

**British Council G20+**

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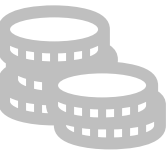
# **SSA/Regional**

**Adetomi Soyinka**

**Director, Higher Education, Skills and Enterprise**

6 October 2020

# REGIONAL OVERVIEW



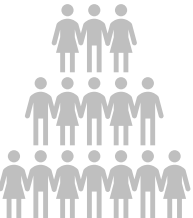
1

54



3.2

18



1.34

39.9



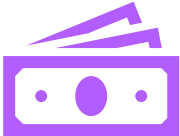
# REGIONAL OVERVIEW



2016 - 2018



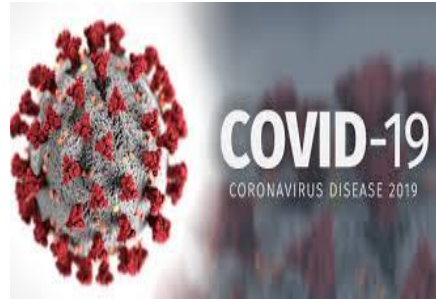
Nigeria,  
Ghana,  
Kenya,  
Ghana



Estimated value £ 2.7billion

- Total international students 238,000
- 22% studying face to face
- 78% TNE
- Competitor Destinations: USA, Canada, Australia, Germany, Ukraine, Hungary, Russia, China, Netherlands

# REGIONAL OVERVIEW



**1.4 million cases across  
the region. 1.1 million  
recoveries**



**Economic, Social,  
Technical**

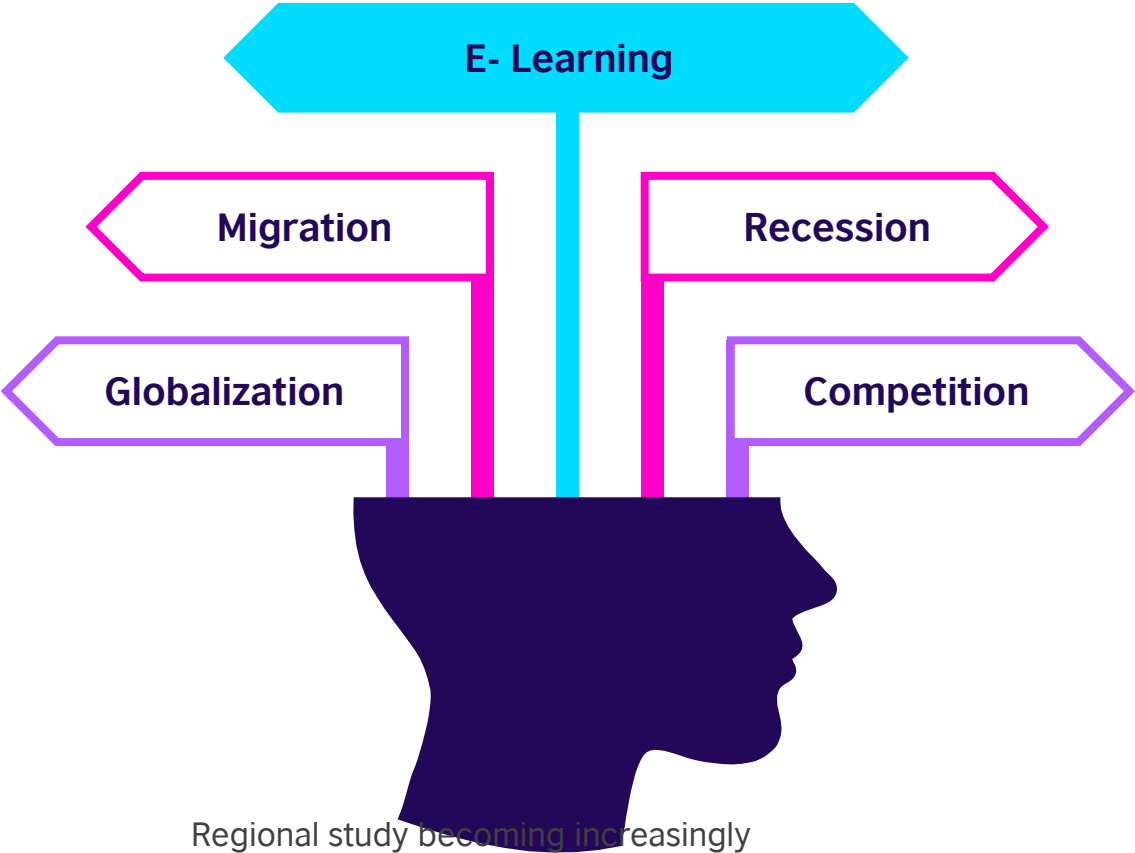


**Disruption and  
Innovation**

# INSIGHTS

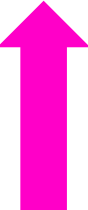
## Online Education

Online learning platforms and distant learning options are expected to grow revenue share.



### 20%-30% Job Loss

Experts have predicted an increase in unemployment. This will act as a catalyst for migration. Post Graduate Education will serve as an in route to developed countries.



### Remote working

Globalization and remote working will serve as a motivator for further learning. Africans aiming to position themselves in the global workforce will look to education for the much needed accreditation.

