, received the honor "in recognition of his outstanding contributions to Japanese people in the United States and Japan-U.S. relations."¹



¹ <http://www.jasmis-us.com/docs/TashiroAnnouncement2.html>



An Ongoing Exchange of Ideas & Cultures: The Japan-America Society of Mississippi

Nissan's presence in Jackson prompted the start-up of the Mississippi Chapter of the Japanese-America Society (JASMIS). The initiative for welcoming Japanese executives occurred when Jackson business, academic, government, and community leaders founded the Mississippi Chapter of JASMIS, a 501(c)(3) non-profit organization, in 2002. Founding members were of the mind that "the timing to form such an organization was ideal as the state began to host a number of Japanese investments... They also felt that it was necessary to create an environment (which would be) conducive to further economic growth in the state as well as broadening the global vision of Mississippi's population."² JASMIS is a completely volunteer organization with no paid staff whose mission is "serving all Mississippi residents and Japanese nationals interested in business and cultural issues in each nation... by sponsoring business-related and cultural programs on a wide variety of subjects to benefit both American and Japanese members."²

JASMIS activities have paved the way for additional cultural developments. On Monday July 21, 2008, the Japan American Society of Mississippi held its first membership meeting in Tupelo. It was directed at recruiting northern Mississippi residents who are interested in learning about Japanese culture. According to JASMIS member, Mitch Waycaster, Senior Executive Vice President and Chief Administrative Officer, Renasant Bank, the organization is sponsoring several regional Japanese culture and business etiquette seminars this fall. The seminars are being conducted by JASMIS, Mieko Kikuchi, and Kumiko Richardson. Numerous northeast Mississippi economic development entities are hosting the seminars, which are being well-received by the participating business communities.

The Tupelo business community has been quick to respond to the impending needs of the Toyota executives and their families. Immediate needs for the families include access to financial institutions, housing, and education for their children. Both Renasant and BancorpSouth, banks with corporate headquarters in Tupelo, have hired financial liaisons/relationship managers, Mieko Kikuchi and Kumiko Richardson, respectively, to assist the families coming to the area. Renasant's Relationship Manager, Mieko Kikuchi, assists with any needs that the new Japanese businesses and families may have. Kikuchi's background is ideal for the position—born and educated in Japan, she has been in the United States for 11 years. She received a Master of Arts degree from the University of Southern Mississippi in Hattiesburg prior to working in an automobile-related career in Jackson for several years.

A longtime JASMIS member, Kikuchi taught 5th, 6th, and 7th grades over the span of four years in the Jackson Saturday School, tutored, and arranged field trips for the student body and their parents. "I look forward to helping north Mississippi's new international neighbors assimilate into our community as easily as possible, and can tell you that the Japanese families that I work with are excited to be a part of our community," stated Kikuchi.

JASMIS has hosted a variety of special events including a Kimono Show and a performance by the Chieko Fukuda Ensemble.

All photos courtesy of JASMIS

² <http://www.jasmis-us.com>



In October, the three Kaminari Taiko performances at the Tupelo High School Performing Arts Center attracted approximately 2,500 attendees.

As a relationship manager, Kikuchi's responsibilities include, but are not limited to, managing banking relationships with Renasant's clients (both American and Japanese), making product presentations to potential clients, interpretive and cultural guidance to the Japanese community and the community at large, and serving as public relations representative for various community activities. "As a community bank, it is vital that we help our new Japanese businesses and families relocating to Mississippi feel comfortable when making important financial decisions in a new environment. As Renasant's Japanese liaison, I am heavily involved in being an ambassador for the community, the bank, and the state in making sure our new Japanese friends feel welcomed and right at home in Mississippi," Kikuchi explained.

JASMIS-sponsored cultural events to enhance local interest and recruitment have included three performances of *A Taiko Drum and Classical Dance Performance* which featured Kaminari Taiko at the Tupelo High School Performing Arts Center in October. The event drew approximately 2,500 attendees. Corporate sponsorship was so effective that according to Waycaster, "We had more than 20 corporate sponsors come forward to sponsor the event."

When queried on the success of membership recruitment, Waycaster offered, "We have been very pleased with the response and involvement of the local community. Early interest has been very encouraging. I think it will grow as people learn more about what we are doing. In my mind, it's better to grow slowly and steadily, as part of the long-term process as Japanese families assimilate into the area. We're not after a short-term immediate rush, but a long-term lasting initiative." Eventually, Tupelo will adopt a Japanese Sister City.

