



**Congress - Bundestag**

**Youth Exchange**

**Program Evaluation**

*Conducted and presented by:*

***T.E. Systems, Inc.***

Falls Church, Virginia





# Survey Process

- ✓ **American alumni with known addresses (921)**
- ✓ **High School and Young Professionals**
- ✓ **Program Years: 1983 - 1988**
- ✓ **Mail-based survey (1st mailing on 4/6/99)**
- ✓ **275 completed surveys**
  - **High School - 78%**
  - **Young Professionals - 22%**
- ✓ **Statistical Power of Findings**
  - **95% confidence level**
  - **+/- 5% confidence interval**



# Meeting Study Objectives

PROJECT OBJECTIVE	EVALUATION FINDINGS
<p><i>What changes do alumni acknowledge in their professional and personal lives that were a result of participation in the CBYX Program?</i></p>	<p>75% of the alumni stated that participation in the CBYX Program has been extremely helpful in their personal lives. 55% stated that participation has been extremely helpful in their professional lives. Personal growth, exposure to a different culture, and German language capabilities all contributed to both personal and professional lives.</p>
<p><i>How has participation in CBYX affected alumni's views of the other country and of the bilateral relationship?</i></p>	<p>84% of alumni stated that their impression of Germany changed for the better as a result of the program. Today, 89% have a favorable impression of Germany.</p>
<p><i>Have alumni assumed positions of leadership? What percentage? Are alumni progressing towards leadership positions?</i></p>	<p>25% of alumni are either managers, directors, vice presidents, or business owners. An additional 17% are teachers or professors, many in German-related fields. Professionals such as doctors, nurses, and attorneys make up 9% of program participants.</p>

# Meeting Study Objectives

PROJECT OBJECTIVE	EVALUATION FINDINGS
<i>Are alumni in contact with any contacts from the country visited? What individual and institutional linkages exist?</i>	79% of alumni had direct contact with Germany within the 12 months prior to being interviewed. 60% had corresponded with their host family, 9% had visited Germany for business, and 24% had visited Germany for pleasure within the 12 months prior to being interviewed.
<i>Are alumni involved with the country visited in their professional duties?</i>	9% of alumni had visited Germany for business within the within the 12 months prior to being interviewed. 38% stated that they have business or professional contact with Germany today.
<i>Do alumni show a difference in being more internationally-minded than the general population?</i>	While highly subjective, 89% of alumni stated that today they are more internationally-minded than the U.S. population as a whole. Upon completion of the program, 96% had stated being more internationally-minded.

# Meeting Study Objectives

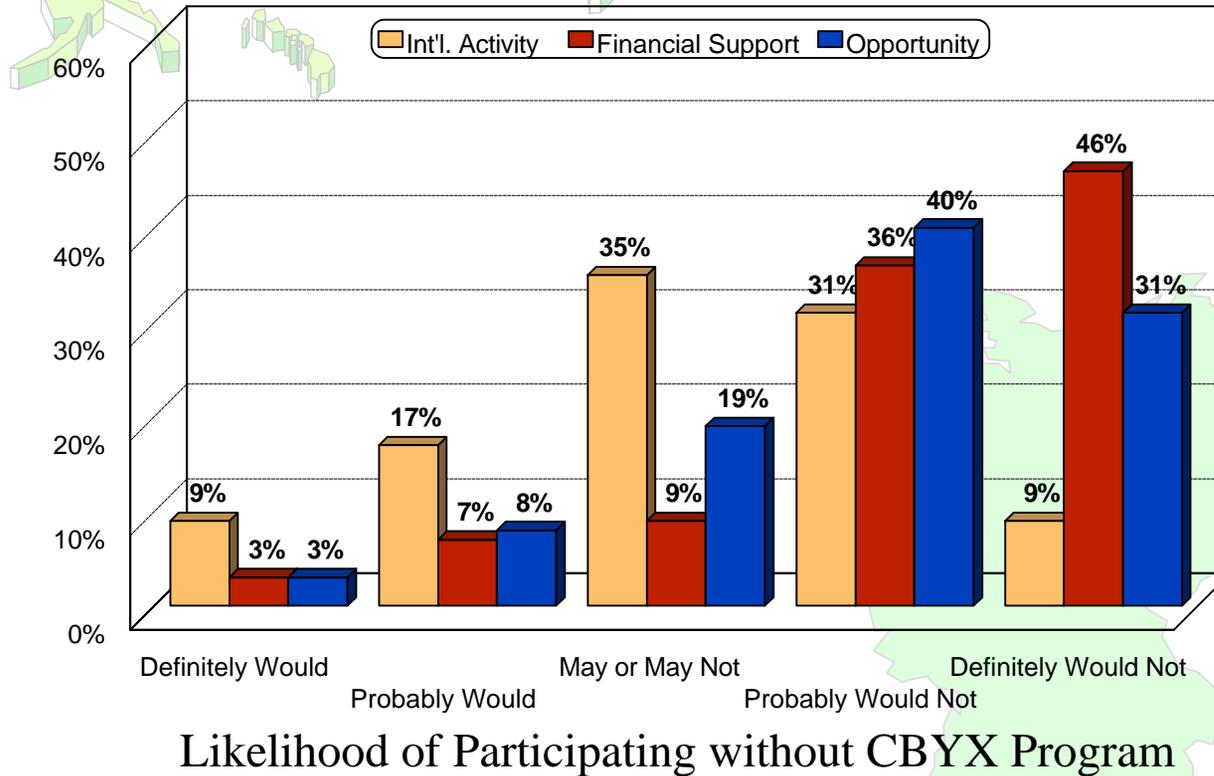
PROJECT OBJECTIVE	EVALUATION FINDINGS
<i>Do alumni keep up with current events of the country visited?</i>	71% reported keeping abreast of issues related solely to Germany within the 12 months prior to being interviewed. This is down slightly from the 77% that stated keeping abreast of issues immediately after program completion.
<i>Do alumni show a greater understanding of the host country visited than the general population?</i>	81% of alumni stated that they had advanced knowledge of Germany upon program completion. While a control group is needed for valid population comparisons, only 10% stated they had advanced knowledge before CBYX.
<i>Are alumni in contact with alumni from their own country?</i>	37% of alumni had been in contact with other American alumni within the 12 months prior to being interviewed. This is down sharply from the 63% that stated they maintained contact within one year of program completion.

