



POPPINS EDU-CARE NEWS

Issue 1 | January 2010



Founder/President
Poppins Corporation, Japan

MISSION STATEMENT

My aim is to create a **quality, fresh approach** to early child edu-care from 0-6 years, which differs from traditional Japanese methods. Poppins staff are trained to work in the Poppins way. **Poppins Plans Perfection.**

中村 紀子 *Noriko Nakamura*

Noriko Nakamura, BA (Honours)

POPPINS FOUNDED IN 1987 BY MRS. NORIKO NAKAMURA

- Vice President of Japan Baby Sitter Association Ltd
- Member of Cabinet Office, Ministry of Economy, Trade and Industry Assessment Committee
- Member of Ministry of Health, Labor and Welfare Committee
- Member of Japan Association of Corporate Executives (JACE)
- Vice President of Declining Birth Rate Research Committee for JACE
(To list several of the many responsibilities held by Noriko Nakamura)

Awards:

- Harvard Business School of Japan "Business State Woman of the Year" 1996
- New Business Japan Committee "Best Entrepreneur of the Year" 2001
- ISO 9001 International Standard Award

NEWS HEADLINES

- Poppins Corporation now runs 67 Nursery Schools in Japan (Page 3)
- Poppins opened Kids Room in Hawaii, US (page 2)
- Poppins Staff visit Stanford University, USA (Page 3)
- Poppins Staff training at Reggio Emilia, Italy (Page 3)
- Poppins Research Institute Team visits Harvard Graduate School of Education (Page 4)

Over the last 20 years I have watched Mrs Nakamura develop the Poppins 'fresh approach' exposing young children to a holistic, play-led programme in modern edu-care environments with quality international equipment.

Poppins has grown to be the leading edu-care provider in Japan. Even Government Departments and Industry request Mrs Nakamura to open their work-place Nurseries. Poppins Nurseries are welcoming; children and staff are happy there.

Opal Dunn

International Education Adviser

FROM THE EDITOR

Issue 1 introduces you to Poppins achievements in early child edu-care in 2009. Issue 2 will be published in June 2010.

A Nanny Training College was established in 1986, Poppins Company in 1987 and Poppins first Nursery opened in 1990 at Japan EXPO. Poppins plans perfection and, as a Corporation, we search to also learn from the best international practice and adapt it to fit the needs of today's children in our care.

If your organisation would like copies of Poppins Edu-care News, please email your details to edu-carenews@poppins.co.jp

轟 麻子 *Maiko Todoroki*

Maiko Todoroki, MBA (Insead)

Director International Division



Poppins Nursery School, Futako Tamagawa

POPPINS CORPORATION NEWS

1. Poppins President visits Hawaii twice in 2009

Poppins established Keiki Hawaii Kids room in the Sheraton Waikiki Hotel as the first Hawaiian State approved Japanese Childcare service in Hawaii. Poppins trained bilingual (Japanese/English) staff to welcome children from 3 months old.



2. Poppins President visits Harvard University, USA, September 2009

Poppins Corporation brought a group of Japanese Nursery Head Teachers and Staff to Harvard University to attend lectures given by the Head of the Education Department on leading research in Child Psychology and in particular on the "Project Zero" research.



3. Poppins President meets the Principal, Liz Hunt of the Norland College, Bath, UK, September 2009

Poppins Corporation has cooperated for 21 years with the Norland College, the top Nanny Training College in the UK, established in 1892. At present Poppins Corporation employs 6 Norland-trained Japanese staff.



Ms. Liz Hunt and Dr. David Margesson (MBE)

4. Poppins President visits the newly opened Norland Nursery close to the Norland College, Bath, UK

Norland College has cleverly restored the 100 year old school to make a modern, demonstration nursery.



5. Poppins plans perfection

Poppins President takes time to talk and encourage all Poppins 1,400 staff each year. Poppins Corporation believes that regular training is important for maintaining the high standard recognised by the ISO 9001, an international standard, the first time awarded in the Japanese childcare industry.



6. Poppins President visits Google USA Inc and the Bing Nursery at Stanford University, USA, November 2009

Poppins President led staff to attend lectures by the Head of the Education Department at Stanford University, Dr Deborah Stipeck, on the current status of Child Education in America. Staff also visited the Bing Nursery School, the Google Childcare Centre and the Childcare Centre for Stanford University.



7. Poppins staff train at Reggio Emilia, Italy, November 2009

Poppins staff again visited Infant Toddler Centres and Pre-Schools run by the municipality of Reggio Emilia, Italy to study their special philosophy, future projects and interact with their educators.

8. The wife of the American Ambassador to Japan visits Poppins, October 2009

Mrs. Susan H. Roos, the wife of the American Ambassador to Japan on a private visit to Poppins Takanawa Nursery and Poppins Corporation head office to learn about the current state of Japanese childcare facilities and services.



Mrs Susan H Roos
(in the middle) with
Noriko Nakamura

POPPINS NURSERY SCHOOLS IN 2009

Poppins now run 67 Nursery Schools. The demand for places in a Poppins Nursery School grows as the number of working mothers increase. Currently over 1187 mothers are on the waiting list to enter Poppins Nurseries. Preparations are underway to open 7 new nursery schools at the beginning of the school year, April 2010.

NEW OPENINGS IN 2009

January 2009 – Poppins Nursery School Tamagawa (at Canon Japan)
 March 2009 – SEI Itami Kids (Sumitomo Electric Industries, Ltd.)
 April 2009 – Sysmex Kids Park (Sysmex Corporation)
 April 2009 – Suginoko Nursery (Osaka City University)

April 2009 – TRI Family Support (Tokai Rubber Industries, Ltd.)
 April 2009 – Kuukids (Albion Co Ltd)
 April 2009 – Disco Nursery (DISCO Corporation)
 July 2009 – Asunaro Nursery (Nagoya University)
 October 2009 – Sumika Kids (Sumitomo Electric Industries, Ltd.)
 October 2009 – Panasonic Kids House (Panasonic Corporation)
 November 2009 – Poppins Nursery School, Tsukishima

*Poppins Kuukids at Albion Co Ltd
(April 2009)*



*Poppins Nursery School, Tsukishima
(November 2009)*



*Poppins Nursery School, Tamagawa
Canon Japan (December 2009)*



POPPINS KIDS ROOMS IN HOTELS, AIRPORTS, SHOPPING MALLS



*Left: Poppins Cerulean Tower Kids Room (Cerulean Tower Hotel, Tokyo)
 Right: Poppins Karuizawa Kids Room (Prince Hotel, Karuizawa)*

POPPINS INTERNATIONAL PRE-SCHOOL (PIPS) 1-3 YEARS

Set in the heart of Tokyo, Poppins International Pre-School offers a unique environment for young children (1-3 years) following the Poppins edu-care philosophy. PIPS warm and vibrant English-speaking community creates an international experience that nurtures a respect for others. <http://www.poppins.co.jp/pips/index.html>

POPPINS INTERNATIONAL INSTITUTE FOR CHILD SCIENCE RESEARCH INSTITUTE

Dr. Kiyomi Akita of Tokyuu University Graduate School joined the Institute staff to supervise the 3 year project with Dr. Ben Mardell linked to Project Zero at Harvard Graduate School of Education.

The research theme is based on Making Learning Visible (MLV) promoting the development of Children’s growth between 0-2 years.

<http://www.poppins.co.jp/english/training/piics.html>



Dr Ben Mardell with Poppins staff