

A stylized graphic of a globe's grid lines, rendered in a light orange or tan color, occupies the left side of the slide. The grid consists of curved lines representing latitude and longitude, forming a series of diamond-shaped cells.

The State of Internationalization in Higher Education A German perspective

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Deputy Secretary General of DAAD

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

SCHOLARSHIPS FOR THE BEST

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.

STRUCTURES FOR INTERNATIONALISATION

Create structures that promote internationalisation

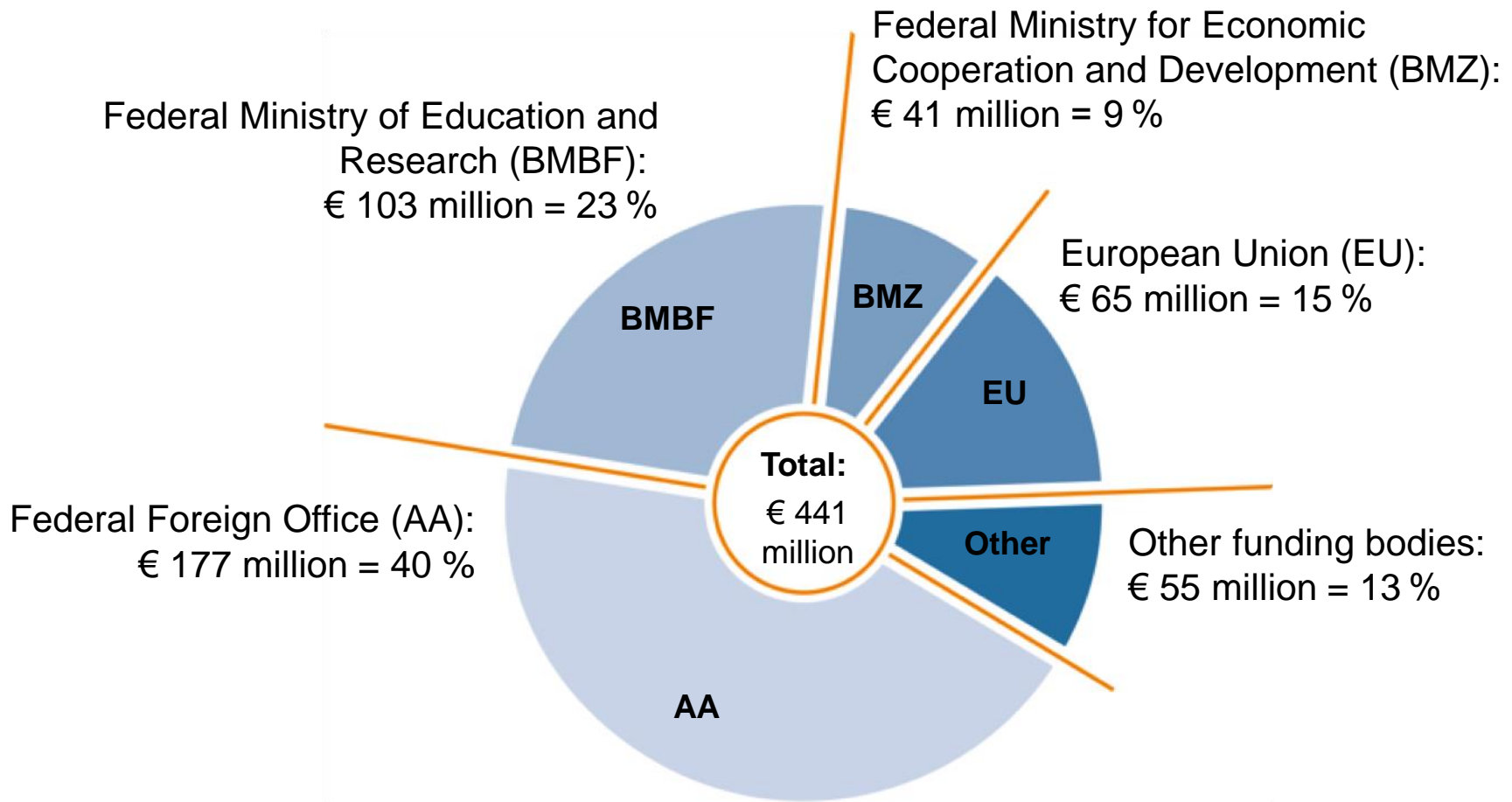
- so that higher education institutions can improve the quality of research and instruction and address the challenges of the future with strong partners.
- so that more people can cross borders and achieve success in study and research.
- so that German remains an important language of culture and scholarship.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

EXPERTISE FOR ACADEMIC COLLABORATION

Offer expertise for academic collaboration

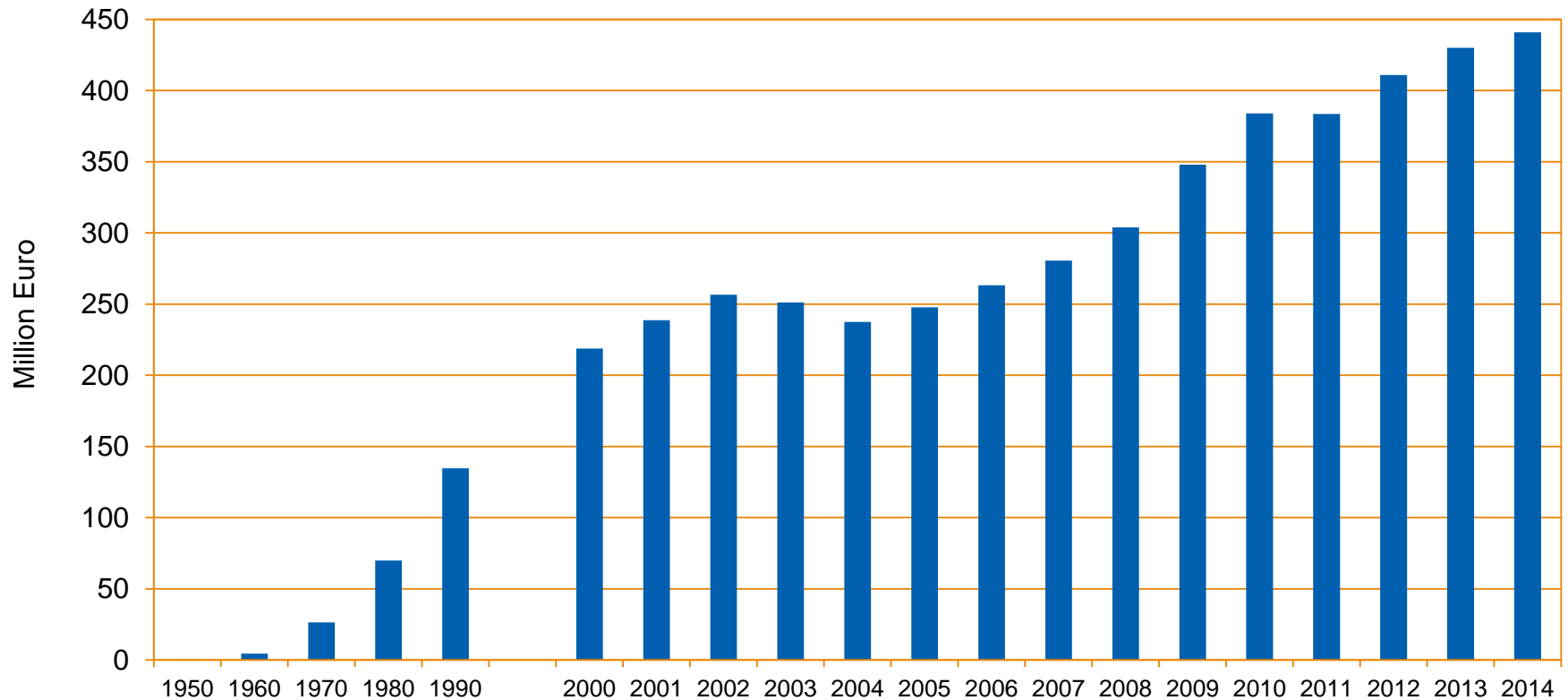
- so that academic and political leaders are able to make well-informed policy decisions.