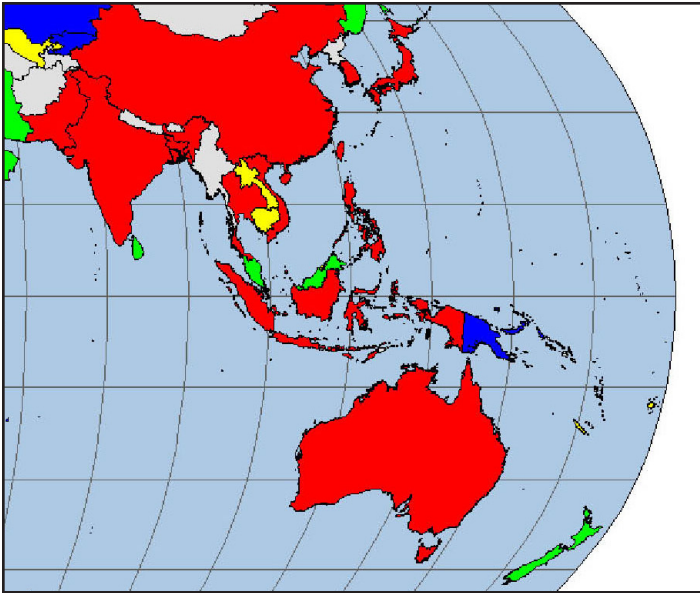
JASMIS is more about cultural outreach and learning new things... We're hoping to identify and foster a real curiosity about other cultures that will sustain the organization for years to come.

Thom Eason, who serves as JASMIS' Treasurer, became active in the organization when his Japanese teacher told him about it. Eason, though not fluent in Japanese, has an avid interest in the culture, saying, "I'd like to see as many people (Mississippi natives) as possible become more culturally aware. There are a lot of people coming into our state that have never been here before.

Southern culture is completely different from the rest of the United States, in that we are less direct, lower key, even more 'gracious' in our efforts to not offend people. Many of the Japanese are much more comfortable with that than other areas of the United States."

Eason is active in recruiting members for the north Mississippi Chapter of JASMIS. From his perspective, Tupelo has the advantage of being smaller than Jackson, which encourages incoming Japanese families to explore the community. In Jackson, the size of the city, resulted in the Japanese community staying to themselves, and remaining a homogenous group. "I am hoping Tupelo will embrace and welcome the Japanese culture. And, in turn the Japanese will embrace Mississippi and southern culture," stated Eason. In his conversations with the Japanese families, Eason finds that many like Mississippi and would gladly stay here. Both Eason and Waycaster are proponents of slow steady growth of JASMIS locally. "JASMIS is more about cultural outreach and learning new things than vendors establishing business relationships. We are hoping to identify and foster a real curiosity about other cultures that will sustain the organization for years to come," Eason concluded.

The Economic Impact of the Asian Market on Mississippi

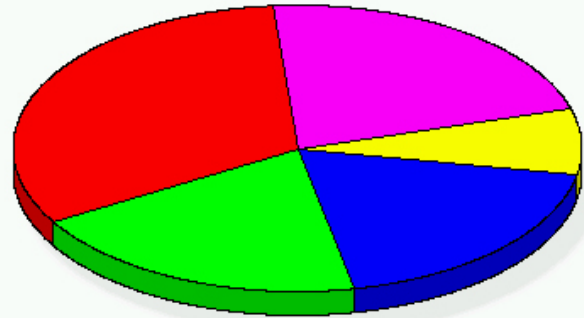


Mississippi Exports to Asia in Thousands

Country/ City	2002	2003	2004	2005	2006	2007
China	138,044	109,409	116,014	164,793	267,905	349,223
Singapore	23,605	35,228	38,569	73,720	103,385	128,011
Japan	61,647	61,422	60,869	54,569	63,332	72,981
Hong Kong	94,907	67,530	63,151	45,191	51,531	62,998
South Korea	70,178	48,719	47,519	60,527	51,638	56,048
Australia	22,184	22,477	17,733	28,935	27,872	48,288
India	9,569	8,166	18,799	30,772	39,138	33,136
Thailand	20,481	22,077	21,654	22,769	27,037	29,514
Bangladesh	655	4,115	12,739	11,884	20,241	22,952
Taiwan	21,246	18,630	26,191	13,818	25,336	22,706
Viet Nam	1,627	2,696	4,690	2,313	2,762	22,077
Philippines	8,863	14,307	12,498	8,527	10,111	19,086
Indonesia	12,115	16,626	7,721	11,536	8,105	17,812
Malaysia	3,504	4,652	6,051	7,762	9,552	13,309
New Zealand	3,517	4,388	4,147	3,273	4,239	3,277
Sri Lanka	95	96	429	319	52	722
Papua	0	45	5	30	290	407
Cambodia	130	1,588	1,345	303	332	29
Nepal	55	104	9	0	0	0
Fiji	3	0	82	139	98	71
Seychelles	0	0	0	140	0	25
Mongolia	0	0	68	0	739	0
Papua New Guinea	0	45	5	30	290	407
Cocos (Keeling) Islands	0	0	89	0	0	0
Macau, SAR of China	0	3	4	6	0	122
Lao People's Democratic Republic	0	0	0	7	0	11

