

TRANSATLANTIC OUTREACH PROGRAM

A PUBLIC / PRIVATE PARTNERSHIP



Auswärtiges Amt

Deutsche Bank



GOETHE-INSTITUT

Robert Bosch Stiftung

WHAT IS TOP?

The Transatlantic Outreach Program provides Social Studies educators in the United States and Canada with up-to-date information about modern Germany, or more specifically, post-unification Germany.

TOP is a unique public/private partnership between Germany's Foreign Office (*Auswärtiges Amt*), the Goethe-Institut, Deutsche Bank, and the Robert Bosch Stiftung. Representatives from each of these entities form the Board of Overseers whose President is the German Ambassador to the United States, Ambassador Klaus Scharioth.

The three key pillars of TOP support the formation of "Multipliers for Modern Germany". These pillars are as follows:

- I. Teaching Materials
- II. Workshops
- III. Study/Travel Tours to Germany

The responsibility for disseminating accurate and up-to-date information about modern Germany falls upon these Multipliers and TOP staff.

The Transatlantic Outreach Program is conducted from within the Goethe-Institut Washington.

The Program Director is Stefan Brunner.

TIMELINE

2001: The Goethe-Institut's Social Studies Project receives funds from the German Foreign Office, paving the way for the first summer study/travel tour to Germany. Thirty-one Social Studies educators travel to Germany.

2002: With the support and encouragement of Germany's Ambassador to the United States, Dr. Wolfgang Ischinger, Deutsche Bank becomes the first private partner of TOP, and the Transatlantic Outreach Program is officially created.

2004: The study/travel tours to Germany continue to expand thanks to the efforts of the International Visitors Program of Germany's Foreign Office: one study/travel tour meets with German Chancellor Gerhard Schroeder at the Federal Chancellery in Berlin. A total of sixty-three educators travel to Germany. TOP distributes its 100,000th textbook by year's end.

2005: The Robert Bosch Stiftung becomes the second private partner, allowing 129 educators to travel to Germany.

2006: One study/travel tour meets with German Chancellor Angela Merkel and U.S. President G.W. Bush in Stralsund, Germany (photo, page 13). TOP's founding director, Dr. Michael Nentwich, retires. The Program moves from GI-Atlanta to GI-Washington under the Directorship of Stefan Brunner.

PILLAR I: MATERIALS

The path towards the creation of “Modern Germany Multipliers” begins with the teaching materials. These materials include textbooks, lesson plans, videos, web-based content, wall maps, posters, and more.

The most important teaching materials created by TOP to date are its textbooks. They are authored by Americans and edited by TOP staff and TOP experts/Social Studies consultants.

There are currently four textbooks available:

A Kid Like Me Across the Sea, 2005 Edition

Target: Elementary Educators (Grades 1-6)

Summary: This series of lessons draws heavily on interpretation of photographs, working with maps, creating time lines, charts, graphs, and other process skills. The topics of physical and cultural geography, meeting basic needs, political symbols, and people are addressed in a comparative context with the United States.

Welcome to Germany, 2005 Edition

Target: Middle School Educators (Grades 7-8)

Summary: The lessons in this package correlate to the study of world cultures (perspective taking and symbols), physical and cultural geography, and state and national government. The materials focus on national studies from the comparative United States/Germany approach.



Germany Today, 2004 Edition

Target: Secondary Educators (Grades 9-12)

Summary: The lessons in this instruction kit focus on comparative economic systems, the five themes of geography, the structure of government (including case studies of the health care system and the federal budget), leisure activities, the role of the press in Germany, and the legacy of the Holocaust.

Germany in Europe, 2007 Edition

Target: Middle and Secondary Educators (Grades 7-12)

Summary: Lessons focus on issues such as European Union membership and governance, multiculturalism, the Euro currency, and the environment.



PILLAR II: WORKSHOPS

How do TOP teaching materials find their way into the hands of Social Studies educators?

Social Studies educators may receive TOP materials in one of two ways. The vast majority receive them free-of-charge by attending TOP-sponsored in-service training workshops. Such workshops are led by TOP staff, TOP experts, TOP Fellows, or simply by motivated educators.