Budget 2014



*Figures: 2014

DAAD Total Budget 1950 - 2014



Definitions of „Internationalization“

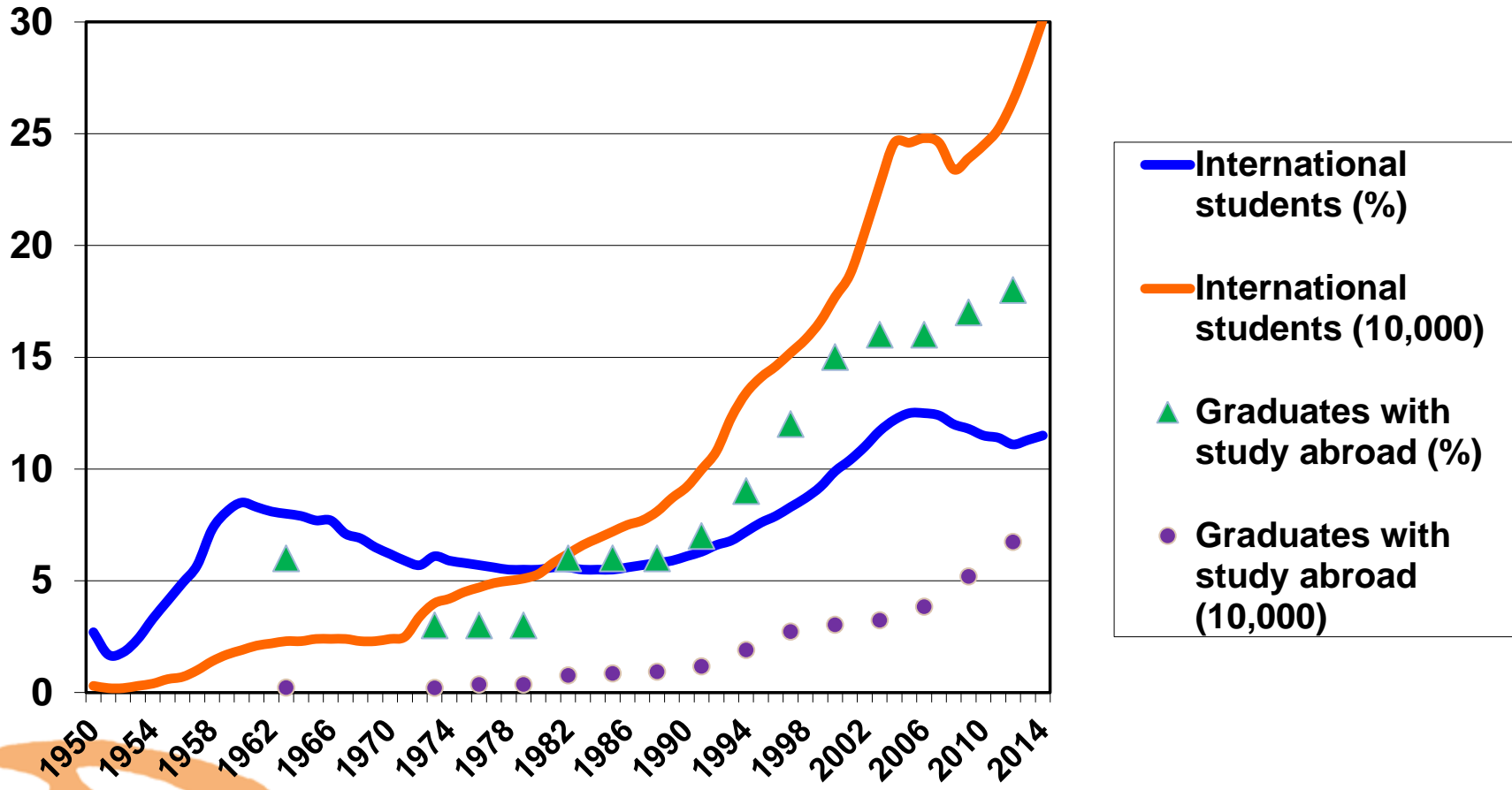
„Internationalization of higher education is the **process of integrating** an international, intercultural or global dimension into the **purpose, functions** or **delivery** of post-secondary education.“