### Decrease in undergraduate students

Forecasted decline in undergraduate study due to the anticipated recession and raise in foreign exchange. This might lead to parents opting for cheaper alternatives.



### Increased awareness

Increase in advertising from Institutions in the other EU countries is changing the perceptions using testimonials. Africans are beginning to see EU countries are cheaper alternatives to get to the West. e.g GISMA Business school

# Scholarships And Funding



## GHANA

*Ghanaian students can access scholarships from the Government through its bilateral funding arrangements providing match funding in certain countries. With the growth of the petrochemical industry, scholarships are also available for petroleum related fields through the Petroleum agencies*



## NIGERIA

*Majority of scholarships are provided by Government bodies – Tertiary education and Petroleum Development Fund International Oil Companies also provide scholarships specifically targeted at students from areas where they operate*



## KENYA

*Government scholarships in the form of bursaries are available to students each year. The Higher Education loan board also provides financing to students*



## SOUTH AFRICA

*Reduced Government scholarships for overseas study. 84% of students studying in the UK are self-funded*

# Communications and Messaging

Surveys Aug & Sep 2020.

43% of students from Nigeria and Ghana likely to continue with their study plans  
BUILA Survey of 51 HEIs, over 90% reported an increase in applications from Nigeria compared to 19/20  
331 attendees – renewed interest from the market

Information Sessions – Aug

Messages

Health and Safety

Attractiveness – UK

PSW

UK Study Destination

**British Council G20+**

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# **SSA/ Ghana**

**Christiana Bandoh**

**IES Manager**

6 October 2020



# Agenda

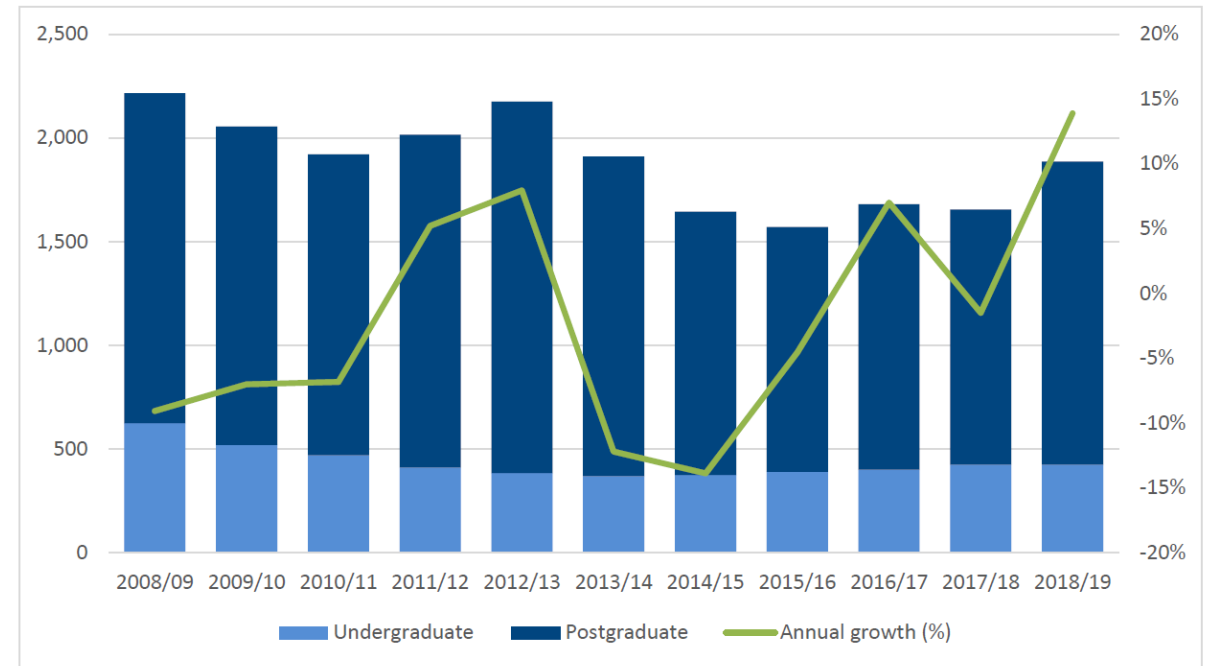
1. Current market trend
2. Meet your PG target audience
3. Skills Gaps and Labor market trends
4. Scholarship Funders
5. PG Promotional channels
6. Activities in reaching PG Students
7. Key message strategy



# Current Market trend

- Surge in demand for higher education due to a booming youth population.
- Growth in demand for education abroad
- Agents network is playing a vital role in Ghana for students seeking consultancy.
- Top subjects among Ghanaian PG students are Business and administrative studies, social studies, law, engineering and technology, subjects allied to medicine and computer science

Figure 5: Students in the UK, PG and UG split



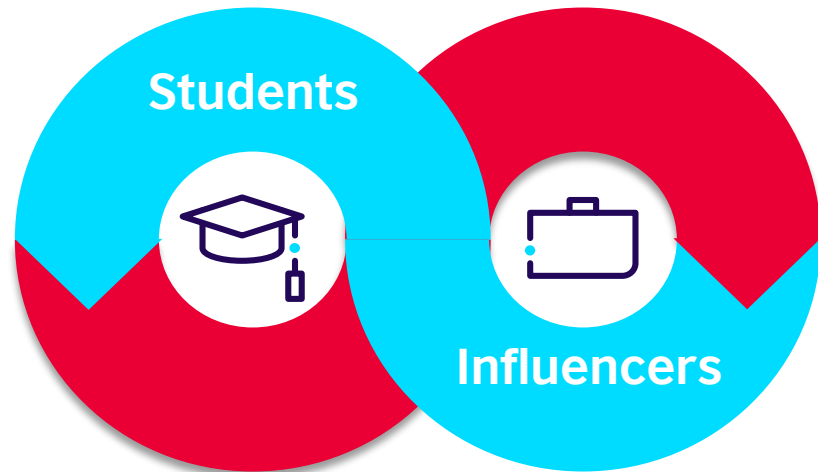
Source: HESA

There were 1,885 Ghanaian students studying at UK institutions in 2018/19, a 14% increase from the previous year.

# Prospective PG Target Audience and their locations

## Primary Target

- Professionals looking for postgraduate studies
- Recent graduates



## Secondary Target

- Parents and sponsors that will influence or pay for the education.



Recruitment of prospective students is usually higher in the **Greater Accra** and **Ashanti** Regions.

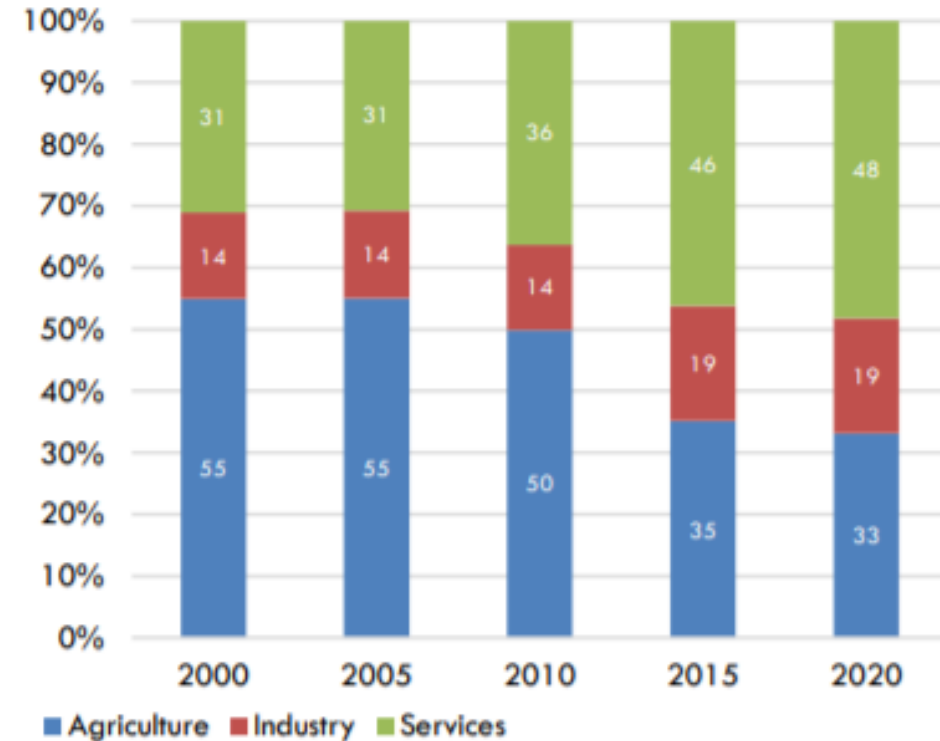
# Skills Gaps and Labour Market Trends

## Skills gaps identified include:

ICT, construction, health services, entrepreneurship, financial services, agriculture

## Labour Market Trends

- the total employment in Ghana covers around 12 million workers in 2019
- The agricultural sector has decreased from forming 55% of the total employment in 2000 to an estimated share of 33% in 2020.
- The services sector is the largest employing sector currently.
- **Newly emerging areas** include entertainment and tourism



Source: [ILO, Employment by sector – ILO modelled estimates, Nov. 2018](#)

# Scholarship Funders

## Local:

1. Ghana Education Trust Fund (GET Fund)
2. Scholarships Secretariat
3. Ministry Of Education
4. Ministry Of Energy
5. Petroleum Commission
6. Ghana National Petroleum Corporation (GNPC)

## Foreign:

1. **GREAT** Scholarship (newly introduced/8 annually)
2. Commonwealth Scholarships
3. Chevening Scholarships