The TOP staff attends over a dozen Social Studies conferences per year at the state, regional, and national levels. Typically, three workshops are held per conference. Educators who attend such workshops receive the materials at no cost after completing an attendance form. Educators are often so impressed by the quality of the materials that they will return to their respective local school districts and decide to host their own workshops. Such workshop leaders may request materials for their participants in exchange for attendance information.

In addition to receiving materials via workshops, educators may also purchase them for a small shipping & handling fee via the NCSS Bookstore, the AATG, or simply at a conference booth.



RECENT WORKSHOPS

Summer – Fall 2006

Chasidy Miroff	Vance, AL
Jody Musgrove	Jonesboro, AR
Harry Lewis	Victoria, BC
Michelle Pearson	Broomfield, CO
Rebecca Zenthofer	Colorado Springs, CO
E. Sue G. Ayers	Yulee, FL
Jessica Fernandez	Hialeah, FL
John Barney	Evans, GA
Glen Blankenship	Atlanta, GA
Dianne Daniels	Loganville, GA
Kay E. Weller	Cedar Falls, IA
Renata John	Alene, ID
Jamie F. Staub	Metairie, LA
William P. Fitzhugh	Baltimore, MD
Joshua Fradel	Ocean City, MD
Bessie Burden	Southfield, MI
Michael R. Federspiel	Midland, MI
Melvin Miller	Grand Rapids, MI
Carolyn Wetzler	Milan, MI
Anthony Yodice	Charlotte, NC
Jon Martinson	Bismarck, ND
Thomas Soroslak	Bismarck, ND
Linda Ray	Omaha, NE
Daniel W. Dunne	Rochester, NY
Kathleen Fancher	Lake Katrine, NY
Rebecca Glatter	Baldwinsville, NY
Olga Liamkina	New York, NY
S. Linda Cotter	Columbus, OH
Kelly Curtright	Oklahoma City, OK
Sandra Elliott	Arnett, OK
Marie L. Harris	Oklahoma City, OK
Denise Rhodes	Quapaw, OK
Lisa Iverson	Turner, OR
James Betres	Portsmouth, RI
Amy Bartholomew	Fort Mill, SC

PILLAR III: STUDY/TRAVEL TOURS

Where do the best lessons in life come from?

From Experience!

Those Social Studies educators who have attended a conference workshop, obtained teaching materials, and have conducted a workshop on modern Germany at the local level become perfect candidates to apply for one of TOP's yearly summer study/travel tours to Germany. Thanks to the generosity of TOP's partners, all expenses, including transatlantic airfare, hotel, and meal costs, are paid for by TOP.

The study tours are designed to expose participants to each and every aspect of modern Germany, focusing on German politics, business, education, and culture. TOP works hand-in-hand with Germany's International Visitors Program (*Besucherdienst*) to create an extremely learning-intensive, two-week-long study tour.

The pictures on page 9 demonstrate the kinds of opportunities available to study tour participants. From top to bottom:

- ▶ *Meeting with Chancellor Schroeder, Berlin 2004*
- ▶ *Visit to the Helmholtz Gymnasium, Bonn 2006*
- ▶ *Visit to the Norddeutsche Affinerie AG, Hamburg 2006.*

In addition to visiting German schools, highlights of the study tours include visits to Berlin, small towns and large cities, both east and west, and meetings with officials from Germany's Foreign Office, as well as TOP's private partners.



TOP FELLOWS

There is no such thing as a free lunch!

This saying is also true for TOP’s summer study/travel tour participants. Upon returning from Germany, participants become “TOP Fellows.” These are educators who have learned first-hand and therefore are the most qualified to educate their peers about modern Germany.

TOP Fellows are asked to accomplish two tasks:

- ▶ *Write at least one lesson plan.*
- ▶ *Conduct at least two in-service training workshops within one year of returning from Germany.*

To date, over 350 TOP Fellows have participated in the Program. Those who consistently go above and beyond the tasks required of them are eligible to reapply for a study/travel tour every four years. They may also be nominated “TOP Fellow of the Year”.

