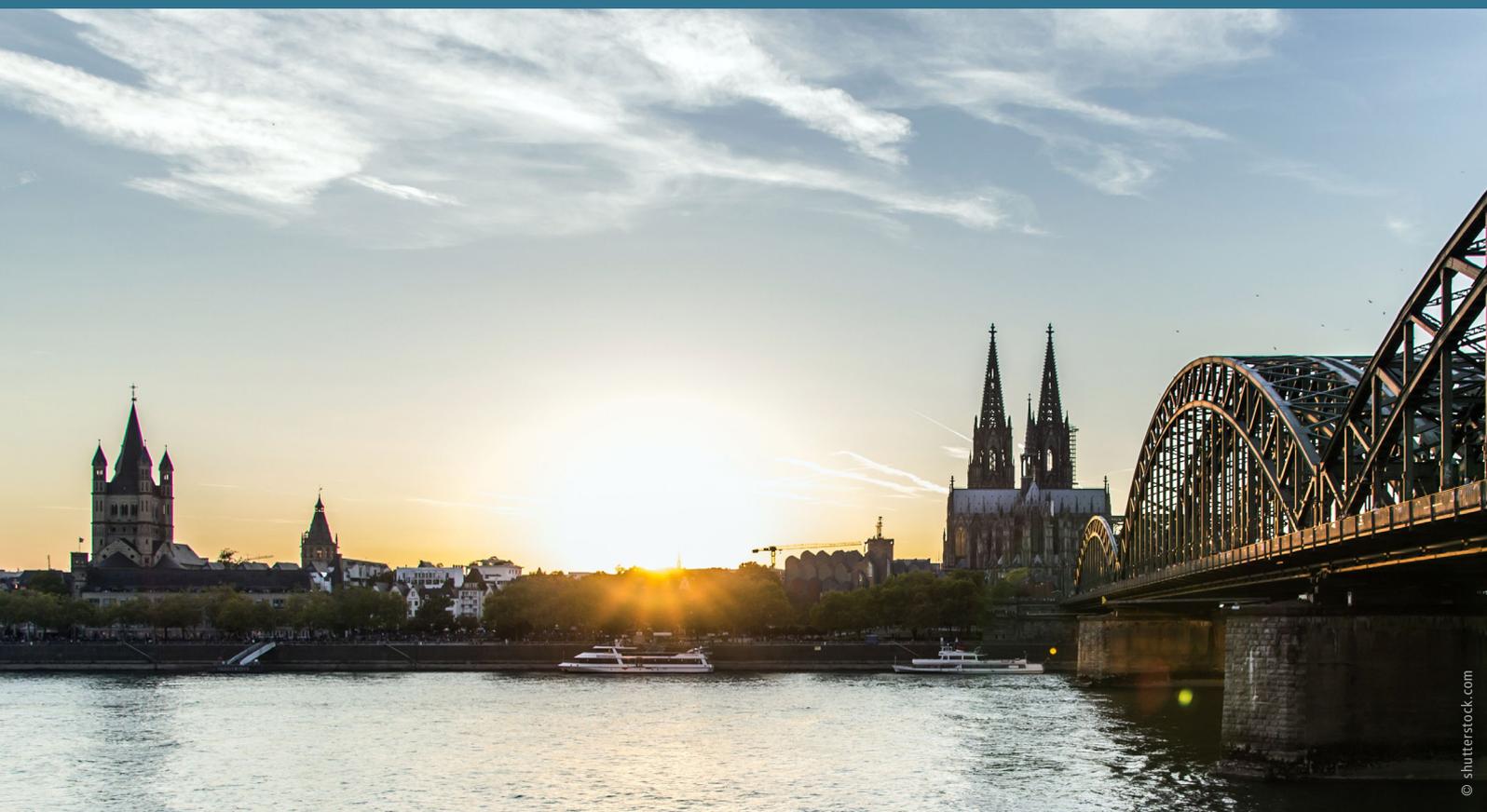




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UNIVERSITY OF COLOGNE NEW YORK OFFICE ANNUAL REPORT OF UoC'S NORTH AMERICA ACTIVITIES 2018

Dr. Eva Bosbach | Christiane Biehl, M.A.



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1. Office Organization and Focus Areas 2018

“We are excited about the opportunity to present cutting-edge research results from Cologne to experts and an interested public in North America through our New York Office. This contributes to a free exchange of scientific ideas, to the dialogue between science and society, and to the fostering of our transatlantic relations.”

Prof. Axel Freimuth, Rector of the University of Cologne, October 2017

Since its launch in 2010, the University of Cologne (UoC) New York Office functions as a key link between the University of Cologne and the academic and research landscape in North America. Consequently, the Executive Director of the Office is being chosen with regards to profound understanding of the higher education system, in both North America and Germany, as well as of the working environment. The mission of the Executive Director is to build bridges between the academic and research communities in North America and Cologne.

In April 2014, the New York Office has been incorporated in accordance with U.S. law. The office is located within the German House in Midtown Manhattan in New York, together with other German organizations such as the German Consulate General, the Permanent Mission of Germany to the United Nations, the German Academic Exchange Service (DAAD) New York, the German Academic International Network (GAIN), the German Research Foundation (DFG) North America, Liaison Offices of other German Universities, and the German Center for Research and Innovation (DWIH) New York.

The contract for all German university liaison office spaces in New York is managed by the DAAD. The UoC New York Office is located on the 15th floor of the German House, alongside liaison offices of the FU Berlin/LMU Munich (German University Alliance), Heidelberg University, UAS7 Universities of Applied Sciences, University Alliance Ruhr, and Freiburg University/EUCOR. Two new Liaison Offices will open in 2019 – Campus OWL (Universities Bielefeld and Paderborn, together with the University of Applied Sciences Ostwestfalen-Lippe and the Detmold University of Music), and one more Liaison Office to be announced. The TU Munich Liaison Office is located in San Francisco.

Dr. Eva Bosbach joined the UoC New York Office as its Executive Director in April 2017. Born in Prague, Czech Republic, Dr. Bosbach received both her Masters and her Ph.D. degrees from the University of Cologne. Prior to New York, she was Program Manager at the German Rectors' Conference in Bonn, and is author of several comparative studies about doctoral education and the humanities in Germany and the U.S. Since joining the office, Dr. Bosbach has been actively organizing and participating at educational fairs,

conferences, and other events at multiple destinations across the US and Canada as highlighted in the 2017 Annual report and this report for 2018.

The University of Cologne's New York Office works together with the International Office and the Vice-Rectorate for Internationalization to cultivate relations with North American partner universities, organize delegation visits, and serve as first point of contact for faculty, students, and other partners in the United States and Canada. The New York Office assists with the organization of the annual UoC summer school in New York, reaches out to German and international Alumni, and offers UoC researchers platforms to network, present their scientific results, and initiate new collaborations in North America.

Special focus areas in 2018 have been

- Events to feature outstanding UoC scientists and promote the UoC research excellence, for example with a *Leibniz Lecture* in New York by Professor Axel Ockenfels;
- Supporting the *German Center for Research and Innovation (DWIH)* New York through joint events – the UoC NY Office became a main supporter of the DWIH in 2018;
- Further marketing the portfolio of the Office inside the UoC, for example through the designated information session during the *2018 UoC International Liaison Offices Week*;
- Events for and with UoC alumni at different locations in the US and Canada;
- Contributions to the initiative *Year of German-American Friendship 2018/19* ("Deutschlandjahr USA") with two projects, a *Leibniz Lecture* in New York in 2018 and the *Deutschland Ambassadors Initiative* with events in Austin (Texas), Madison (Wisconsin), Chicago (Illinois) and Columbus (Ohio) in 2019;
- The launch of an initiative with the goal to establish a network of U.S. hosting institutions (mainly elementary schools and colleges with German programs) for the UoC *internships@schoolsabroad* program as a contribution to the UoC measure number 7 of the Internationalization Strategy "*Internationalizing the Teacher-Training*"; and
- Promoting the unique UoC fast-track preparatory program *Studienstart International plus* with a number of tailored activities.



2. Advising and Mobility

2.1. Studienstart International *plus*, BA and MA Students

UoC's opportunities for students interested in our preparatory program *Studienstart International plus*, in undergraduate studies, and in UoC Master programs are promoted by the New York Office through active attendance of a number of high-profile fairs and other events throughout the year (conf. 3). Inquiries from potential students are being addressed in high numbers in person at the events, at workshops, and at the UoC booths. Prospective students further often register on the UoC NY Office sign-up sheet at the booth or an information table and receive follow-up emails, either from the UoC NY Office or from the Information, Advice and Admission team of the International Office. Other marketing channels include Webinars for Career Days that cannot be attended in person, Twitter announcements, and sending information materials to appropriate events held by other organizations.

Various study and research options are being marketed with US and Canadian students and an internationally mobile student target group in mind. Inquiries of students to pursue a Master's degree program at the UoC are usually higher in numbers than Bachelor study requests, also because the vast majority of the undergraduate programs at the UoC are offered in German only. A special focus has been placed this year on the marketing of our fast-track preparatory program *Studienstart International plus*. Several activities of the Office, listed in 3., have been devoted solely to this goal and its North-American target group of students, parents, teachers, and school principals this year. Email queries received by the New York Office after the career fairs increased every year since the New York Office has been operational. Inquiries by phone are less common than by email. Students visiting the New York Office are few in numbers as most of the queries have been received from outside of Manhattan.

Student Mobility: Incoming Students: number of incoming students from partner universities

2013	2014	2015	2016	2017	2018
39	41	48	54	62	55*

*not yet complete

Student Mobility: Outgoing Students: number of outgoing students to partner universities

2013/14	2014/15	2015/16	2016/17	2017/18
35	56	123	127	113*

*not yet complete (data from some Faculties still missing)

2.2. Ph.D. Students

With regard to Ph.D. students, the New York Office functions as a first point of contact and an important information nexus in both directions. It provides North American Master and Ph.D. students with interest in doctoral studies at the UoC with the necessary information concerning a study and research stay in Cologne and its scientific culture. The New York Office also assists in finding and referring to suitable Ph.D. supervisors in Cologne. The brochure “Doctoral Programmes Guide” and fliers from numerous UoC graduate schools (a.r.t.e.s. Graduate School for the Humanities Cologne, CECAD Graduate School, Bonn-Cologne Graduate School of Physics and Astronomy, UoC Graduate School for Biological Sciences, UoC International Graduate School in Development Health and Disease, etc.) are an integral part of the informational materials presented at all events. In addition to advising in person in workshops and at the UoC booth at various events including a follow-up with prospective doctoral students from the sign-up sheets, the Office advertises Ph.D. positions at the UoC through Twitter, and, a new format this year, at an interactive booth at the Virtual Career Fair (cf. 3.2).

2.3. Guest Scholars

The New York Office also informs interested potential guest scholars about opportunities at the UoC for research and teaching, for example within the “International Faculty” program. Helpful information materials are especially the brochures representing cutting-edge research at the UoC such as from the Clusters of Excellence in aging research (CECAD) and in plant sciences (CEPLAS), the cross-faculty Cologne center ceres, the Center for social and economic behaviour C-SEB, and, for the humanities, the brochure Research Projects of the University of Cologne’s Faculty of Arts and Humanities.

2013	2014	2015	2016	2017	2018
32	35	48	50	53	49*

*not yet complete

3. Organisation of and participation at events in the US, Canada, and Germany

Educational fairs, conferences, and other events at various locations in the US and Canada represent an anchor point for promoting study and research opportunities at the University of Cologne. They also serve as platforms for presenting scientific discoveries from UoC researchers, for advertising current job opportunities at the university, for fostering academic exchange, and for enhancing the visibility of the university in North America through showcasing our research strengths and networking with our partners and world-wide stakeholders (cf. 3.1.-3.4.).

To be able to work toward these goals effectively in the US and Canada, as well as to identify interested partners for future events and joint activities, it is also important to introduce and further promote the portfolio of the NY Office to important stakeholders within the UoC in Germany (cf. 3.5.)

