ACT! Advance – Collaborate – Transform

Innovative Strategies to Develop and Maintain the German Program at

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AATG-Michigan Chapter Workshop and Business Meeting
Wayne State University | April 20, 2013
# How to Build, Grow, and Sustain Your German Program

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A Brief History:
The German Program at AQ

- **1990ies**  Enrollment decline (German Program serves mainly the Gen Ed program)
- **1995**  Became Adjunct Professor in the School of Education and taught
  *Foreign Language Methodology courses* (K-8, Sec Schools) = 25
  and *Intermediate German* (GN 201) = 4
- **1996-2004**  MSU – Ph.D., German Studies
- **1998**  Visiting Assistant Professor of German in the DML @ Aquinas
  - # of FT Faculty in the German Program = 1
  - # of (regular) courses offered per semester = 3
  - # of Majors = 2
  - # of Minors = 1
  - # of German Study Abroad Programs = 0
- **1998**  Taught GN 101, 201, 301 and 3xx in Fall Semesters (15 credits)
  Taught GN 102, 202, 302, and 3xx in Spring semesters (14 credits)
- **1998**  Initiated regular Study Abroad Program at the Eberhard-Karls-Universität Tübingen (every Spring Semester - for Sophomores)
  Students return to Aquinas with a German Minor in hand!
  Started with 2 students who graduated with a German Major
A Brief History:
The German Program at AQ

- 1999  Three-Year Recruitment Plan (redesigned German Curriculum focused on “balanced” course-work (language, literature, culture))
- 1999  Collaboration with ESL program in the School of Education to redesign German Teacher Training Program
- 2000  Increased # of Independent Study Courses to address student needs & career-related purposes
- 2000  Increased # of double majors for students in German program
- 2000  Curriculum Development: New Course Proposals
  - GN 309 – German Culture and Society Through Film (new 2002)
  - GN 310 – Special Topics in German Studies (new course design, offered alternate years)
  - FL 230 – EU Cultures and Identities (new 2008, taught in English)
  - GN 401 – German Studies Capstone Course (new 2011)
- 2002  German Major was “temporarily suspended”
- 2002  Implementation: New Curriculum, New Recruitment Plan, New Study Abroad Programs
- 2013  # of FT Faculty in the German Program = 1
  - # of (regular) courses offered per semester = 4-5
  - # of Majors = 21
  - # of Minors = 14
  - # of German Study Abroad Programs = 4
Overview
How to Build, Grow and Sustain Your German Program

(1) ACT and German @ AQ
(2) Strategy
(3) Framework
(4) Current Status
(5) Projected Outcomes

MISSION STATEMENT
• inclusive educational community
• rooted in the Catholic and Dominican traditions,
• provides a liberal arts education
• with a global perspective,
• emphasizes career preparation
• focused on leadership and service to others, and
• fosters a commitment to lifelong learning dedicated to the pursuit of truth and the common good.
1. **ACT! and the German Program**

   How to Build, Grow and Sustain Your German Program

The Framework for Strategic Innovation at Aquinas

**ADVANCE – COLLABORATE – TRANSFORM (ACT!)**

serves as the fundamental structure for Aquinas College to develop, maintain and sustain systematic, cohesive, locally, and globally-oriented innovative programming in full support of the Aquinas Mission.
What is ACT?
How to Build, Grow and Sustain Your German Program

• **ADVANCE**  Aquinas through innovative programming that focuses on sustainability and leadership.

• **COLLABORATE**  with constituents on-and off-campus (faculty, staff, students, alumni, community, donors) through active involvement, engagement and leadership to create an ever-expanding innovation network.

• **TRANSFORM**  the college through innovative programming by building individual competencies and organizational capabilities that sustain innovation and deliver academic and economic value for the Aquinas community.
2. STRATEGY
How to Build, Grow and Sustain Your German Program

LEADERSHIP AT AQUINAS

- Sustainability
- Innovation
- Community Engagement
- Teaching Excellence
STRATEGY (DIMENSIONS)
How to Build, Grow and Sustain Your German Program

Alignment with AQ Mission and Strategic Plan

Disciplined Implementation

Organizational Readiness

Innovation Process for the German Program

Environmental Scan

Faculty / Staff / Students Insights

Core Technologies and Competencies

New Growth

New Academic Programs

New Initiatives

New Services

New Markets

New Partnerships

New Practices

Sustainable Community-Oriented Student-Focused Innovation
3. FRAMEWORK
How to Build, Grow and Sustain Your German Program

- Strategic innovation profile
- Common goals
- Identify areas for innovation

- Demonstrate need for change
- Transparent communication!
- Address problems – and seek solutions!

