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

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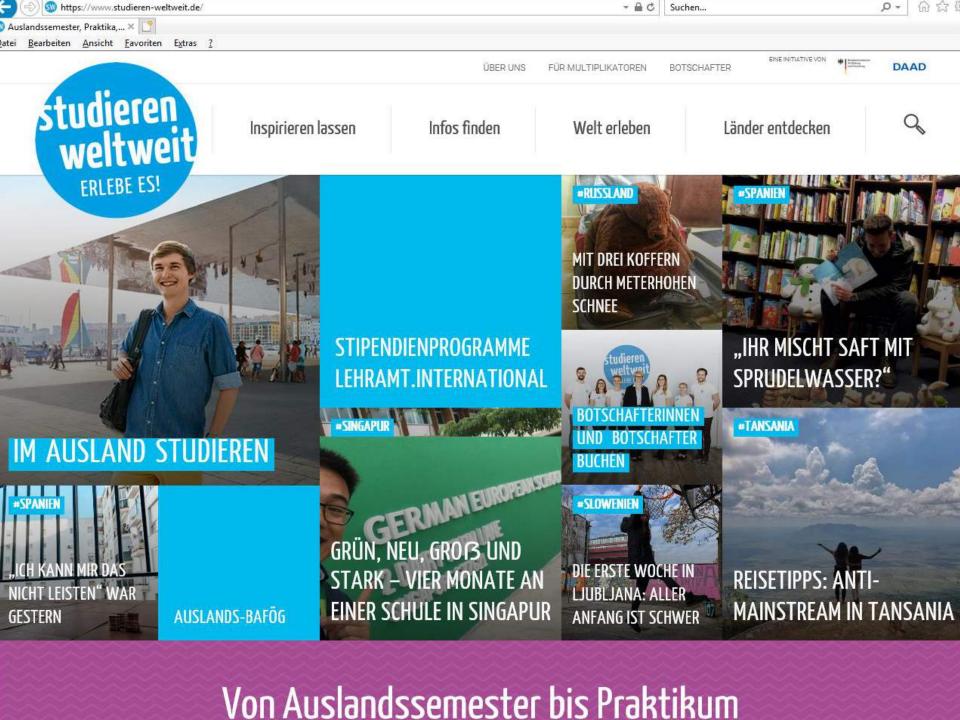
- Not scholarship department
- Not university projects
- Not EU national agency
- Department of communication
- National study abroad campaign
- "studieren weltweit ERLEBE ES!"



STUDIEREN WELTWEIT – ERLEBE ES!



PRAKTIKU



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



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!



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