3.1. Events (co-)organized by the UoC NY Office

- **January 10, New York: New Year's Reception for Alumni**, together with the Consulate General of Germany in New York and Liaison Offices of other German universities in New York – cf. 5.
- **February 12, New York: Alaaf! Partner and Alumni Karneval Party**, co-hosted with the German Consulate General – cf. 5.
- **March 3, Montreal: Alumni & Friends Networking Event**, together with the Liaison Office of LMU/FU – cf. 5.
- **March 27, New York: Lecture and discussion on Communicating Science – From the Deep Sahara into World Media.** In order to document and transfer new knowledge, it is necessary to communicate science. But how can knowledge production and transformation fascinate a non-expert audience, help form public opinion and shape stakeholder decisions? What are good strategies in science communication and which challenges does it face? These were some of the questions addressed at the event in New York by Stefan Kröpelin, geologist at the University of Cologne and 17th recipient of the Communicator Award – Science Award of the Donors' Association for the Promotion of Sciences and Humanities.

The idea for this event was born at a meeting between Dr. Bosbach and Stefan Kröpelin during the 2017 UoC International Liaison Offices Week in Cologne, when the “Man of the desert” (*Nature*) in a fascinating way reported about his crucial contributions to various sites in the Sahara being recognized on the UNESCO World Heritage List by promoting his research and discoveries. In

New York, in discussion with the managing editor of Yale Environment 360, Katherine Bagley, he demonstrated how utilizing a variety of media outlets to reach non-for-profit organizations and policy-makers can have a profound impact. He also elaborated on the responsibility scholars and scientists have to society – and tax payers – to show the value of their work.

Over 80 graduate students, postdoctoral fellows and faculty in the areas of geology, archeology, social sciences, media and climate studies as well as from the interested general public followed the invitation of the German Research Foundation (DFG), the German Center for Research and Innovation (DWIH), and the University of Cologne’s New York Office. The event was the first of the year at the German House for both our co-hosts, the DFG North America and the DWIH. The public event was complemented by a scientific seminar by Stefan Kröpelin at Yale University in Connecticut.



Press Release
**Communicating Science –
 From the Deep Sahara into World Media**

For scientists, the primary audience is usually their peers. But science can achieve so much more if it does not stay in a lab. On Tuesday, March 27, 2018, learn about strategies in science communication as well as the profound impact of a long-standing commitment to sharing research results with the public at the [German Center for Research and Innovation \(DWIH\)](#) in New York.

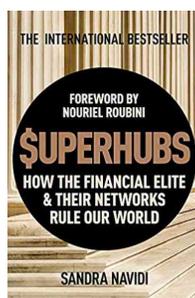


- **May 4, New York: Germany Grad Fair 2018. Graduate Degrees in Germany – Opportunities and Funding.** This event format was inaugurated in 2017 by the university Liaison Offices in New York and jointly hosted with the German Research Foundation (DFG), the German Academic Exchange Service (DAAD), and the German Center for Research and Innovation (DWIH). Since it was assessed very positively, the organizers decided to hold it annually. This year, 192 undergraduate and graduate students, young professionals, and career service advisors registered to visit the 20

different booths in the German House auditorium and ask specific questions about study, research, and funding opportunities at German higher education institutions. They also had the opportunity to learn about personal experiences with studying and working in Germany from speakers during a panel discussion. Dr. Bosbach staffed a booth for the University of Cologne and informed visitors about study and research opportunities specifically at the UoC. In addition to conversations in person at the booth, 20 participants filled out the UoC NY Office sign-up sheet and received further information via email after the event.



- **August 6, New York: Opening Reception for WiSo@NYC Summer School** – cf. 4.1.
- **August 27, New York: Meet the Author event with Sandra Navidi.** The UoC NY Office organized a *Meet the Author* event with Sandra Navidi, Alumna of the UoC Faculty of Law. Ms. Navidi is attorney in both countries, consultant, expert media commentator, public keynote speaker, LinkedIn influencer and Bestseller-Author of “\$uperhubs: How the Financial Elite and their Networks Rule Our World”. Invited were all participants of the WiSo@NYC summer school 2018, as well as selected partners from the German House, including colleagues from the DWIH and DAAD New York. Ms. Navidi spoke about her journey from the UoC to all her current positions and activities, and answered many questions about her book and the financial worlds of Germany and the US in the Q&A session.



- September 18, New York: Live Long and Prosper - Aging Research in Academia and Industry.** Why do we age and what can we do about it? The question is as old as humanity. But recently scientists have begun to unravel the biological basis of aging with fascinating results, providing insight into how age-related diseases are influenced by life-style choices and medicine. But can aging itself become a therapeutic target? What are the recent key discoveries in biomedical aging research and what can we learn from them to live longer and healthier? How does the pharmaceutical industry position itself in light of aging societies? What are the breakthroughs on the horizon?

The public panel discussion with German and American experts explored current approaches and trends in academic research on aging as well as pharmaceutical R&D investments into new treatments of aging-related diseases. The event was part of the "Aging and Society" series organized by the UoC NY Office and the German Center for Research and Innovation (DWIH), launched last year with two events with *ceres* and Prof. Christiane Woopen. UoC NY Office Executive Director Dr. Eva Bosbach co-organized the event together with DWIH Colleagues and gave introductory remarks. Vice Head of UoC International Office Christiane Biehl M.A. was visiting the New York Office during that week and was available for discussion with partners and collaboration requests throughout the events.

"I was fortunate to undertake two highly interesting events with the UoC NY Office during my research stay in New York. One high-scale, very well attended expert panel discussion "Live Long and Prosper: Aging Research in Academia and Industry" that the UoC NY Office organized together with the GCRI NY at the German House, and a talk for students at the High School for Math, Science and Engineering at the City College of New York. Both events were excellently organized and managed by Ms. Bosbach from the UoC New York Office."

Prof. Dr. Björn Schumacher, Director, Institute for Genome Stability in Aging and Disease, CECAD

University of Cologne

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Why do we age and what can we do about it?

Live Long and Prosper - Aging Research in Academia and Industry



The question why we age and what we can do about it is as old as humanity. But recently scientists have begun to unravel the biological basis of aging with fascinating results, providing insight into how age-related diseases are influenced by life-style choices and medicine. But can aging itself become a therapeutic target? What are the recent key discoveries in biomedical aging research and what can we learn from them to live longer and healthier? How does the pharmaceutical industry position itself in light of aging societies? What are the breakthroughs on the horizon?

As part of the "Aging and Society" series organized by the University of Cologne New York Office and the German Center for Research and Innovation, a public panel discussion with German and American experts on the topic "Live Long and Prosper - Aging Research in Academia and Industry" will explore

Björn Schumacher, Ph.D.

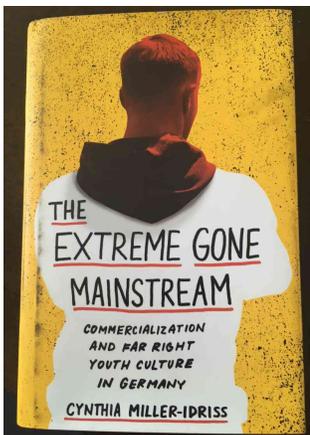




- September 21, New York: The Mystery of Human Aging: Surprising Insights from a Science that is Still Young.** On the occasion of the research stay of Prof. Schumacher/CECAD at the Albert Einstein College of Medicine in NYC, the UoC NY Office organized two events with him. The first was the panel discussion “Live Long and Prosper” described above, the second one was a talk by Prof. Schumacher at the High School for Math, Science and Engineering at the City College of New York. Accompanied by Christiane Biehl and Eva Bosbach, Professor Schumacher gave a talk for around 100 students of the High School that has the largest German program on the East Coast, and thus is of high interest to the UoC both for our *Studienstart International plus* preparatory program and for potential placement of our teacher training students through our initiative *Internships@schoolsabroad* (cf. 9).



- September 21, New York: The Extreme Gone Mainstream?: Commercialization and Far Right Youth Culture in Germany and the U.S.** The UoC NY Office and Deutsches Haus at NYU presented a talk by Cynthia Miller-Idriss, Professor of Education and Sociology at the American University in Washington, DC, and former fellow of the Morphomata International Center for Advanced Studies at the UoC, about her recent book *The Extreme Gone Mainstream: Commercialization and Far-Right Youth Culture in Germany* (Princeton University Press, 2018). Welcoming and introductory remarks were delivered by Consul Heiko Schwarz, Head of the Political Department of the Consulate General of the Federal Republic of Germany in New York, as well by the Deutsches Haus and UoC NY Office Executive Directors who co-organized the event. The talk was followed by a conversation between Cynthia Miller-Idriss and Hanjo Berressem, Professor of American Literature and Culture at the UoC, and DAAD Visiting Scholar at Deutsches Haus at NYU in September and October. Vice Head of UoC International Office Christiane Biehl M.A. was visiting the New York Office during that week and was available for discussion with partners and collaboration requests throughout the events.



- September 26, New York: Visit with the German Consul General at the High School for Math, Science and Engineering** at the City College of New York. The UoC NY Office organized a visit of the

Consul General at this High School as we are building up a partnership both for the promotion of our *Studienstart International plus* preparatory program and for potential placement of our teacher training students through the initiative Internships@schoolsabroad (cf. 9). The school is of interest to the German Consulate as out of 440 students 300 learn German, many wanting to become engineers. Consul General David Gill met with the Principal, attended a school tour, and spoke with the students about their travels to Germany and their future plans.



- **October 10, Washington D.C., German American Alumni Evening** – cf. 5.
- **October 23, New York: A Leibniz Lecture by Prof. Dr. Axel Ockenfels.** What do climate change, shortage of organ donors, and traffic congestion have in common? They can all be addressed with behavioral economics. In his lecture “Economic Engineering of Human Cooperation and Competition” Professor Ockenfels highlighted using these and other examples how market rules can be engineered to promote cooperation and trust even in large communities and to encourage competition in small markets. Dr. Bosbach invited the Leibniz Award winner for a lecture in New York when they first met during the 2017 UoC International Liaison Offices Week in Cologne. UoC “Superstars” such as Professor Ockenfels are ideal speakers to promote top-notch research and our university in North America. The event was hosted by the University of Cologne New York Office, in

partnership with the German Research Foundation (DFG) and the German Center for Research and Innovation (DWIH). It was the first event in New York for Benedikt Brisch, the new Executive Director of the DWIH and DAAD New York, who gave welcoming remarks.

The Leibniz Lecture was also the first *Deutschlandjahr USA* event at the German House New York and prominently featured as such in the Newsletter by the Consulate General, in addition to a UoC press release. The *Year of German-American Friendship 2018/19* ("Deutschlandjahr USA") is an initiative aiming to strengthen the friendship between Germany and the US. Funded by the German Federal Foreign Office, implemented by the Goethe Institute and supported by the Federation of German Industries (BDI) in over 1,000 events in 50 states the campaign *Wunderbar Together* will celebrate from October 2018 until the end of 2019 the deep cultural and historical ties between Germany and the US, highlighting the shared values of democracy and freedom. Another *Deutschlandjahr* contribution of the UoC NY Office with partners will be the "Deutschland Ambassadors Initiative" event series in 2019.

The public event at the German House was complemented by a scientific talk by Professor Ockenfels at the New York University as part of the *Center for Experimental Social Science* series, both showcasing high-level scientific achievements at the UoC such as Prof. Ockenfels' department project E-CONTRIBUTE, the only economics Cluster of Excellence funded in the German Excellence Strategy.

„I enjoyed the opportunity to present my research to a very interested and lively audience in New York. Many thanks to Dr. Eva Bosbach and the New York Office for the invitation and a perfect organization!“

Prof. Dr. Axel Ockenfels, Leibniz Award Winner, Professor of Economics, University of Cologne



The University of Cologne New York Office, the German Research Foundation (DFG) and the German Center for Research and Innovation (GCRI) cordially invite you to a Leibniz lecture on:

Economic Engineering of Human Cooperation and Competition





- **December 4, New York: Holiday Alumni Reception – cf. 5.**

3.2. Events with active participation by the UoC NY Office

- **February 23-25, Boston: European Career Fair (ECF).** Despite not being selected this year for a funding of a booth within the German pavilion (likely because only one person was registered to staff the booth) it has been decided to actively participate at the fair with an own booth that has been placed next to the German pavilion. Funding for the booth fee and a background poster could be secured by the UoC Cluster of Excellence CEPLAS. Besides staffing the booth, Dr. Bosbach held conversations with the Boston Consul General and with postdocs from the Boston area interested in Germany as their next career step during the pre-conference GAIN-GSO networking reception „Karrieremotor Europa – Durchstarten in Deutschland“, held an UoC Employer Presentation during the fair, and facilitated further consulting for 36 participants who registered in our sign-up sheet to receive further information about career opportunities at the UoC.

In addition to the fair, the UoC NY Office was successful with a proposal to host a Round Table at the after-fair “Research in German” info session on Sunday. Together with a representative from the German Cancer Research Center (DKFZ), Dr. Bosbach informed postdocs, young investigators and junior faculty about “Opportunities for Postdocs at Universities and Research Centers”.



- March 3, Montreal: Study and Go Abroad Expo 2018.** At different venues in Canada, Recruit in Canada organizes Study and Go Abroad Expo student fairs, including one at the Montreal Convention Centre/Le Palais des Congrès de Montréal. The goal of the fairs is to help institutions of higher education to increase their exposure in Canada and meet eligible students. It is also an opportunity to expand networks with industry, and share ideas and experiences. As a promotional tool for organizations, booths are being offered with information materials, and institutions' representatives are present who can directly inform and interact with interested students, parents, teachers and other visitors.

The University of Cologne booth was part of the joint "Study in Germany" booth. The goal of our participation as an exhibitor was to alert Canadian students, higher education institutions and partners about study and research opportunities at the UoC. The booth was staffed by Dr. Eva Bosbach, UoC NY Office Executive Director. In addition to numerous interactions directly at the booth, 20 attendees signed up on the UoC NY Office sign-up sheet.



- April 26, Augusta/Maine: Career Booster Germany,** organized by the Goethe Institute Boston at Cony High School. Boston-based German Consul General Ralf Horlemann welcomed the students and encouraged them to learn German and potentially use their knowledge of the language to attend universities in his home country or work for German technology-based companies in the United States. 7 out of 9 schools in Maine that offer German (Cony High School, York Schools, Maranacook High School, Carrabec High School, Skowhegan, Boothbay Region High School and Mt. View High School) brought 95 students to the event. Eva Bosbach held two Webinars on the topic "Preparatory and fast track programs to your study in Germany", attended by 36 participants in total. The UoC NY Office also paid for the local printing of 150 flyers featuring the UoC fast-track preparatory program Studienstart International *plus* which were distributed to all participants.

#CAREERBOOSTERGERMANY

April 26, 2018, from 9:15 am till 1:15 pm at Cony High School, Augusta, ME

Program	Auditorium	Classroom 1	Classroom
9:15 am - 9:30 am			Arrival participants
9:30 am - 09:50 am	Welcome and Introduction by German Consul General Dr. Ralf Horlemann		
09:55 am - 10:20 am	Pitchery Session about Studying in Germany (Webinar Peter Kerrigan, DAAD)		
10:30 am - 11:05 am		Preparatory and Fast Track Programs to Your Study in Germany (Webinar Eva Bosbach, University of Cologne)	German Study College (Arne Koch)
11:10 am - 11:45 am		Preparatory and Fast Track Programs to Your Study in Germany (Webinar Eva Bosbach, University of Cologne)	Life after College (Jens Klein)



STUDIEN
START
INTERNATIONAL
plus

- May 27-June 1, Philadelphia: 2018 NAFSA Annual Conference & Expo.** With around 10,000 members worldwide, NAFSA (Association of International Educators) is the leading organization committed to international education and exchange. The theme for the 2017 conference was “Diverse Voices, Shared Commitment”. More than 9,600 international educators from over 100 countries gathered to collaborate and learn from their colleagues through a comprehensive program of pre-conference workshops, educational sessions, networking opportunities, inspiring plenary speakers, and special events.

Dr. Eva Bosbach from the New York Office staffed the booth of the University of Cologne at the Germany pavilion, where she informed interested attendees about the university. Ms. Bosbach further conducted 13 proactively scheduled meetings to maintain current and explore new university partnerships, including comprehensive e-mail follow ups pointing to the exclusive offers of the UoC for our international partners, such as the Cologne Summer Schools or the Cologne Global Study Program (cf. 8). Other bilateral meetings, such as with representatives of the Fulbright Commission, were scheduled during the conference.



The University of Cologne NY Office was furthermore successful with both applications to present two posters at the 2018 NAFSA annual conference about innovative programs at the UoC: A poster

“Cologne Summer Schools to Drive Campus Internationalization” was presented by Dr. Bosbach at the poster session “Internationalizing the Campus”, providing international educators with tools to establish summer schools not only as an attractive alternative to longer programs for students from abroad, but also as an innovative way to engage the entire campus in internationalization efforts.

The second poster “Preparing Students for an international Bachelor’s Degree” was presented at the poster session “Orientation Programs as an Integral Support Service”. As international students weigh their undergraduate education options, obstacles often prevent them from choosing Germany as their destination country. The poster illustrated best practices for overcoming these obstacles, including how to establish an effective orientation program with a university admission guarantee. Attendees of the poster sessions discussed their questions with Dr. Bosbach directly at the posters, and were able to also leave their information in sign-up sheets for a more detailed follow up information.



- August 10, New York: Info Fair - Study in Germany Workshop for DAAD Young Ambassadors.** Together with the Liaison Offices of other universities in the German House, the UoC NY Office participated in the annual workshop for DAAD Young Ambassadors, held in downtown Manhattan at Pace University. Representatives of the Liaison Offices and other partner organizations briefly introduced their respective home institutions and own activities. The UoC NY Office was represented by its Executive Director Dr. Eva Bosbach, who staffed a booth and informed the young multipliers about study and research opportunities at the UoC.



- **September 7-9, Boston: GAIN Conference and Talent Fair 2018.** Almost 700 participants and 100 exhibitors came together at the 18th annual conference of the German Academic International Network (GAIN) in Boston. The mission of GAIN is to support German scientists in North America with information, networking opportunities and career planning, particularly in regards to a possible return to Germany. Attendees of the annual conference benefit from workshops and discussions with representatives from leading research institutions, universities, funding organisations and politicians.

Prof. Dr. Manuela Günter, Vice Rector for Gender and Diversity, Wiebke Golombek, Deputy Head of the Division Research Management, and Dr. Eva Bosbach, Executive Director of the UoC NY Office, represented the UoC at the conference. They staffed the UoC's booth during the Talent Fair Sessions, hosted two UoC lunch round tables, and conducted proactively scheduled meetings with numerous mostly German speaking scholars who intend or consider to continue their careers in Germany. Prof. Günter also actively participated in the panel discussion and workshop “The Tenure Track Professorship in Germany”, together with State Secretary at the Federal Ministry of Education and Research Dr. Georg Schütte and Presidents of several German universities. There, she could showcase the UoC's success in securing the second-highest number of new tenure track professorships within the Tenure Track Program of the German Federal Government and the Federal States.

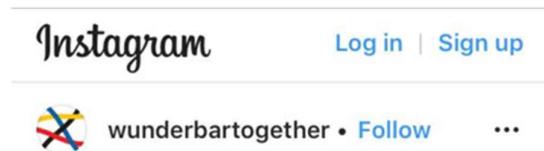
In addition to over 50 advising conversations at the booth, lunch round tables and workshops, 46 participants registered via the sign-up sheet to receive specific information about research opportunities at the UoC after the event. The GAIN conference was once again an important opportunity to demonstrate UoC's international ambition and standing as an attractive employer for high-profile talents and emergent young researchers.



- October 10, Washington D.C.: Career Booster GermanY.** Several Career Booster events, organized by the local Goethe Institutes, take place in the US during the year to provide a place for High School students, undergraduate and graduate students, teachers, principals and other multipliers to learn about study, research and work opportunities in Germany through networking with representatives of different German/Y related institutions, gathering information materials and participating in workshops and panel discussions.

Dr. Bosbach informed about study and research opportunities at the UoC at a booth, and highlighted exceptional UoC offers in two special workshops:

The workshop **“Preparatory and Fast Track Programs to your study in Germany”** directly addressed high school students with German language skills interested in pursuing a Bachelor’s degree program in Germany. The description in the program invited participants to “Come to study in Germany with a fast-track preparatory course that guarantees you a spot in a Bachelor’s program! In this workshop, you will learn about the different paths to undergraduate study in Germany and their requirements. We will focus on the regular track “Studienkolleg” in the first part, and introduce a new fast-track option in the second part. The fast-track “Studienstart International plus” includes an individual schedule for each student, German language courses, selected courses from your chosen degree program, excursions, a Buddy program, and a seamless transition to your subsequent study towards a Bachelor’s degree.”



❤️ 💬 📌 📌
 37 likes

wunderbartogether This week @Goethe_DC hosted “Career Booster German/y”. The event gave local high school & college students information on how learning German can open doors for their future careers. #WunderbarTogether

In the second workshop, “**Study in Germany for Business Majors**”, bachelor graduates with majors in business and/or economics gained an overview of advanced business study opportunities in Germany with an international focus at different types of higher education institutions. The invitation alerted them that “as German universities are state-funded, there are very low tuition fees. Your chance to invest in an excellent education – and your future – without paying a fortune”.The UoC was further represented in the workshop “Master Programs in Germany” with a slide by Dr. Bosbach introducing basic facts about the UoC, as well as the content, requirements and application procedure for our Master of Science in Physics as one example for a master program at the UoC.

- **October 19, New York: Career Booster Germany.** This career fair was organized by the Goethe Institute in NYC. The goal was to provide a one-stop-shop for high school and college students to learn about universities, scholarships, internships, exchange programs, and work and research opportunities in Germany. The event included information booths of universities, companies and organizations, as well as workshops and talks, raffles, mini language sessions, games and opportunities for networking. The Goethe Institute counted 896 attendances, ca. 296 more than last year, at 45 workshops in total. 16 school groups and 3 college groups registered the event.

The UoC was represented by the UoC NY Office Executive Director Dr. Eva Bosbach and the trainee of the International Office Katharina Girndt, who staffed a booth with information materials and provided the opportunity to discuss specific questions in regards to study and research possibilities at the UoC. They further held four presentations throughout the day (“Preparatory and fast track programs to your study in Germany” and “Study in Germany for business majors”, each workshop twice, with a total of 76 attendees). In addition to conversations in the workshops and at the booth, attendees signed up on the contact form with interest for further information. As a special contribution this year, UoC NY Office was successful with a suggestion for a UoC alumnus Michael Yohannes, HR Business Partner and Vice President of Commerzbank as a speaker at the panel discussion “Germany as a Career Booster in Multinational Companies”.



- November 9 and 10, New York, Membership meeting and German Language Schools Conference.**

Once a year, hosted by the German Consulate, principals, teachers and administrators of Saturday German Language Schools from all over the U.S. gather together at the German House in New York for their professional development conference with workshops about best practices in teaching, testing, technology and administration. The evening before the conference, GLSC board members hold their meeting. This year, the GLSC celebrated 40 years of existence with several festivities and a key note by German Bundestag member Ulla Schmidt. The target group of the Saturday schools is of interest to the UoC as those schools provide students with high level German skills but not with a German Abitur, making them ideal candidates for our unique preparatory program Studienstart International plus. Dr. Bosbach was invited to both events to introduce the UoC and its unique preparatory program *Studienstart International plus* in short presentations.



GERMAN LANGUAGE  SCHOOL CONFERENCE

38th Professional Development Conference
 November 10, 2018 • German Consulate General, 871 UN Plaza (1st Ave. / 49th St.), New York City

Studienstart International hat 3 neue Fotos hinzugefügt.
 23 Std. · 

Last weekend the Executive Director of our New York Office, Dr. Eva Bosbach, represented Studienstart International Plus at the Austrian Consulate General and the German Language School Conference (GLSC). In various workshops she informed the German teachers and principals about studying in Germany and the University of Cologne. All events were very well attended and a huge success. Many thanks to Eva for her great engagement!

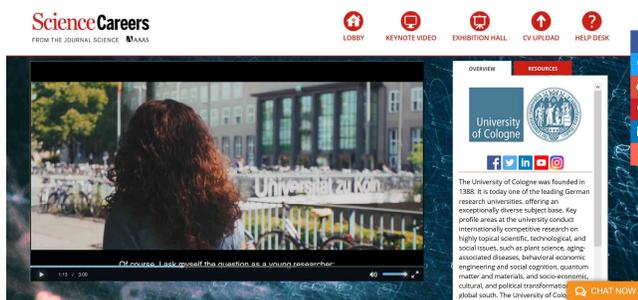


 Gefällt mir

 Kommentieren

- November 11, Research in Germany/Science Careers Virtual Career Fair.** The UoC participated as an exhibitor at the Research in Germany/Science Careers Virtual Career Fair on November 11. Virtual booth design elements have been supplied to the organizers upfront, including resources such as links to the UoC Clusters of Excellence, Postdoc Career Program, an overview about Doctoral programs and research units, and the Tenure Track Program for the Promotion of Early-stage Researchers.