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



Drivers of Internationalization

■ Academic

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

■ Economic

- income generation (fees)
- skilled immigration

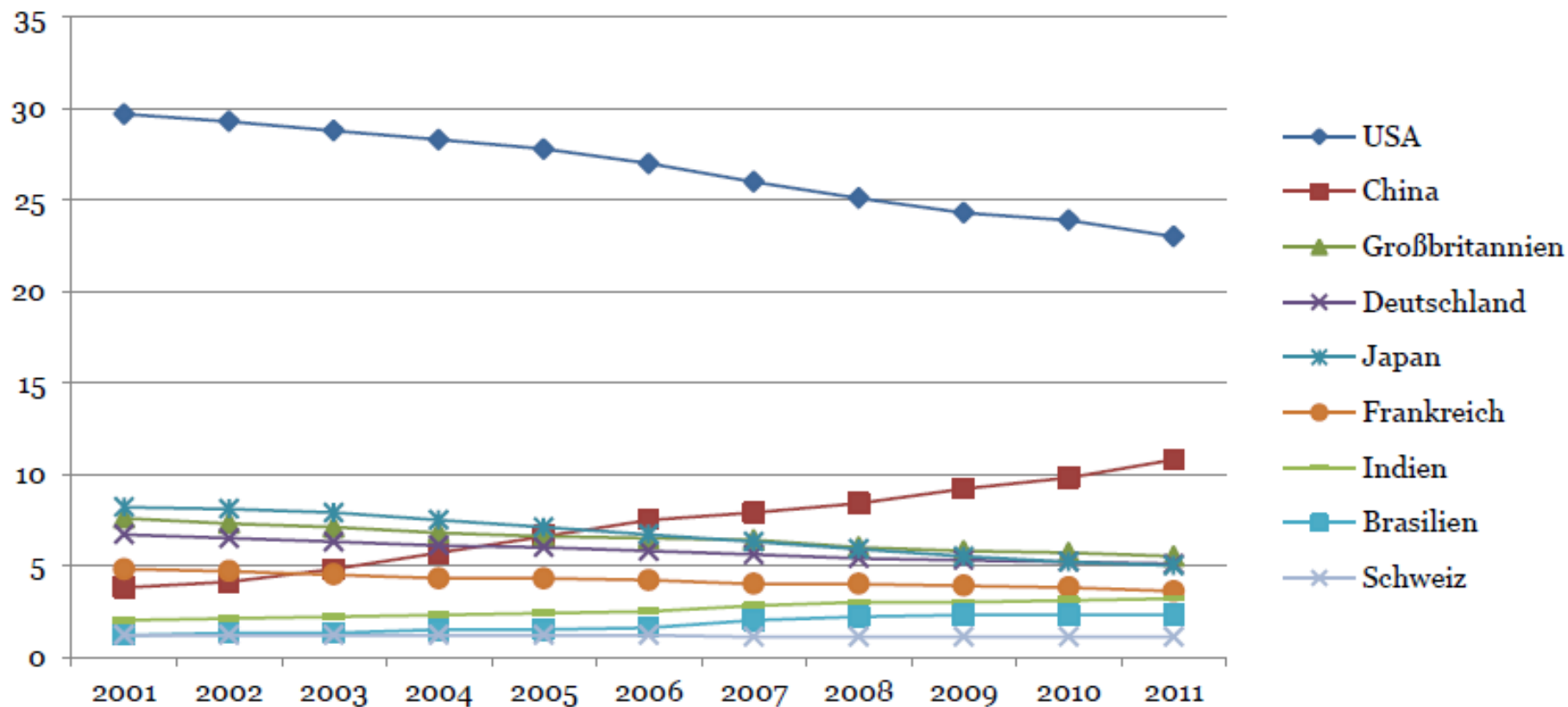
■ Political

- „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

What is a Strategy?

- **“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.”**

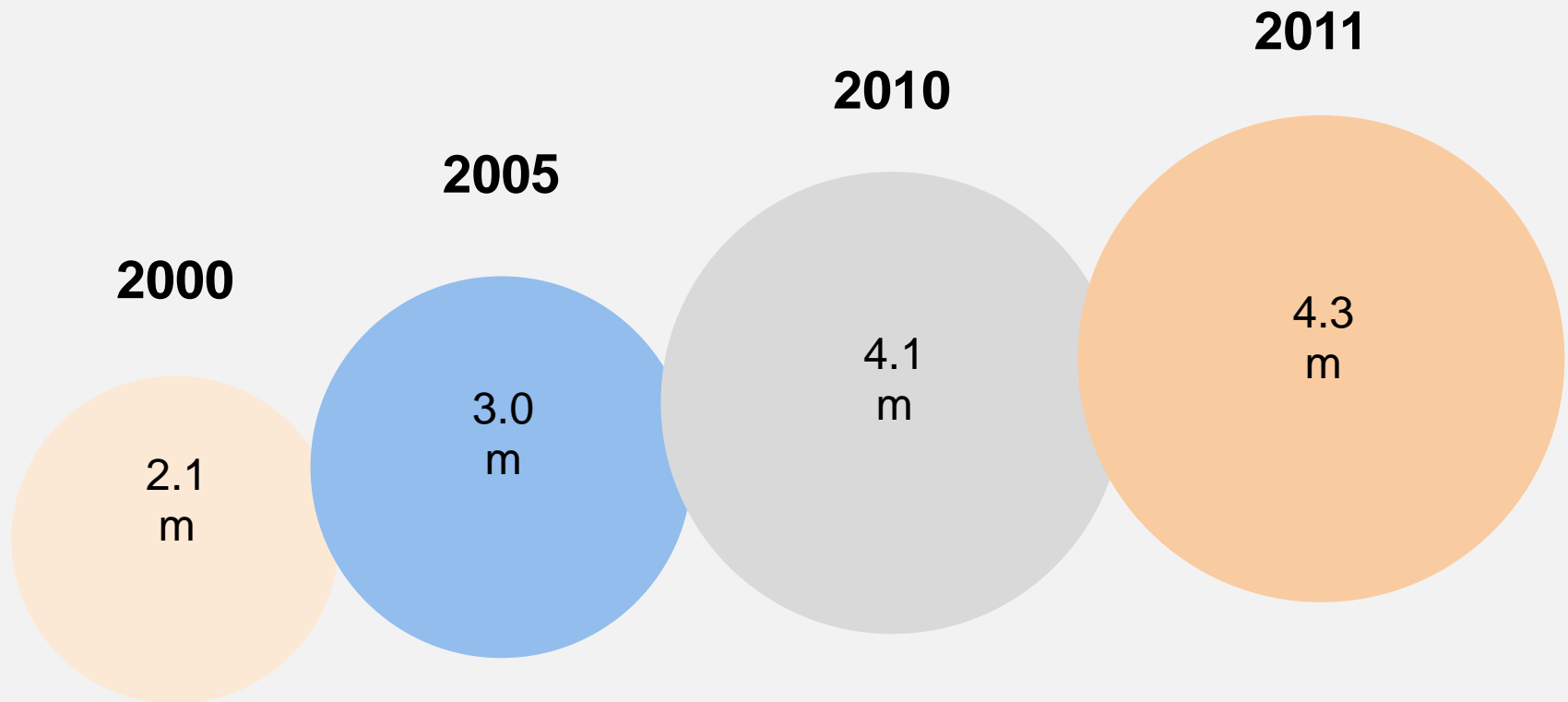
**Carl von Clausewitz, On War, III. 1.
(Howard / Paret translation, Princeton UP 1976, p. 177)**

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**

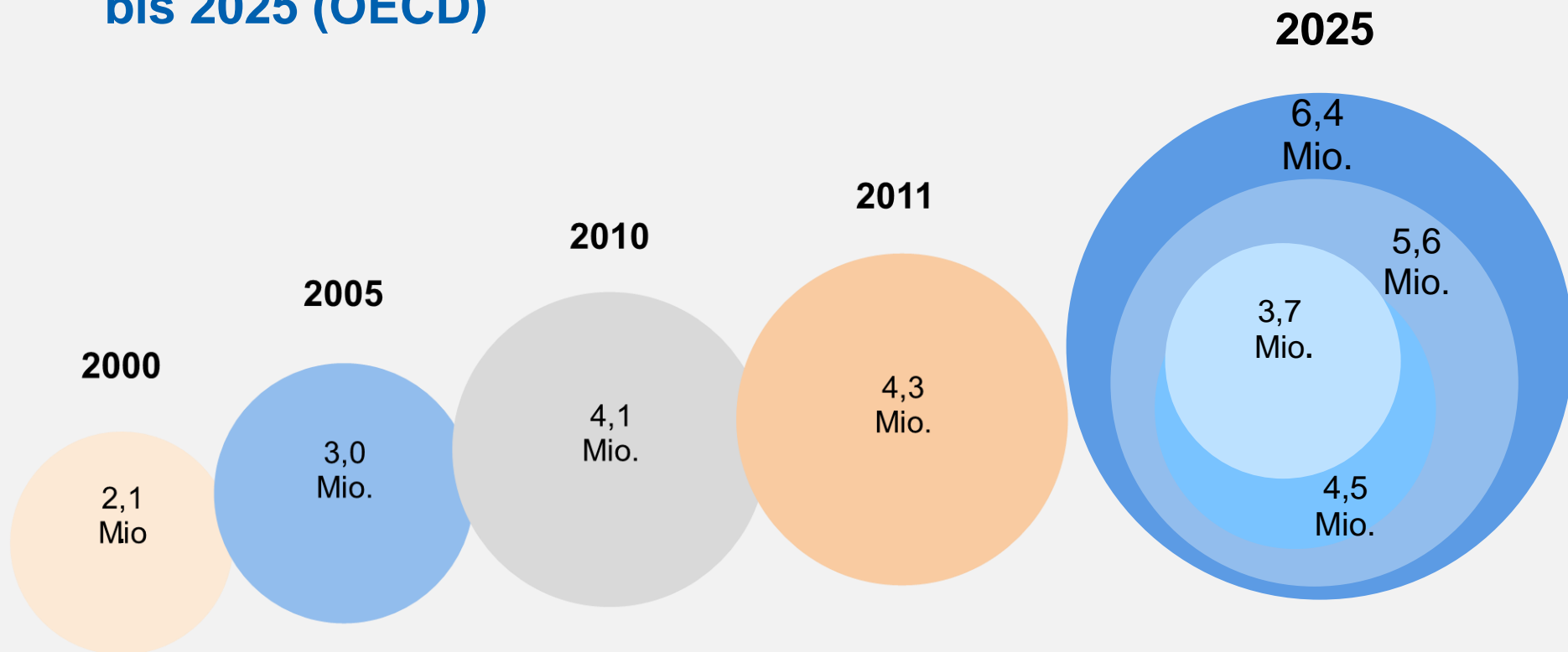
International Students

■ Number of internationally mobile students

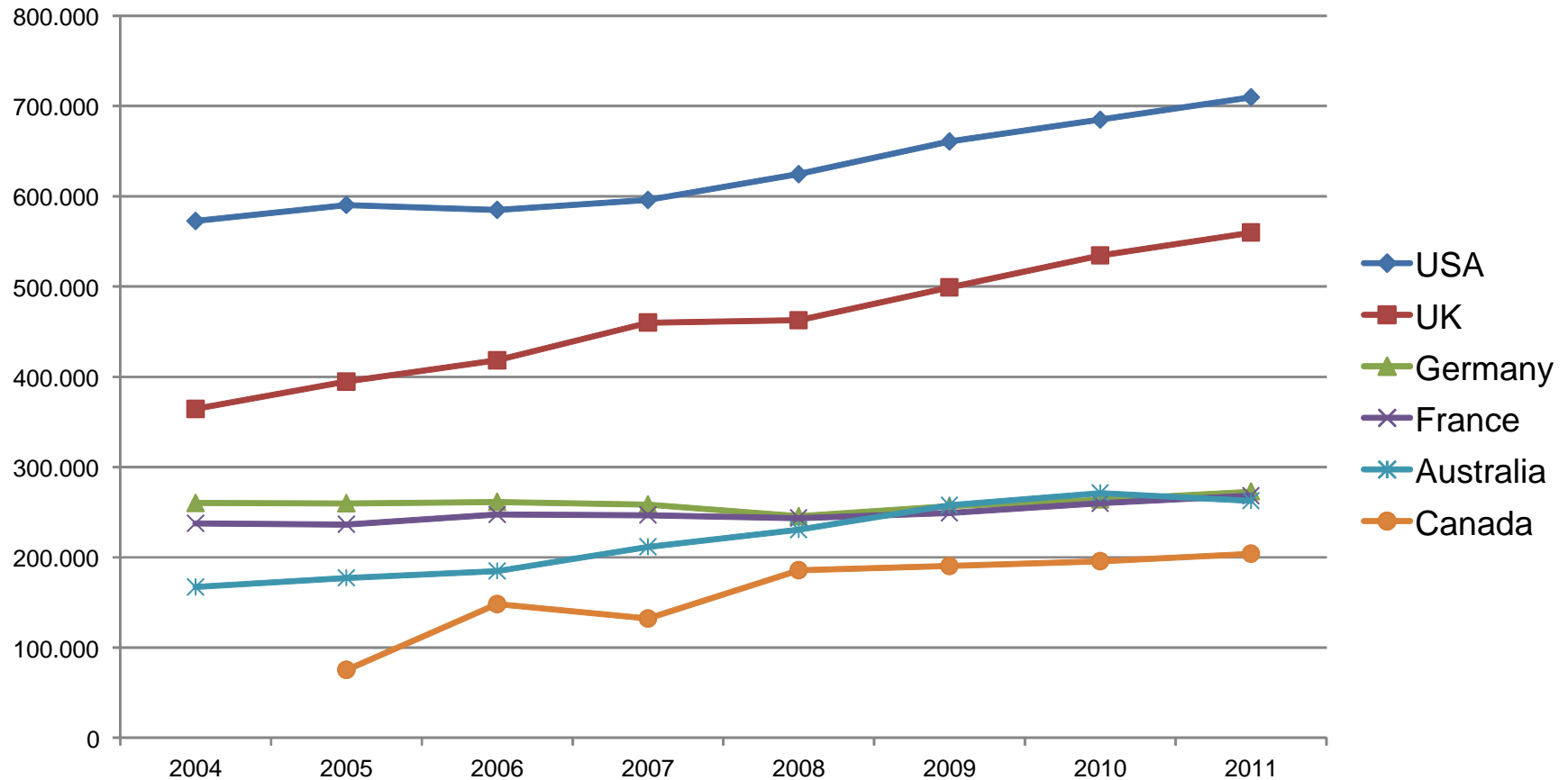


And Numbers Will Continue to Increase

■ Prognosen der Entwicklung internationaler Studierender bis 2025 (OECD)



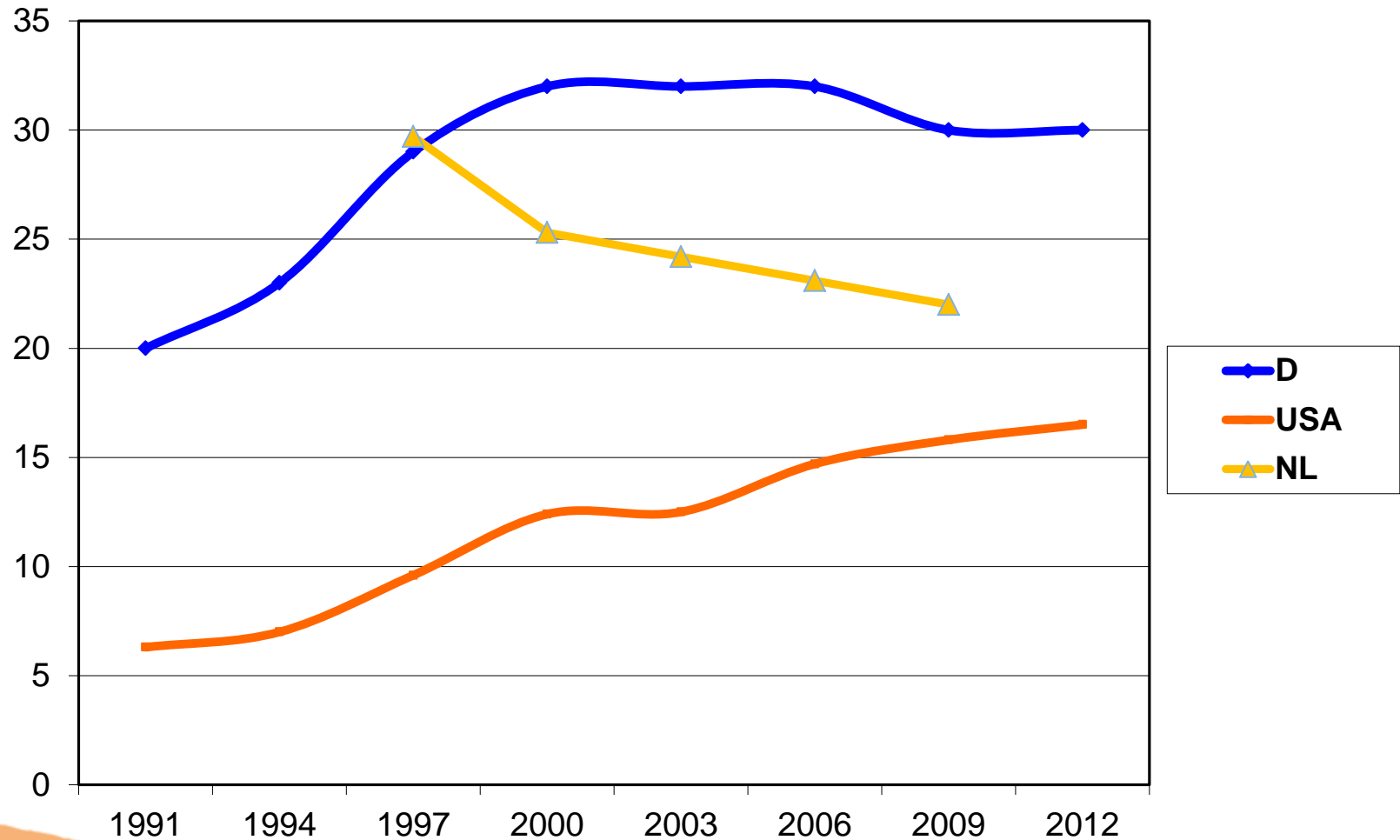
International Students in Major Host Countries



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.**

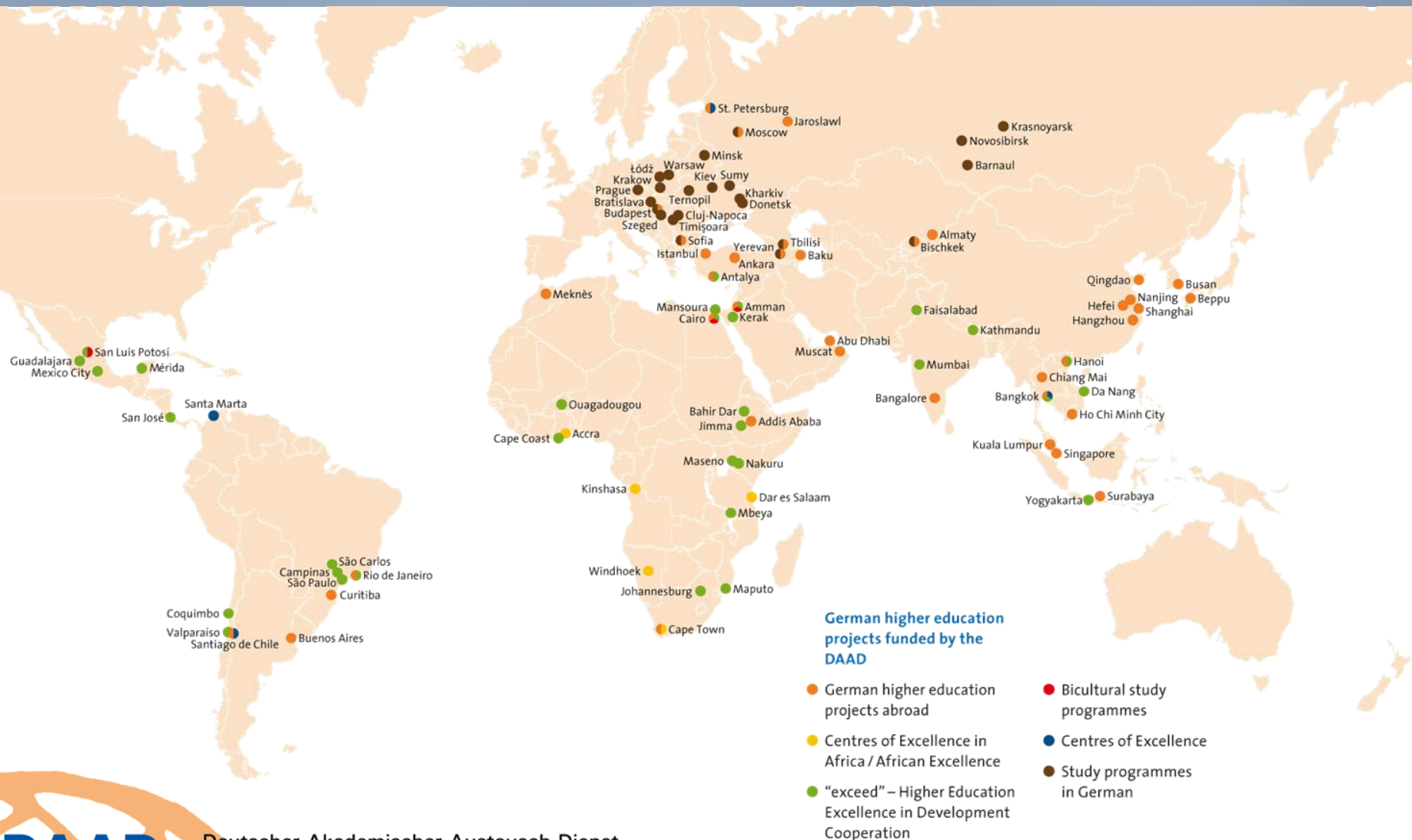
From the Mobility of People to the Mobility of Programs: Transnational Education

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.

