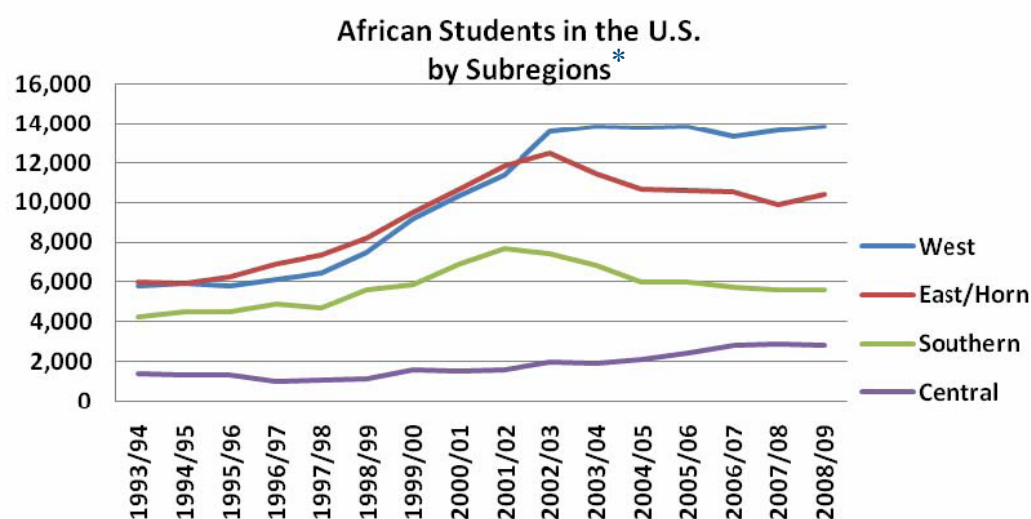
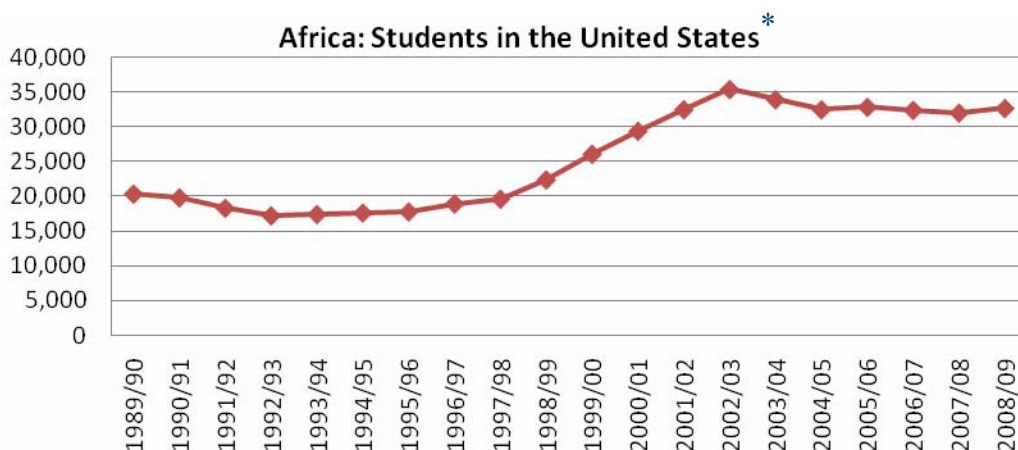


Africa

Africa consists of 48 countries and two territories, divided into sub-regions: West, Central, East and Horn, and Southern Africa. Africa is also divided between Anglophone (23 countries), Francophone (21 countries), Lusophone (5 countries) and other (Arabic, Spanish: 3 countries). Several countries have more than one language of instruction. We have EducationUSA advising services in 44 centers in 39 countries, and expect to add more in 2011.



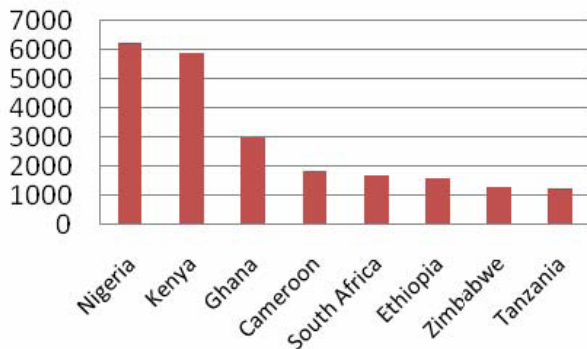
Interest in U.S. higher education is highest in West Africa, but is strong throughout the region. African enrollments in the U.S. increased rapidly between 1997 and 2002, then leveled off, mainly for financial reasons, but also due to rapidly expanding private higher education opportunities in Africa. The World Bank has found that investment in tertiary education produces high returns in terms of human capital that in turn accelerate economic growth, especially in low-income countries. Thus we are seeing greater demand for higher education in Africa than ever before, in pursuit of “knowledge-based development.” According to the World Bank, “Enrollments in higher education have expanded by 8.7 percent annually, compared to 5.1 percent for the world as a whole, and have tripled since 1991 to almost 4 million students.”

