

MARK A. FERGUSON

Program Director, Junior Year in Munich
Senior Lecturer in German
Department of Classical and Modern Languages, Literatures and Cultures
Wayne State University, Detroit MI 48202

RELEVANT EMPLOYMENT HISTORY

1995-present Director, Junior Year in Munich
 College of Liberal Arts and Sciences
 Wayne State University, Detroit MI

1998-present Senior Lecturer in German (non-tenure track, 3-year contracts)
 Department of Classical and Modern Languages, Literatures and Cultures
 Wayne State University, Detroit MI

1991-98 Lecturer in German (non-tenure track, 1-year contracts)
 Department of German and Slavic Studies
 Wayne State University, Detroit MI

1990-91 Instructor in German
 Bates College, Lewiston ME

1988-89 *wissenschaftlicher Mitarbeiter* (Lecturer in German Literature)
 Universität Essen, Germany

EDUCATION

1993	Ph.D. German	University of Wisconsin-Madison
1981	M.A. German	University of Wisconsin-Madison
1980	B.A. German and History	University of Wisconsin-Madison

OVERSEAS EDUCATION/EXPERIENCE

1995 Summer research on Early German Film at the Herne City Archives, Germany

1988-89 Lecturer in German Literature; Universität Essen, Germany

1987-88 Research at the Rheinische Friedrich-Wilhelms Universität, Bonn, Germany

1985-86 Research in Berlin, Germany

1981 Research in Paris, France; employment at U.S. Army Education Center, Mainz.

1977-78 Non-degree studies at the Albert-Ludwigs Universität, Freiburg i.Br., Germany

1976-77 Albert-Ludwigs Universität (Wayne State's Junior Year in Freiburg)

1973 American Field Service (AFS), high school summer program in Thailand

SELECTED AWARDS/HONORS

10/6/2010 *Goldener Engel* award from the Honorary Consul of the Federal Republic
 of Germany for the State of Michigan

4/15/1996 Wayne State University College of Liberal Arts Teaching Award

UNIVERSITY COMMITTEE SERVICE

- College of Liberal Arts & Sciences – elected Secretary (head) of Faculty Council (2011-15)
- College of Liberal Arts & Sciences – elected to Faculty Council (2005-15)
- Member, Faculty Travel Advisory Group (2014)
- Academic Program Review of International Studies Co-Major / Review Advisory Panel (2013-14)
- College of Liberal Arts & Sciences – Faculty Council – Subcommittee on Retention (2010-11)
- Fulbright Campus Review Committee (2010)
- Dept. of Classical and Modern Languages, Literatures and Cultures – Salary Committee (2008-09)
- University Global Grant Competition Committee (2002; 2006)
- University Search Committee for an Executive Director of International Programs (2004-05)
- College of Liberal Arts & Sciences – Strategic Planning Task Force on International Studies (2004)
- Academic Senate – Student Affairs Committee (2002-03)
- University Study Abroad Safety and Security Committee (2002-present)
- Office of the Provost / Community & Governmental Affairs – Global Forum Committee (1999)

WAYNE STATE UNIVERSITY GRANTS AWARDED

- 2004 \$4,000 WSU Humanities Center Grant: “Jazz & Conspiracy: Americana through European Eyes.” Co-authored with Dept. of English & American Studies, and School of Music
- 2002 \$3,500 WSU College of Liberal Arts Alumni Association Grant to support JYM 50th Anniversary Reunion
- 2001 \$5,000 Global Grant from WSU Office of Global Education to expand WSU and national faculty involvement with JYM
- 1995 \$650 WSU Small Research Grant: “Early Cinema in the Ruhrgebiet”
- 1992 \$2,000 WSU Educational Development Grant: “Interactive Video and the Teaching of Culture”

RELEVANT REFEREED PUBLICATIONS/INVITED PRESENTATIONS

- “75 Years of the Junior Year in Munich.” *Die Unterrichtspraxis/Teaching of German* 40.2 (Fall 2007): 124-132.
- Invited to present a paper at the conference on Education Abroad Programs in German-Speaking Europe in the Age of Globalization and Virtuality at Emory University: “Internships: Do They Threaten or Promote German Studies?” (March 21-23, 2013)
- Invited to present a paper on “The Fetishization of Study Abroad” at the Modern Language Association (MLA) convention, San Francisco CA (12/ 2008)
- Invited as guest speaker to discuss issues of international exchange and the status of the study of German in the US at the Max Kade Foundation Conference in New York (10/ 2002)
- Invited to Bonn, Germany, to discuss trends in study abroad in Germany for US students with the Under-Secretary of Germany’s Ministry of Education and Research and the German Academic Exchange Service/DAAD (6/2001)

BOOK

Study Abroad Europe: A Workbook (2013). Charleston SC: CreateSpace Independent Publishing Platform). 146 pages. Reviewed in *Die Unterrichtspraxis/Teaching of German* 46.2 (Fall 2013): 283-4.