SOURCE: <http://tse.export.gov/MapFrameset.aspx?MapPage=SEDMAPWorldDisplay.aspx&UniqueURL=45ht2k55hejv1w45ndvrmvf-2008-10-7-12-51-58>

**NAICS Total All Merchandise
2007 Exports from Mississippi to Asia**



Product	Value (\$)	Percent
111 Crop Production	290,287,908	32.2 %
325 Chemical Manufactures	177,042,625	19.6 %
334 Computers & Electronic Prod.	168,871,606	18.7 %
311 Processed Foods	67,071,151	7.4 %
All Others	198,843,659	22 %
Grand Total	902,116,949	100 %

**NAICS Total All Merchandise 2007 Exports
from Mississippi to Asia**

numbers are in thousands (\$ USD)

Item	2007
990 Spec. Classification Provisions	393
920 Used Merchandise	335
910 Waste & Scrap	5,009
511 Publishing Industries	66
339 Misc. Manufactures	21,854
337 Furniture & Related Products	4,484
336 Transportation Equipment	36,545
335 Elec. Eq., Appliances & Parts	16,265
334 Computers & Electronic Prod.	168,872
333 Machinery Manufactures	26,246
332 Fabricated Metal Products	4,214
331 Primary Metal Manufactures	2,118
327 Non-Metallic Mineral Mfgs.	1,515
326 Plastic & Rubber Products	2,098
325 Chemical Manufactures	177,043
324 Petroleum & Coal Products	9,335
323 Printing & Related Products	287
322 Paper Products	28,824
321 Wood Products	24,956
316 Leather & Related Products	1,649
315 Apparel Manufactures	206
314 Non-Apparel Textile Products	341
313 Fabric Mill Products	6,633
312 Beverage & Tobacco Products	0
311 Processed Foods	67,071
212 Mining	3,875
211 Oil & Gas Extraction	0
114 Fishing, Hunting, & Trapping	0
113 Forestry & Logging	1,595
112 Animal Production	0
111 Crop Production	290,288
Total	902,117

SOURCE: <http://tse.export.gov/SEDChartDisplay.aspx?UniqueURL=vnzajyhtw3g3bbqztsxy55-2008-10-7-14-33-12>

The Economic Impact of Asian Industries into Mississippi

Though the Japanese automotive industry has the highest profile, a partial list developed by the Mississippi Development Authority of Asian-owned industries conducting business in the state contains more than two-hundred firms in forty-three counties. These businesses provide goods and services running the gamut from parts vendors for automobile manufacturing, restaurants, clothing, industrial machinery, warehousing and storage, nurseries, and testing laboratories to shipbuilding. The large, ongoing influx of potential Asian projects related to various existing industries and companies located in Mississippi bode well for our economy. In 2007, as depicted by the North American Industry Classification System (NAICS), the amount of trade occurring between Mississippi and Asian markets was worth \$902,117,000 to the state.

Industry-Specific Training Programs

Mississippi's community college system offers industry-specific training for automotive manufacturing. Systems programs for both *Workforce Education* and *Career and Technical Education* provide such training for Toyota and Nissan, as well as their suppliers. The most active community colleges involved in these efforts are Holmes Community College, Itawamba Community College (ICC), and Northeast Mississippi College.

Itawamba Community College revamped its Tool and Die Technology program implementing curriculum changes which include: offering a more hands-on instructional delivery design, specifically incorporating special practices used by Toyota; establishing a year-round teaching schedule; and purchasing new equipment via a cooperative effort between the career-technical education credit operation and the college workforce unit. "This joint effort has resulted in what we believe to be a state-of-the-art, two-year technology program which incorporates training practices used by an Asian manufacturer, while at the same time improving the program to serve the needs of existing industries in this area," stated James Phillips, ICC Dean of Career and Technical Instruction.

