

Measuring Impact: Evaluating Program Areas

Dr. Sebastian Fohrbeck
Director
DAAD New York
fohrbeck@daad.org





DAAD: Some Facts and Figures

- ▶ **The world's largest agency for international academic cooperation and exchange**
- ▶ **Self-governing association of German universities**
- ▶ **National agency for EU programs (Erasmus, Leonardo ...)**
- ▶ **Funded mainly by German government (77%) and EU (17%)**
- ▶ **Budget 2009: € 365 million / US\$ 485 million (+ 20%)**
- ▶ **57,000 individuals (22,000 Germans / 35,000 foreigners) supported under some 200 programs (plus 29,000 under EU programs)**
- ▶ **All academic levels, all disciplines, all countries**



Five Program Areas and Strategic Goals

Scholarships for foreigners

Supporting future foreign elites at German universities and research institutes

71 mio euros

Scholarships for Germans

Supporting future German leaders in their studies and research abroad (including ERASMUS)

84 mio euros

Internationalisation of German universities

Increasing the international appeal of German universities and promoting the international dimension in German higher education

60 mio euros

Promoting German Studies and the German language abroad

Promoting the German language and German Studies at foreign universities

38 mio euros

Educational cooperation with developing countries

Promoting academic, economic, and democratic development in developing and reform countries

