Table of Contents

Foreword/Vorwort 7

Executive Summary 9

Introduction 13

1 Economics 15

1.1 College Costs 16

1.2 Financial Aid: Loans and Grants 18

1.3 University Finances 20

1.4 Relevance for Germany: Promoting the Value Proposition 22

2 Demographics 25

2.1 Student-Aged Population 25

2.2 General Population Trends 25

2.2.1 Race and Ethnicity 26

2.2.2 Baby Boomers 26

3 Higher Education Landscape 27

3.1 Access to Higher Education 28

3.2 Higher Education Population 28

3.2.1 Race and Ethnicity of Student Population 29

3.2.2 International Students in the US 30

3.2.3 Attendance Status: Full and Part Time 31

3.3 Types of Higher Education Institutions in the US 32

3.3.1 Public, Private Not-for-Profit, and For-Profit 33

3.3.2 Types of Institutions 34

3.4 Oversight and Accreditation 36

3.5 Important Higher Education Organizations 38

3.5.1 The "Big Six" 38

3.5.2 Professional Associations 39

3.5.3 Disciplinary Associations 40

3.5.4 International Education Organizations 40

3.5.5 German Higher Education Organizations in the US 41

Bibliografische Informationen
http://d-nb.info/1007556269

digitalisiert durch DEUTSCHE NATIONAL BIBLIOTHEK

4 Organizational Structures and Key Positions at US Universities 43
4.1 Governing Boards 43
4.2 Senior Administration 44
4.2.1 President (Chief Executive Officer) 44
4.2.2 Chief Academic Officer 44
4.2.3 Chief Financial and Operating Officers 44
4.2.4 Vice Presidents 45
4.3 Academic Governance and Administration 45
4.3.1 Academic Senate and Faculty 45
4.3.2 Academic Units: Departments, Graduate Schools, Undergraduate College 46
4.4 Students 46

5 Associate's Degree 47
5.1 Overview 47
5.2 Study Abroad 47
5.3 Recruiting 48

6 Bachelor's Degree 49
6.1 Overview 49
6.1.1 Admissions Process 50
6.1.2 Majors and General Education 51
6.2 Study Abroad 53
6.3 Recruiting US Students for Bachelor's Degrees in Germany 53

7 Master's Degree 55
7.1 Overview 56
7.1.1 Admissions 56
7.1.2 Joint and Dual Degree Programs 57
7.2 Study Abroad 57
7.3 Recruiting US Students for Master's Degrees in Germany 58
7.3.1 "Selling Points" for Master's Degrees in Germany 58
7.3.2 Recruiting Tools and Strategies 59

8 Doctoral Degree 61
8.1 Overview 61
8.1.1 Admissions 62
8.1.2 Degree Structure and Duration 63
8.1.3 Funding 63
8.2 Study Abroad 64
8.3 Recruiting US Students for Doctoral Programs in Germany 64
8.3.1 Primary Challenge: Structural Differences 65
8.3.2 Interdisciplinary Fields 65
8.3.3 Fast-Track or Combined Doctoral Programs 66

9 Study Abroad Trends 67
9.1 Administration of International Education 67
9.1.1 Study Abroad Office 68
9.1.2 International Student and Scholar Services 68
9.2 Growing Numbers of US Students Abroad 68
9.3 Types of Study Abroad Programs 70
9.3.1 Bilateral Exchange Programs 71
9.3.2 Institutions' Own Programs 71
9.3.3 Third-Party Providers 71
9.3.4 Faculty-Led Programs 72
9.3.5 Research 72
9.3.6 Internships 72
9.4 Scholarships for Study Abroad 73
9.4.1 Fulbright Program 73
9.4.2 Benjamin A. Gilman International Scholarship 73
9.4.3 Boren Awards 74
9.5 Funding for Study Abroad to Germany 74
9.5.1 DAAD 74
9.5.2 Fulbright Programs in Germany 75
9.5.4 Other Programs 75
9.6 Recruiting US Students for Study Abroad 75
10 Germany and the German Language in the US 77
10.1 German-Language Learners 77
10.2 Reputation of German Higher Education in the US 78
11 Conclusions about Recruiting from the US 81
11.1 Cost to Recruit 82
11.2 Recruitment Funnel 82
11.3 Reaching Prospective Students 83
11.3.1 Print Media 85
11.3.2 Radio and TV 85
11.3.3 Internet 85
11.3.4 Recruitment Fairs 87
11.3.5 Partner Universities and Related Organizations 88
11.4 "Serving" US Students 88
11.5 Final Thoughts 89
About the Author 91
Index of Figures 93
Bibliography 95

Appendix 99
Public University Profile: University of California, Berkeley 100
Public University Profile: University of California, Los Angeles (UCLA) 106
Public University Profile: University of North Carolina, Chapel Hill 113
Public University Profile: University of Michigan-Ann Arbor 119
Public University Profile: University of Virginia (UVA) 125
Public University Profile: The College of William & Mary 131
Public University Profile: California Institute of Technology (Caltech) 137
Private University Profile: Harvard University 142
Private University Profile: Massachusetts Institute of Technology (MIT) 151
Private University Profile: Princeton University 157
Private University Profile: University of Pennsylvania 164
Private University Profile: Yale University 170
Liberal Arts College Profile: Amherst College 175
Liberal Arts College Profile: Swarthmore College 178
Liberal Arts College Profile: Williams College 182