



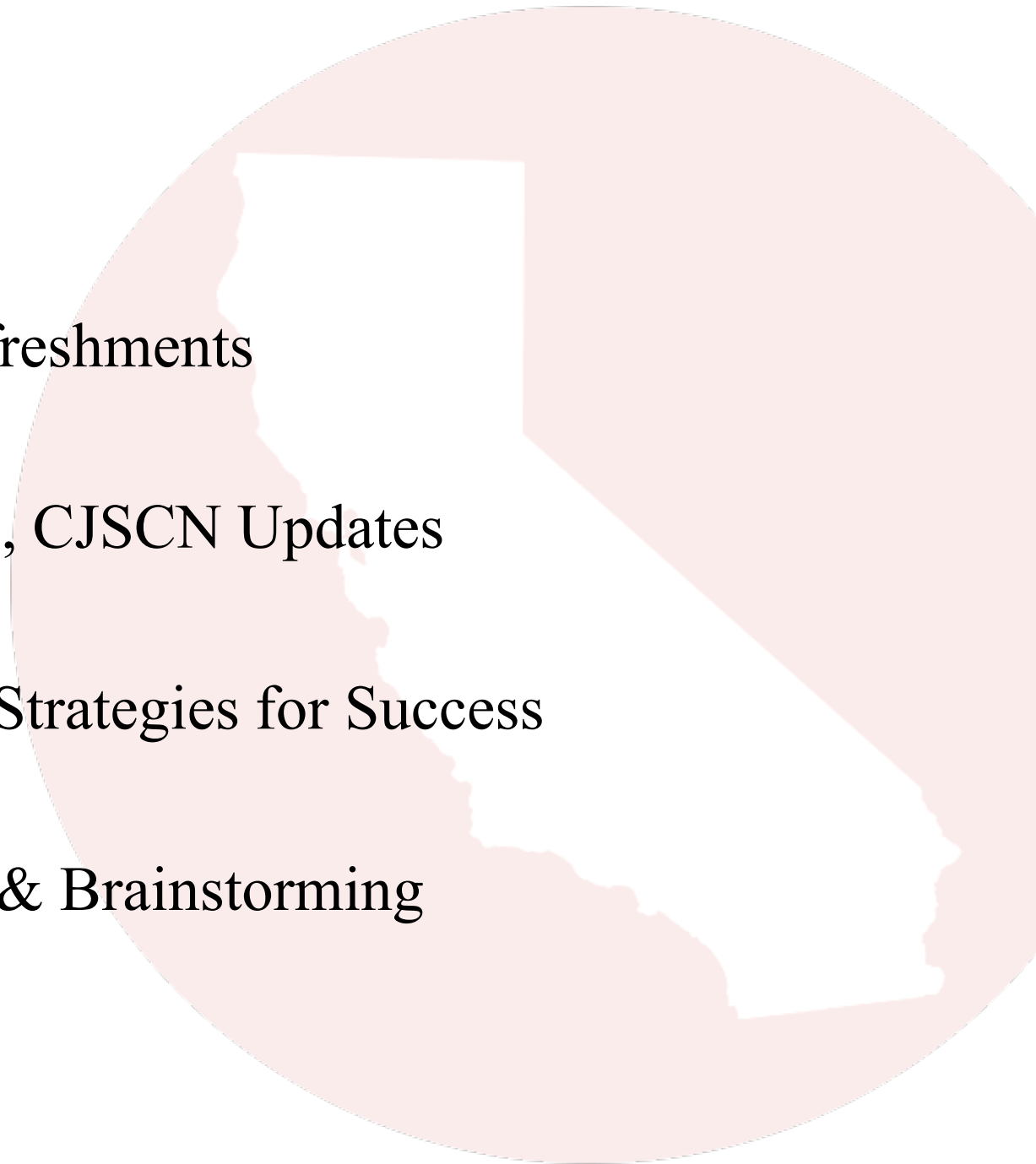
California - Japan Sister Cities Network

Spring 2019 Workshop

March 15, 2019 | South San Francisco

Workshop Program

- 4:00 – 4:45 pm Networking & Refreshments
- 4:45 – 5:30 pm Welcome Remarks, CJSCN Updates
- 5:30 – 6:00 pm Panel Discussion: Strategies for Success
- 6:00 – 7:00 pm Group Discussion & Brainstorming



Keynote Speaker

Please help us welcome

Karyl Matsumoto

Mayor of South San Francisco



CJSCN Updates



CJSCN Board – we're here to help you!