A virtual booth has been staffed by Sonja Kloppenburg, Projekt Manager Advising, Research Management; Dr. rer. nat. Gian Paolo Marcuzzi, Officer incoming international students, guest physicians and guest scholars, Centre for International Relations, UoC Faculty of Medicine; and Dr. Bosbach from the UoC NY Office. The virtual booth and all three UoC colleagues have been busy the entire time of the fair with up to 30 online visitors at a time interested in positions at the UoC. Due to this high interest at the booth, prominent marketing of the fair online in connection with Science/AAAS, and highlighting of the UoC as a global recruiter, it is planned to participate at the fair again next year.



- November 30, Seattle: Goethe Institute Career Day.** Dr. Bosbach will hold two webinars at the Career Day: "Preparatory and Fast Track Programs to your Study in Germany - Come to study in Germany with a fast-track preparatory course that guarantees you a spot in a Bachelor's program!", and "Study in Germany for Business Majors". In addition to the webinars, information materials about the UoC and business cards have been sent to the organizers for distribution among the participants.

INFORMATION EVENT
CAREER BOOSTER SEATTLE



3.3. Events pro-actively supported with UoC information materials and invitations for alumni

- **January 17, San Francisco: New Year's Reception for Alumni**, hosted by the Consulate General of Germany in San Francisco, the DAAD, the Technical University Munich, and the German Research Foundation – cf. 5.
- **April 27, Houston/Texas: Career Day: Expand your Career Potential with German**, hosted by the German Institute for the Southwest, had the goal to inform students from the region about career opportunities that open up when they know the German language, including tuition-free study in Germany. Over 300 high school students from eleven schools from districts around Houston, most with over an hour one-way travel time, visited the career day, as well as students and professors from four universities (Rice University, Texas A&M, University of Houston, and Sam Houston State University). The UoC NY Office contributed through a shipment of UoC information materials, business cards and a sign-up sheet, followed up by individual advising information to the interested students.



- **April 20, SUNY/Oswego: Career Booster Germany**, organized by the Goethe Institute New York. The goal of this local career fair was to showcase study and work opportunities in Germany as well as ways how learning German can boost the students' careers. The UoC NY Office supplied the event with business cards of the Executive Director, information brochures about the university, and a sign-up sheet for interested participants to get in touch with us directly.
- **October 5-7, Cambridge: German – American Conference at Harvard 2018**. The German American Conference at Harvard is an annually organized student-led conference. This year, the UoC NY Office was asked by the Head of Communications of the conference to distribute the invitation among UoC students currently on a study or research stay in North America, which was made

possible in collaboration with the UoC International Office. Also, a possible collaboration in hosting a workshop at one of the future conferences has been discussed.



- **November 14, International Opportunities Fair at Rutgers University** – Camden. Fair hosted on campus by the Director of Fellowship Advising in collaboration with the Office of International Students and Global Programs, during International Education Week (November 12-16). Dr. Bosbach shipped a sign-up-sheet, information materials about the UoC and business cards to the event, and e-mailed the UoC logo in case there is an opportunity to brand the table where our materials are presented.
- **November 29, Washington D.C. - Alumni party by the German Embassy** for former exchange students to Germany. The Embassy is inviting about 250 alumni and young professionals and is flying in DJ Cooper from Berlin. This event will take place under the umbrella of *Wunderbar Together*, a Year of German-American Friendship. The UoC NY Office has been invited by the Cultural Section of the Embassy to supply a list of potential invitees. Dr. Bosbach sent two lists of UoC alumni and/or guest scholars from the Washington area, as well as the UoC logo in case the Embassy can use it in the invitations or in the online event announcement.
- **December 1, Washington D.C. – First PASCH Alumni meeting USA** at the German International School Washington. The UoC NY Office has been contacted by Helmut Kehlenbeck, German Language Advisor USA Northeast from the Central Agency for Schools Abroad (ZfA) with a request for Dr. Bosbach to join the first PASCH Alumni event as a speaker on the topic of Study in Germany. While Dr. Bosbach could not accommodate the short notice request, the event has been supplied with UoC flyers, image brochures, and business cards.

3.4. Networking within the educational and scientific community in North America

An important task of the UoC New York Office is networking within the educational and scientific community in North America. This includes German, US and Canadian institutions and other stakeholders in the target region. There are multiple purposes of proactive networking, e.g. to get to know key-players and pick up trends, to promote the University of Cologne as a partner for future events and potential collaborations, or to maintain existing or explore possible new university partnerships including student and faculty exchange as well joint research projects. Another goal is to feature the UoC as an excellent academic institution, being not only one of the oldest and largest in Germany, and having an exceptionally wide subject range, but also being one of only 11 German top research “Universities of Excellence”. Here are examples of additional events and meetings attended by the UoC New York Office’s Executive Director Dr. Eva Bosbach as part of the networking activities:

- **March 15, New York:** Round table with **The Conversation and The Gov Lab**. The UoC NY Office, together with the UA Ruhr and UAS7 Liaison Offices, organized a round table at which representatives of different organizations from the German House (DAAD, DFG, German Consulate, other Liaison Offices etc.) met with Stephan Schmidt and Fabrice Rousselot from The Conversation and Stefaan Verhulst from NYU’s The GovLab. The Conversation is a platform that enables editors and academics to collaborate on providing news analysis and commentary that is free to read and publish. The Gov Lab is a project at NYU to create more efficient and legitimate governance. The goal of the round table was to gain first-hand information about those innovative and successful platforms, and to explore opportunities for collaboration in the future. One direct result was high interest in the Communicating Science event by the UoC NY Office, featuring the shared topic of science communication.

Top-Erwähnung 126 Interaktionen bekommen



German Consulate General New York

@GermanyNY · 15. März

Thank you @unialliance, @UniCologneNY and @UAS7_NY for organizing an inspiring discussion with @FabRousselot @ConversationUS and @sverhulst @TheGovLab about possible cooperations.
pic.twitter.com/jlgIbD4wap



🔄 6 ❤️ 14

- March 16, 2018, New York: 2018 IIE Best Practices Conference.** IIE held the 13th annual Best Practices at its headquarters in New York where IENetwork members gathered to share best practices and tools for internationalizing the campus. Some of the key discussions involved strategies for integrating international students into the local community, establishing new programs and partnerships in challenging environments, and linking employability to study abroad. Keynote speaker Mariet Westermann, Vice President at the Mellon Foundation spoke about the important role the field of humanities can play in higher education. Dr. Bosbach represented UoC, who is also IIE member, in several networking discussions, in particular introducing our internalization tools Studienstart International *plus* and Cologne Summer Schools as well as our measures to integrate refugee students and scholars.
- April 3, New York: Luncheon with DFK Secretary General Dorothee Dzwonnek.** Representatives of German Consulate General, DAAD, German Universities Liaison Offices, German Center for Research and Innovation (DWIH) and German Academic International Network (GAIN), met with Ms. Dzwonnek for an exchange about new developments in higher education in Germany and the US, as well as about our work and collaboration in New York.
- April 25, New York: Round Table** with representatives of the **Leo Baeck Institute**. Dr. William Weitzer and Dr. Magdalena Wrobel from the Leo Baeck Institute New York|Berlin gave a presentation at the German House New York about the institute and in particular its “1938 Projekt”. They were also looking for connections to Institutes at German universities that deal with Judaism and Jews with the goal to inform scholars in Germany about the project. Dr. Bosbach put the representatives in touch with the non-profit Elysium – Between Two Continents, that aims at fostering artistic and academic dialogue between the USA and Europe, and with professors and staff members of the UoC Martin-Buber-Institute.



- **May 4 and November 27, New York: Round Table Culture, Education and Science**, hosted and moderated by the German Consul General, bringing together leaders of 30 organizations and institutions in New York that have German and/or Germany at their focus, such as the DAAD, DFG, GCRI, Goethe Institute NY, German-American Chamber of Commerce, GAIN, GAPP, German schools, German university liaison offices, Deutsches Haus NYU, German speaking church communities, German Films USA & Canada, Frankfurt Book Fair New York Inc. etc. All representatives introduced their respective home institutions and briefly presented their current activities including opportunities for collaboration with the other organizations present.

This year, the Deutschlandjahr has been one of the important shared topics, with a number of activities organized in collaboration. The UoC NY Office is contributing with two projects – the Leibniz Lecture of Prof. Ockenfels, co-organized with the DFG North America and the DWIH New York, and the Deutschland Ambassadors Initiative, co-organized with other Liaison Offices of German universities.

- **October 3, New York: Day of German Unity Reception.** The annual gala event at the Loeb Boathouse in Central Park, hosted by the Permanent Mission of Germany to the United Nations and the German Consulate General New York, presents an ideal opportunity to network with partners who share the same goals of strengthening transatlantic relations through work for German or Germany-related institutions in New York City. In addition to many inspiring conversations, Dr. Bosbach had the pleasure of meeting the guest of honor and UoC Alumnus Hermann Groehe, Member of the German Bundestag and former Minister of Health.



- **October 30/31: Meetings with NRW-Minister Pfeiffer-Poensgen.** It was an honor to meet Isabel Pfeiffer-Poensgen, Minister of Culture and Science of North Rhine-Westphalia, and other members of the delegation that visited Washington, New York and Boston End of October. Dr. Bosbach was able to speak to the Minister and her key staff on two occasions: On October 30 at the event

“Museums in the Digital Age” at the German House in New York, and on October 31st, at a luncheon at the German Academy New York at 1014 5th Avenue. Dr. Bosbach held briefings with the UoC rectorate staff prior to the events and was able to deliver the key message of our delight about the success of NRW universities at the current German Excellence Strategy, as well as point out key profile areas such as aging research and initiatives to strengthen the collaboration with the Columbia University in this area.



- **April 26, New York: Elysium – Between Two Continents Luncheon Elysium**, in remembrance of the 25th anniversary of the death of the exile writer Hans Sahl. Dr. Bosbach attended the networking luncheon at the invitation by Michael Lahr and Gregorij von Leitis.
- **December 6, New York: Salon with reading by the German author Daniel Kehlmann**. Dr. Bosbach registered for the event upon invitation and by at the residence of Consul General David Gill.
- **December 15, New York: Dinner 2018 Alumni & Friends at Princeton Club New York**. Invited by the Liaison-Office North America of the University of Freiburg, Dr. Bosbach will be representing the UoC at this annual event where President Max Kade Foundation New York; the Rector of the

- **September 13, Cologne: UoC NY Office information event.** As a special offer during this years' UoC International Liaison Offices Week, Dr. Bosbach held a designated information event "Services of the UoC NY Office", for all interested colleagues at the university. The New Senate Room was packed with 40-50 attendees and the info session received very positive feedback. Several interested scientists and administrators approached Dr. Bosbach after the session, interested in using the presented services by the Office for their unit, for example to organize an event in New York together.



Service-Angebote des New York Office anhand von Beispielen

- **Veranstaltungen** als Plattformen zur Präsentation von UzK Forschungsexzellenz und zur Anbahnung von Kooperationen
- Interne Workshops und **strategische Klausurtagungen**
- Unterstützung bei **Besetzung von Professuren, Postdoc- und DoktorandInnen-Stellen**
- Unterstützung bei der **Studierendenrekrutierung**
- **Internationalisierung der Lehramtsausbildung**
- **Kanada-Aktivitäten**
- **Pflege internationaler Partnerschaften**
- **Alumni-Arbeit**
- **Summer-Schools**
- **Sichtbarkeit** – Pressearbeit, Twitter



Dr. Eva Bosbach | 13.9.2018



4. Summer Schools

4.1. Summer Schools in North America

From its start in 2010, it has been one of the tasks of the New York Office to support the organization of a summer school in the US. The Office was crucial with regard to organisational and legal aspects to lay the foundations of the WiSo@NYC summer school. The New York Office now every year assists the WiSo

Faculty in organizing events at the German House, contributes ideas for business visits, and supports with financial transactions when requested. In addition to the already well established WiSo@NYC program, the NY Office supported a first draft of two new concepts for possible future UoC summer schools in New York in the areas of law and teacher training respectively.