Ms. Denise Gillespie, ICC Workforce Development & Training Team Leader, described other training initiatives in place, "The Mississippi Corridor Consortium, a network of community colleges formed to raise the level of Mississippi's economic competitiveness, works with Toyota and their suppliers to provide multi-skilled maintenance training. Newly hired team members spend their first months of employ at the Manufacturing Solutions Center taking courses in Electrical Systems, Hydraulics, Pneumatics, Sequence Circuitry, Programmable Logic Control Systems, Troubleshooting, and more. These courses are attractive to all modern manufacturing companies, particularly Asian-based companies due to their lean operating philosophy."

ICC offers an Asian Business Culture class which introduces existing industry customers to the cultural nuances of conducting business with partners of Asian origin. These courses have been very popular within ICC's district and surrounding counties. A brief outline is shown below:

- Basic Japanese Business Culture
- Basic Japanese Phrases
- The Business Etiquette
- Bowing
- Communication Tips
- Business Gift - Giving
- Brief facts on Japan
- Japanese culture - harmony, hierarchy, homogeneity
- Business Cards Exchange
- Seating Protocols
- Business Entertainment
- Japanese Snack Foods Tasting

Global competition is a fact of life for today's college graduate... competition is giving rise to new ways of thinking. Growing world markets represent billions of new customers for businesses.

Educational Initiatives at Mississippi's Universities

Given the economic influence of trade with Asia, students at Mississippi's universities have shown an interest Asian Studies. In response, university international studies programs have developed specializations offering hybrid programs that focus on both foreign language and a core discipline. Core disciplines of particular interest are international business emphasizing marketing, finance, economics, logistics and/or management, science, engineering, and humanities. The following international studies programs are offered at Jackson State and Mississippi State Universities, and the Universities of Mississippi and Southern Mississippi:

Jackson State University

Division of International Studies

“In an increasingly interdependent and rapidly changing world, international events affect every American. Effective international leadership is essential to security at home, better jobs, higher standards of living, healthier environments, safe travel worldwide, and successful joint business ventures abroad. Jackson State University’s Division of International Studies (DIS) is inextricably linked to global cultural, societal, political, and economic evolutions. To this end, the purpose of the Division of International Studies at the University is to promote educational programs and activities that will enable faculty, students and staff to participate successfully in a global society. In addition, with rapidly increasing global interdependence in all spheres of life Jackson State University (JSU) must develop programs with a global outlook, i.e., programs that will:

- Emphasize the study of different cultures and social systems throughout our academic programs.
- Expand international collaborative agreements and exchanges in order to enhance instructional, research, and service programs.
- Make policy and organizational changes designed to simplify and encourage the internationalization of programs.”³

“The Exchanges and Linkages Program was established within the Division of International Studies enhances the Division’s capacity to implement its strategic plan and, to this end, supports the following goals:

- To promote an international environment on campus, which will facilitate faculty, students, and staff in developing and enhancing a global perspective;
- To expand the range of study abroad programs available to members of the academic community at JSU;
- To enhance the academic curriculum in order to achieve a global perspective through integrated knowledge and understanding of international issues in all traditional disciplines as well as multidisciplinary programs.

The core functional activities of the Exchanges and Linkages Program include the following:

- Active facilitation of the formulation of linkage relationships with overseas universities, institutions, and organizations;
- Active facilitation of programs and activities which enhance the involvement of faculty, staff, and administration in the global arena; and
- Active facilitation and sponsorship of study abroad programs for undergraduate and graduate students.

It is JSU’s vision that within 10-20 years DIS graduates across the varied disciplines will be exemplary leaders within all sectors of society and will possess the basic knowledge and skills competencies to perform well in a global society. Priority study abroad program areas include China, Costa Rica and Taiwan with respect to group programs.”⁴

Mississippi State University

The International Business Program at Mississippi State University

“The purpose of the International Business Program at Mississippi State University is to help bright, ambitious students prepare for an increasingly global future. The program is distinct in discharging this mission through a coordinated program of practical skills acquisition, education in the principles of international business, and concentrated study in foreign language.

The International Business (IB) program provides students an academic background and work experience to help ensure success in the marketplace. Students receive two degrees at graduation reflecting the dual concentration in Business (with an international focus plus a specific discipline like Logistics or Marketing) and in the Arts (language and cultural proficiency). This is in addition to the first two years of study developing abilities in writing, mathematics, sciences, and computer literacy.