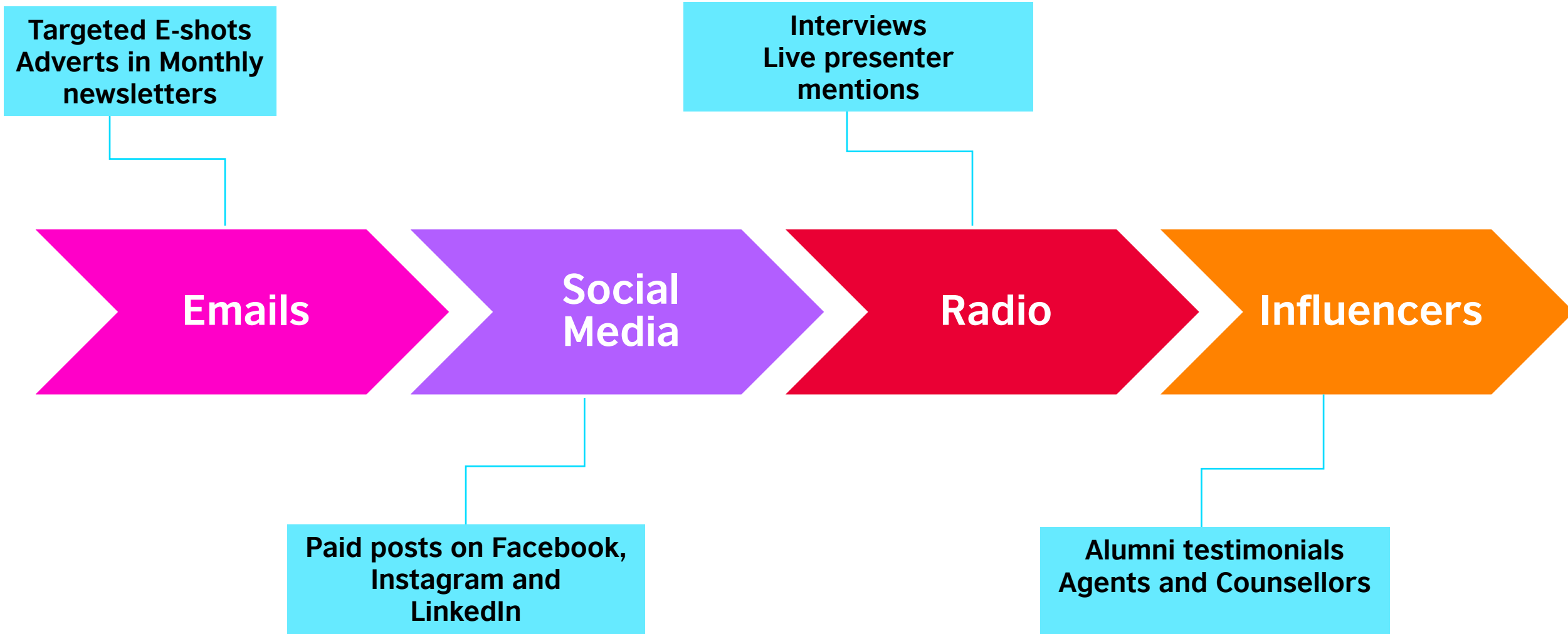
MINISTRY OF  
ENERGY



Ghana National  
Petroleum Corporation



# Channels to reach Ghanaian Prospective PG Students



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# Profile raising and Recruitment activities in reaching PG audience

1. University tour/online group counselling
2. Themed webinars/seminars
3. Digital promotional campaigns
4. Agent relationships brokering
5. Alumni engagement
6. Text messaging campaigns
7. Building relationships with corporate sectors
8. Partnerships with local HEI's

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# Our Key Message Strategy

The UK offers a world class university education

The UK cares about international students

The UK is open for business and recruitment is happening now

International students will be eligible for the two-year Graduate route, which will be launched in summer 2021

Visa application centers are open and international students can start preparing themselves

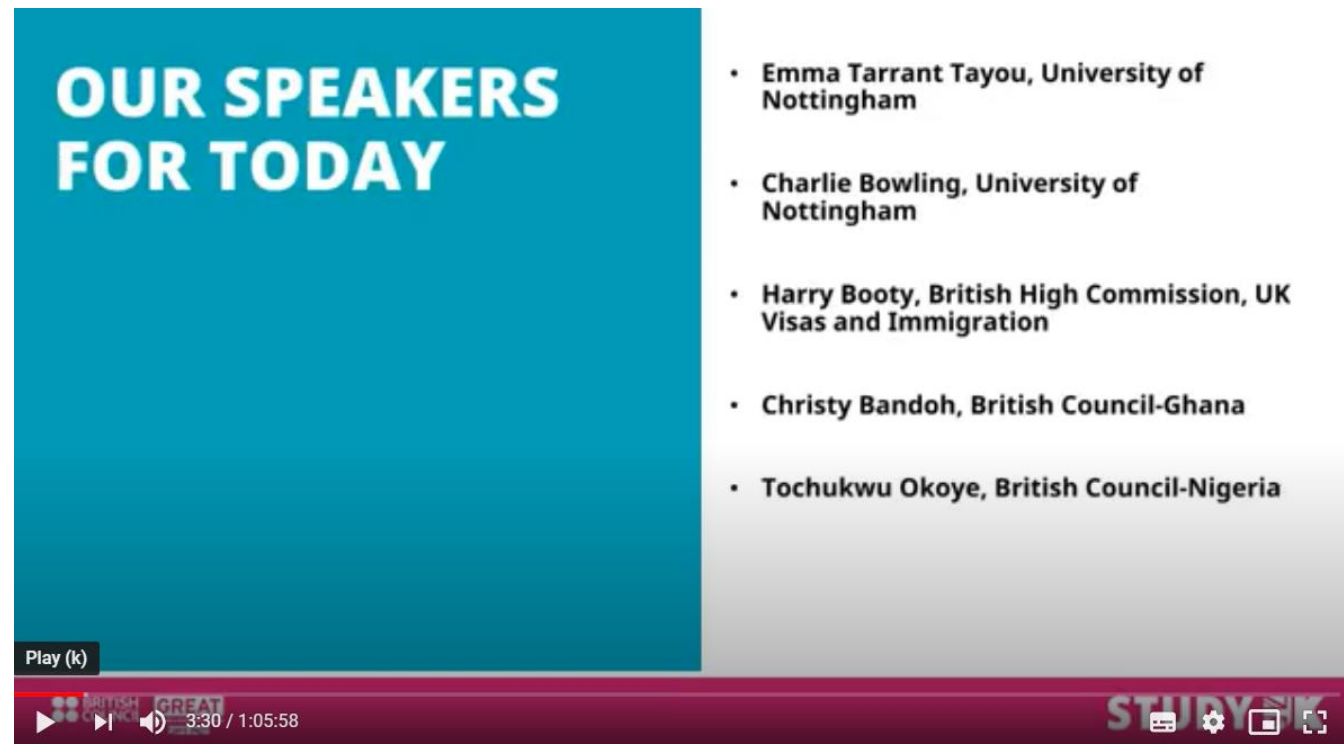
The UK is a safe place to study and UK universities are prioritising students' safety and wellbeing