WiSo@NYC Summer School: number of participants

2013	2014	2015	2016	2017	2018
31	30	44	48	37	42

- August 6, New York: Reception for WiSo@NYC Summer School.** The UoC NY Office organized an information and networking reception at the German House for the participants of the annual Summer School of the UoC WiSo Faculty in NYC, a mix of Bachelor and Master students in business studies. Welcome remarks and short presentations have been delivered by Dr. Bosbach of the UoC New York Office; Jens M. Janik, Deputy Consul General and Head of Economic Department of the German Consulate General; Dr. Konstantin Kolloge, First Secretary Economic Affairs at the Permanent Mission of Germany to the United Nations; Katrin Kempiners, DAAD Information Officer; and Dr. Gerrit Konrad Roessler, Program Manager of the German Center for Research and Innovation (DWIH) New York.



- **August 27, New York: Meet the Author event with Sandra Navidi.** University of Cologne Alumna und Bestseller-Author of “Şuperhubs: How the Financial Elite and their Networks Rule Our World” Sandra Navidi met with the participants of the WiSo@NYC summer school 2018 and with selected invited partners of the UoC NY Office – cf. 3.1.

4.2. Summer Schools in Cologne

The UoC New York Office also performs marketing for summer school programs that take place in Cologne, such as the Cologne Summer Schools, which are particularly attractive to North American partners being free of charge and frequently in English language. Invitations and info sheets are being distributed in North America via social media such as Twitter, presented at events, e-mailed, and promoted in direct communications with our partners in the US and Canada.

Other tailored offers include the program 'German for Students of Classical Studies' and the Cologne Global Study Program (CGSP). CGSP combines classes on Contemporary European Studies (taught in English) and German language courses. The program’s main goal is to provide an excellent academic environment for exchange students who do not speak German, but wish to study at the UoC for a period of time. The main attractive points are English as the language of instruction, flexibility in the duration due to the early leaver option, and the program being fully credited. There is also some flexibility as to which courses and which exams are being taken. In general, short-term programs are an important tool to work towards evening out existing exchange imbalances. North American students’ participated, among others, in the following programs:

- German for Students of Classical Studies: 9 out of 15 (2015), 6 out of 12 (2016) and 2 out of 9 (2017; no participants from North America in 2018) have been US-students.
- Cologne Global Study Program: 5 participants came from North America in 2018.
- Cologne Summer Schools: 3 out of 30 (2015), 3 out of 20 (2016), 4 out of 20 (2017) and 2 out of 24 (2018) came from North American partner universities.



Cologne Summer School on Challenges and Opportunities for a Multilingual Society- Movement, Migration, Languages, Psychology, and Education
23 July to 10 August 2018

5. International Alumni

The New York Office both organizes and is involved in alumni, partners & friends events taking place in New York and other cities in the US and Canada. If suitable, it also actively engages UoC alumni in events to promote UoC as an excellent institution for study and research. Every year 2-3 North American alumni come to Cologne to participate in the KölnAlumni WELTWEIT summer school (usually end of July/beginning of August). They can function as excellent multipliers and ambassadors for the UoC in North America, for example serving as speakers at the panel discussions during the Goethe Institute Career Booster Days. The alumni also receive invitations to attend the events of the UoC NY Office described above. The following events specifically targeting UoC alumni were organized by the UoC NY Office this year:

- **January 10, New York: New Year's Reception for Alumni**, together with the Consulate General of Germany in New York and Liaison Offices of other German universities in New York.
- **January 17, San Francisco: New Year's Reception for Alumni**, hosted by the Consulate General of Germany in San Francisco, the DAAD, the Technical University Munich, and the German Research Foundation.
- **February 12, New York: Alaaf! Partner and Alumni Karneval Party**, co-hosted with the German Consulate General.



The University of Cologne New York Office
and the
Consulate General of the Federal Republic of Germany
cordially invite you to

Alaaf! Partner & Alumni Karneval Party

Rose Monday, February 12, 2018 / 6pm to late
Zum Schneider, Ave. C at 7th St., New York City, NY 10009

We will be joining Zum Schneider's NYC's only German Karneval party: <http://nyc.zumschneider.com/upcoming-events-shows/cologne-german-karneval-parties>. Opportunities for social and professional networking. Costumes very welcome.

The first two rounds of Kölsch are on us!

Space is limited, please RSVP ASAP to eva.borbach@uni-koeln.de.



- **March 3, Montreal:** Alumni & Friends Networking Event, together with the Liaison Office of LMU/FU. As Dr. Bosbach was already coming to Montreal to represent the UoC at the Study and Go Abroad Fair and to meet with representatives of partner universities, she also organized a first get-together for UoC alumni in the Montreal area.



- **August 27, New York: Meet the Author event with Sandra Navidi.** University of Cologne Alumna und Bestseller-Author of “Superhubs: How the Financial Elite and their Networks Rule Our World” Sandra Navidi met with the participants of the WiSo@NYC summer school 2018 and with selected invited partners of the UoC NY Office – cf. 3.1.
- **October 10, Washington D.C., German American Alumni Evening.** Together with the German Academic Exchange Service (DAAD), Liaison offices of other German universities, and the German Research Foundation (DFG) who kindly hosted in their offices, the UoC NY Office invited to a Partner & Alumni Evening in Washington D.C. 66 participants registered to keep in touch with their German home institutions and to network with colleagues and partners.

The Director of DFG North America delivered introductory remarks. 24 UoC alumni represented the biggest group. Dr. Bosbach prepared and distributed UoC corporate design cloth bags to the UoC alumni, with individualized content of brochures and other information materials in regards to current developments and general options for study and research at the UoC. During the evening, Dr. Bosbach held individual conversations, discussing possibilities for our alumni to act as multipliers and UoC ambassadors within their respective current positions in the Boston area. A few selected alumni also received information about possibilities for financial support.



- December 4, New York: Holiday Alumni Reception.** The UoC NY Office, together with the Liaison Offices of other German universities at the German House and the German Research Foundation (DFG), again this year will host a Holiday Alumni Reception for alumni, scholars, friends and partners. Alumni from the New York Area of the Bucerius Law School, Fresenius University of Applied Sciences, Freie Universität Berlin, German Research Foundation (DFG), Heidelberg University, LMU München, UAS7-German Universities of Applied Sciences, Universität Hamburg, University Alliance Ruhr, and University of Cologne are invited to mingle over holiday treats and Glühwein and enjoy Santa’s visit at the German Higher Education Bridge in midtown Manhattan. The goal for the UoC is to keep in touch with existing UoC alumni and partners, identify additional alumni in the NYC metropolitan area, and update all on recent developments in Germany and the UoC. Informed and up to date, alumni and partner can act as further multipliers and ambassadors for their German Alma Mater in North America. 14 UoC alumni registered as of November 26.



6. Third-Party Funded Projects

The UoC New York Office was successful in receiving third party funds from the Federal Ministry of Education and Research (BMBF), the German Academic Exchange Service (DAAD), the German Center for Research and Innovation (DWIH) New York, the German Research Foundation (DFG) North America, the Deutsches Haus at New York University (NYU), UoC Cluster of Excellence CEPLAS, and the German Foreign Office (AA). The office space, at a prestigious location in New York City, is in kind by the German Foreign Office. That is a highly valuable asset for the UoC, given the fact that the Office is located in a central and very attractive area of midtown Manhattan, close to the United Nations headquarter building and together with the Consulate General of Germany and Germany's Permanent Mission to the UN.

For a number of the events featured in this report the UoC NY Office acquired funding in the highest available amount from the German Center for Research and Innovation (DWIH) New York, where the UoC NY Office is a main supporter, and from the DFG North America. Funding from both organizations could be won for the lecture and discussion on Communicating Science – From the Deep Sahara into World Media, and for the Leibniz lecture by Prof. Dr. Axel Ockenfels Economic Engineering of Human Cooperation and Competition, DWIH co-sponsored the events Live Long and Prosper – Aging Research in Academia and Industry in addition.

Funding could further be secured from the German Consulate for several co-sponsored events where alumni got together, including the New Years and Holiday receptions and the Alaaf Karneval Alumni event. Third party funding was also secured for the event The Extreme Gone Mainstream?: Commercialization and Far Right Youth Culture in Germany and the U.S., from the co-hosting Deutsches Haus at NYU, and from the DAAD for the UoC booth at the NAFSA annual conference and expo. UoC Cluster of Excellence CEPLAS generously sponsored the UoC booth at the European Career Fair including a poster board and a specially produced poster.

7. Public Relations, Marketing, Social Media

The UoC New York Office is instrumental in promoting the UoC as an excellent study and research institution. The NY Office is present with a separate website within the UoC online presence, maintains a Twitter account, produces press releases in both English and German, contributes to the Uni-Magazin, to Face Book posts of the International Office, and to the UoC News as part of the Albert's Researcher Alumni Newsletter in Cologne. It also reaches out to UoC alumni and partners in collaboration with KölnAlumni via

XING/LinkedIn and International Office via Email, supplies content to the DAAD and German Consulate New York Newsletters, and supports creation of content on the DWIH New York, Deutsches Haus at NYU and DFG North America web pages through joint activities.

Contributions to those marketing channels include promoting and documenting ongoing activities throughout the year through advertisements upfront, press releases, invitations, follow-up reports, photo galleries, full videos of events, as well as postings of jobs available at the UoC, promoting UoC educational and research opportunities, and highlighting research results of the UoC and other successes such as new publications, awards, ranking results or new Collaborative Research Centres (SFBs).

As part of the public relations activities, Dr. Bosbach gave two large-scale interviews in 2018. One on March 17 for GATE Germany about marketing higher education institutions (Hochschulmarketing) in the US and one on August 14 for the German University Newspaper (Deutsche Universitätszeitung, DUZ) about doctoral education in the US. Dr. Bosbach further wrote an article "Doktorgrad Ph.D. – Promovieren in den USA" for the leading German higher education magazine Forschung und Lehre, published in the 4/18 edition.

To keep in touch with UoC alumni, friends and partners, a comprehensive database of Outlook contacts is being maintained and in 2018 has successfully been used for event announcements and other UoC marketing activities.

In addition to general information about the tasks of the New York Office, its website since 2018 also includes a calendar of upcoming events and a picture of the Executive Director. As a next marketing tool for the NY Office portfolio within the UoC it is planned to post a presentation of the services of the NY Offices available to UoC scholars and administrators, as well as a copy of the Annual Report.



Büro New York
(University of Cologne New York Office Corp.)

In December 2010 the University of Cologne opened its representation in North America. The New York office reports to the award-winning International Office and Pro-Rectorate for Internationalization.

DAAD Deutscher Akademischer Austauschdienst
German Academic Exchange Service

[Startseite](#) / Hochschulmarketing in den USA [|](#) [Landesinformationen/usa/land/der02/36/hochschulmarketing-in-den-usa](#)

Hochschulmarketing in den USA



Gemeinsame Laboratorien, karrierefördernde Austauschprogramme und internationale Graduiertenkollegs: Die USA sind ein attraktiver, aber auch herausfordernder Bildungspartner.



Advertisement Fall events of the University of Cologne New York Office

Join us for the upcoming events of the University of Cologne New York Office:
[Live Long and Prosper](#) – Aging Research in Academia and Industry. German House New York, 9/18, 2018, 6:30 p.m.
[The Extreme Gone Mainstream?](#) Commercialization and Far Right Youth Culture in Germany and the U.S. Deutsches Haus at NYU, 9/21, 2018, 6:00 p.m.
Leibniz Lecture with Prof. Dr. Axel Ockenfels. German House NY, 10/23, 2018, 6:30 p.m.

Promovieren in den USA

„Man braucht einen langen Atem“

Wann macht eine Promotion im „Land der unbegrenzten Möglichkeiten“ Sinn und wann bleibt man dafür lieber in Deutschland? Dr. Eva Bosbach, Leiterin der Nordamerika-Außenstelle der Universität zu Köln in New York, erklärt uns, was bei Promotionen in den USA anders läuft als in Deutschland.



Press Release Communicating Science – From the Deep Sahara into World Media

For scientists, the primary audience is usually their peers. But science can achieve so much more if it does not stay in a lab. On Tuesday, March 27, 2018, learn about strategies in science communication as well as the profound impact of a long-standing commitment to sharing research results with the public at the German Center for Research and Innovation (DWIH) in New York.