The hallmark of the 5-year program is an International Internship and cultural immersion in which students work abroad during the Summer, Fall or Spring semester after their 4th year. This work is ideally reflective of the student’s specific business discipline and language proficiency area. Alternatively, an International Business Co-op program offers three semesters paid international work experience in concert with pursuing the academic degrees. The International Business Certificate is awarded upon completion of these program requirements. Graduates from the International Business program typically complete their studies in five years, receiving two degrees, each designed to cover a separate aspect of living and working internationally:

- A Bachelor of Business Administration with a concentration in international business and a focus in a specific discipline such as marketing, finance, economics, logistics or management.
- A Bachelor of Arts with a major in a foreign language, such as Spanish, German or French (offerings in Mandarin Chinese and Japanese are also available).

All IB students must also complete an international internship in which they work abroad, or work for a U.S. company conducting significant international business. The internship ideally reflects the student’s specific business discipline and language proficiency area, but is dependent on the student’s own initiative, qualifications, and interest.

In the past, MSU International Business students have interned with Fortune 100 companies in the United States, as well as multinational companies in Amsterdam, Beijing, Brussels, Bucharest, Dublin, Grenoble, Hong Kong, Madrid, Mexico City, Paris, Quebec, San Jose, Santiago, Singapore and Stuttgart. In China, students study at the Beijing Institute of Technology (BIT). BIT is a national key university, an open, international, and research-oriented university of science, engineering, and humanities with science and engineering as the focus. BIT ranks among the first-class universities for its high educational and research quality, strong faculty teams, and academic programs with distinctive characteristics.”⁵

³ Source: <http://international.jsu.edu/show.asp?durki=121>

⁴ Source: <http://international.jsu.edu/show.asp?durki=522>

⁵ Source: <http://www.business.msstate.edu/ib/why%20international%20business%20at%20msu.php>

University of Mississippi

The Croft Institute for International Studies

“The Croft Institute for International Studies at The University of Mississippi was established in 1997 with major financial support from the Joseph C. Bancroft Charitable & Educational Fund. The Croft Institute’s first full year of operation was the academic year 1998/99. Croft students select both a regional focus (East Asia, Europe or Latin America) and a thematic concentration (global economics and business, international peace and security, politics and economics in transition, or social and cultural identity).

Croft students also pursue advanced proficiency in a foreign language as an integral part of their studies. Accelerated language programs are currently available in Chinese, French, German, and Spanish. Students may also choose to study Italian, Japanese, Portuguese and Russian. A degree from Croft can lead to careers in law, international business, journalism, education and research, or to employment with agencies such as the United States Foreign Service, the United Nations, Amnesty International, or Save the Children.”⁶

“The Croft Institute’s International Studies major combines:

- The study of history, politics, economics, society & culture
- Area and global studies
- Study abroad
- Proficiency in a language other than English

All of these combine to create a multidisciplinary B.A. degree that prepare the student for a future in international affairs or international business, whether in the private sector, government service, the not-for-profit sector, teaching, or research. Core courses focus on East Asia, Europe, and Latin America... microeconomics and macroeconomics... and intensive preparation in a foreign language.

In addition, students majoring in International Studies choose a regional concentration (on East Asia, Europe, or Latin America) consisting of a minimum of four upper division courses, as well as a global issues concentration (on international peace & security, global economics & business, social & cultural identity, politics & economics in transition, or ecology & environmental policy.) The major requires that students study for at least one academic semester abroad.

Students are encouraged to study Chinese, Japanese, Russian, French, German, Spanish, Italian, or Portuguese while majoring in International Studies. The first three of these languages are learned by relatively few Americans, thus giving those who do learn them well a marked advantage in many businesses and professions.”⁷

The Institute is a participant in the Japan Foundation Center for Global Outreach-Japan Outreach Initiative (JOI), which places young Japanese scholars at universities, primarily in the southern United States, for two-year volunteer placements as outreach coordinators. Coordinators “provide information about Japanese culture, society, everyday life, and language in local community settings, and organize activities that foster exchange between the United States and Japan.”⁸

⁶ Source: <http://www.croft.olemiss.edu/home/>

⁷ Source: <http://www.croft.olemiss.edu/home/major.php>

⁸ Source: <http://www.cgj.org/index.php?option=section&id=15>

University of Southern Mississippi

The University of Southern Mississippi (USM) offers university students opportunities to study abroad in China, Tibet, and Vietnam. USM’s International Program encourages students to study abroad as a means of expanding their understanding of other cultures. Program literature states: “First, we believe our participants return home better learners. Second, we know they’ll come back more culturally aware, more ‘globally literate.’ Third, study abroad enhances a student’s resume; increasingly, employers appear to place value on international experience because of the skills and characteristics acquired through study abroad – creativity, resourcefulness, flexibility, self-assurance. Finally, and perhaps most importantly, study abroad instills a profound sense of independence and self-confidence, and counts as a great maturing experience for participants.”⁹

Examples of opportunities include: USM’s College of Health has a cooperative agreement with institutions in Bangladesh for collaborative research and exchange of faculty. Fall 2008, a group of USM Science and Technology/Economic and Workforce Development faculty and students are traveling to India visiting various companies and conducting research.