# New Graduate Route – Interest from PG Market is High

## Study UK Information Session

- **331** unique visitors joined the live session
- Interest in the new Graduate Route led to the high sign up
- UKVI and University of Nottingham delivered the session.
- Questions received from the participants was centred around the Graduate Route and blended learning approach by UK Universities.



The image shows a video player interface. The main content area has a teal background with the text "OUR SPEAKERS FOR TODAY" in white. To the right of this area is a list of speakers. At the bottom of the video player, there is a dark red control bar with a play button, a progress bar showing 3:30 / 1:05:58, and the "STUDY UK" logo.

**OUR SPEAKERS FOR TODAY**

- Emma Tarrant Tayou, University of Nottingham
- Charlie Bowling, University of Nottingham
- Harry Booty, British High Commission, UK Visas and Immigration
- Christy Bandoh, British Council-Ghana
- Tochukwu Okoye, British Council-Nigeria

Play (k)

BRITISH COUNCIL GREAT BRITAIN

3:30 / 1:05:58

STUDY UK

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# Important Information to note!

The 2020 Ghanaian general election takes place on **7 December**.

Political Parties have begun campaigning and the traditional media is heavily inundated with political messages.

Messages may get lost if the right marketing channels are not used during this period.



# CONTACT

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British Council G20+

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# SSA / Nigeria

Tochukwu Okoye  
Project Manager

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# Outline

- **Market insight**
- **Meet your PG target audience**
- **Labor market trends and popular subjects of interest**
- **Promotion channels**
- **Innovative examples – Henley Business School, UWE Bristol**
- **Upcoming opportunities and costs**

# Nigeria – market insight

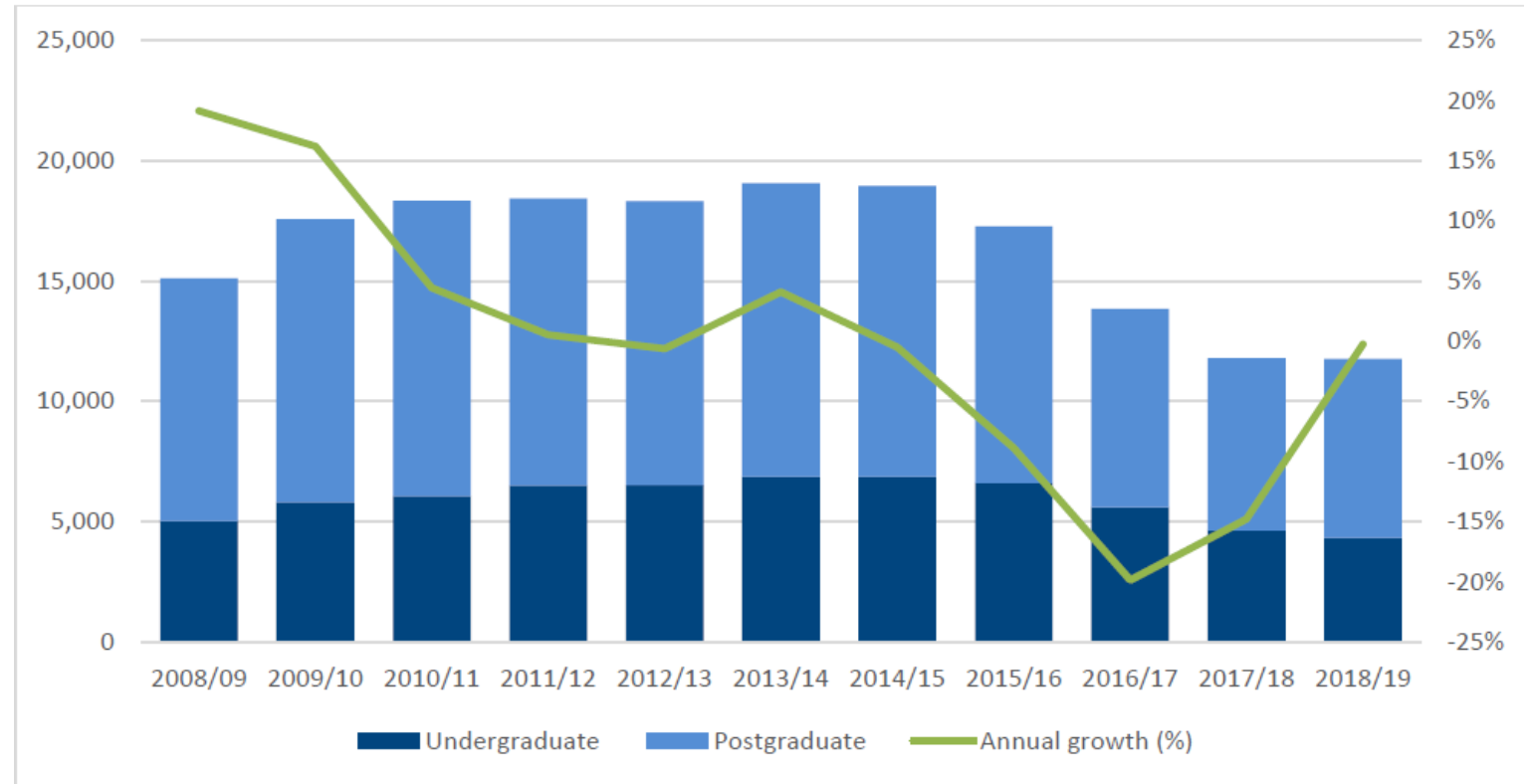
Lower middle-income country and predominantly PG market

