



- DAAD's Operations Abroad - - Experiences and Challenges -

**Erasmus Mundus Action IV Project
„Building capacities of East Central-Europe national agencies
to promote higher education outside the EU“
Final Seminar, Budapest 23th – 24th March 2009**

**Christian Müller
Head of Division Communication and Marketing
DAAD German Academic Exchange Service
Bonn, Germany**



- 1. A few words about DAAD**
- 2. The new paradigm in HE internationalisation:
marketing for HE and research**
- 3. The role and structure of DAAD's
worldwide network**
- 4. Experiences and challenges**



1. What is and what does the DAAD?

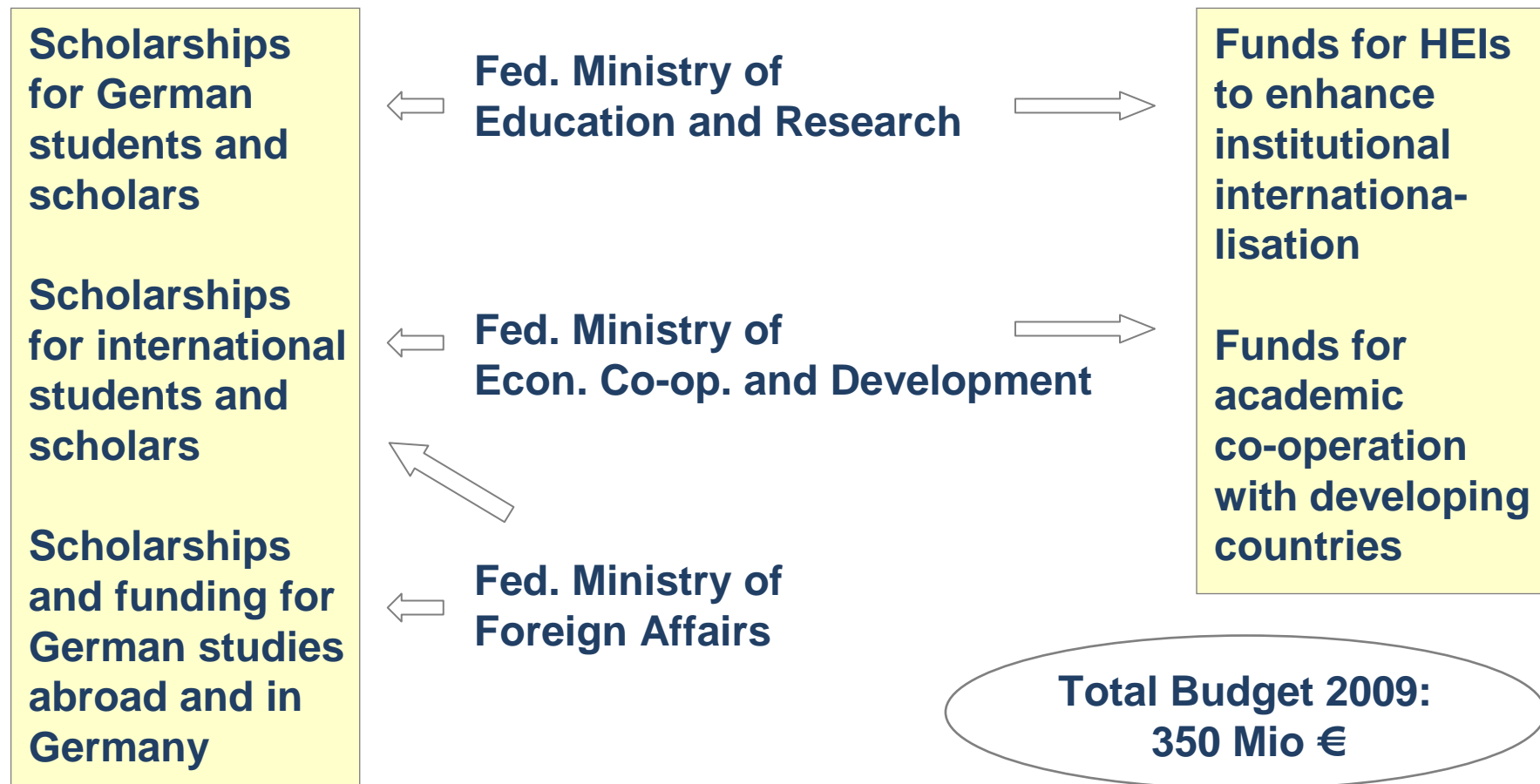
- **the German national agency for international education**
- **relevant international "player"**
- **national, but not governmental**





1. What is and what does the DAAD?

- Activities, programmes and budget**





1. A few words about DAAD
2. **The new paradigm in HE internationalisation:
marketing for HE and research**
3. The role and structure of DAAD's
worldwide network
4. Experiences and challenges



2. New paradigm in internationalisation

- global market
- mobile and selective students
- economic impact, higher education as a "service industry"
- competition for talents and brains
- public debate



The image shows a screenshot of a news article from the German edition of the Financial Times. The article is titled "400.000 Chinesen für die Unis der Welt" (400,000 Chinese for the universities of the world) and is written by Antonia Götsch and Marion Schmidt. The article discusses the high demand for university places in Germany by Chinese students, noting that the domestic system cannot meet this demand, leading to 400,000 Chinese students studying abroad, which costs Germany 3.8 billion euros annually. The article is categorized under "Bildung" (Education) and has a 4.5-star rating from 9 reviews. The page also features a navigation bar with "News - Hintergründe - Ressourcen" and various utility icons like a warning sign, a pencil, an envelope, a printer, and an RSS feed icon.