Tsurphu monastery assembly hall, Tibet - student photo¹⁰

Summer 2009 will be busy when Southern Mississippi offers two opportunities: a credit-abroad program in India called “Religion in India”; the course has been taught in Tibet as part of the study-abroad program. Students will earn three hours of history credit for *Vietnam Studies* while traveling in Vietnam:

“Experience Vietnam both past and present; we will visit temples, world-class museums, and battlefields in central, south and north Vietnam in the company of American veterans of the Vietnam War. You will discover Vietnam, from its largest cities to its smallest villages, from the Holy See of the Cao Dai religion in Tay Ninh to ancient Cham relics at My Son, from the rainforests and pristine beaches of Cat Ba Island to forgotten places where young Americans and Vietnamese once fought for their lives. At each stop, we will learn from the source; our teachers are monks, war veterans, Vietnamese professors, artists, students, farmers and villagers. Along the way we will visit the vestiges of the terrible twenty-five year war that brought the United States to Vietnam, and consider the war from a variety of American and Vietnamese perspectives. Our program this year culminates in a visit to the infamous Hanoi Hilton with an American prisoner of war going back to the site of his captivity for the first time in thirty-five years.”¹¹

The International Programs is not slated to run a study abroad program in China for the academic year 2008-2009. In 2007-2008 program, the University’s *Sports Management at the Olympics*, spent two weeks in China and offered three hours credit.

⁹ Source: http://www.usm.edu/internationaledu/ip_1/parent_main.htm

¹⁰ Source: http://www.usm.edu/internationaledu/ip_1/gallery20.htm

¹¹ Source: http://www.usm.edu/internationaledu/ip_1/vietnam.htm

Rumor has it...

According to a colleague, the idea of establishing an Asian Studies Center at one of Mississippi's universities has been circulating for some time. As witnessed herein, the larger universities— Jackson State, Mississippi State, the University of Mississippi, and the University of Southern Mississippi have programs in place addressing student, as well as industry, interests in Asia as a global market. Program offerings are as diverse as the cultures and economies of the countries encompassing Asia. Students study business, economics, banking, languages, science, engineering, etc. The interest and initiative are evident within the academic community. All that remains is the final step to establish and fund a Center in Mississippi.

The University of North Carolina Asian Studies Department offers an interdisciplinary B.A. in Asian Studies. The major provides an essential background for students contemplating professions (such as business, law, or journalism) with the intent of doing extensive work in Asia. The interdisciplinary track offers concentrations in Chinese and Japanese, Arabic, and in South Asian languages and culture. Students are encouraged to study abroad with programs in China, Japan, India, Korea, Singapore, Thailand, and elsewhere in Asia.¹²

Kentucky and Tennessee established Asian Studies programs at state universities several years ago with the advent of Toyota and Nissan, respectively, selecting each as the location for a manufacturing facility. Kentucky established the Asian Center at the University of Kentucky (UK) — Lexington in 2002. (As mentioned earlier, Ole Miss modeled its Saturday School upon the School developed by UK for Toyota's Georgetown facility executives.) The Asia Center, a clearinghouse for Asian-based course content throughout the university, was initially funded by a four-year one-million dollar grant from the Freeman Foundation, a non-profit organization "dedicated to augmenting international understanding between the United States and the nations of East Asia... through the distribution of grants in the educational sector. The foundation, which grants about \$50 million every year to various organizations and institutions, is committed to increasing, strengthening, and popularizing the teaching of Asia in university classrooms."¹³ The grant, which funds faculty and course development, has been extended to six years, and is supplemented by Kentucky state funding for staffing. "The Asia Center was established to interface with all of Kentucky's colleges and universities as an advocate for Asian studies," according to Shana Herron, the Center's assistant director. "The Japan Foundation and the US Department of Education are both interested in Asian language studies programs with grant funding available." Even in the current economic environment, the Center is advertising for four full-time, tenure track Asian-studies faculty positions.