- Traditional, non-traditional and “out-of-the-box” ideas
- Utilize internal and external resources
- Involve cross-functional teams w/ cross-disciplinary views

- Use a structured approach (rubrics)
- Experimentation (test feasibility and effectiveness)

Visualize Strategy

√ Generate Ideas

Implement Ideas

Evaluate Ideas
4. CURRENT STATUS & EXAMPLES
How to Build, Grow and Sustain Your German Program

LEADERSHIP AT AQUINAS

- Sustainability
- Community Engagement
- Teaching Excellence
- Innovation
CURRENT STATUS - 2013
How to Build, Grow and Sustain Your German Program

1. Courses offered
   http://www.aquinas.edu/languages/german/degrees.html

2. Program Innovations
   https://aqmedia.zendesk.com/attachments/token/yjimmtkxfsngwmi/?name=German_flyers_2.pdf

3. Enrolled students
<table>
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<tr>
<th>Course</th>
<th>Fall 2012</th>
<th>Spring 2013</th>
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<tr>
<td>101/S1</td>
<td>24</td>
<td>22</td>
</tr>
<tr>
<td>101/S2</td>
<td>15</td>
<td>14</td>
</tr>
<tr>
<td>201/S1</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>301/S1</td>
<td>12</td>
<td>8</td>
</tr>
<tr>
<td>310/S1</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>310/S2</td>
<td>10</td>
<td>6</td>
</tr>
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4. Majors (03/27/2013)
   - Double Majors: 15
   - Triple Majors: 4

5. Minors (03/27/2013)
   - 14
CURRENT STATUS - 2013
How to Build, Grow and Sustain Your German Program

6. Study Abroad Participation
   http://www.aquinas.edu/languages/german/study_abroad.html
   http://www.aquinas.edu/intprograms/germany/photos.html

7. German Website
   http://www.aquinas.edu/languages/german/

8. German Club Activities
   http://www.aquinas.edu/languages/german/german_club.html

9. Social Media Networks
   https://www.facebook.com/pages/Aquinas-College-Department-of-Modern-Languages/132169020224208

10. AQ German Program Difference
    Alumni Profiles
    http://www.aquinas.edu/marketing/display.html?id=529
    Alumni Testimonials
    http://www.aquinas.edu/languages/german/aq_difference.html
    Outstanding German Student Award
    http://www.aquinas.edu/languages/aq_difference.html

11. Chiaroscuro Int’l Film Series
12. LLC: Cross-Cultural Connections
    www.chiaroscurogr.com
    http://www.aquinas.edu/reslife/pdf/lfc_info.pdf
1. **Rule # 1: C O L L A B O R A T E  and  I N N O V A T E ! ! !**

2. **Interdisciplinary Coursework / Cross-listed Courses**
   Collaborations with faculty from International Business, Marketing, History, Political Science, Sociology and Education to offer the following interdisciplinary courses:
   - Fall 2012: *German Mythology*
   - Fall 2012: *Interactive German Culture (Technology Focus)*
   - Fall 2011: *Cultural History of Germany*
   - Fall 2010: *Concepts and Practice of Translations*
   - Fall 2008: *The European Union*
   - Fall 2005: *Women and Social Movements in East German Films*
   - Fall 1999: *Methodology of Teaching Foreign Languages in K-12*

3. **Revised German Curriculum to teach Translingual/ Transcultural Competence**
   Collaborations with faculty in the Arts and Science division (DWL, Political Science, Humanities, Sociology and Business) to obtain support for the following new GN courses:
   - Fall 2011: *Senior Seminar in German Studies (Capstone Course)*
   - Fall 2011: *Translation: Theory, Concepts and Practice*
   - Fall 2009: *The European Union: Cultures and Identities*
   - Fall 2004: *Studies in German Culture and Society Through Film*
4. Collaborative Research Projects: Research and Teaching

Collaborated with colleagues and co-supervised interdisciplinary student research for the following dual majors:


Spring 2011: Application of Sustainable Business Strategies and Practices in Selected German-Based Companies in Western Michigan

Spring 2010: Fairy Tales of the Brothers Grimm: An Interactive Cultural Website for Students in Language and Literature

Spring 2006: Business Practices in Germany: The German Internship

Fall 2004: German at the Secondary School: Creating the Teaching Portfolio

Spring 2003: German for Specific Purposes: German Banking after the Euro
EXAMPLES (3)  
How to Build, Grow and Sustain Your German Program