Almost 50% live in urban centers, which is where the market is concentrated

17.4% increase Tier 4 visa issuance in Q3 of 2019

Interest in studying abroad still exists and introduction of graduate route expected to boost student numbers post-covid

Open and distance learning is the most popular form of UK transnational education (TNE) in Nigeria, primarily due to lacking infrastructure for on-the-ground programme delivery. There were 25,420 Nigerian students enrolled in UK TNE courses in 2018/19.



# Prospective PG students – Recent graduates and Professionals

## Main Driver

- Career Progression
- Lack of opportunities
- Access to global opportunities
- Fear of Unemployment
- Economic Downturn

## Decision Criteria:

- Convenience
- Cost
- Accreditation
- Safety and Security

## Awareness source

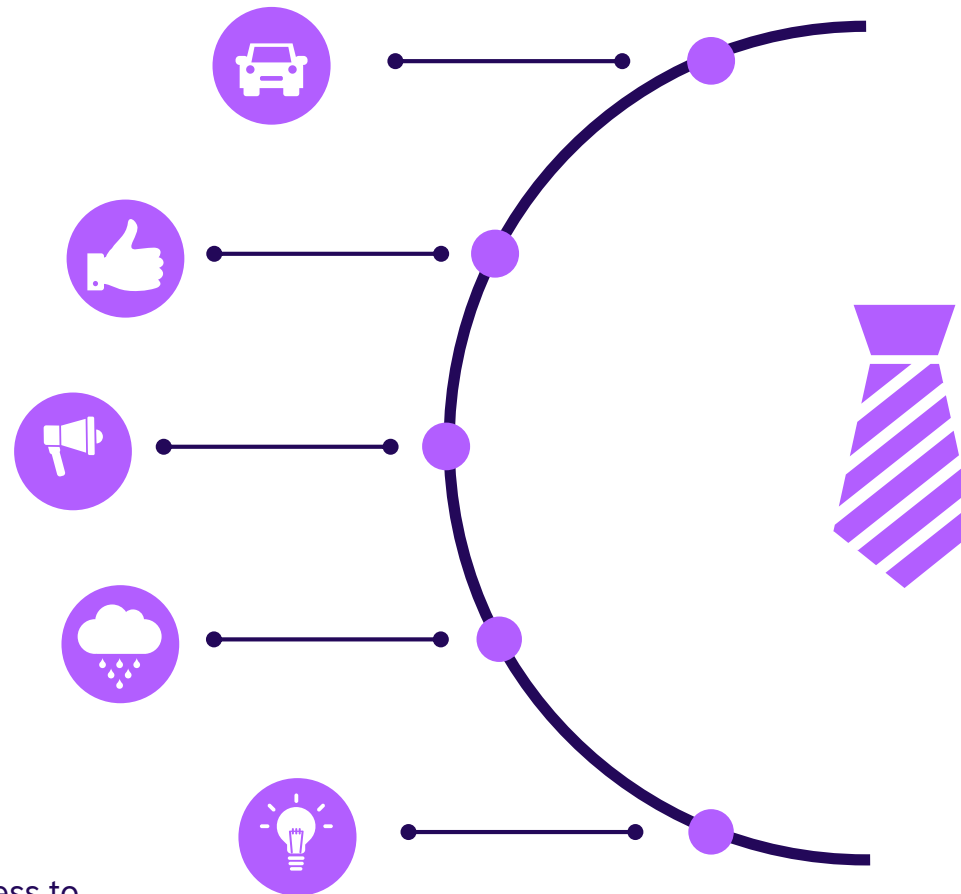
- Online - Google
- Professional groups / Seminars
- Referrals
- Linked-in
- Social media

## Pain Points

- No student job opportunities post Covid 19
- Lack of Scholarships
- Post study Visas
- No installment Payment Options

## Messaging

- Get an education that grants access to global opportunities for you and your family in a fast emerging globalized world post the Pandemic .