51 mio euros

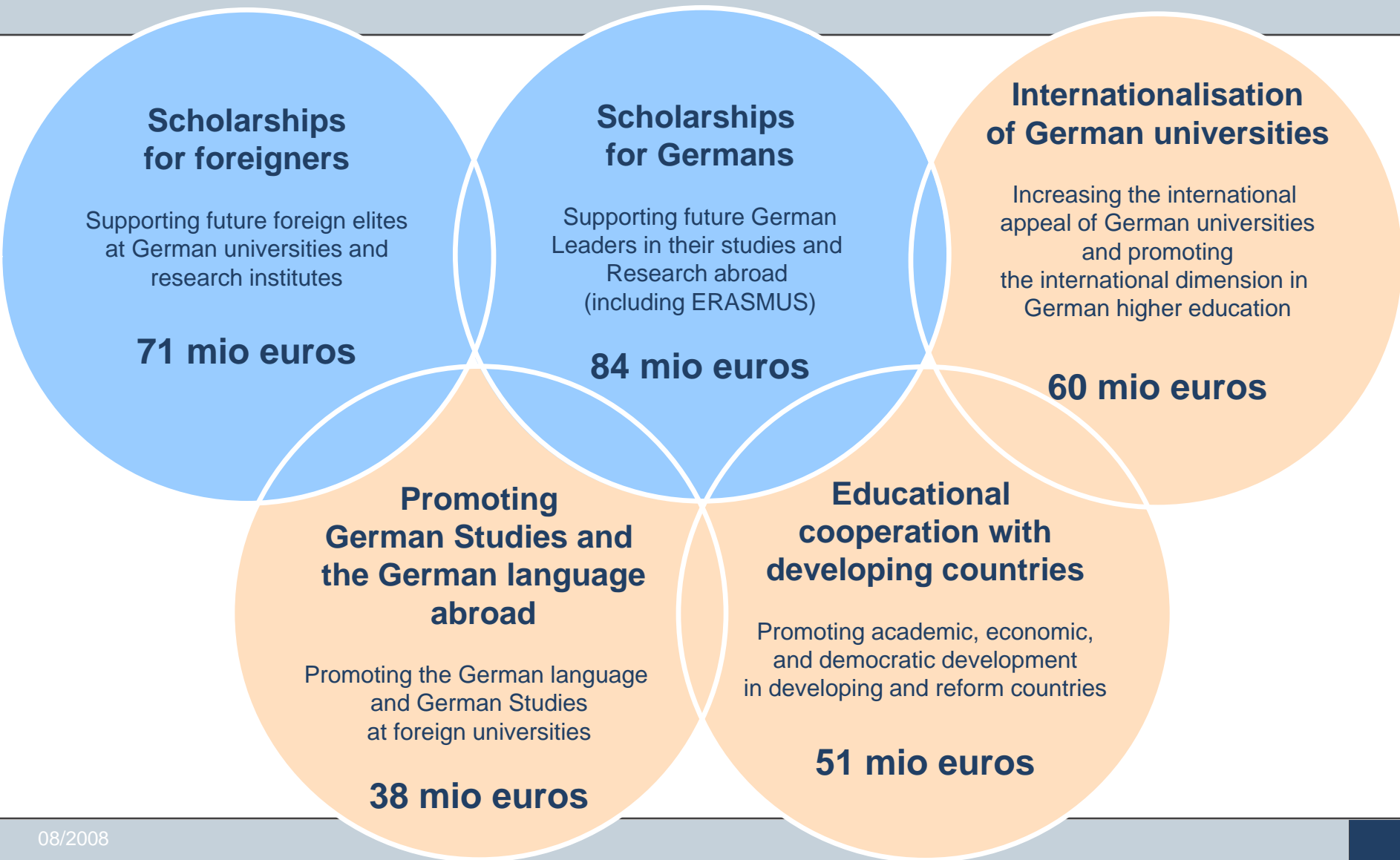


A Comprehensive Evaluation and QA Concept

- ▶ **Selection committees for awards and extensions**
- ▶ **Questionnaires for all grantees and their supervisors**
- ▶ **Evaluation of individual programs**
- ▶ **Since 2004: program area evaluations**
- ▶ **Include smaller, special programs**
 - **Compare impact across regions, target groups, program designs**
 - **Measure impact for achievement of political goals**
 - **Advice for program planning**



The First Two Rounds: 2004-2005 and 2005-2007





Tools Used for Program Area Evaluations

- ▶ **External evaluators identified by public tender**
- ▶ **Steering committee:**
experts, government departments, DAAD staff members
- ▶ **Using regular surveys of grantees and supervisors**
- ▶ **Special surveys of current and past grantees**
- ▶ **Interviews of German and international experts, actors, partners**
- ▶ **Case studies for specific areas, target groups etc.**



Findings on Outcomes of Study Abroad for Undergrads

- ▶ **96% of grantees very satisfied (67%) or satisfied with overall outcome / Best scores for North America and Australia**
- ▶ **Critical for success:**
 - Academic motivation for the choice of host university and program**
 - Good supervision and counseling at host institution**
 - Frequent contact with faculty and fellow students**
- ▶ **Frequent problems:**
 - High cost of living (41%; North America, W Europe)**
 - Housing (16%; North America)**
 - Bureaucracy in host country (11%; E Europe, Africa, Middle East)**
 - Insufficient contact with locals (11%; Asia and W Europe)**



Effect of Different Program Patterns

DAAD scholarship (national competition)

Erasmus (agreements between institutions, little selectivity)

ISAP (DAAD program, inter-inst'l agreement, decentralized selection)

	DAAD	ISAP	ERASMUS
Host country culture	95	95	93
Language skills	91	95	95
Career prospects	86	94	77
Contact to locals	82	82	95
Specialized training	74	71	50



Findings (for German Alumni): What Did I Learn?

What was the stay abroad useful for?

- ▶ Understand host country culture: 95%
- ▶ Improve language skills: 94%
- ▶ New intellectual approaches: 91%
- ▶ Improve academic and professional skills: 88%
- ▶ New perspectives on Germany: 84%
- ...
- ▶ Making contacts with foreign scholars: 55%

- ▶ Best scores for stays in North America

- ▶ NO significant differences for shorter stays (< 3 months)
EXCEPT for language skills and perspectives on Germany



Findings: How Did It Affect My Future Life

- ▶ **94% remain in touch with host country**
- ▶ **53% of German DAAD alumni have subsequently lived abroad for more than three months (average total: 30 months)**
- ▶ **58% not (only) in host country**



Findings: How Did It Affect My Career?

- ▶ **41% work in academia – 35% in industry**
- ▶ **More than 50% frequently use the qualifications acquired abroad in their jobs (75% for language skills, 50% for cultural expertise)**
- ▶ **83% mention a positive impact of their stay abroad on getting their first jobs, 65% on their current responsibilities**
- ▶ **Much stronger effect (~ 20 points) than for former ERASMUS participants**



Similar Findings for Former Foreign Grantees

- ▶ A high degree of overall satisfaction (> 90%)
- ▶ Main benefits (on a scale of 1 to 6):
 - Training in skills not available in home country (5.38)
 - Better German language skills (5.19)
 - Understanding German culture (5.19)
 - Professional contact with Germans (5.07)
 - General contact with Germans (4.73)
- ▶ Strong impact on subsequent careers (4.8) and professional responsibilities (4.5), much less on income (3.4)
- ▶ Only a minority achieve senior leadership positions



Long Term Impact on Attitudes to Germany

- ▶ **Most alumni like Germans and life in Germany – from infrastructure, environmental attitudes and culture (very much) to attitudes towards foreigners and children (less so, but still largely positive)**
- ▶ **Most speak and read German frequently**
- ▶ **50% have professional contacts with German institutions and companies**
- ▶ **In these respects, NO significant differences between longer and shorter stays**
- ▶ **25% of surveyed alumni had lived in Germany (> 2 months) before their DAAD grant**



Thank You for Your Attention

For further information:

www.daad.de (international website)

www.daad.de (North American website)

Evaluation results are published (in German) in the series „Dokumentationen & Materialien“, available through DAAD