First time academics as a special target group in DAAD's study abroad campaign

Alexander Haridi
DAAD
Not scholarship department
Not university projects
Not EU national agency
Department of communication
National study abroad campaign
„studieren weltweit – ERLEBE ES!“
Auslandsaufenthalte im Lehramtsstudium
So gelingen sie – Fakten und Tipps

DAAD
Deutscher Akademischer Austauschdienst
German Academic Exchange Service
My points

- „Inclusion“ vs. „equity of opportunities“ and why „first time academics“ are paramount
- How can we find out what prevents students to go abroad?
- What exactly are the obstacles and how to overcome?
DAAD scholarships based on performance

- No data on social background of applicants and scholarship holders
- No „Diversity“ policy applied
- Selective rather than inclusive
„Equality of opportunities“

- Mostly no tuition fees in higher education
- State loan system for students (BAföG)
- Expansion of HEI
- Politics have included a diverse population into higher education

But what about students’ outgoing mobility?
Outgoing mobility

- Approx. 30% (large definition)
- National goal 50% (by 2020)
- How to get another 20% mobilized?
Student groups with low participation rate

- Students with physical or psychological disabilities
- Students with children
- First time academics (48% of student population)
First time academics

- Why do first time academics study abroad less frequently?
- How can we find out?
  - Studies
  - Dialogue
Forms of dialogue

- Online debate/offline discussion, covered by social media
- Perspective of civil society
- Students as main protagonists
- HEI staff rather than researchers
VIDEOS FROM DAAD CONFERENCE ON DIVERSITY AND STUDENT MOBILITY ABROAD

https://www.youtube.com/playlist?list=PLTghLGrtxQCLDsxlO_NMzkNuAm3uUGjX
Findings

- Funding is a problem, despite existent scholarships. Pre-financing can be critical.
- Lacking courage to apply for scholarship
- No experience with application and little support from home
- Despite sufficient qualifications, lacking self esteem
Lessons learnt

1. First time academics key to policy of inclusion
2. Let students speak for themselves
3. Communicate in an inclusive way, don’t stigmatize through identity
4. Invest into communication with target group, offer more guidance, encourage and represent diversity
THANK YOU!

www.studieren-weltweit.de