The State of Internationalization in Higher Education
A German perspective

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Assessing the Quality of Internationalization
February 26, 2015

Paris
The German Academic Exchange Service (DAAD) is …

A self-governing organisation of German universities:

- 239 member universities
- 121 student bodies
Goals and tasks of the DAAD

Three strategic areas of activity

Grant scholarships to the best
- so that the professionals and leaders of tomorrow can gain qualifications at the best locations, prepare for positions of responsibility and cultivate contacts throughout the world.

Create structures that promote internationalisation
- so that higher education institutions can improve the quality of research and instruction and address the challenges of the future with strong partners.
- so that more people can cross borders and achieve success in study and research.
- so that German remains an important language of culture and scholarship.
- so that higher education institutions may contribute to development and build bridges to surmount conflicts.

Offer expertise for academic collaboration
- so that academic and political leaders are able to make well-informed policy decisions.
Budget 2014

Federal Ministry of Education and Research (BMBF):
€ 103 million = 23 %

Federal Ministry for Economic Cooperation and Development (BMZ):
€ 41 million = 9 %

European Union (EU):
€ 65 million = 15 %

Other funding bodies:
€ 55 million = 13 %

Federal Foreign Office (AA):
€ 177 million = 40 %

Total:
€ 441 million

*Figures: 2014
DAAD Total Budget 1950 - 2014
„Internationalization of higher education is the process of integrating an international, intercultural or global dimension into the purpose, functions or delivery of post-secondary education.“

Jane KNIGHT, 2003

... all the policies and activities of governments and higher education institutions aimed at making higher education more responsive to the challenges of Europeanisation, internationalisation, and globalisation.

J. HUISMAN / M. v.d. WENDE, 2004
Mobility to and from (West) Germany

- International students (%)
- International students (10,000)
- Graduates with study abroad (%)
- Graduates with study abroad (10,000)

Source: DAAD, Deutscher Akademischer Austausch Dienst, German Academic Exchange Service
Drivers of Internationalization

- **Academic**
  - improve quality of teaching and research
  - prepare students for a globalized world
  - enhance reputation

- **Economic**
  - income generation (fees)
  - skilled immigration

- **Political**
  - „soft diplomacy“
Challenges Ahead

- Tackle global issues
- Cooperation vs. competition: global markets for higher education
- New media
- Europe
- Equity and access
A Changing Global Landscape of Research

Quelle: Monitoringbericht 2013 Pakt für Forschung und Innovation
Science Citation Index Expanded / Social Science Citation Index
“Strategy is the use of the engagement for the purpose of the war. The strategist must therefore define an aim for the entire operational side of the war that will be in accordance with its purpose. . . . The aim will determine the series of actions intended to achieve it.“

Carl von Clausewitz, On War, III. 1. (Howard / Paret translation, Princeton UP 1976, p. 177)
A Host of Strategies

- **DAAD 2020 (Feb. 2013)**
- **The joint strategy of federal and *Länder* ministers of higher education (April 2013)**
- **The coalition agreement (November 2013)**
- **Similar objectives:**
  - 350,000 international students by 2020
  - 50% of domestic graduates having study abroad
  - Internationalization of curricula and faculty
- **and then: universities have their own strategies**
International Students

Number of internationally mobile students

- 2000: 2.1 m
- 2005: 3.0 m
- 2010: 4.1 m
- 2011: 4.3 m

Quelle: OECD Education Online
And Numbers Will Continue to Increase

Prognosen der Entwicklung internationaler Studierender bis 2025 (OECD)

International Students in Major Host Countries

Quelle: OECD
350,000 International Students by 2020

- Hold „market share“
- Reform access in order to attract the best students from around the world
- Increase graduation rates
- Immigration through study abroad
- … and who is going to pay?
Participation Rates in Study Abroad: Is There a Glass Ceiling?
Going Forward to 50 per cent?
The Main Challenges

- Reach out to underrepresented fields and social groups
- Make study abroad fit better into the domestic curriculum („mobility windows“ / recognition)
- Funding? Student aid is already portable.
With transnational education projects, the DAAD aims to:

- Strengthen the international reputation of higher education institutions.
- Promote the academic principles and structures of the German system of higher education.
- Contribute to competence-building in developing and emerging countries.
TNE Projects of German higher education institutions with DAAD funding
Changing curricula
Joint programs and degrees
Language policies
Impact of virtualization
Share of International Staff Slowly Increasing

- **Int'l Professors (%)**
- **Total Int'l Academic Staff (%)**

[Graph showing the increase in share of international staff from 2005 to 2012.]
Mobility and Scientific Impact

Median journal source-normalised impact factor per paper (1996-2011)

Benchmarking Internationalization
Student Mobility

Zahlenbeschriftungen beziehen sich jeweils auf die fett gedruckte Kategorie.
Research and Academic Staff

![Radial chart showing 'IntStaff' with data points for 'Intl Doctorates', 'IntProf', 'Intl Staff', 'DAAD Fellows', and 'AvH Fellows'. The chart compares different universities with data points ranging from 5.9 to 16.8.]

- HUZ
- Big Univ
- Best Big Univ
- Excel. Univ.
The Rôle of a National Agency: Scholarships for the Best

The DAAD wants to:

- Ensure that candidates are selected through a rigorous and fair competitive process.
- Enable scholarship holders to study and conduct research successfully.
- Cultivate a new generation of university lecturers and the leaders of tomorrow.
The DAAD aims to:

- Support higher education institutions as they implement their own internationalisation strategies.
- Better integrate higher education institutions of applied sciences/work-study programmes into international cooperation.
- Promote and use forms of virtual learning to reach new target groups.
- Adapt funding measures and internationalisation structures to incorporate diversity and life-long learning.
Institution-based exchange programs
- short term mobility
- Erasmus type mobility

Institutional projects, e.g.:
- International degree programs
- joint/double degree programs
- strategic partnerships
GATE Germany: a national consortium of universities

Fairs, websites, brochures, social media

A network of 70 Branch Offices and Information Centers
The DAAD wants to:

- Enable institutions in education, science and culture to make informed, strategic decisions.
- Offer comprehensive professional and regional expertise on academic systems and collaborations in higher education to institutions of higher education, national and international bodies in a more systematic fashion.
Knowledge Management

Continuing Education: International DAAD Academy

Advice to policy makers and institutions

Setting the internationalization agenda

Internationalization mainstreaming: What will internat professionals be needed for in the future.
Thank you for your attention!