TEACHING

Responsibilities as Senior Lecturer include teaching courses in German literature and culture at the undergraduate and graduate level, incl. Survey of German Culture; Early German Film; Modernism; Expressionism; The Big City in German Literature, Painting and Film; Cultural Studies and Criticism; 18th Century German Literature and Culture; Directed M.A. theses/essays (7); served on Ph.D. in Modern Languages exam committees (3).

JUNIOR YEAR IN MUNICH (JYM) PROGRAM ADMINISTRATION

Program Budget Management:

- JYM is entirely self-financing; all operational expenses in both Detroit and Munich (incl. my salary) must be covered by the program
- I am solely responsible for generating the income needed to sustain all programmatic and administrative components of JYM's self-financing budget (\$1,049,608 in 2014-15)

Program Development: (with JYM resident director Hans-Peter Söder, Ph.D. Cornell U)

- created new internship opportunities with Vectorform, Invensity, and Baker Tilly (2014-present)
- created a JYM/ThyssenKrupp Steel Internship program for engineering students (2008)
- created a JYM/CDS Internship Program in partnership with CDS International, New York (2004)
- created European City Seminars beyond Munich, e.g. Vienna, Budapest et. al. (2004)
- created an Honors Program within JYM that focuses on undergraduate research abroad (2003)
- created a Munich Summer Fellows Program for outstanding college freshmen students (2002)
- created One-Semester program options within JYM (1995)

Program Review:

- Created a new Academic Program Review procedure for the Junior Year in Munich based on 1) the "Self-Study Guidelines for Departments/Programs" issued by WSU's Office of the Provost and Senior Vice President for Academic Affairs, and 2) the "Standards of Good Practice for Education Abroad" developed by The Forum on Education Abroad (2007 and 2015)
- produce JYM Academic Year in Review to document the program's achievement of its mission

Enrollments:

- nearly doubled JYM annual enrollments since 1995
- more than doubled the number of schools represented annually on JYM since 1995

Fundraising:

- raised more than \$2 million for the JYM program since 1995
- more than doubled the amount of JYM scholarships awarded annually (\$62,000+ in 2016)

Program Marketing:

- built and maintain a JYM website (www.jym.wayne.edu)
- produce the annual JYM Program Brochure
- produce Executive Portfolios, Brochures and Reports for specific fundraising purposes
- design and create print and web ads
- develop national recruitment plans, incl. attendance at study abroad fairs and conference exhibits

Institutional Relations:

- created a new 9 member JYM Executive Advisory Committee
- collaborate with select schools in the development of customized programming
- sustain productive relations with LMU Munich administration and related authorities

Alumni Relations:

- created strategies to reach out to JYM's 4,800 alumni from 500+ US colleges & universities
- created and maintain an alumni section on the JYM website
- created and maintain an alumni Group page on Facebook and LinkedIn
- created and maintain 25+ individual JYM Class Group pages on Facebook
- produce JYM Alumni Newsletters (print and online versions)
- organized a four-day alumni reunion in Munich for JYM's 50th Anniversary (2003)
- created and maintain a JYM Job Board of current openings that require German language skills

JYM OUTREACH: WAYNE STATE UNIVERSITY COMMUNITY

- arranged for a theatrical group from Munich's Rationaltheater to visit and perform in Detroit at WSU's Studio Theater (2016)
- co-sponsored week-long event and conference in 2015 "Motowns: Detroit – München und zurück. What's Music Got to Do with It?" with the Rationaltheater in Munich, the Amerika Institut at LMU Munich and the Art Gallery Christoph Dürr; Detroit/WSU participants included Leni Sinclair, Barbara Green, Karen Dunn, M.L. Liebler (English) and Melba Boyd (African American Studies)
- co-sponsored the Second International Summer Academy for Doctoral Students and Junior Faculty in American Studies by the WSU English Department and the Bavarian-American Academy: "Modernity, Mobility, Displacement: Transnational Perspectives from Detroit" (in Detroit, 2010)
- co-sponsored and hosted the First International Summer Academy for Doctoral Students and Junior Faculty in American Studies, by the WSU English Department and the Bavarian-American Academy: "American Studies in a Transnational Perspective: Cultural Mobility and Intercultural Exchange" (in Munich, 2009)
- created the "Deutsches Haus" Living & Learning Community in residence halls (2005)
- initiated and designed Michigan's first, five-year double degree (B.A./B.S.) program in German and Mechanical Engineering at WSU. This program requires a year of study in Germany with the Junior Year in Munich and includes a six-month internship abroad (2002)
- facilitated the creation of WSU Alumni Association European Seminars (2000)
- arranged financial support for faculty exchanges between WSU and LMU Munich in the disciplines of Business Administration and American Studies (1999)
- organized short-term study programs at Wayne State for MBA and Law students from Munich (1999)
- designed M.A. in German option, Graduate Year in Germany at Wayne State University (1997)