5. K-16 Articulation  
   Dual enrollment  
   Middle and High School Collaborations

6. Increased Use of Technology  
   Flipped, Hybrid and Online course models

Brad Ransom  http://bcr001.wix.com/bradleyransom  
Shelby Denhof  www.sed002.wix.com/shelbydenhof  
Patricia Wilcox  http://www.youtube.com/watch?v=1jS42M104gE&feature=youtu.be  
Megan Ternes  http://meganternes.wix.com/megan-ternes  
Berufsprofile  https://voicethread.com/?#u2423354.b4344254.i22153103  
Deutsche Kultur  https://mail.google.com/mail/u/0/?shva=1#label/GRM-102/13de2d2ef7fb970d
EXAMPLES (4)
How to Build, Grow and Sustain Your German Program

7. Student Clubs and Organizations
   - Der Deutschverein
   - History Club
   - Humanities Council

8. Local Internships
   - Deutsche Samstagsschule
   - Languages International
   - Amway Corporation
   - Michigan Manufacturer’s Council

9. International Internships
   - PR Management bei ActiLingua/ Tübingen
   - Sustainable Business with selected university departments and businesses in B/W*
   - International Teaching Internship through MSU at selected Gymnasien in B/W*

10. Four Study Abroad Programs in Germany
    Tailored to individual student needs and proficiency levels
    In collaboration with the International Program Office (Director is German alumna):
    - 1998 Tübingen (SP, Sophomores, Intermediate)
    - 2004 Lüneburg (SP, Juniors + Seniors, Advanced)
    - 2005 Freiburg (AY, Juniors + Seniors, Advanced)
    - 2005 Mayen (ISP, Sophomores + Juniors, Intermediate)
11. Advising / Mentoring / Grants / Awards
Mentored students to receive scholarships for the following programs:

- **SP 2013**  
  *West Michigan World Trade Association Scholarship for German Study Abroad*  
  (Ms. Rachel Dykstra)

- **FA 2012**  
  *International Internship with Acti Lingua in Tübingen*  
  (Ms. Carina Lagatolla-Grath)

- **SP 2012**  
  *West Michigan World Trade Association Scholarship for German Study Abroad*  
  (Ms. Catherine Biewer)

- **SP 2012**  
  *Deutscher Bundestag/IPS Praktikum and German-American Chamber of Commerce of the Midwest Scholarship*  
  (Ms. Matthea Brandenburg)

- **SP 2008**  
  *Youth Bundestag Exchange Program, Full Tuition & Board*  
  (Ms. Rebecca Weishaar)

- **SU 2006**  
  *Summer Internship with German Company through CDS International*  
  (Ms. Gail Gromaski)

- **AY 05-06**  
  *Year-long Fulbright Teaching Assistantship in Salzburg/Austria*  
  (Ms. Gail Gromaski)
12. On Campus Events:
   German Film Night
   International Movie Night / DWL Film Festival

13. Off-Campus Events:
   Excursions (Chicago, Detroit, Frankenmuth)
   Field Trips (Concert, Opera, Theater, GRAM, Art Prize...)

14. Community Outreach and Engagement:
   Deutsche Samstagsschule
   German Film Festival with OLLI
   German Study Abroad Fair for HS programs
   German (Food) Day on campus
   German Tutoring program
   Workshops/ Seminars w/ Goethe Trainernetzwerk Zentral
   Partnerships with German-related organizations and firm/ companies
Direktor:
Der Worte sind genug gewechselt,
Laßt mich auch endlich Taten seh'n!
Indes ihr Komplimente drechseln,
Kann etwas Nützliches geschehn.

Was hilft es, viel von Stimmung reden?
Dem Zaudernden erscheint sie nie.
Geht ihr euch einmal für Poeten,
So kommandiert die Poesie.

Euch ist bekannt, was wir bedürfen,
Wir wollen stark Getränke schlürfen;
Nun braut mir unverzüglich dran!
Was heute nicht geschieht, ist morgen nicht getan,
Und keinen Tag soll man verpassen,
Das Mögliche soll der Entschluß
Beherzt sogleich beim Schopfe fassen,
Er will es dann nicht fahren lassen
Und wirkt weiter, weil er muß.

Ihr wisst, auf unsern deutschen Bühnen
Probirt ein jeder, was er mag;
Drum schenkt mir an diesem Tag
Prospekte nicht und nicht Maschinen.
Gebraucht das groß, und kleine Himmelslicht,
Die Sterne dürfen ihr verschwenden;
An Wasser, Feuer, Felsenwänden,
An Tier und Vögeln fehlt es nicht.

So schreitet in dem engen Bretterhaus
Den ganzen Kreis der Schöpfung aus,
Und wandelt mit bedächt'ger Schnelle
Vom Himmel durch die Welt zur Hölle.

Aus Goethe’s Faust, Vorspiel auf dem Theater