31.08.2018

German Cultural Events - New York, NY



100 PROMOTION

Forschung & Leben 413

Doktorgrad Ph.D.

Promovieren in den USA

Der in den USA erworbene Doktorgrad ist wie in anderen englischsprachigen Ländern der Ph.D. Der Weg dorthin unterscheidet sich teils deutlich von dem in Deutschland. Zumehest ist der Doktorgrad aber auch in den USA nicht mehr nur Grundstein für eine wissenschaftliche Karriere, sondern auch für andere berufliche Ziele.

Es ist nicht überraschend, dass die Größe und Diversität der USA sich auch in diesen Hochschul- und Promotionsystemen widerspiegelt. So gibt es eine große Bandbreite an postsecondary institutions, die alle im weitesten Sinne zu Hochschulen gezählt werden können. Auf die 22 Millionen Einwohner der USA kommen derzeit über 6 500 Hochschuleinrichtungen. Davon verläuft nur ein Bruchteil – 456 im Jahr 2016 – forschungsbasierte Doktorgrade, den so-called doctorate Ph.D. Somit bilden weniger als 10 Prozent der Institutionen die Forscher und Hochschulleiter für die gesamte große und heterogene Gruppe aller Hochschuleinrichtungen aus.

Unter den promotions anbietenden Hochschulen wird zwischen öffentlichen (public), privaten gemeinnützigen (private, not-for-profit) und privaten gewinnorientierten (private, for-profit) Einrichtungen unterschieden. Die Höhe der Stipendien für Doktoranden ist meist an privaten Einrichtungen höher.

»Die lange Durchschnitts-Promotionsdauer ist auch in den USA ein viel diskutiertes Thema.«

werven sich jährlich auf etwa 15 Promotionsplätze 700 Kandidatinnen und Kandidaten. Die Promotionsbedingungen können also im gleichen Fach an zwei Universitäten in der gleichen Stadt sehr verschieden sein.

Struktur und Promotionsdauer insgesamt werden in den USA jährlich über 50 000 Forschungs-Doktorgrade verliehen, die zu 100 Prozent in strukturierten Promotionsprogrammen erworben werden. Dabei absolvieren die Doktorandinnen und Doktoranden, die sich in aller Regel nach dem Bachelorabschluss bei graduate schools bewerben, erst eine zwei- bis dreijährige Kursphase (course work). Diese umfasst Pflicht- und Wahlkurse, Kolloquien, spezielle Literaturreferate (formal class), Laboratorien in den Naturwissenschaften, und mehrere Prüfungen. Der Über-

gang zur Disziplinationsphase ist selektiv angelegt und beinhaltet meist eine umfangreiche schriftliche, zum Teil auch mündliche Prüfung, sowie weitere Teilleistungen wie einen publizierten Artikel, Rezensionen, Präsentationen bei Tagungen oder bestandenem Hausarbeiten (problem sets). Beim Nichtbestehen der Übergangsprüfung scheiden Kandidaten mit nicht einem Masterabschluss an der graduate school aus.

Die lange Durchschnitts-Promotionsdauer ist auch in den USA ein viel diskutiertes Thema. Obwohl sie in allen Fachdisziplinen über die Jahre hinweg abgenommen hat, beträgt sie je nach Fach sechs bis 12 Jahre. Ein Faktor ist dabei der Beginn der Doktoranden-

ausbildung bereits nach dem Bachelorabschluss mit einer meist zweijährigen Kursphase, die in etwa dem deutschen Masterstudium entspricht. Ein weiterer Faktor ist, dass es in den USA keine Habilitation gibt, sodass die Doktoranden zumindest theoretisch alle Kenntnisse und Qualifikationen für eine akademische Laufbahn während der Promotion erwerben müssen. In den Ingenieur- und Naturwissenschaften wird diese Funktion durch eine quasi fest zur Promotion dazugehörige Postdoc-Phase unterstellt.

Als weitere Ursachen werden die ungenügende Finanzierung der Doktoranden genannt sowie damit zusammenhängend die systemimmanenten Forschungs- und Lehrstufenstellen, die viele Vorteile haben, allerdings überwiegend keinen engen Bezug zum Disziplinenthema, sodass sie sich tendenziell promotionsverleigernd auswirken. Lösungsmöglichkeiten sind eine Verdrängung und Verkürzung der Kursphase sowie ein noch vertieflicheres Monitoring der Promotionsfortschritte.



Leibniz Lecture in New York: “Economic Engineering of Human Cooperation and Competition”

Economist Axel Ockenfels from the University of Cologne will speak about how markets can be designed to solve pressing human challenges

The University of Cologne's New York Office, the German Research Foundation (DFG) and the German Center for Research and Innovation (GCR) cordially invite you to a Leibniz Lecture by Leibniz Prize laureate Axel Ockenfels in New York on the topic:

“Economic Engineering of Human Cooperation and Competition”



AUTORIN
Dr. Eva Bosbach ist die Leiterin der Außenstelle der Universität zu Köln in New York, USA. Sie ist die portin für die Doktorandenberatung und Gastwissenschaftler in Deutschland und den USA.

The **Twitter Account** of the New York Office @UniCologneNY exists since March 2012 and operates in addition to a Twitter account by the UoC as a whole (@UniCologne), its International Office (@UniCologneIO), Dezernat 7 Research Management (@UniCologne_D7), and several independent accounts by other units at the university such as @artesCologne, @ceres UoC or @WISoUniCologne. Content of the tweets is focused on events and activities of the UoC NY Office, research highlights from the UoC, as well as study, research and job opportunities. Since the start of the account, more than 2440 Tweets were sent. Thus far, 172 new followers joined the UoC NY Twitter account in 2018, totalling 439 followers as of November 26, 2018.

AIN 2018
18-09-07, Boston, US

Uni Cologne NY @UniCologneNY
Join us 9/7-9 in **#Boston** for the Annual **#GoGAIN18** Conference and Talent Fair, the largest **#German** science and research **#Career** fair outside of Europe! Connect with reps from more than 100 German universities, research institutions, and funding agencies.
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GAIN 18
Jahrestagung
Talent Fair

Impressions	5.337
Interaktionen insgesamt	42
„Gefällt mir“-Angaben	13
Detailerweiterungen	8
Medieninteraktionen	7
Profilklicks	7
Retweets	6

Top-Medien-Tweet 1.056 Impressions

bekommen

Pronounced scientific curiosity with an ambitious academic orientation? Strong interest in research questions within **#microeconomics** and joy in didactic tasks? Univ. degree in **#economics**? Come to **@UniCologne** to get your **#PhD!** Apply by 7/23. stellenwerk-koeln.de/sites/default/...@WiSoUniCologne
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With approximately 50,000 students, the University of Cologne is one of the largest universities in Germany and ranks

3 4

Top-Tweet 5.351 Impressions bekommen

@UniCologne on 6/20? Join **@PeterSinger** of **@Princeton** and **@unimelb** for a talk on **#Philosophy**, Controversy, and **#FreedomOfSpeech**. By CLIP - our Center for Language, Information and Philosophy. clip.uni-koeln.de/37066.html
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2 5

Events taking place in North America are promoted in accordance with the corporate design and marketing standards of the UoC. This includes the dissemination of UoC print publications, PowerPoint presentations and image films (in close cooperation with the International Research Marketing Department and the International Office), information materials, roll-ups, locally adapted slide decks, leaflets, printed materials catering to different target groups, business cards of the Executive Director, and UoC giveaways (cloth bags, pens, USB sticks etc.). In order to provide better service to interested students, the International Office has developed various guides and publications, such as the Applicant Guide, the International Profile Guide, the Master's Programs publication and PhD and Research publication, which are – together with specific brochures by faculties, clusters of excellence, graduate schools or key profile areas – systematically presented at every event within the UoC booth or information material table.

A new collaboration for marketing has been established in 2018 between the UoC New York office and the Cologne Convention Bureau. The bureau sends the office Cologne-themed giveaways such as

Cologne cathedral pins and key chains, pens, bags and other small articles which are being distributed throughout the year at events to cross-promote the City of Cologne and its university.

8. Partnerships / Delegations / Support of visiting UoC Students and Scholars in North America

Currently, UoC has 38 Cooperation Agreements (at university or at Faculty level) in North America (cf. 10) and a large number of less formal research contacts. Since 2013 the Global Network Partner has been University of Colorado/Boulder. Due to the higher education system and research landscape being immensely diverse and UoC Cologne scientists having multiple cooperation interests, the focus is not only on one partnership or ambassador. There are comprehensive cooperation activities with the University of California/Berkeley, Duquesne University, University of Michigan at Ann Arbor, as well as with the University of British Columbia and Université de Montréal in Canada.

Within the course of 2017 and 2018, a new cooperation with Washington State University (WSU) developed promising. UoC and WSU have a similar structure and congruence regarding research and academic foci. A general MoU was signed and a student exchange agreement is in process. A comprehensive cooperation has been started between CEPLAS and WSU after the Transatlantic Workshop Plant Science organized by the UoC NY Office. It includes research cooperation, joint applications for third-party funding, and a joint summer school.

Activities that support maintaining of current university partnerships or exploring potential new ones, as well as hosting delegations, take place both at the UoC in Cologne and at the UoC NY Office, during its various activities described above. Requests to cooperate were expressed by MIT (MIT – Germany, Justin Leabey at the European Career Fair), Georgia Tech (contact in Cologne Professor Merholz), and McGill University; to expand the partnership beyond UoC WiSo Faculty. Southern Illinois University Delegation is visiting Cologne on November 29th to discuss a cooperation with the Institute for Biology and Didactics. A request from Emory University to cooperate closer in the Field of collaborative research is discussed in the UoC Rectorate for the time being. A delegation from Allegheny College is visiting Cologne on December 17th. A closer cooperation with Amerikahaus NWR in Köln including possible joint events in the future has been discussed with Dr. Benjamin Becker in the fall.

The NY Office supported a number of UoC scholars currently in North America for study, research or conferences. Events that provide platforms for UoC researchers to present their scientific results and explore new partnerships were featured above in 3. The following additional events in regards to partnerships, delegations and student/scholars support took place in North America:

- **March 2, Montreal: Meeting with representatives of the partner university Université de Montreal.** Dr. Bosbach met with Frida Anbar and Caroline Tehard from the Office of International Relations to discuss the current partnership, pooling the activities of the UoC NY Office during a Montreal visit for the Study and Go abroad expo and an alumni get-together event.
- **March 22, New York: Meeting with CUNY representatives to discuss a potential partnership.** Dr. Bosbach met with the Executive Officer of the Mathematics Program at the City University of New York (CUNY) Ara Basmajian and Marcello Lucia, CUNY Mathematics Professor and UoC research alumnus. The goal was to initiate a process with the goal of establishing a graduate student exchange between CUNY and UoC (Bernd Kawohl) mathematical institutes in the future.
- **May 27-June 1, Philadelphia: 2018 NAFSA Annual Conference & Expo.** To maintain current and explore new university partnerships, Dr. Eva Bosbach from the UoC NY Office met with representatives of the following universities at the NAFSA annual conference: Mount Royal University, Washington State University, Washington and Jefferson College, Simon Fraser University, Douglas College, University of Arizona, University of California/Berkeley, Keio University/Japan (standing in for Dr. Bildhauer), Allegheny college, University of Colorado/Boulder, Duquesne University, University of South Alabama, and the University of Mississippi.

The meetings included a detailed exchange about the status quo of the partnership and its potential to grow or expand, and were followed up by comprehensive e-mails highlighting the exclusive offers of the UoC for our international partners, such as the Cologne Summer Schools or the Cologne Global Study Program, as well as other potentially attractive programs such as the UoC program International Faculty, the possibility to host teacher training students as part of the internships@schoolsabroad program, Fulbright U.S. Scholar Program for teaching and/or research at universities in Germany, and the Germany Today tour by the DAAD. For more information and pictures from NAFSA 2018 cf. 3.2.
- **November 19, New York: UoC NY Office visit by UoC doctoral students at Columbia University.** Three doctoral students from the UoCs Faculty of Law, Mehrnusch Anssari, Paula Fischer, and Michael Agi, currently on a research stay at the Columbia University, visited the New York Office on November 19. They learned about the portfolio of activities of the office as well as about differences in the higher education landscapes, and brainstormed about possible future cooperation such as organizing an event together with a law-related transatlantic topic.