TOP Fellow of the Year candidates are nominated by TOP staff and TOP Experts and are selected by the Board of Overseers.



WWW.GOETHE.DE/TOP

The TOP **Homepage** informs visitors about TOP's mission. The **About Us** and **TOP Project** pages inform visitors about the members of the Board of Overseers as well as TOP staff.

Short biographies of each of the professionals who actively consult for TOP on Social Studies education are listed in the TOP **Experts** section.

The **Instructional Kits** section gives an overview of each textbook and provides information on how to obtain materials from TOP using the Materials Request Form for workshop leaders. Information designed to assist workshop leaders, such as the Workshop Leader's Manual, is also available for download.

The **Study Tours & Application** section provides the latest study tour application as well as slide-show and video highlights from previous study tours.

The **Teacher Resources** section contains the directory of TOP Fellows as well as a list of lessons created by TOP Fellows.

The website also includes current and past **Newsletters** for download, information on the **TOP Fellow of the Year** award, a **Feedback** form, recent **Press Releases**, **Current Events**, and helpful **Links** designed to keep visitors informed about modern Germany.

EXCELLENCE

The quality of the teaching materials and the study tours must remain at the highest possible standard. While similar programs exist for countries like China and Japan, none of them has the benefit of public/private support. In fact, participants have indicated that TOP's study tours to Germany are the very best available to Social Studies educators in the United States:

I can now bring contemporary Germany to my students "live" from interviews with many many Germans, including Gerhard Schroeder, Turkish workers, former East Berliners, and many others. These interviews seem to breach the gap from our historically negative contact with Germany during World War II to our present positive relationship. They also show some of the problems and potential of modern Germany.

- Robin , TOP Fellow 2004 (Mt. Vernon, OH)

The TOP study tour was one of the most educationally enriching experiences of a lifetime for me. It was an honor and privilege to be able to travel and learn with an incredible group of master teachers from all over the U.S. I used the experiences as a way to enhance my social studies curriculum by utilizing cultural traditions, languages and beliefs to help students broaden their global perspectives and understanding. Since returning from the study tour, I have also been able to present this information to many teachers both at the school system and state level. The TOP program is exemplary!

- Marie Harris, TOP Fellow 2005 (Oklahoma City, OK)

My journey to Germany via the Transatlantic Program still continues! The sights, sounds, and new knowledge I experienced are continually referenced as I share and educate students, parents, colleagues, and friends about contemporary and traditional German culture. The interest is so strong that I have no doubt that my young students will visit there themselves some day.

- Jeannie Wilson, TOP Fellow 2005 (Brookhaven, MS)

I have participated in several overseas study tours to Asia and Africa, and now Europe with the Goethe-Institut. The study in Germany was extremely valuable. I really liked the diversity of Germany that we experienced on the study. Every day was well-planned and intense but balanced with enough free time to explore on our own. The materials the Goethe-Institut has developed are of the highest quality and easily integrated into any U.S. History or Global Studies class.

- Brian Cushing, TOP Fellow 2006 (Naples, ME)



The opportunity to visit Germany was one of the best events of my life. It gave me the chance to learn about my family roots, as well as to see a beautiful country. Truly, every week, information that I gained from the trip is discussed in my classroom. I have given five Power Point presentations on Germany to a variety of groups, and every time, I receive a very positive response. As a matter of fact, I receive phone calls requesting me to do more presentations.

- Kay Geiger, TOP Fellow 2005 (Lubbock, TX)



THE FUTURE

The Transatlantic Outreach Program will continue to be the premier source of information about modern Germany for Social Studies educators in 2007 and beyond. Much has been accomplished to date but the Program must continue to expand and enhance each of its three pillars:

Materials. As classrooms modernize, so must TOP. Overhead projectors are being replaced by Smart Boards. Therefore, TOP must adapt its teaching materials for the digital age. However, due to state-by-state discrepancies in education funding, this transition from print to digital media must be carefully coordinated and timed.