# Labour market trends and popular subjects

- High unemployment and underemployment has led to a rise in entrepreneurial activity with the informal sector absorbing the largest proportion of the workforce
- Government efforts to diversify the economy has seen interest and growth in entertainment and creative industries
- Opportunities in services sector namely Telecommunications, IT, Financial services, real estate to drive growth

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	Postgraduate		
	New UK enrolments in 2018/19	Change from previous year	5-year trend
Business & administrative studies	1925	2.7%	
Engineering & technology	1405	0.7%	
Law	545	7.9%	
Computer science	630	2.4%	
Subjects allied to medicine	590	3.5%	
Social studies	570	11.8%	
Biological sciences	305	7.0%	
Physical sciences	400	3.9%	
Architecture, building & planning	280	3.7%	
Agriculture & related subjects	110	4.8%	
Medicine & dentistry	160	14.3%	
Education	195	-7.1%	
Mass communications and documentation	110	29.4%	
Creative arts & design	50	10.0%	
Mathematical sciences	60	0.0%	
Languages	35	0.0%	
Historical and philosophical studies	55	-9.1%	
Combined	0	-100.0%	
Veterinary science	10	50.0%	



# Channels to reach PG audience

**Successful enrollment requires time and efforts, but it is important to raise brand profile and create awareness all year round through an iterative process consisting of a mixed marketing approaches**



**Soft sell strategies – Masterclasses, Taster/guest lectures, sponsorship of professional events, partnerships with in-country stakeholders**



**Combined marketing – 360 online and offline marketing campaigns with student engagement strands**



**Alumni led events and promotions – using testimonials of past students to provide social proof of offerings**



**Student promotions and competitions**



**Bespoke platforms to share – NYSC, Alumni associations, Private Universities, Lifestyle blogs and channels**



**Influencers**

# HENLEY BUSINESS SCHOOL – PAID MASTER CLASSES

**INTRODUCTION** –Nigeria’s wealth of creative talent and increased government efforts to focus on non-oil sector made the creative industry a good entry point for Henley business school, working with local enablers , British Council and Afrinolly to design and promote short courses in the creative industry

**STRATEGY** –A paid creative industry master class was piloted, delivered in partnership with a thriving creative hub to develop local talent and validate the market’s interest in such engagement

## OUTCOME

Stakeholder engagement, Brand awareness, local positioning and validation of audience interest in paid engagements. Additional partnership opportunities (NICE)

## FEEDBACK

The audience interest and engagement was beyond expectations. Opportunities exist for close partnerships and alliances, a people-centric focus, and the co-construction of learning programs (open and accredited) with local insight

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BROUGHT TO YOU BY

BRITISH COUNCIL

STUDY UK. DISCOVER YOU

GREAT BRITAIN & NORTHERN IRELAND

15 NOVEMBER 2018

**The Global Gig Economy: Opportunities in Nigeria's Creative Sector**

Featuring FEMI ODUGBEMI, JOHN VLISMAS and many more..

TEQUILA NIGERIA

afirinolly CREATIVE HUB

Henley Business School UNIVERSITY OF READING

Dear ,

Henley Business School invites you to join us and our distinguished speakers, including Femi Odugbemi; renowned writer and filmmaker and John Vlismas; South African comedian and media personality, for our Global Masterclass Series in Lagos, Nigeria on 15 November 2018.

This event is run in partnership with Afrinolly Creative Hub and Tequila Nigeria .

"The Global Gig Economy: Opportunities in Nigeria's Creative Sector" is a chance for members of the Nigerian and international business community to look at the lessons that can be learned from the dynamic business model of the local creative industry and what has led to its thriving.

For more information and registration, please visit us here

We look forward to seeing you there!

# UWE BRISTOL

## CONTEXT

UWE Bristol planned to increase market share of applications from Nigeria by promoting courses of interest to the audience to generate leads and improve conversion

## STRATEGY

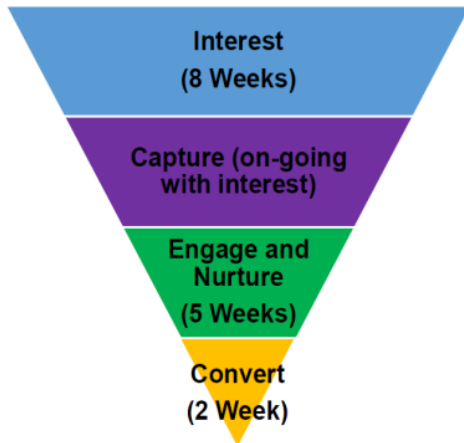
INTEREST

+

ENGAGE

=

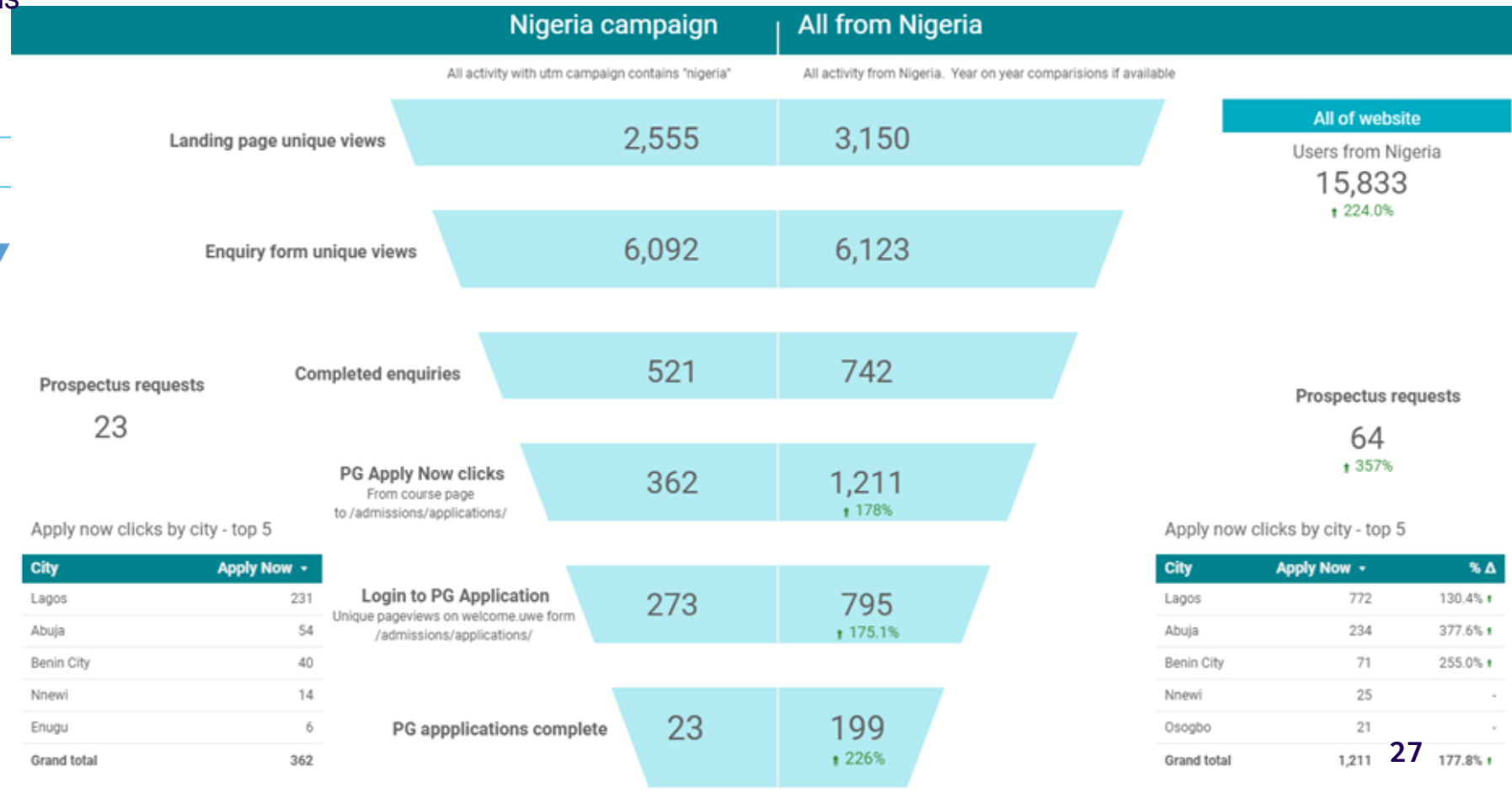
CONVERT



www.britishcouncil.org

## OUTCOMES

- 224% increase in website views from Nigeria.
- Over 1500 leads generated , 120 event attendees, 273 application accounts created and 23 completed



# Current opportunities

	<b>SUBJECT SPOTLIGHTS</b> <i>These sessions will shine a light on some of the most popular subjects of demand showcasing the broad array of courses and opportunities as well as the UK's expertise in those areas</i>	<b>STUDENT ADVISORY SERVICES</b> <i>Web-based practical consultative sessions to support prospective students with advisory and application support, providing them with advice they need to study, live and work in the UK.</i>	<b>ALUMNI EXPERIENCES</b> <i>Sharing the stories behind the stories of young Nigerians who have studied in the UK, their experiences upon return back home to provide social proof of the UK's strength as a study destination</i>
October 2020	Engineering and Technology		
November 2020	1. Data and Mathematical Sciences 2. Finance, Business and Administrative Studies and MBA	Choosing your course and University	1 <sup>st</sup> series
January 2021	Law		
February 2021	1. Creative Industries and Architecture 2. Media and Communications	Funding and financial management for studying abroad	
March 2021	Economics, Social Sciences and Development Studies		2 <sup>nd</sup> series
March 2021	Health care and Allied health subjects	Interpreting rankings	

**Cost for each subject spotlight is £925 and a maximum of 3 Universities**

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# Contact us

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**Thank you!**