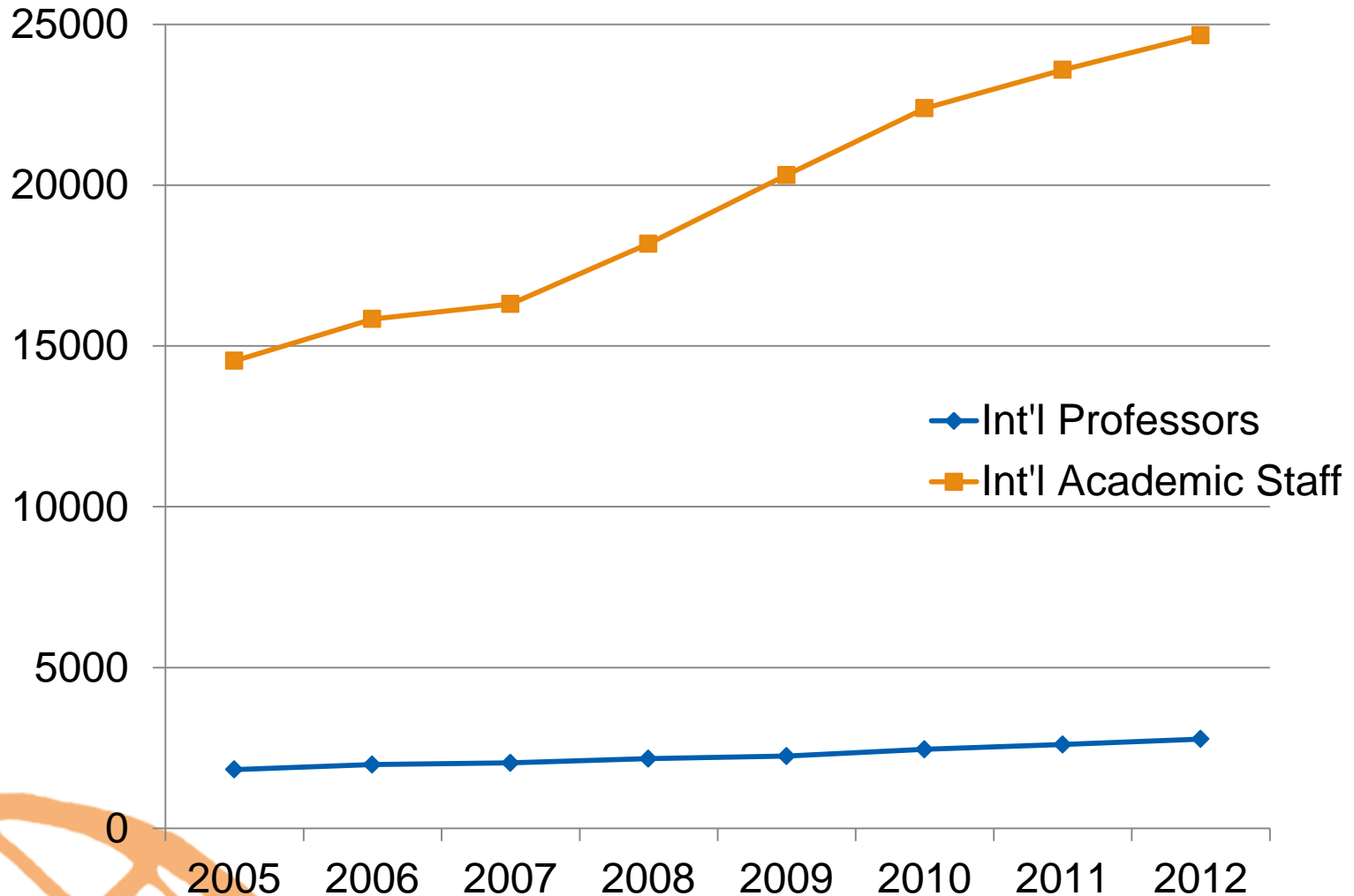
TNE Projects of German higher education institutions with DAAD funding



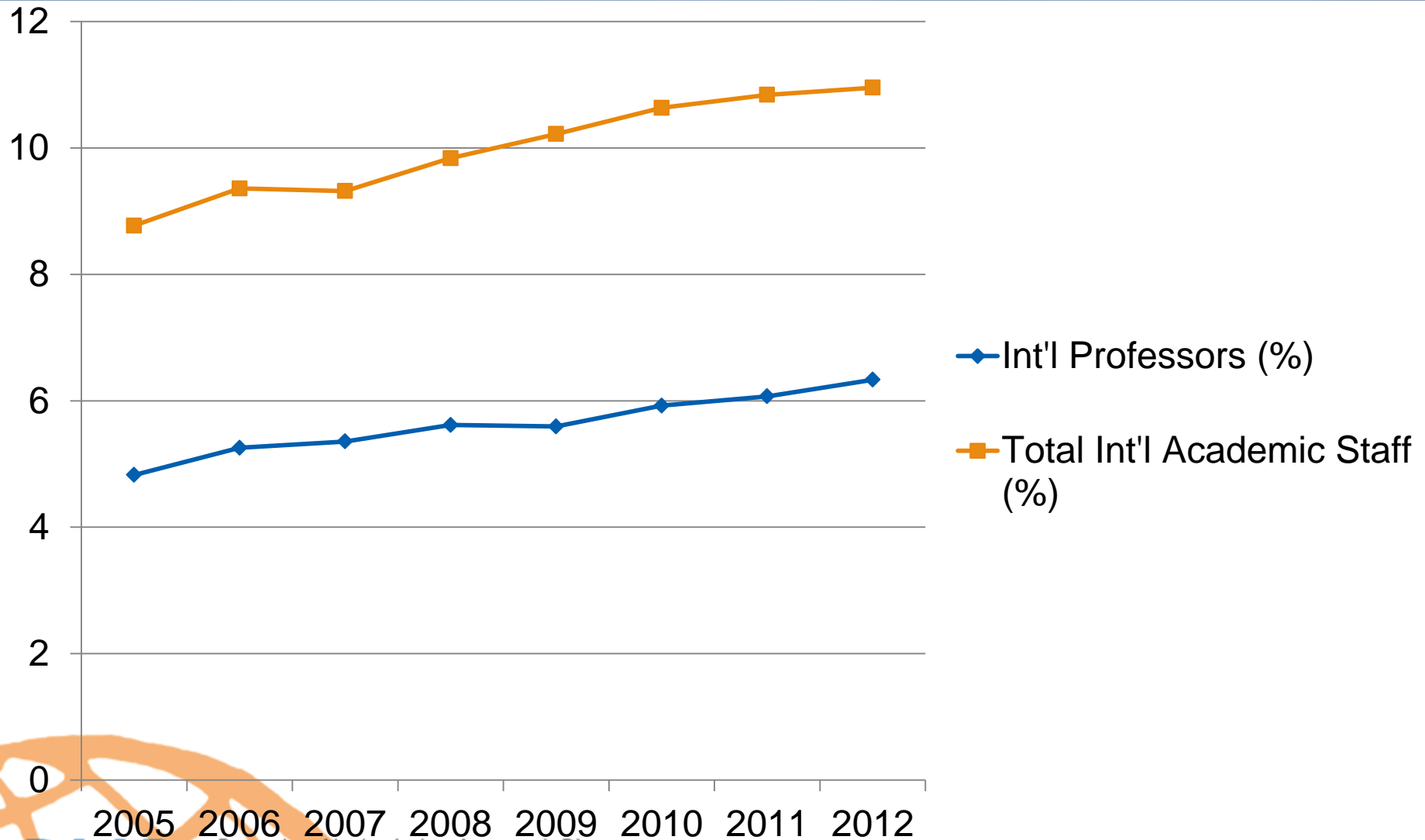
Internationalization @home

- **Changing curricula**
- **Joint programs and degrees**
- **Language policies**
- **Impact of virtualization**