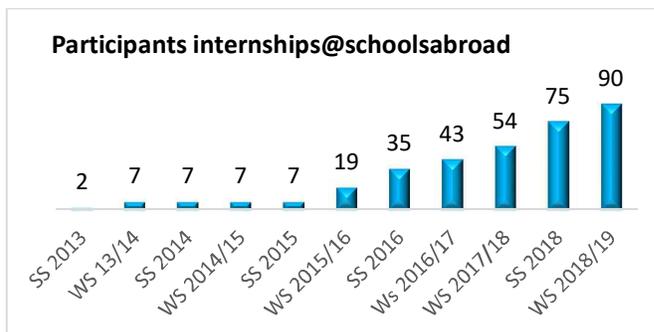


- November 27, Delegation of the UoC Medical Faculty in NYC.** A delegation from the UoC Medical Faculty – Prof. Konrad Brockmeier and Dr. Benjamin Köckemann – is coming to New York to conduct meetings at the Columbia and Cornell universities. They will also meet with Peter Kerrigan from DAAD New York, and Eva Bosbach from the UoC New York Office.



9. Internationalization of Teacher Education

Internships@schoolsabroad is a student exchange program at the UoC, aimed specifically at students of teacher education and run jointly by the Centre for Teacher Education (CfTE / Zentrum für LehrerInnenbildung, ZfL) and the UoC's central International Office. Every year since 2013, students are sent to partner schools all over the world where they can complete either a voluntary or obligatory teaching placement within the framework of their teacher education program. The placements (generally 4 to 8 weeks) usually take place during the summer (August to October) or winter break (February to April). So me students also intend to complete their internship during the semester.

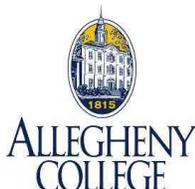


As a contribution to the UoC goal and measure number 7 of the Internationalization Strategy “Internationalizing the Teacher-Training” the UoC NY Office launched a campaign on April 14, 2018, with

the goal of establishing a network of U.S. hosting institutions for the program. Thanks to a list provided by the DAAD New York, Dr. Bosbach was able to send out an e-mail blast to all universities and colleges in the U.S. that have German programs, informing them about the offer and specifics of the UoC's internships@schoolsabroad program. Additional e-mails went out to several suitable elementary schools and Dr. Bosbach marketed the program throughout the year during various networking activities, putting new interested potential partners in touch with colleagues at the UoC who administer the program. Many colleges and schools responded positively to the campaign throughout the year, interested in hosting a UoC teacher training student. Details are being negotiated and many institutions could already have been added to the list of available hosting institutions for the next term.

10. ANNEX: UoC Partnerships in North America

USA

Relation	University	Main Activities
University-wide partnership	 <p>University of California, Berkeley The University of California, Berkeley is a public research university located in Berkeley, California. Founded in 1868, Berkeley is the oldest of the ten research universities affiliated with the University of California system. The Academic Ranking of World Universities (ARWU) ranks the University fourth in the world overall, and first among public universities. It is broadly ranked first in science, third in engineering, and fifth in social sciences, with specific rankings of first in chemistry, first in physics, third in computer science, fourth in mathematics, and fourth in economics/business. The university is also well known for producing a high number of entrepreneurs as well as 72 Nobel Prize winners amongst other distinguished individuals across various walks of life.</p>	Exchange of Students, PhD-Students and Scientists Scientific Cooperation
University-wide partnership	 <p>University of Mississippi The University of Mississippi, which is Mississippi's flagship and largest University, is a public coeducational research university in Oxford, Mississippi, United States. It was founded in 1844, but started academic activities 4 years later. University of Mississippi Medical Center surgeons, led by Dr. James Hardy, performed the world's first human lung transplant, in 1963, and the world's first animal-to-human heart transplant, in 1964.</p>	Student Exchange
University-wide partnership	 <p>Allegheny College, Meadville Founded in 1815, Allegheny College is a private, coeducational liberal arts college in northwestern Pennsylvania in the town of Meadville. U.S. News & World Report ranked Allegheny as tied for 72nd among liberal arts colleges, and 6th "most innovative school" in the United States for 2016.</p>	Student Exchange Teaching Assistant at German Department
University-wide partnership Faculty of Philosophy	 <p>Washington & Jefferson College, Washington Washington & Jefferson College is a private liberal arts college in Washington, Pennsylvania, in the United State. It originated from two competing institutions, Washington Academy and Jefferson College, which merged in 1865. The College is ranked a 'Tier 1' liberal arts college in the U.S</p>	Student Exchange Scholarships for UoC outgoings

University-wide partnership	 DUQUESNE UNIVERSITY Duquesne University, Pittsburgh Duquesne University of the Holy Spirit is a private Catholic university in Pittsburgh, Pennsylvania, United States. It was established as Pittsburgh Catholic College of the Holy Ghost in October 1878. It is the only Spiritan institution of higher education in the world and is considered a research university with high research activity institution by the Carnegie Foundation for the Advancement of Teaching.	Student Exchange Scientific Cooperation
University-wide partnership	 LEHIGH UNIVERSITY Lehigh University Lehigh is a premier private residential research university. Most of its students — undergraduate and graduate — live on campus, allowing research and discovery to happen almost anywhere. The University is ranked in the top tier of national research universities each year, and its four colleges have earned a reputation for their entrepreneurial and interdisciplinary approach to learning. Today, more than 75,000 alumni from around the world have earned a Lehigh diploma, and nearly 96% of last year's graduates have gone on to find career-related opportunities just six months after leaving campus. Located in Pennsylvania's scenic Lehigh Valley, the campus is in close proximity to both New York City and Philadelphia and is right in the middle of the Mid-Atlantic corridor.	Memorandum of Understanding Scientific Cooperation Gender Studies
Global Network Partner	 Be Boulder. University of Colorado Boulder University of Colorado at Boulder The University of Colorado Boulder is a public research university located in Boulder, Colorado, United States. It is the flagship university of the University of Colorado system and was founded five months before Colorado was admitted to the union in 1876. The U.S. News & World Report ranked the University of Colorado Boulder tied for 89th best among all national universities, tied for 37th among public universities in the U.S., and 46th best among all universities globally in 2016. The UCB has produced 12 Nobel Laureates and 13 Astronauts amongst other notable alumni.	GlobalNetwork-Partner Scientific Cooperation
Faculty of Management, Economics and Social Sciences	 Duke University, Durham (Business School) Established in 1838, Duke University is a private research university located in Durham, North Carolina, United States. Duke's research expenditures in the 2014 fiscal year were \$1.037 billion, the seventh largest in the nation. In the past twenty years, U.S. News & World Report has placed Duke between 3 rd and 10 th in the ranking of Universities in the U.S. The University consistently ranks among the top 20 in the world.	Student Exchange
Faculty of Management, Economics and Social Sciences	 EMORY GOIZUETA BUSINESS SCHOOL Emory University, Goizueta School of Business Emory University's Goizueta Business School is the private business school of Emory University located in Atlanta, Georgia, USA. It is named after Roberto C. Goizueta, former president of The Coca-Cola Company. It was established in 1919. When the American Association of Collegiate Schools of Business began accrediting master's programs, Emory's program was one of the first to be approved. The University is ranked top of the list of American colleges and universities producing U.S. executives on a consistent basis.	Student Exchange
Faculty of Management, Economics and Social Sciences	 KELLEY SCHOOL OF BUSINESS INDIANA UNIVERSITY Indiana University, Kelley School of Business The Kelley School of Business is a business school of Indiana University in Indiana, United States. Established in 1920, Kelley was ranked 8 th for its Undergraduate Business Program according to US News & World Report, and 4 th for its undergraduate B.S. program in business by Bloomberg Businessweek in their 2016 ranking and 16 th for the Master of Business Administration program by Business Week in 2014. The Institution counts numerous CEO's and other high-ranking decision makers of Blue chip companies and heads of other conglomerates worldwide amongst its alumni.	Student Exchange

Faculty of Management, Economics and Social Sciences	 <p>University of Minnesota, Carlson School of Management The Curtis L. Carlson School of Management is a business school at the University of Minnesota in Minneapolis. The Carlson School offers undergraduate, graduate, and doctoral degrees, as well as an executive education program. The Carlson School also offers dual degrees with the colleges and schools of public affairs, law, medicine, and public health. It was established in 1919, 68 years after the founding of the University. It is consistently ranked among the top 40 business schools in the U.S.</p>	Student Exchange
Faculty of Management, Economics and Social Sciences	 <p>University of North Carolina, Kenan-Flagler Business School The Kenan-Flagler Business School is the undergraduate and graduate business school at the University of North Carolina at Chapel Hill. The school offers a Bachelor of Science in Business Administration, Master of Business Administration, MBA for Executives, Master of Accounting, Ph.D., a business certificate program, as well as many executive education programs. It was established in 1919, after 130 years of the University's existence. The school is ranked among the top 20 business schools in the US on a consistent basis.</p>	Student Exchange
Faculty of Management, Economics and Social Sciences	 <p>University of Texas at Dallas, Naveen Jindal School of Management The University of Texas at Dallas is a public research university in the University of Texas System founded in 1961. The School of Management opened in 1975 and was renamed the Naveen Jindal School of Management on October 7, 2011. News and World Report ranks the Full-Time MBA program among the top 50 in the nation, 24th among the nation's public universities and 3rd for public school programs in the state of Texas.</p>	Student Exchange Scientific Cooperation Key Profile Area II
Faculty of Management, Economics and Social Sciences	 <p>LEONARD N. STERN SCHOOL OF BUSINESS New York University, Stern School of Business Established in 1900, The New York University Leonard N. Stern School of Business is one of the oldest and most prestigious business schools in the world. It is also a founding member of the Association to Advance Collegiate Schools of Business. Established as the School of Commerce, Accounts and Finance in 1900, the school changed its name in 1988 in honor of Leonard N. Stern, an alumnus and benefactor of the school. Its parent University, the New York University, is a private, nonsectarian American research university. Both the undergraduate and graduate programs are consistently ranked among the top schools in the U.S. and worldwide by leading business and education publication. As of March 2016, Stern's undergraduate program is ranked 5th Business School by U.S. News and World Report, 2nd Finance Program and 2nd Global Business Program by U.S. News & World Report.</p>	Student Exchange
Faculty of Management, Economics and Social Sciences	 <p>University of Arizona Tucson (Eller Business School) The Eller College of Management is a business and public administration school at the University of Arizona located in Tucson, Arizona. The Eller College of Management began in 1913 with a bachelor's degree program in commerce before becoming the University of Arizona School of Business and Public Administration in 1944. In 1999, the school was renamed the Eller College of Management in honor of its primary benefactor Karl Eller, an entrepreneur and University alumnus. The most recent U.S. News & World Report ranks Eller 25th in undergraduate business programs in the U.S. (including public and private institutions), the highest ranking college at the University of Arizona. According to U.S. News, Eller also boast Top 5 Management Information Systems and ranked 1st among entrepreneurship programs nationally.</p>	Student Exchange