In 1982 prior to Nissan's decision to locate its first manufacturing in Smyrna, Tennessee, Middle Tennessee State University (MTSU), which is located within 15 miles of the facility, offered its expertise to the state of Tennessee in developing a two-part program to welcome Japanese industry executives. The program's first goal was familiarizing Tennesseans with Japanese culture, and its second was to develop basic services important to the Japanese families coming into area. With the assistance of one of MTSU's economics professors, Dr. Kiyoshi Kawahito, the Japan Center of Tennessee at MTSU (1982-1999) was established by the state legislature. Initial funding came from the Board of Regents, Tennessee Department of Education, and the Department of Economic Development. The Center's Advisory Board included: a representative from both state departments; representatives from Nissan, Toshiba, and Bridgestone, all with manufacturing facilities in the immediate area; and Dr. Sam Ingram, MTSU president, who supervised Center activities and provided space, office supplies, etc. The Center established the Tennessee chapter of the Japan-America Society, conducted educational outreach and training introducing Tennesseans to Japanese culture including everything from cuisine to bonsai and origami; assisted executives in settling into the area; and marketed the area internationally as a desirable business location.

Given the success of Nissan and the Japan Center, Dr. Kawahito established an educational program, the US-Japan Economic & Educational Partnership (1992-1999) which focused on educational exchanges between the University and Asian countries. At the peak of the popularity of Japanese time management, or Total Quality Management (TQM) in the business world, the Partnership hosted a very successful conference. Invited were the serving Consul General of Japan - New Orleans, Isao Ihtsuka, international speakers, global business experts, industry representatives from

¹² Source: <http://www.unc.edu/depts/asia/mission.html>

¹³ Source: http://www.maclester.edu/freemangrant/about_Freeman.html



The Asia Center at the University of Kentucky — Lexington

The Asia Center is a catalyst for educational and professional opportunities to engage with Asia's peoples, cultures, heritages, geographies, languages, arts, sciences, economies, and technologies. The Center works with the University of Kentucky to prepare the Commonwealth for the global economy.

Mission & Goals

The mission of the Asia Center is to be a catalyst for educational and professional opportunities to engage with Asia's peoples, cultures, heritages, geographies, languages, arts, sciences, economies, and technologies. The Center works with the University of Kentucky to prepare the Commonwealth for the global economy.

The Asia Center carries out its mission by: providing leadership and coordination for Asian Studies at UK and promoting formal and informal education about Asia on campus, throughout Kentucky, and the region.

The Asia Center:

- publicizes Asia-related programs and events and seeks to raise awareness of and interest in Asia on campus;
- supports the creation of new opportunities to learn about Asia, including an interdisciplinary curriculum in Asian Studies;
- encourages and supports research in Asia and Asian Studies, sponsors events and provides opportunities for local and regional engagement;
- fosters linkages among UK, the Commonwealth, and institutions and peoples in Asia.

<http://www.uky.edu/Centers/Asia/undergraduates/whystudy.php>

Why study Asia?

- **Asia is important demographically:** 57 percent of the world's population lives in Asia.
- **Asia is important economically:** Asian economies represent approximately 1/3 of the World Gross National Product (GNP). Since the early 1980s the US has done more trade across the Pacific than across the Atlantic. More than 80 percent of the U.S. global trade deficit is with Asian countries.
- **Asia is important historically:** Asia is the birthplace of major world religions and belief systems including Hinduism, Buddhism, Shinto, and Confucianism. Asian civilizations and American concerns have been intertwined through history.
- **Asia is important culturally:** Asian societies have made innumerable and fascinating contributions in architecture, art, textiles, landscape, theatre, music, dance, and film.
- Asia-knowledge significantly enhances your employment prospects, and the opportunities to work internationally. Students with Asia-knowledge are highly valued in government, in policy analysis, throughout commerce and service industries.

<http://www.uky.edu/Centers/Asia/about/mission.php>

Asian-based industries operating in Tennessee, state commissions and elected officials, as well as attracting a standing room only audience. The event both predated and predicted the globalization phenomenon and ensuing interest in increased trade between the American southeast and Asian countries. In 2007, Nissan relocated its North American headquarters to Franklin, Tennessee, while the Japanese Consulate relocated to Nashville from New Orleans.