# Meeting Study Objectives

PROJECT OBJECTIVE	EVALUATION FINDINGS
<i>Do alumni participate in any advertising, activities, or administration of the program?</i>	23% of alumni had kept abreast of program changes within the 12 months prior to being interviewed. 42% had encouraged others to join the program, and 10% had attended a CBYX function during the same period.
<i>How was the focus of higher education / advanced studies shaped or changed by participation in the program?</i>	Higher education in a Germany-related or internationally-related field was undertaken by 63% of the alumni after program completion.
<i>Is there anything that was learned from the host country that would be worthy of emulation in the home country?</i>	No specific recommendations were found. Alumni were more focused on addressing how the simple exposure to a different culture was extremely rewarding.

# Significant Findings

*Only 8% of alumni would have had similar Germany-related experience if CBYX Program did not exist.*

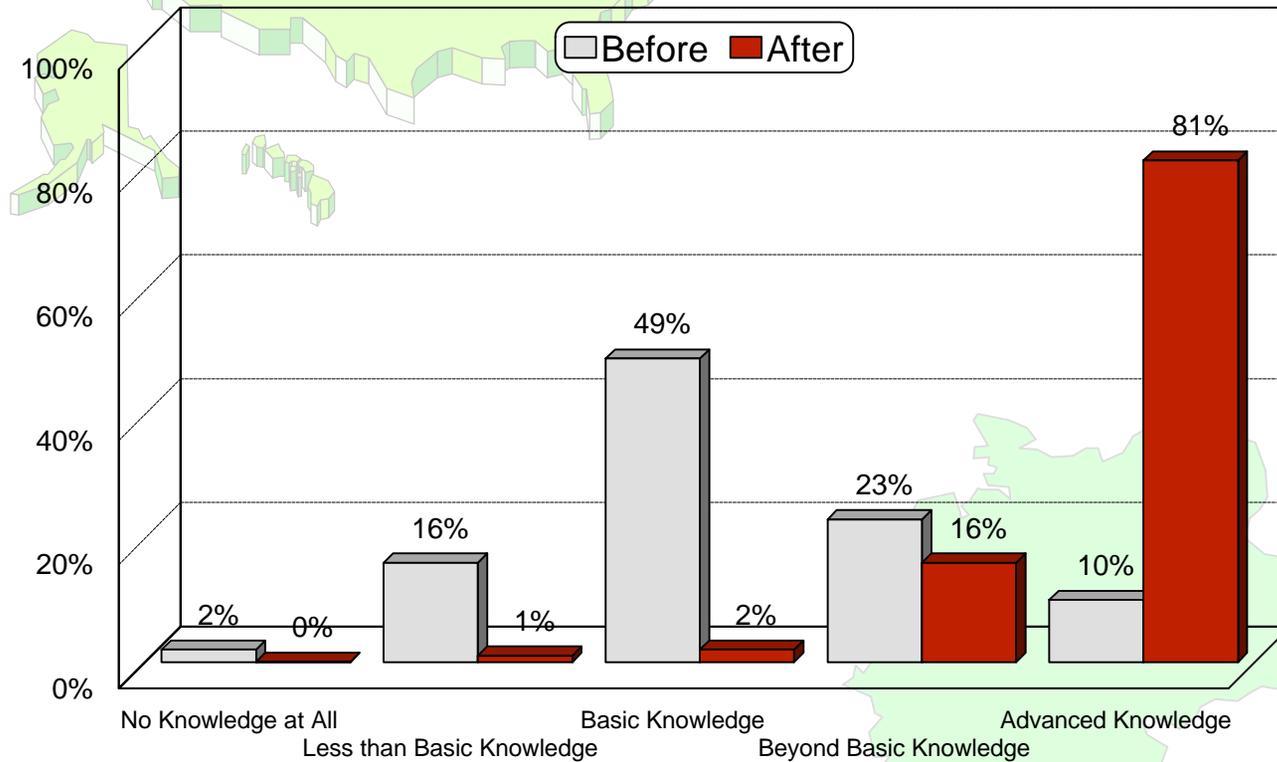


# Significant Findings

*Alumni with “advanced” knowledge of Germany after program participation:*

- showed more involvement in Germany-related activities
- showed more involvement in CBYX-related activities
- had more direct contact with Germany