Faculty of Law	 <p>Duquesne University, Pittsburgh Duquesne University School of Law is a private Catholic university law school located in Pittsburgh, Pennsylvania. The School of Law was founded in 1911, and is the only multiple-division law school in western Pennsylvania. Located on the Duquesne University campus, the law school is walking distance to Pittsburgh's downtown legal, corporate, and government communities. The School of Law currently boasts over 5,800 alumni practicing in every field of law, in all 50 states and several foreign countries. Additionally, as of 2012, Duquesne's Legal Writing program is ranked sixth in the United States. According to Duquesne's 2013 ABA-required disclosures, 51.2% of the class of 2013 obtained full-time, long-term, JD-required employment nine months after graduation, excluding solo practitioners.</p>	Student Exchange PhD Student Exchange Scientific Cooperation
Faculty of Medicine	 <p>University of Pittsburgh Founded in 1787, The University of Pittsburgh is a state-related research university located in Pittsburgh, Pennsylvania. For most of its history, Pitt was a private institution, until 1966 when it became part of the Commonwealth System of Higher Education. The University is ranked among the top public universities in the United States in both domestic and international rankings, and has been listed as "best value" in higher education by several publications. The University ranks consistently among the top 100 in the world according to many ranking bodies based on various indices.</p>	Student Exchange PhD Student Exchange Scientific Cooperation
Faculty of Philosophy	 <p>University of Rochester Rochester University The University of Rochester is a private, nonsectarian, research university in Rochester, New York established in 1850 originally as a Baptist-Sponsored institution. UR is ranked 33rd among national universities by U.S. News & World Report and is ranked in the top 10 for staff-student ratio. The High Impact Universities Initiative which measures research performance ranked the University of Rochester 28th in the world.</p>	Student Exchange Teaching Assistant
Faculty of Philosophy	 <p>Cornell University Cornell University is an American private Ivy League and federal land-grant doctoral university located in Ithaca, New York. Founded in 1865, Cornell is one of three private land grant universities in the nation and the only one in New York. The University counts amongst its alumni 50 Nobel Laureates, 14 living Billionaires, as well as many distinguished individuals from various walks of life. The University consistently ranks among the top 10 in the U.S and top 20 globally.</p>	PhD Student Exchange
Faculty of Philosophy	 <p>Rutgers University Rutgers, the State University of New Jersey, is an American public research university and the largest institution for higher education in New Jersey. Originally chartered as Queen's College in 1766, Rutgers is the eighth-oldest college in the United States and one of the nine "Colonial Colleges" chartered before the American Revolution. It is one of only two colonial colleges that later became public universities. Rutgers, however, remains something of a public-private hybrid. The University ranks amongst the top 40 in the U.S. and in the top 70 worldwide on a consistent basis. The University has produced 2 Nobel Laureates, a U.S. Vice president, a U.S. secretary of State, numerous CEOs of Fortune 500 companies, amongst other highly distinguished individuals.</p>	PhD Student Exchange Scientific Cooperation
Faculty of Philosophy	 <p>Northwestern University Founded in 1851, Northwestern University is a private research university with campuses in Evanston and Chicago, Illinois, San Francisco, California, as well as Doha, Qatar. Northwestern is a large research university with a comprehensive doctoral program. The University has the eighth largest university endowment in the United States. Northwestern is a founding member of the Big Ten Conference and remains the only private university in the conference.</p>	PhD Student Exchange Scientific Cooperation

Faculty of Philosophy		<p>University of Michigan, Ann Arbor The University of Michigan is a public research university in Ann Arbor, Michigan. Founded in 1817 in Detroit as the Catholepistemiad, or University of Michigan, 20 years before the Michigan Territory became a state, the UM is the state's oldest university and a founding member of the Association of American Universities. The University is renowned as one of the leading research universities worldwide and is a member of the Big 10 Conference. The University counts amongst its alumni Former US president Gerald Ford, Google co-founder Larry Page, 21 billionaires, governors, U.S. Senators amongst others.</p>	PhD Student Exchange Scientific Cooperation
Faculty of Philosophy		<p>Washington University, St. Louis Founded in 1853 and named after the first U.S. President George Washington, Washington University in St. Louis is a private research university located in St. Louis, Missouri. The University has highly ranked programs, with most of its Undergraduate and Graduate programs in the top 10 in the U.S. The University has produced 25 Nobel Laureates and numerous other distinguished individuals in various fields of endeavor.</p>	Student Exchange Teaching Assistant
Faculty of Mathematics and Natural Sciences		<p>THE OHIO STATE UNIVERSITY Ohio State University Founded in 1870 the Ohio State University is a public research university in Columbus, Ohio. The University has the 3rd largest University campus in the U.S. Ohio State is the only University in Ohio that is one of the 60 members of the Association of American Universities. In its 2016 edition, U.S. News & World Report ranked Ohio State as tied for the 16th best public university in the United States, and tied for 52nd among all national universities. The University is also a participant in the Big Ten Academic Alliance. The University's faculty currently includes a Nobel Prize-winning physicist.</p>	Memorandum of Understanding Scientific Cooperation
Faculty of Mathematics and Natural Sciences		<p>University of Toledo Founded in 1872, The University of Toledo is a public research university located in Toledo, Ohio. The university is a comprehensive research university, known for its curriculum in the science, engineering, and medical fields. In 2006, the University was merged with the Medical University of Ohio. The institution retained its name and the former Medical University is referred to as The Health Science Campus. Various programs in the University are highly ranked, with many of them among the top 50 in the U.S.</p>	Memorandum of Understanding Scientific Cooperation
Faculty of Mathematics and Natural Sciences		<p>NOAA Great Lakes Environmental Research Laboratory, Michigan Established in 1974 by a merger of the pre-existing Lake Survey Centre and the International Field Year of Great Lakes Office, The Great Lakes Environmental Research Laboratory (GLERL) is a laboratory in the National Oceanic and Atmospheric Administration (NOAA) Office of Oceanic and Atmospheric Research (OAR). It is headquartered in Ann Arbor, Michigan, with a subsidiary field station in Muskegon, Michigan. GLERL is a multidisciplinary environmental research laboratory that provides scientific understanding to inform the use and management of Great Lakes and coastal marine environments. It is one of seven NOAA Research Laboratories (RLs).</p>	Memorandum of Understanding Scientific Cooperation
Faculty of Mathematics and Natural Sciences		<p>California Institute of Technology The California Institute of Technology is a private doctorate-granting university located in Pasadena, California, United States. Founded as a preparatory and vocational school in 1891, it assumed its current name in 1921. The university is one among a small group of Institutes of Technology in the United States which tends to be primarily devoted to the instruction of technical arts and applied sciences. Caltech is frequently cited as one of the world's best universities, and despite its small size has 34 Nobel Prize winning alumni. Caltech ranked number one in the USA for the percentage of its graduates who go on to earn a PhD in 2015.</p>	Memorandum of Understanding Scientific Cooperation

CANADA

Relation	University	Main Activities
University-Wide Partnership	 <p>Université de Montréal Founded in 1878, The University of Montréal is a Francophone public Research University in Montréal, Québec, Canada. It is a highly renowned institution globally, consistently ranking amongst the top 100 global Universities. The university has Québec's largest sponsored research income and the third largest in Canada. It is one of Canada's U15 Universities.</p>	Student Exchange PhD Student Exchange Scientific Cooperation Key Profile Area II
University-Wide Partnership	 <p>University of British Columbia The University of British Columbia is a global center for research and teaching, consistently ranked among the 40 best universities in the world. Since 1915, UBC's West Coast spirit has embraced innovation and challenged the status quo. Its entrepreneurial perspective encourages students, staff and faculty to challenge convention, lead discovery and explore new ways of learning. At UBC bold thinking is given a place to develop into ideas that can change the world.</p>	Student Exchange PhD Student Exchange Memorandum of Understanding Scientific Cooperation
University-Wide Partnership	 <p>Simon Fraser University In the place where innovative education, cutting-edge research and community outreach intersect, you will find Simon Fraser University. Our vision? To be Canada's leading engaged university. Born in 1965, SFU has become Canada's leading comprehensive university with vibrant campuses in British Columbia's largest municipalities —Vancouver, Burnaby and Surrey — and deep roots in partner communities throughout the province and around the world.</p>	Student Exchange Scientific Cooperation
University-Wide Partnership	 <p>Thompson Rivers University The Thompson Rivers University is a public teaching and research university offering undergraduate and graduate degrees and vocational training. Its main campus is in Kamloops, British Columbia, Canada, and its name comes from the two rivers which converge in Kamloops, the North Thompson and South Thompson. The university has a satellite campus in Williams Lake, BC and a distance education division called TRU-Open Learning. It also has several international partnerships through its TRU World division. TRU offers 140 on-campus programs and approximately 60 online or distance programs through the Open Learning division, including trades apprenticeships, vocational certificates and diplomas, bachelor's and master's degrees and law.</p>	Student Exchange
Faculty of Management, Economics and Social Sciences	 <p>McGill University, Desautels Faculty of Management McGill University is an English-language public research university in Montréal, Canada founded in 1821. The University is one of two members of the Association of American Universities located outside the United States, and it is the only Canadian university member of the Global University Leaders Forum (GULF), within the World Economic Forum, which is made up of 26 of the world's top universities. The University counts amongst its alumni, 12 Nobel Prize Laureates, 3 Canadian Prime Ministers, 3 astronauts, 139 Rhodes Scholars – which is the highest number among Canadian universities – and numerous other individuals who have excelled in different walks of life.</p>	Student Exchange
Faculty of Management, Economics and Social Sciences	 <p>Université du Montréal à Québec The Université du Québec à Montréal founded in 1969 is a public university based in Montreal, Québec, Canada. It is a French-language university and with approximately 40,000 students the largest constituent element of the Université du Québec, a public university system. It is one of Montréal's two francophone universities, along with the Université de Montréal, and only 1% of its student population is of Anglophone origin. It is one of the most populated Francophone Universities worldwide. To facilitate exchanges of researchers and travel for students, the University has increased its bilateral and multilateral agreements regarding training, research and the creative arts. Every year, it welcomes over 2,200 foreign students from 80 countries.</p>	Student Exchange

Faculty of Management, Economics and Social Sciences	 <p>SAUDER School of Business UNIVERSITY OF BRITISH COLUMBIA</p>	<p>University of British Columbia, Sauder School of Business UBC Sauder School of Business is one of the world's leading academic business schools. Located in Vancouver, Canada's gateway to the Pacific Rim, UBC Sauder provides a global business perspective at a dynamic crossroads of the international marketplace. Dedicated to rigorous and relevant teaching, our programs generate business leaders who drive change and shape industries and organizations around the world. UBC Sauder maintains an international reputation for excellence in research. In 2010, the school was ranked 20th in research productivity among business schools worldwide by the Financial Times.</p>	Student Exchange
Faculty of Management, Economics and Social Sciences	 <p>UNIVERSITY OF CALGARY HASKAYNE SCHOOL OF BUSINESS</p>	<p>University of Calgary, Haskayne School of Business The University of Calgary is a leading Canadian university located in the nation's most enterprising city. Currently, more than 30,000 students are enrolled in undergraduate, graduate and professional degree programs. UCalgary has graduated an estimated 160,000 alumni over its 50-year history, including the former Prime Minister of Canada, Stephen Harper, and current Mayor of Calgary, NaheedNenshi. UCalgary has around 1,800 academic staff actively engaged in research, scholarship and teaching in Canada and around the world, and more than 3,100 staff, making it one of the largest employers in Calgary. The University of Calgary stands out among Canadian universities in how it actively engages students in leadership development in all areas – the arts, athletics, science, medicine, engineering, volunteerism and business.</p>	Student Exchange
Faculty of Management, Economics and Social Sciences	 <p>University of Victoria PETER B. GUSTAVSON School of Business The world looks different from here.</p>	<p>University of Victoria, Peter B. Gustavson School of Business The Gustavson business education and approach is founded on the four value pillars international, integrative, innovative and sustainability/social responsibility. The quality of the program is reflected in the thought leadership the professors bring to the classroom and in the accreditations earned from AACSB, EQUIS, and as an early signatory to the UN Global Compact Principles for Responsible Management Education (PRME). As a relatively small business school, with about 1,100 students, faculty and staff, it is located on the west coast of Canada. However, they get to know their students personally to help them excel and explore the exciting world of business management.</p>	Student Exchange
Faculty of Management, Economics and Social Sciences	 <p>IVEY Business School WESTERN UNIVERSITY · CANADA</p>	<p>The University of Western Ontario, Richard Ivey School of Business Ivey Business School is the business school of the University of Western Ontario, a research-intensive university located in London, Ontario, Canada. According to Bloomberg Businessweek, Ivey has the best full-time MBA program outside the United States. Ivey offers full-time undergraduate, MBA, MSc, and PhD programs and also maintains two teaching facilities in Toronto and Hong Kong for its EMBA and Executive Education programs. As one of the oldest business schools in Canada, Ivey is also accredited with establishing the nation's first MBA and PhD program in Business. The business school was officially created in 1950, when Western University created a separate faculty as the School of Business Administration.</p>	Student Exchange
Faculty of Philosophy	 <p>ST. JOHN'S UNIVERSITY</p>	<p>University of Brunswick, St. John The University of New Brunswick is a public university with campuses located in Fredericton and Saint John, New Brunswick. Founded in 1785, it is the oldest English-language university in Canada, and among the oldest public universities in North America. UNB was named the most entrepreneurial university in Canada at the 2014 Startup Canada Awards. The university is consistently ranked among the top research universities in Canada and North America.</p>	Student Exchange