Workshops. As more digital media for TOP becomes available, the TOP web site will play a pivotal role in its distribution. Information that is both educational and entertaining will have to be created, such as the “Race 4 the Future” online game created by the American Epic Foundation with funds from the Robert Bosch Stiftung.

Study Tours. Work will continue with the International Visitors Program to ensure that study tour participants receive the most comprehensive picture of modern Germany possible.

None of these goals will be possible without the vision, guidance, and financial support of the TOP Partners: The Federal Foreign Office (*Auswärtiges Amt*), the Goethe-Institut, Deutsche Bank, and the Robert Bosch Stiftung.

AUSWÄRTIGES AMT



DER DEUTSCHE BOTSCHAFTER
THE GERMAN AMBASSADOR
Klaus Schariott

Washington, December 20th, 2006

Dear Friends of the Transatlantic Outreach Program,

Promoting dialogue between countries and cultures is the cornerstone of German foreign educational and cultural policy. It is about actively building bridges between peoples in an effort to foster greater understanding and enable nations to be viewed in their cultural and historical contexts. To achieve this goal, the Federal Foreign Office is vigorously engaged in a wide array of programs, such as those dedicated to student exchange between German and foreign learning institutions.

In keeping with Germany's active engagement in education, the Transatlantic Outreach Program (TOP) has been established to provide American Social Studies teachers with an additional source of information about contemporary Germany, an important international partner of the United States. The TOP material essentially consists of four American-authored textbooks – designed for elementary, middle, and secondary schools – which compare and contrast the American, German, and European cultures as well as their economic and political systems. In addition to these educational materials, TOP offers the opportunity for Social Studies teachers to participate in annual study tours to Germany, where they may experience firsthand every aspect of modern German life.

The public-private nature of TOP also serves the program's over-arching goals. In cooperation with the Foreign Office and the Goethe-Institut, TOP's two private partners, Deutsche Bank and the Robert Bosch Stiftung are playing an important role in fostering better understanding of modern-day Germany and strengthening our transatlantic relations. Without their generous financial support and cooperation, the Transatlantic Outreach Program would not be able to produce year-on-year outstanding program content or fulfill its mission. As Chairman of the Board of Overseers of the TOP, I would like to express my warm thanks to Deutsche Bank and the Robert Bosch Stiftung for their important contributions and encourage other private partners to join us in this effort.



Klaus Scharioth

The German Ambassador



Auswärtiges Amt

GOETHE-INSTITUT



The Goethe-Institut is the worldwide cultural institute for the Federal Republic of Germany. It promotes the study of the German language abroad and fosters international cultural cooperation. One of the main objectives of the Goethe-Institut is the promotion of a comprehensive picture of Germany through information about cultural, societal, and political life.

The Goethe-Institut has a network of 129 Institutes worldwide in 80 countries, including 8 in the United States and Canada. For over 50 years, the Goethe-Institut has undertaken responsibility in German cultural and education policy abroad. In so doing, it gathers from a multi-faceted society and combines the experiences and ideas of its partners in culture and business with its own inter-cultural and professional competence. Based on the principle of mutual dialogue, the Goethe-Institut functions autonomously and is politically independent.

The fundamentals of the work of the Goethe-Institut are reflected through the “Transatlantic Outreach Program”, which is a partnership with the Federal Foreign Office, Deutsche Bank, and the Robert Bosch Stiftung. The Program shares political, social, economic, and cultural developments in Germany with Social Studies educators. Therefore, it contributes to the deepening and expansion of transatlantic relations. Emphasis is given to the depiction of Germany in the European context and tradition.

Through the production and distribution of teaching materials, workshop leadership, and the organization of study/travel

tours to Germany, the Program strives to live up to the demands of globalization. Like the Goethe-Institut itself, the Transatlantic Outreach Program has the goal to promote cultural and educational connections between Germany and America. The importance and recognition of the Transatlantic Outreach Program on the highest political levels became obvious when a TOP study tour group was invited to Stralsund in July 2006 to greet President Bush and Chancellor Angela Merkel.