JYM OUTREACH: WAYNE STATE UNIVERSITY IN MUNICH

(with JYM resident director Hans-Peter Söder, Ph.D. Cornell U)

- co-sponsoring upcoming conference in Munich: “Revolutionary Leaves: The Fiction of Mark Z. Danielewski” with the LMU Munich’s Amerika Institut (2011)
- facilitated JYM as a venue for a visit to LMU Munich by a delegation of Science and Education Officers and Foreign Embassies to Germany (5/2010)
- arranged for Fred Hoffman (Director of State Relations for the DaimlerChrysler Corporation, and Honorary Consul of the Federal Republic of Germany for the State of Michigan) and Jürgen Zirnstein (President and Chief Financial Officer of ThyssenKrupp Steel North America, Detroit) to speak to JYM students in Munich (2005; 2006)
- co-sponsored a teacher training seminar at JYM in Munich on “20th Century African-American Voices – Art & Activism” in cooperation with the US Consulate in Munich (3/2005)
- arranged for State of Michigan Gov. Jennifer Granholm to meet Wayne State JYM students of German during a trade mission to Munich (11/2004)
- facilitated JYM as the venue for the Munich portion of a DAAD-sponsored Information Visit on Engineering Education in Germany for US University Deans of Engineering (12/2003)
- co-sponsored a Germany-America Day at JYM in Munich featuring WSU poet M.L. Liebler (American Studies) and WDET’s blues musician and educator Robert Jones to promote WSU’s American Studies program to Munich students. Co-sponsored by JYM through a WSU Global Grant, the College of Liberal Arts, and the WSU Graduate School (2002)
- organized a program and reception for State of Michigan Gov. John Engler, the rector of the Ludwig Maximilian University of Munich, WSU President Irvin D. Reid, the executive director of the BMW Foundation Herbert Quandt, and a delegation of the Michigan Economic Development Corporation, at a special meeting in Munich at the JYM institute to introduce the Junior Year in Munich and discuss workforce development issues (4/1999).
- more at www.jym.wayne.edu/special_events.html

JYM OUTREACH: BUSINESS COMMUNITY

- maintain and establish new relations with corporate, foundation, and individual supporters of JYM
- assist businesses in MI find recent graduates who can speak German and have overseas experience
- created German Bridge – *die neue Brücke* (1998-2003); partnerships linking business and higher education in cooperation with the World Bridge Foreign Language Technology Center; included guest speaker special events at WSU, e.g. Dr. Bernd Fischer, Economics Minister at the German Embassy in Washington DC; the Honorable Rezzo Schlauch, Member of the German Bundestag and Under Secretary of Economics and Labor; Dr. Otto Wiesheu, Bavarian Minister for Economic Affairs, Transport and Technology; Dr. Rolf-E. Breuer, chairman and CEO of Deutsche Bank AG

JYM OUTREACH: HIGH SCHOOL COMMUNITY

- promote the study of German and study abroad by visiting metro-Detroit high schools
- organize annual Michigan-AATG (American Association of Teachers of German) all-day immersion workshops at WSU for MI high school teachers of German, which include an awards luncheon for National German Exam Award student winners, their parents and teachers.

PROFESSIONAL MEMBERSHIPS

- Forum on Education Abroad
- AATG – American Association of Teachers of German
- AATG – American Association of Teachers of German (Michigan Chapter)
- New Traditions Network (Berlin)
- Transatlantic Forum, BMW Foundation Herbert Quandt (Munich)
- German American Chamber of Commerce of the Midwest (Michigan Chapter)

LANGUAGES

- English (native)
- German (fluent)
- French (conversational)

COMPUTER SKILLS

- MS-Office 365: Word, Excel, PowerPoint
- Adobe Creative Cloud: Dreamweaver, Photoshop, Acrobat