- President: Meg Mizutani (Sebastopol)
 - Vice President: Mark Kato (Sunnyvale)
 - Treasurer: Kathleen Kimura (San Francisco & Millbrae)
 - Member at Large: Frank McAuley (South San Francisco)
 - Communications Manager: Kelley Cortright (Fairfield)
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CJSCN Facebook

- CJSCN created a public Facebook Page before our first event in October 2018: <https://www.facebook.com/caljapansistercities>
- CJSCN has now created a private Facebook Group that is intended to provide a secure forum for discussion, announcements, etc. for SC organization members
 - Must have a Facebook account to join
 - Must have some connection to an SC organization to join
 - Must visit <https://www.facebook.com/groups/cjscn> and send a request to join. Then an administrator will add you to the group.

CJSCN Facebook, cont'd.

What is the difference between Facebook Pages and Groups?

Facebook Page

- A page is a public-facing, official presence on Facebook that is meant to represent a business, non-profit, etc.
- Information is public.
- While discussions are possible, it is mainly a platform for the page owner to make announcements and share information.

Facebook Group

- A private group is meant for internal discussion and sharing, and information is not visible to non-members.
- For the CJSCN group, you must request to join and be approved.
- Possible to upload document files for even deeper information sharing.

CJSCN Facebook, cont'd.

- CJSCN will be updating both its Facebook Page and Group moving forward, so please feel free to join both platforms!
- On our Page:
 - We will list significant announcements, website changes, new resources, upcoming CJSCN event information, and more.
- In our Group:
 - We will facilitate discussion between approved members, who will all have SC connections, and we will share resources such as uploaded documents
 - Documents might include sample student applications, sample liability waivers, event programs, etc.

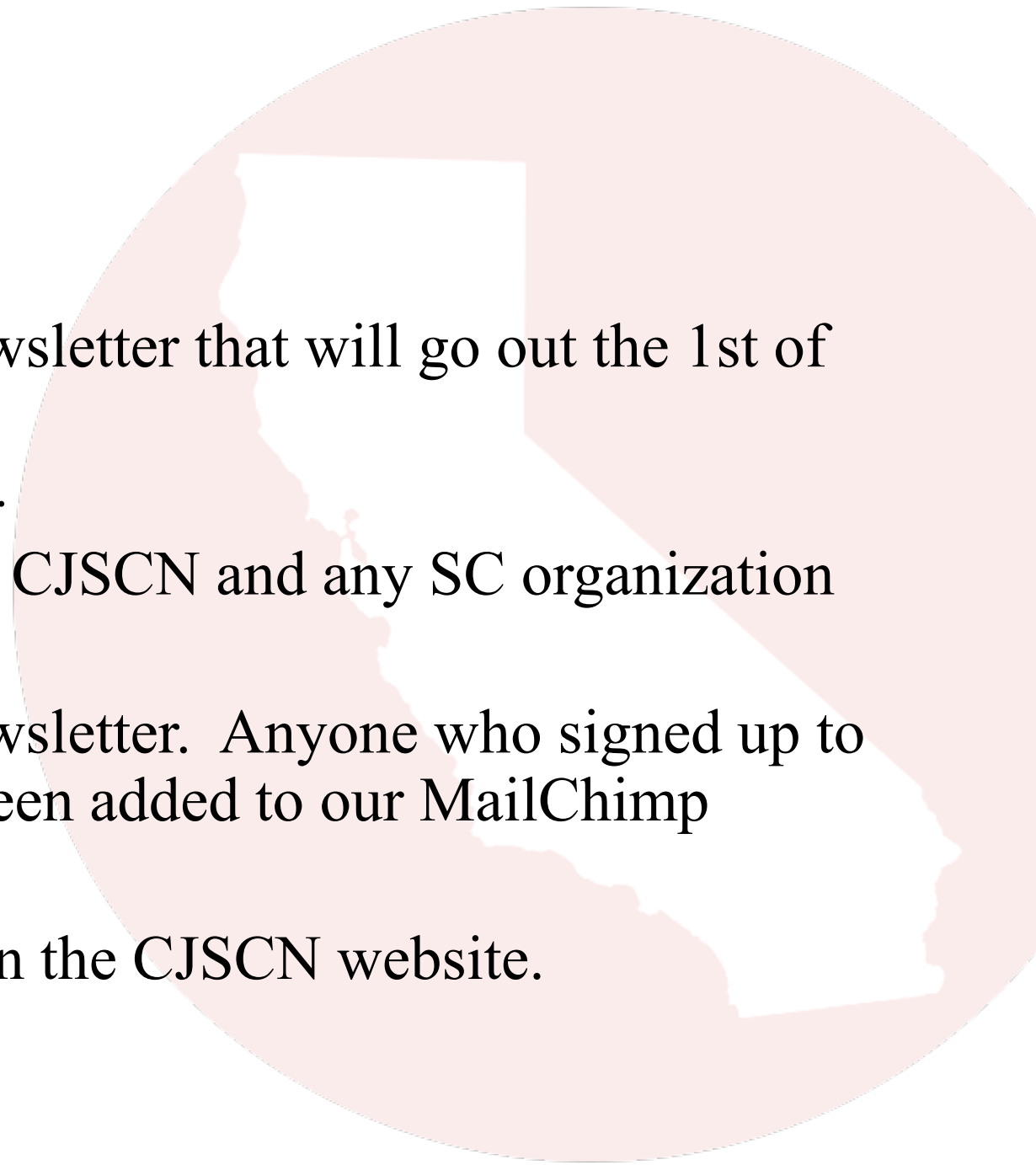
We will never share your personal information publicly on Facebook!

