



American Association of Teachers of German, Inc.

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<<DATE>>

<<INSIDE ADDRESS>>

Dear <<NAME>>,

We learned recently that the German major and minor programs at <<INSTITUTION>> are under review. We do hope you will support the teaching and learning of German at your institution!

For students today, the study of German is essential in many fields. The ability to read and discuss current events as well as access the rich history of German-speaking Europe, to analyze and compare the fine literary contributions of German-speaking authors, and to relate the contributions of German-speaking artists and musicians are among the many reasons why students choose to learn German.

Over 11,000 American students study in German-speaking countries annually—most of them for free. Nearly 10,000 German students enroll in US universities each year. There are also numerous fellowship and exchange programs funded by both German and US governments including the Fulbright Program, the Burns Fellowship Program, Congress-Bundestag Youth Exchange, the Alexander Humboldt Foundation, Bundestag Internship Program, and the Robert Bosch Foundation for your students.

German is considered to be one of the two most important languages in international business. An employee's ability to communicate in the language of the employer is essential. Understanding foreign business practices is crucial to success in the international marketplace.

Here are some facts about Germany's role as a world and US trade partner:

- Germany has the third most competitive economy in the world according to the 2018 Global Competitiveness Report, compiled by the World Economic Forum
- Germany continues to be America's largest European trading partner and its fifth largest global partner. United States imports from Germany totaled \$171.2 billion in 2017 and exports to Germany more than \$64 billion.
- Germany is the world's third largest exporter, exporting a total of products valued over \$1 trillion. Technological innovation and the high-quality of German goods are seen as the main reasons behind the demand for German products.
- Germany is the world's fourth largest economy, Europe's largest, and the world's fifth most technologically powerful economy.
- Germany is one of the top three nations in research and development of high tech products, and the world leader in both wind and solar power production.
- As of 2018, German companies are directly responsible for over 674,000 jobs in the US.
- In 2017, the U.S. investments made in Germany were valued at approximately \$136.1 billion, and German foreign direct investments in the United States amounted to approximately \$310.2 billion.
- Germany continues to file the highest number of patents in Europe. In 2017, German inventors registered 67,707 new patents.

- Eighteen percent of all books published in the world are in German—a number that is only exceeded by publications in English and Mandarin Chinese.

German is spoken by 95 million people as a native or official language in five European countries: the Federal Republic of Germany, Austria, Switzerland (46% speak German), Liechtenstein, and Luxembourg. Americans are the second largest group of visitors to Germany (the Dutch are the largest). Today there are about 200,000 Americans living in Germany—85,000 alone in the military.

Over 25 million people around the world study German as a second language. In Europe, German remains the bridge language between the East and West. Many international conferences use German as the language of communication. I trust that these facts will clarify your understanding of the very important role that the German language and culture play in today's world and result in supporting the German program at <<INSTITUTION>>.

Thank you in advance for your consideration and positive action in your administrative leadership role.

Sincerely,



Keith Cothrun
Executive Director

Copies: