

The Economic Crisis

Impact on Undergraduate Study Abroad

German Participants Morning
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Early Indications

- Mixed messages:
 - “Almost every applicant from the USA this year has either have asked for scholarships or have declined because of financial difficulties (price too high).”
 - “As far as we are concerned we don’t see a trend in numbers up or down....”
 - “[The numbers show that both summer] both programs seem to have rather increasing numbers compared to last year. The only drop is Incomings for the spring semester...which is quite severe.”
 - “We think it is still too early to ask this question...”
 - “There has been no notable change in the numbers. We’re actually working on deepening existing bilateral relationships and starting new ones in Australia and the US.” (translated from German)
 - “Full paying external applicants coming from North America has experienced a stronger decrease. On the other hand, the number of students coming from partner institutions have remained stable [or] increased.”

Short-Term Programs

- Still the largest growing segment of the study abroad market
- “Faculty-led” trips will often be held without a local partner – see how you can take better advantage of these
- Might be seen as a less-expensive option for study abroad (particularly if student works during semester)
- OR might be more difficult to afford because financial aid often does not travel and student may work full-time during summer
- Programs in Germany are generally good value compared to earning credits elsewhere

Semester or Year-Long Programs

- Bilateral exchanges are usually cost-neutral for the institution and may be cheaper for the student BUT are seen as the most demanding for administrators
- Third-party providers allow universities to send larger numbers abroad by guaranteeing quality BUT can be expensive
- If universities focus even more on their own programs, it is an opportunity to develop something unique with your partners
- Semester times in Germany are a serious hindrance for fall programs

Outbound Students: Germany to USA

- German students should be less impacted by the economic crisis:
 - No tuition cost at home, so cost of living and travel is only difference
 - DAAD and other scholarship organizations
 - Institutions are usually flexible about accepting credits
- Impact of three-year Bachelor's will be greater and require new types of programs for German students abroad

Strategies for Success

- Get to know your partners even better – especially their financial model for study abroad
- Highlight DAAD and other grants for your programs
- Focus on your “Unique Selling Proposition” and create programs that don't exist anywhere else
- Make sure your marketing materials and website are up-to-date and convincing
- Don't forget your context – they need to know about your town and that you are in Germany

Other Thoughts

- Cuts to travel budgets may hinder close cooperation
- German universities may begin to play the role of third-party providers by providing an equivalent level of service
- New initiatives to increase numbers of US students going abroad may create more or different opportunities
- Importance of English-language programs cannot be underestimated



**Thanks for your
attention!**