In 2000, the Tennessee Department of Economic Development opened an office in Yokohama, Japan. After the director of the Japan Center of Tennessee at MTSU passed away, it was decided to merge the two programs into the Japan-US Program of MTSU (Japan Program), converting it into a service organization rather than a state agency. With Dr. Kawahito as Executive Director, the Japan Program became an academic enrichment and cultural exchange program promoting international education targeting Japan, Korea, China, Taiwan, Thailand, and the Philippines. For seven years Dr. Kawahito taught a full economics course load and coordinated the Program including Asian student recruitment, American student placement, special events, performances, art exhibits, music, ceremonies, lecture series, bonsai shows, origami, film, and elementary school visits to demonstrate Japanese culture. With his 2007 retirement, the Japan-US Program of MTSU became dormant, donating its books and papers to the MTSU Walker Library. Dr. Kawahito has returned to the University as Executive Vice President, Provost of Asian Affairs, where he acts as an advisor to Dr. Sidney A. McPhee, MTSU President. The Kiyoshi Kawahito Scholarship for Experiential World Studies in Asia has been established in honor of his contributions to the University, with its first recipient placement in Bangladesh this fall.

Ultimately the thread that runs through all of these initiatives, from Tupelo's JASMIS/economic development efforts to Mississippi universities' Asian studies program to the dormancy of the Japan-US Program of MTSU, is

the necessity for sustained funding and staffing, proving a commitment to both cultural exchange and its inherent educational and economic opportunities. Kentucky's Asia Center has had extraordinary success funding its programs through grants, but seed money from UK-L have been instrumental during its formative years as it builds up its endowment funds.

As Asian-based industries continue to locate in Mississippi, opportunities for economic growth can be cemented as our workforce becomes familiar with not only culture, customs, and efficiency methods, but embraces the relationship between our state and the industries that have recognized our potential. In order to keep Mississippi's finest resource, our young people (our young engineers, businessmen and women, computer gurus, skilled trades workers, assembly workers, teachers, entrepreneurs, etc.), what better way than to ensure that gainful employment is available here in Mississippi?

As demonstrated by figures contained in *The Economic Impact of the Asian Market on Mississippi*, the Asian market has proven a boon for the Mississippi export market. The Mississippi Development Authority has established an office in Japan, and state representatives regularly travel to the region in search of economic opportunities. The Nissan and Toyota manufacturing facilities, as well as other Asian-based industries have contributed millions of dollars to the state economy. Asian-based industries are attracted to Mississippi both for economic incentives and our hospitality—the interest and effort we put forth to welcome and maintain those industries.

Cultural exchange is not limited to our university students, but extends into our communities through the continuing education and the cultural outreach promoted by JASMIS. By forging strong international relationships through academic exchange and cultural curiosity, we guarantee the state's future of economic growth and entice our young professionals to remain in Mississippi, working and contributing here at home.

A centralized Asian-studies Center at one of Mississippi's major universities would provide students, entrepreneurs, and industries access to a clearinghouse of region-specific information and resources. MSU International Business student Laura Vaughn, MSU-2010, hopes to use her future degrees in International Business (with an emphasis in Marketing) and Japanese to work with a company doing business with countries throughout Asia, especially Japan. "I hope to have a home-base in the United States with extensive work-related travel. Initially I'll probably want to pursue my career outside of Mississippi, but I hope to return someday. I believe that with the skills I've learned at Mississippi State University, I am prepared to enter the workplace whether in the United States or in Japan," Vaughn stated.

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Claudette Jones' career spans more than 25 years in media, public relations, and marketing, with a concentration in the built industry, marketing professional services to municipalities, and state and federal agencies. She holds a BFA from Middle Tennessee State University, a MFA from the University of Cincinnati, a MPPA from Mississippi State University, and is pursuing a PhD in Urban and Regional Planning from Jackson State University.

Jones has marketing management and consulting experience in several business sectors including: *Engineering* environmental, civil (site, transportation and aviation), structural, and mechanical, electrical and plumbing (MEP); *Architecture* commercial and residential development, interior design, healthcare, education, corrections, and landscape architecture; *Construction* commercial and residential development; *Military* marketing support for U.S. Air Force aeroproulsion, aerodynamic ground testing, and environmental projects; and *Real Estate* property listing, client relations, and advertising. Her interests include urban and regional planning, affordable housing, green space design and historical preservation, economic and workforce development, and small business initiatives.

About the Institute



Elected to the United States Senate in 1947 with the promise to "plow a straight furrow to the end of the row," John C. Stennis recognized the need for an organization to assist governments with a wide range of issues and to better equip citizens to participate in the political process. In 1976, Senator Stennis set the mission parameters and ushered in the development of a policy research and assistance institute which was to bear his name as an acknowledgment of his service to the people of Mississippi.

The John C. Stennis Institute of Government at Mississippi State University

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