CJSCN Event Calendar

- We have added an event calendar feature to our website:
<https://www.caljapansistercities.org/event-calendar-home>
- The event calendar will feature not only CJSCN events, but also any event announcements submitted by SC organizations.
- You can submit an event announcement through our website form at
<https://www.caljapansistercities.org/submit-event>
 - Please include as much information as possible about the event when making a submission, including any external links.
 - We will not post photos for event announcements.

CJSCN Newsletter

- CJSCN will publish a monthly e-newsletter that will go out the 1st of each month.
 - First issue is planned for April 1, 2019.
- Newsletter will highlight news from CJSCN and any SC organization in CA that submits an item.
- We are using MailChimp for our newsletter. Anyone who signed up to receive mailings from CJSCN has been added to our MailChimp newsletter mailing list.
- Past newsletters will be accessible on the CJSCN website.



CJSCN Newsletter – Submissions

- Submissions for the newsletter should be done through the CJSCN website form at <https://www.caljapansistercities.org/newsletter-submission>
- Instructions for submissions are listed on the website.
 - In short, news items should be 150 words or less and one photo is allowed. This is because we are optimizing the newsletter for viewing on smartphones and tablets, which are most widely used now.
- Newsletter articles should focus on news stories, not upcoming event announcements. Past event overview articles are allowed.
 - Please use the CJSCN event calendar for upcoming event announcements.
 - A link to the upcoming event calendar will be included in the newsletter.