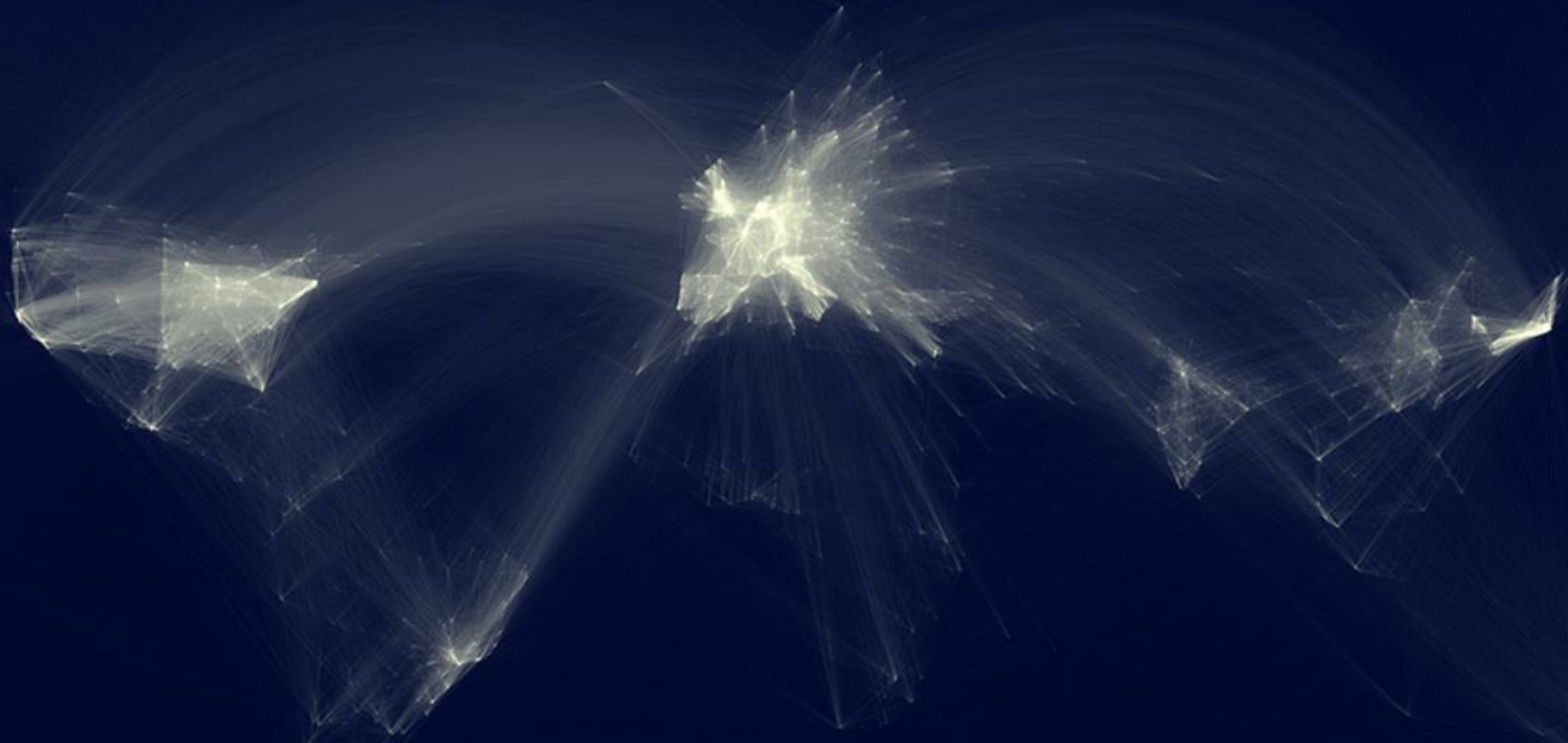
International Faculty



Share of International Staff Slowly Increasing



The Networks of Scientific Collaboration



DAAD

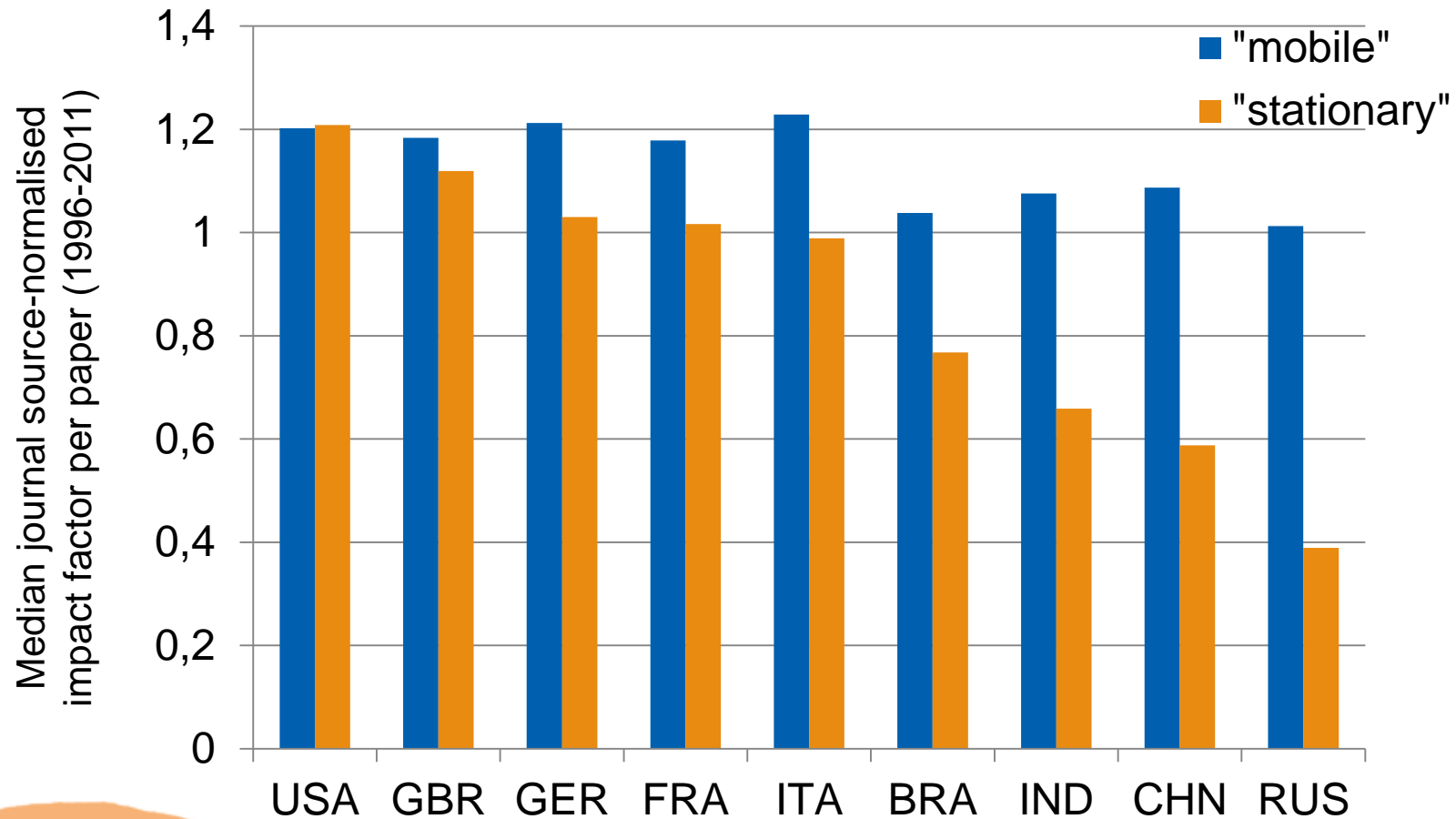
Deutscher Akademischer Austausch Dienst
German Academic Exchange Service

