



Fulbright Educational Experts Seminar 2010 für Fachhochschulen

“Institutional Diversity in the U.S. Higher Education System”

About the Seminar:

The goal of the program is to introduce a group of leading representatives of German *Fachhochschule*-institutions to the diverse structure, function and development of the U.S. university system. In view of significant university reforms taking place in Germany, the seminar will examine which institutional types and university systems shape the U.S. higher education landscape, and which target groups different institutions serve. Throughout the week-long seminar, the delegation will compare the U.S. and German systems, identifying ways to apply American practice to the German context. The seminar will take place in **New Orleans, Louisiana, Monday, May 3 - Friday, May 7, 2010.**

The seminar will discuss topics such as:

- University Development

What is a university’s systematic approach to creating its own mission statement or development plan?
In order to create and enforce a development plan, how must a university be organized internally?

- Marketing, Competition and Branding

How do U.S. universities set their programs apart from other competitors?
Which role does the recruitment/admission of students and faculty play?
How does an institution create its own niche on a local, state and national level?
How do regional, national and international demands determine a university’s function and programming?
How do research institutions differ from other universities? Which demands do they meet?

- State vs. Non-State

How do state and non-state institutions function differently? Which constituencies do they serve?
What are the benefits of having flexible non-state associated institutions? And what are the advantages of being state-supported?
How do state governments set higher education goals and develop policies? How do they balance the needs of their student population, the labor market and the R&D sector? Who advises them?
How do institutions and state governments interact (structure, governance, decision making processes, setting goals)?

- Budget and Finance

How does an institution finance itself? Who creates and enforces the budget?
How do budget, institutional functions, and quality interrelate?

- Innovation

What are some innovative approaches to higher education that are unique to the United States?

Finances

The costs for participation in the seminar will be covered by the Fulbright Commission in Berlin. The cost coverage includes:

- General program costs
- Hotel accommodation (including breakfast)
- Direct transatlantic round-trip transportation from your current address in Germany to the U.S. (flight transportation in economy class)
- Transportation within the U.S. to the selected host universities
- Meals as scheduled in the seminar program

Application

If your university is interested in attending this U.S.- based educational expert seminar, please submit to the Fulbright Commission an informal application letter explaining why your university should participate in this special program and which topics would be of particular interest to the development of your institution. Please also name the colleague whom you wish to nominate for participation and briefly describe his/her responsibility at your university. Please send your letter **no later than February 26, 2010** (postmark). A special committee will screen all applications and select the seminar participants. Invitation letters will be mailed in early March 2010.

For further questions please contact Ms. Charlotte Securius-Carr, Chief, German and Special Programs, Tel.: 030-28 44 43-27 or Ms. Antje Outhwaite, Program Officer (outhwaite@fulbright.de), Tel.: 030-28 44 43-772.

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