Eight countries have more than 1,000 students enrolled in the United States, and nine set new record enrollments last year. The ten countries with the most rapid increases in enrollments are prime spots for recruiting – and contain some unexpected names.

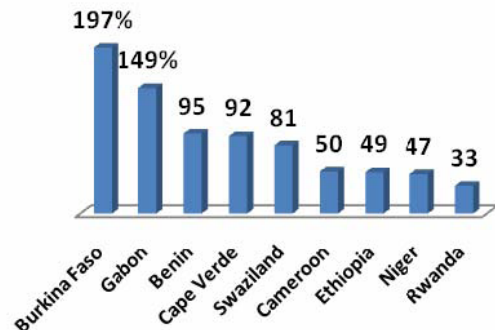
* 2009 IIE Open Doors Report

EducationUSA Forum: Connecting You to the World

Countries with more than 1,000 Students in the U.S.*



Countries with greatest 5-year increases; Congo is off the charts with 2,211%*



African students' number one reason for study outside their countries is inadequacy of local higher education systems. Africa is the most mobile region in the world, with large numbers of students seeking international study. While the U.S. is the most popular country, the former rulers (the U.K., France and Portugal) are still a big (although stagnant) draw, and countries such as South Africa, Uganda, Ghana, and Senegal also host significant numbers of African students.

Funding for U.S. higher education remains a major challenge, although our research drawn from I-20s indicates that ability to pay is more widespread than commonly believed. EducationUSA Advisors estimate that the middle 50% of families can afford to pay between \$5,000-\$25,000 per year for their sons' and daughters' education. EducationUSA Advisors in Africa have developed intensive transformational advising models and advanced expertise in financial assistance: students using our advising centers report close to \$20 million in funding awarded by U.S. colleges and universities to African students each year. Scholarships awarded by African government bodies are rare, but are available to top students in Nigeria, Botswana, Angola, and Mauritius.

- Sixty percent of the 32,680 Africans in the U.S. are enrolled at the undergraduate level; thirty percent are graduate students, and the remainder are divided between non-degree and OPT status.
- Over the last five years, Africa has recorded a 66% increase in the number of students in intensive English programs, to 1059, with leading enrollments coming from Gabon, Cote D'Ivoire, Mali and Burkina Faso, with more than 100 students each.
- Equally impressive progress is reported with research scholars: over a five year period, this number has increased by 72%, to 2,795. Leading countries include Nigeria, Kenya, South Africa, Ethiopia, Ghana and Cameroon, each with 150-450 scholars in the U.S.

Student visa issuance rates are low in about half the region's countries, mainly because of poor preparation for the visa interview, inadequate educational plans, inadequate finances, and low return rates. It is essential to direct your African applicants to use the EducationUSA Advising Center and attend Pre-Departure Orientation, which radically increases their ability to qualify for student visas.

Recruiting realities for U.S. universities:

- African students respond to the personal touch.
- STEM and business fields are the most popular.
- English language programs should tie in with academic programs as much as possible.
- Access to standardized testing can be difficult. TOEFL is still paper-based in most countries.
- Credit cards for test registration, SEVIS and application fee payment are problematic.
- The CSS International Profile financial aid application blocks the majority of students with genuine financial need because they can't afford the fees and can't access credit cards.

* 2009 IIE Open Doors Report

EducationUSA Forum: Connecting You to the World

Recruiting Strategies that Work in Africa:

- Refer all applicants to their EducationUSA Advising Center at the beginning of the admissions process
- Work with EducationUSA Advisers to verify academic and financial documents
- Explain fees and financial aid in detail
- Be flexible!

Recruiting Strategies that Aren't Successful for Africa:

- Rigid expectations or requirements
- Assumptions about fraud or finances
- Lack of knowledge about educational systems and standards
- Over-reliance on standardized test scores

How Best to Partner with EducationUSA:

- Refer all African applicants to their EducationUSA Advising Center
- Encourage your African alumni to get involved with fairs and programs
- Conduct DVCs with our centers

Best Times of Year to Interact with Students (in person or via web chat, DVCs, Skype or Adobe Connects)

- June-November, but you're welcome any time.

Study Abroad in the Region (Open Doors)

Top Receiving Countries*:	
Origin	U.S. Students
South Africa	3,700
Ghana	1,856
Tanzania	783
Kenya	657
Senegal	463
Uganda	457

Top Five Growth Markets Receiving U.S. students*:		
Rank	Origin	Increase
1	Mali	272%
2	Benin	58%
3	Madagascar	47%
4	Namibia	40%
5	Ethiopia	37%

What to Watch over the next 3+ Years:

- Rapid increases in Internet access
- Gradual increases in graduate admissions interest
- Solutions to credit card payment issues
- More sophisticated, competitive applications
- Francophone and Lusophone university systems adopting the Bologna LMD system
- Dominance of mobile phones for student communication

* 2009 IIE Open Doors Report