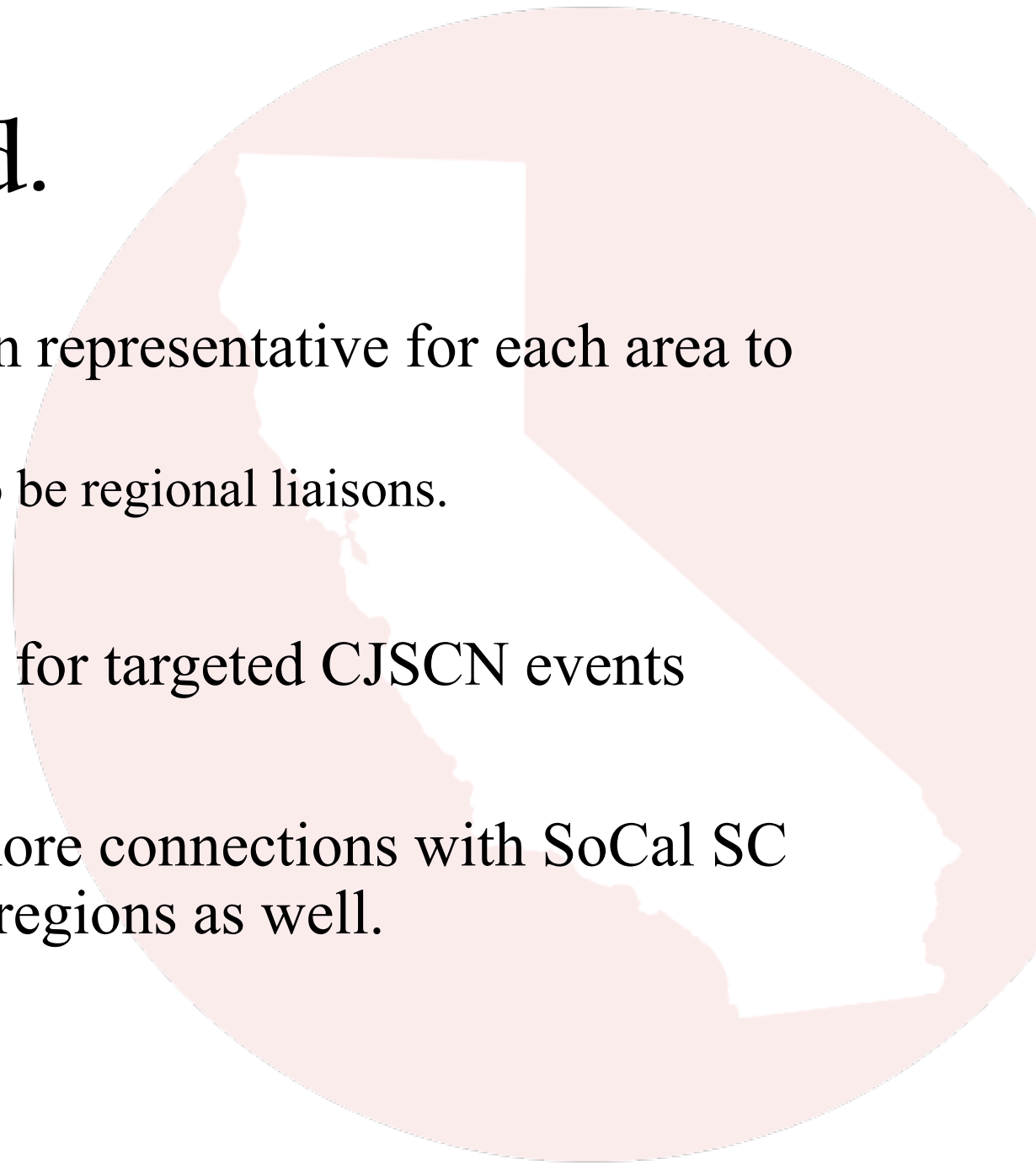
CJSCN Regions

To make organizing and collaborating with the many CA-Japan SC groups easier, CJSCN will be dividing SC groups up by region. For now, we are focusing on Northern California. We propose the following five regions:

- I. North Bay** (North of Golden Gate Bridge up to Oregon border):
Sebastopol, Mendocino, Fairfield...
- II. East Bay:** Hercules, Berkeley, Oakland, Livermore, Hayward, Tracy...
- III. Central Valley:** El Dorado, Lodi, Modesto, Kerman, Fresno, Bakersfield...
- IV. Peninsula:** San Francisco, South San Francisco, Millbrae, San Carlos...
- V. Silicon Valley and South:** Sunnyvale, Cupertino, Palo Alto, San Jose, Saratoga, Watsonville, Gilroy, Santa Cruz...

CJSCN Regions, cont'd.

- We hope to appoint a regional liaison representative for each area to facilitate communications.
 - CJSCN Board members are not able to be regional liaisons.
- Regional divisions would also allow for targeted CJSCN events
- In the future, when we have made more connections with SoCal SC groups, we plan to divide them into regions as well.



Other Announcements

- Japan-Texas Leadership Symposium – San Antonio, TX
 - Will be held on March 27, 2018
 - Organized by Sister Cities International in partnership with the Koyamada International Foundation, hosted by the City of San Antonio and supported by the Japanese Ministry of Foreign Affairs.
 - More information: <https://sistercities.org/event/japan-texas-leadership-symposium/>
- Japanese Sister Cities Conference – Okayama, Japan
 - Currently no details at this time – please stay tuned.

Group Discussion



Panel Discussion: Strategies for Success

Speakers on this panel will discuss particular areas in which their SC organization does well

- **Meg Mizutani** (Sebastopol): City government relations
- **Mark Kato** (Sunnyvale): Sponsorships and volunteers
- **Bruce Wright** (South San Francisco): Collaborating with Rotary

Group Discussion & Brainstorming

We will now break into two groups.

Please use this time for in-depth discussion and brainstorming on sister city-related topics of your choice with the other attendees.



Small Group Discussion Reports

Please feel free to share the results of your small group discussions.



Looking Forward...

- How do you feel about the direction of CJSCN?
- Are there other resources or information you would like to see from us?
- Do you find these workshops helpful, or do you prefer a different kind of event format?
- Any other thoughts?

Please visit our website, and Facebook Page and Group. Let us know if you have ideas for how CJSCN can grow and provide more support. Our mission is to help you *connect!*