# Significant Findings

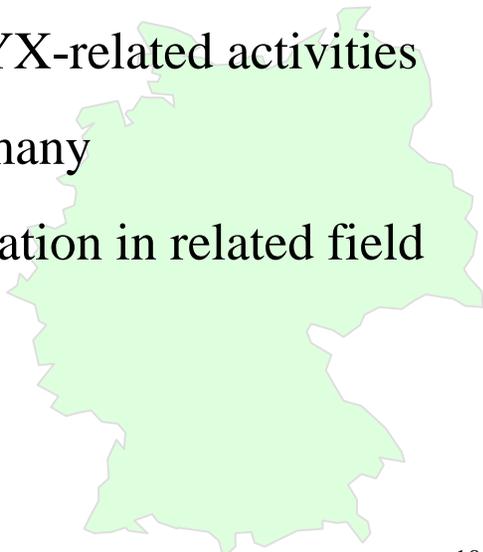


Change in Knowledge of Germany

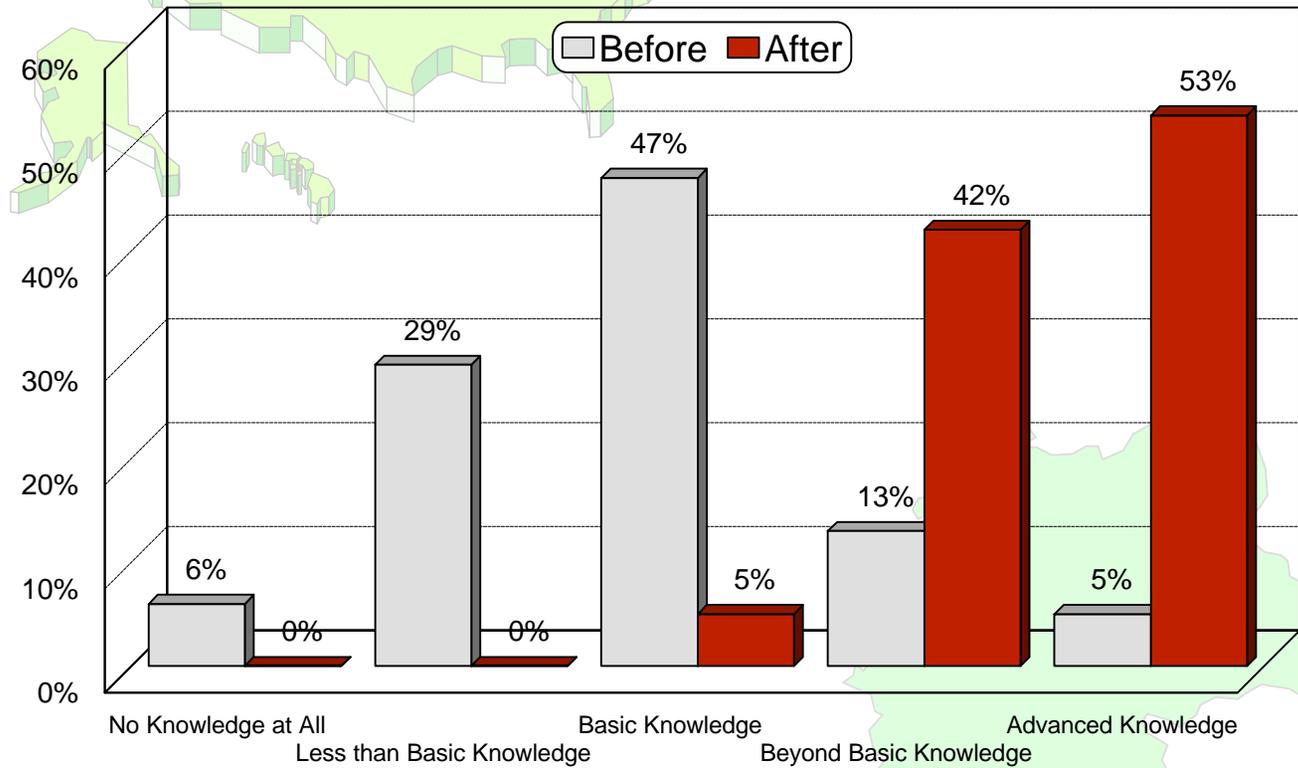


## Significant Findings

*Alumni with “advanced” knowledge of Germany-U.S. relations after program participation:*

- showed more involvement in Germany-related activities
  - showed more involvement in CBYX-related activities
  - had more direct contact with Germany
  - were more likely to continue education in related field
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# Significant Findings

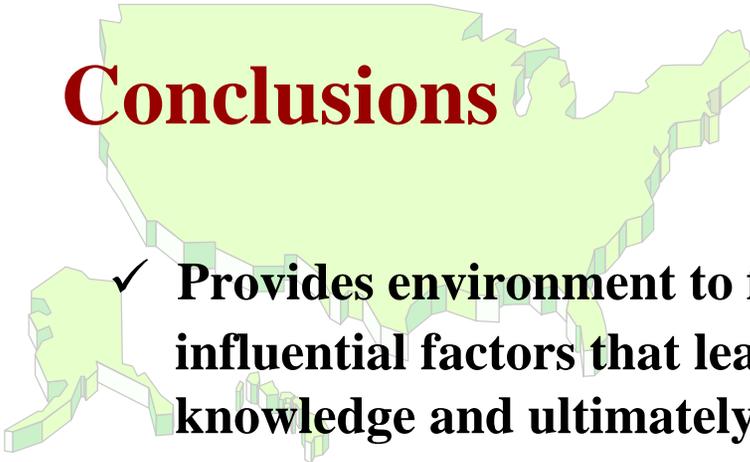


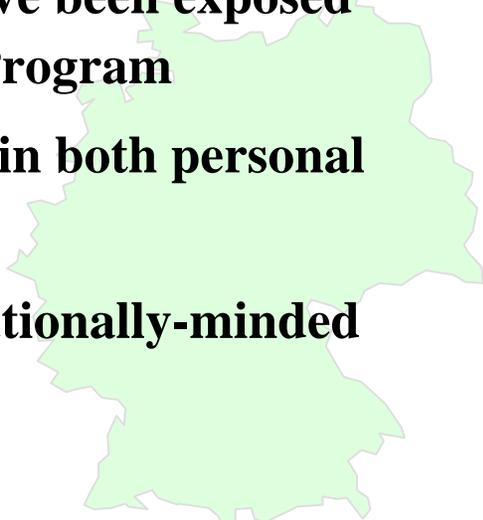
## Change in Knowledge of Germany-U.S. Relations

# Significant Findings

- ✓ **Fluency influences knowledge levels**
- ✓ **Activity and Occupation are not related**
- ✓ **Minimal discrepancies between components**
- ✓ **Greatest benefits:**
  - **Language skills**
  - **Personal growth**
  - **Cultural experience**
- ✓ **Maintaining interest:**
  - **Newsletter**
  - **Reunions**
  - **Web site**

# Conclusions



- ✓ Provides environment to foster growth of influential factors that lead to “advanced” knowledge and ultimately to increased activity
    - Exposure to culture
    - Exposure to language
  - ✓ 92% of alumni would not have been exposed without existence of CBYX Program
  - ✓ Knowledge gained is helpful in both personal and professional lives
  - ✓ Alumni remain more internationally-minded
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# Recommendations



- ✓ **Identify what leads to “advanced” knowledge**
    - **may require more current data collection**
  - ✓ **For greatest program impact, focus on participants that are not likely to pursue international activity due to financial reasons or lack of opportunity**
  
  - ✓ **Evaluate impacts of program on others**
  
  - ✓ **Maintain contact with alumni**
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