FINANCIAL TIMES
DEUTSCHLAND

Bildung

News - Hintergründe - Ressourcen

9 Bewertungen ★★★★★

400.000 Chinesen für die Unis der Welt

von Antonia Götsch (Hamburg) und Marion Schmidt (Peking)

Das chinesische Bildungssystem kann die stark steigende Nachfrage nach Studienplätzen nicht bedienen. Deshalb lernen 400.000 Chinesen im Ausland und geben dabei jährlich 3,8 Mrd. Euro aus.



2. New paradigm in internationalisation

Aspects of a new rationale

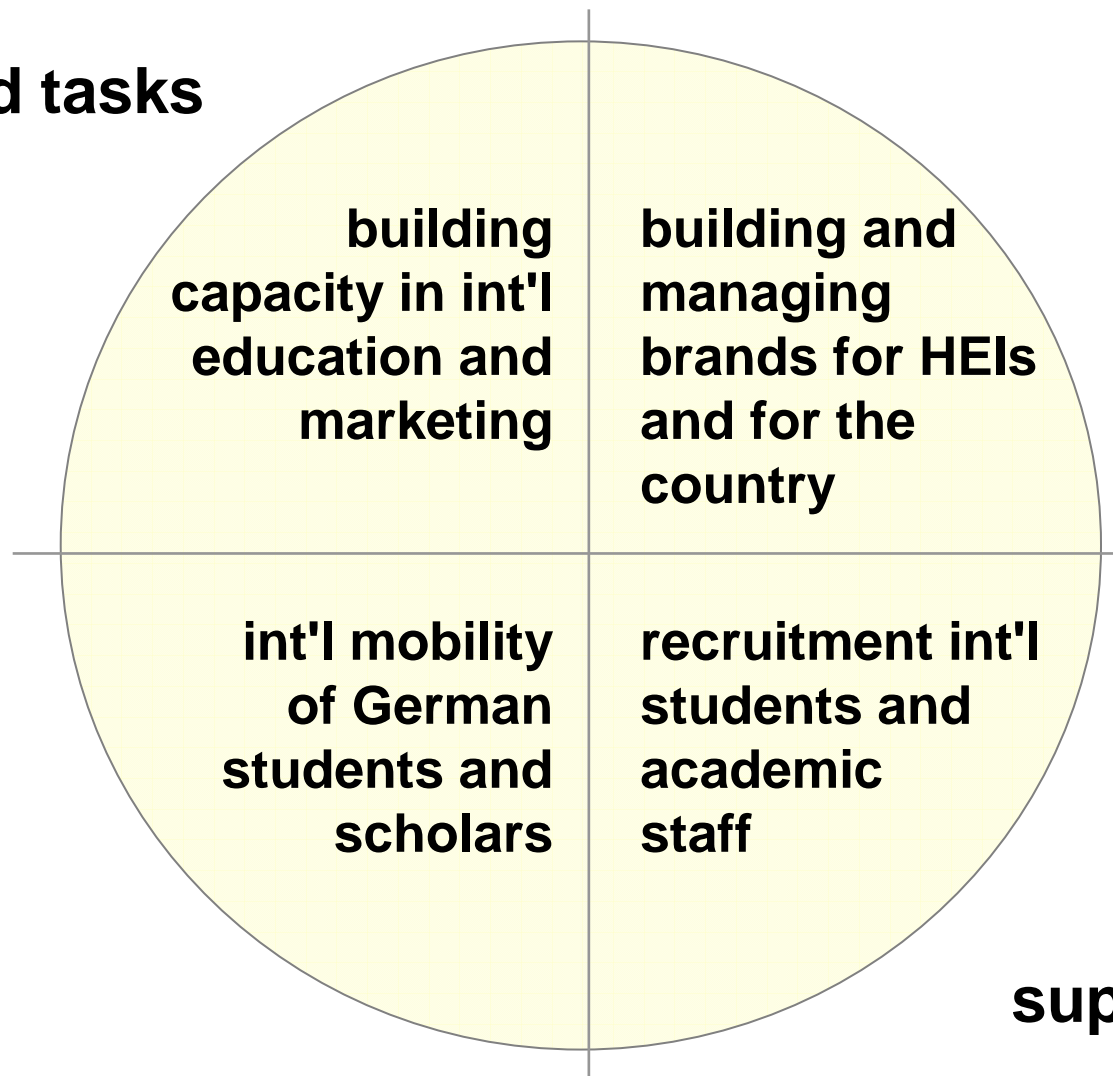
- attractiveness
- competitiveness
- importance of networks
- talent: a scarce resource
- students as customers,
universities as service
providers