Map of scientific collaborations from 2005 to 2009

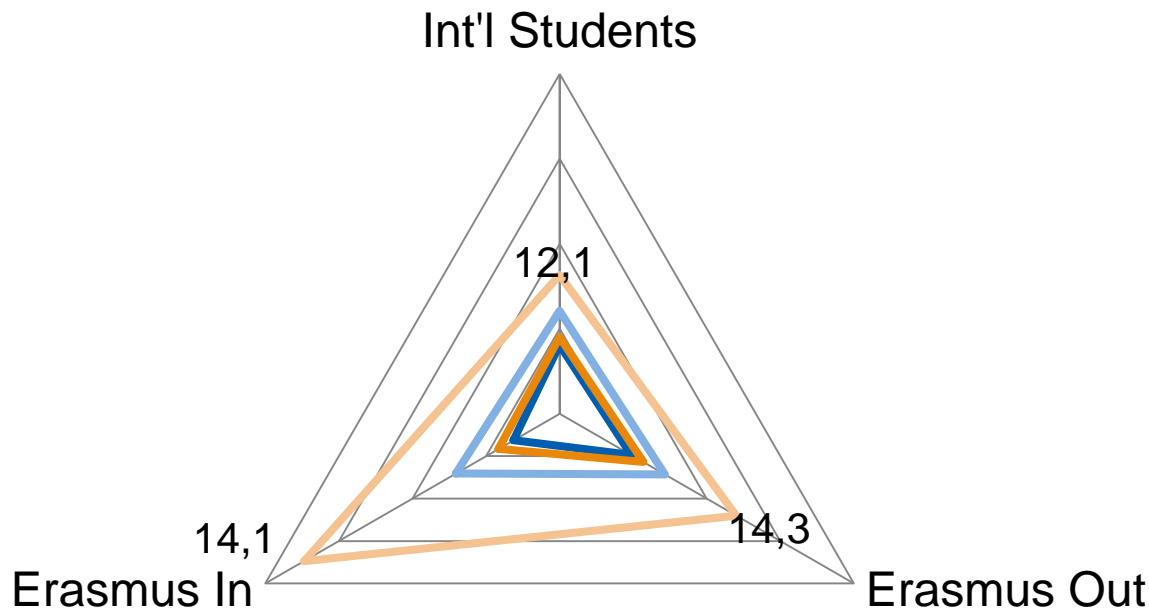
Computed by Olivier H. Beauchesne @ Science-Metrix, Inc.

Data from Scopus, using books, trade journals and peer-reviewed journals

Mobility and Scientific Impact



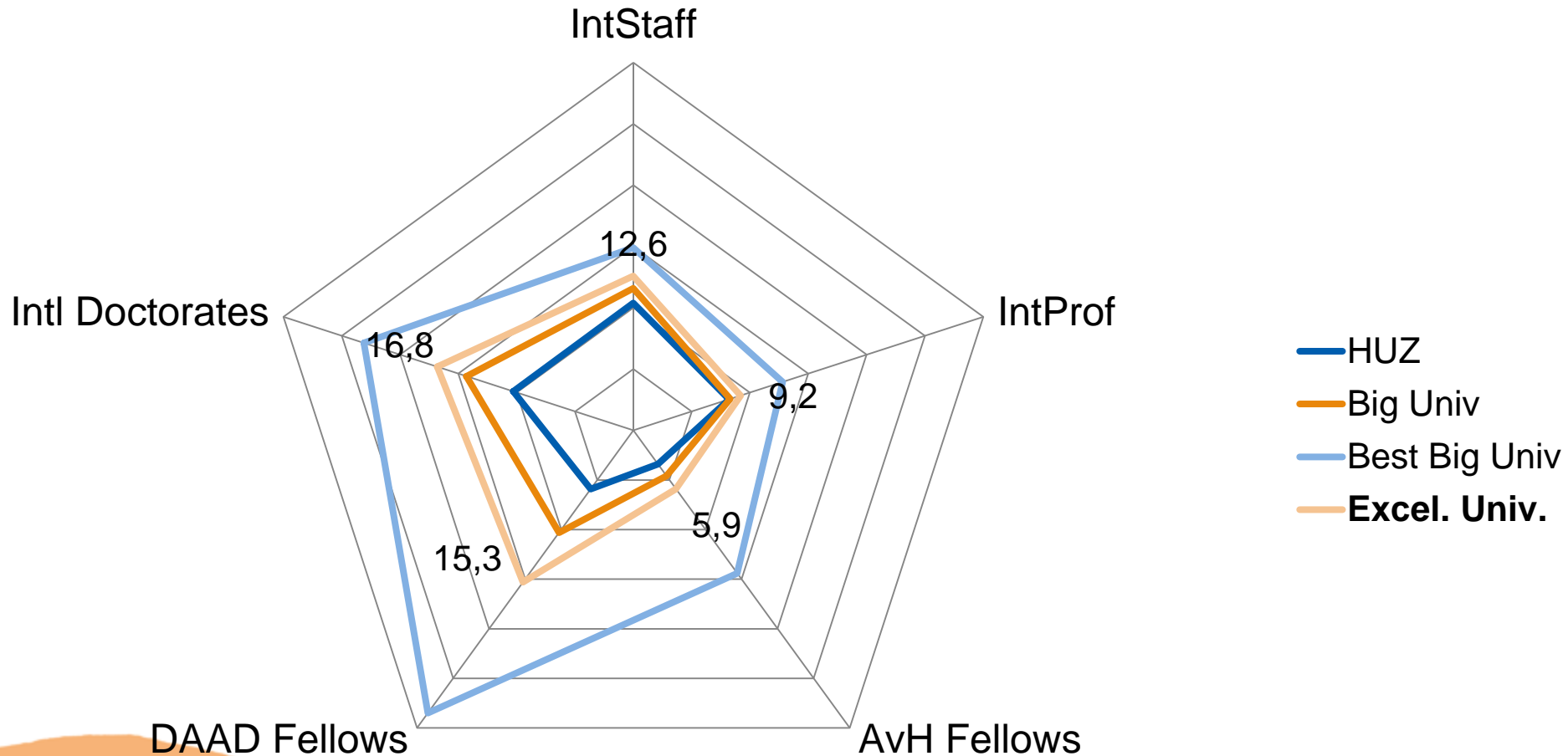
Benchmarking Internationalization Student Mobility



- HUZ
- Big Universities
- **"Excellence Universities"**
- Highest Value for Big Uni

Zahlenbeschriftungen beziehen sich jeweils auf die **fett** gedruckte Kategorie.

Research and Academic Staff



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.



Competitive Funding for Institutions

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.

Competitive Funding for Institutions (continued)

- **Institution-based exchange programs**
 - short term mobility
 - Erasmus type mobility
- **Institutional projects, e.g.:**
 - International degree programs
 - joint/double degree programs
 - strategic partnerships

Higher Education and Research Marketing

- **GATE Germany: a national consortium of universities**
- **Fairs, websites, brochures, social media**
- **A network of 70 Branch Offices and Information Centers**

Expertise for Academic Collaboration

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.



Expertise for Academic Cooperation (continued)

- **Knowledge Management**
- **Continuing Education: International DAAD Academy**
- **Advice to policy makers and institutions**
- **Setting the internationalization agenda**

- **Internationalization mainstreaming: What will international professionals be needed for in the future.**

Thank you for your attention!



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DAAD

Deutscher Akademischer Austausch Dienst
German Academic Exchange Service