Dr. Jutta Limbach

President

Goethe-Institut



DEUTSCHE BANK

Understanding and Tolerance

Let us think of education as the means of developing our greatest abilities, because in each of us there is a private hope and dream, which, fulfilled, can be translated into benefit for everyone. – John F. Kennedy



Hanns Michael Hoelz



Gary Hattem

Deutsche Bank AG, one of the leading international financial service providers, considers social involvement a responsibility, particularly in communities where we are present. With more than 10,000 employees in New York alone, we have many strong ties with the USA. Staffs on both sides have therefore learned to bridge the Atlantic and cultural gaps. With this in mind Deutsche Bank co-founded the Transatlantic Outreach Program. For us, the promotion of understanding and tolerance is essential to the future of business relations, as well as the many other relations between our two countries, be they political or social. The Transatlantic Outreach Program and its social studies teachers are multiplying these efforts.

Our commitment to this idea goes beyond the Transatlantic Outreach Program to many other initiatives which are all driven by the effort of Helping Others to Help Themselves: The Deutsche Bank Americas Foundation supports social integration, for example through the Deutsche Bank Community Development Group, which uses a strategic program of loans, investments and philanthropic grants to assist distressed com-

munities. Or the Supportive Housing Acquisition and Rehabilitation Effort (SHARE), which provides multi-year resources to organizations in the process of locating and securing real estate that can be developed as permanent housing for the homeless. We also encourage education and learning in South Africa, for example through direct support of the South African Wildlife College, which provides training and jobs for locals to become staff members of the Peace Parks set up by the Peace Parks Foundation.

Launched in 2002, the Transatlantic Outreach Program has quickly established itself as an inspiring instrument to strengthen the relations between the USA and Germany: A foundation we can build upon.

For more information on Deutsche Bank's activities please review www.deutsche-bank.de/csr.

Hanns Michael Hoelz
*Co-Head Corporate Social
Responsibility
Deutsche Bank AG*

Gary Hattem
*President
Deutsche Bank Americas
Foundation*

Deutsche Bank



ROBERT BOSCH STIFTUNG



The Transatlantic Outreach Program (TOP) adds to our efforts to deepen German-American relations through promoting an accurate and well-informed picture of Germany among young Americans. With its focus on social science educators as key multipliers and its three-step-approach (developing teaching materials on Germany, organizing study trips for teachers to Germany, conducting “train the trainers” seminars in the U.S.), TOP makes a very valuable contribution to fostering transatlantic understanding.

We make the TOP grant out of our program area International Relations in which we seek to promote among others the German-American relationship. The cornerstone of our transatlantic activities is the Robert Bosch Foundation Fellowship Program. Since 1984, well over 350 young American professionals have benefited from the program, living and working in Germany for nine months.

Established in 1964, the Robert Bosch Stiftung GmbH is one of the major German foundations associated with a private company. It represents the philanthropic and social endeavors of founder Robert Bosch (1861-1942) and fulfills his legacy in a contemporary manner by taking on challenges of modern day society, developing forward-looking concepts, and putting them into practice in exemplary fashion.

The Robert Bosch Stiftung has structured its activities into six different program areas. In addition to the aforementioned International Relations, which fall into the two areas Western Europe, America, and Central Europa, Eastern Europe, these are: Science and Research, Health and Humanitarian Aid, Education and Society, Society and Culture.

In Stuttgart, the foundation maintains three public health and research facilities: the Robert Bosch Hospital, the Dr. Margarete Fischer-Bosch Institute for Clinical Pharmacology, and the Institute for the History of Medicine.

The Robert Bosch Stiftung, the objectives of which are exclusively non-profit, holds 92% of the capital stock of Robert Bosch GmbH. From 1964 until 2005, the foundation provided approximately 735 million euros in funding, 55,6 million euros in 2005 alone.

Dieter Berg

*Chairman of the Board of Management
Robert Bosch Stiftung*

Robert Bosch **Stiftung**



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