2. New paradigm in internationalisation

aims and tasks



... with the support of DAAD



2. New paradigm: International marketing of HE



Domestic activities:

- 1. enhance the general conditions of studying in Germany**
- 2. develop attractive study programmes**
- 3. Build expertise and professional capacities in German HE institutions**

International activities:

Implement a global marketing and information campaign by

- a) media communication**
- b) event communication**
- c) personal counselling and marketing**



1. A few words about DAAD
2. The new paradigm in HE internationalisation:
marketing for HE and research
- 3. The role and structure of DAAD's
worldwide network**
4. Experiences and challenges

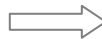


3. DAAD's worldwide network as part of international marketing

International activities:

Global marketing and information campaign by

a) media communication



Internet, newsletters, virtual adviser, data-bases, brochures, folders, reference books, posters, advertisements etc.

b) event communication



Education fairs, promotion tours, network fairs, information sessions, visits at local HEIs etc.

c) personal counselling and marketing



Institutional network: Branch offices and Information centers
Informal network: Lecturers, professors, alumni



3. DAAD's world map

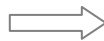




3. The role and structure of DAAD's worldwide network

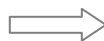
Facts and figures

a) Branch Offices



14 offices; director: DAAD staff; 4-12 local staff members; founded since the 50s; own legal status and accreditation; administration of scholarship programmes and cooperation agreements

b) Information Centers



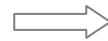
50 centers; head: visiting professor / lecturer; 1-2 local staff; located at Goethe-Institutes or universities; (mostly) not legal persons; 10 years of existence; marketing, counselling, information, assistance to administration of scholarship programmes



3. The role and structure of DAAD's worldwide network

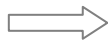
Tasks and activities

a) Information, Counselling



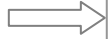
Printed material, own website and newsletter. Counselling service (by mail, by contact). Contact to local intl offices and agencies

b) Marketing Events



Local organisation of fairs, communication and advertisement, guidance to delegation

c) Alumni Relations



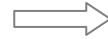
Contact to local alumni associations; events; address research; invitations

d) Scholarship Programmes



Marketing and information; reception of applications; review & selection with commission

e) Contact Person for German HEIs



Distribution of material and information; on demand services; contact to local HEIs

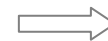


3. The role and structure of DAAD's worldwide network

Making use of

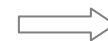
- informal networks
- partners

a) Alumni



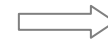
"Testimonials", counsellors;
members of commissions

b) DAAD visiting professors



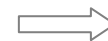
Lecturers at German Departments;
Visiting Professors; Researchers

c) German official representations



Embassies, Consulates; Goethe-
Institutes; German Schools;
Chambers of Commerce; NGOs

d) Local organisations



HEIs; Government / Ministries; offi-
cial agencies for internationalisation;
private agencies; international offices
of HEIs and their associations



3. The role and structure of DAAD's worldwide network

What are they not doing?

- a) Visa procedures**
- b) Applications for study programmes**
- c) Selling informations and guidance**
- d) Generating income from services locally**



3. The role and structure of DAAD's worldwide network

Training, Capacity Building, Contact with German Universities

- **"Regionalseminare"** – meetings of DAAD-offices in a geographic region, 2 days
- **"Ortskräfte-Seminare"** – seminars for local staff of DAAD-offices in Bonn, 5 days
- **"IC-Vorbereitungsseminar"** – seminar for new heads of information centers, Bonn, June, 2 weeks
- **"IC-Forum"** – annual meeting of all heads of Information Centers, Bonn, July, 3 days
- **"Netzwerk-Konferenz"** – annual conference for all heads of offices and representatives of German HEIs; www.netzwerk-konferenz.de



1. A few words about DAAD
2. The new paradigm in HE internationalisation:
marketing for HE and research
3. The role and structure of DAAD's
worldwide network
4. **Experiences and challenges**



4. Experiences and challenges

Legal issues:

- **legal status, accreditation**
- **safety**
- **relation to DAAD headquarter**



4. Experiences and challenges

Co-operation and competition:

- **Off-shore offices of German HEIs**
- **Off-shore campi and study programmes**
- **"German House of Science and Innovation"**



4. Experiences and challenges

Making more use of the network's expertise:

- **market intelligence**
- **contact to local market and target groups**
- **cost / effect-relation**



4. Experiences and challenges

Getting the right staff:

- **attractiveness of work overseas**
- **advertisement, applications**



Questions?

**Thank you
for your kind attention!**

**Christian Müller
C.Mueller@daad.de**