

# RECRUITING STUDENTS FROM NIGERIA:

Cultural Issues in Decision Making  
How to Compete Successfully in the Market  
Working with Agents

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# NIGERIAN EDUCATIONAL SYSTEM

There is a growing number of outbound Nigerians searching abroad for educational empowerment because of the poor standard of the Nigerian educational system which include:

- lack of security
- underfunding
- poor state of learning infrastructure
- university staff misconduct and ineptitude caused by low salaries
- unprecedented industrial unrest (with ASUU, Academic Staff Union of Universities, being a protagonist)
- length of time required to complete
- cultism and cult-related violence
- lack or limited access to recent advances in various spheres of knowledge

# CATEGORIES OF POTENTIAL STUDENT

**Lecturers or employees in Nigerian Institutions: PhD and MSc**

**Graduates of Nigerian Universities: Postgraduate Courses**

**Graduate of Nigerian Secondary Schools: Undergraduate Courses**

- Wealthy Self Sponsored-Ivy League: Western Europe, Canada, USA- Oxford, Cambridge, Harvard, Toronto etc.
- Middle Class Self Sponsored: Eastern Europe, Asia, Africa
- Government Sponsored Student: Based on Agent's recommendation



# WHO MAKES THE FINAL DECISION

In most cases the decision maker is the person funding the Education not the student.

- Parents
- Guardians/ God-fathers: head of the extended family, head/member of fraternity, king, emir, obi, political figure, pastor, imam, business magnate
- Government
- NGOs

# FACTORS THAT INFLUENCE DECISION MAKING

- International rating of the university
- Quality of educational standard
- Security
- Affordability
- Partial or Full Scholarship possibilities.
- Possibility to work while studying and after
- Acceptance of Nigerian nationals in location of choice
- Friendly visa process
- **Family/Friends located in the place of choice**
- **Business Relationship with Country of Choice**

# HOW DO NIGERIANS SEE IRELAND?

There is a good number of Nigerians immigrants in Ireland, but Ireland is not well known to Nigerians in Nigeria..

- Seen as part of UK
- Not a major player in business with Nigeria
- An after thought

# POPULAR COMPETING MARKETS

- Canada
- UK
- USA
- Ukraine
- Hungary
- Cyprus
- Turkey
- India
- Malaysia
- Egypt
- Sudan
- South Africa
- Ghana

# UNTAPPED POTENTIAL

- Scholarship Programmes
- Public Secondary School students: Federal Ministry of Education
- Public University Student: Federal Ministry of Education
- Special Education Students: Private Schools and Ministry of Education
- Far North student: Most Populated Region of Nigeria
  - Little connection between present agents who are mostly from South or Lagos based with Northern parent.
  - Culture and Language Barrier



# UNTAPPED POTENTIAL

## Federal Ministry of Education



The National Universities Commission (NUC) : a parastatal under the Federal Ministry of Education (FME). The Commission has its own Governing Council, its **Executive Secretary is Prof. Julius A. Okojie**,

# The National Universities Commission (NUC)

**The main functions of the Commission are outlined as follows:**

- i. Granting approval for all academic programmes run in Nigerian universities;
- ii. Granting approval for the establishment of all higher educational institutions offering degree programmes in Nigerian universities;
- iii. Ensure quality assurance of all academic programmes offered in Nigerian universities; and
- iv. Channel for all external support to the Nigerian universities.

# SCHOLARSHIP PROGRAMMES

**Bilateral Educational Agreement (BEA) awards** is available for Nigerian students under the Federal Government scholarship scheme. Awards are given to both undergraduate and postgraduate student.

The Honourable Minister of Education, Chief (Barr.) Ezenwo Nyesom Wike, listed the countries that are in partnership with BEA as “Russia, China, Morocco, Turkey, Algeria, Romania, Serbia, Japan, Ukraine, Cuba, Greece, Czech Republic, Syria, Macedonia, Mexico, Egypt, Tunisia”

**Course:** Medicine, Engineering, Geology, Agriculture, Sciences, Mathematics, Languages, Environmental Sciences, Sports, Law, Social Sciences

# SCHOLARSHIP PROGRAMMES

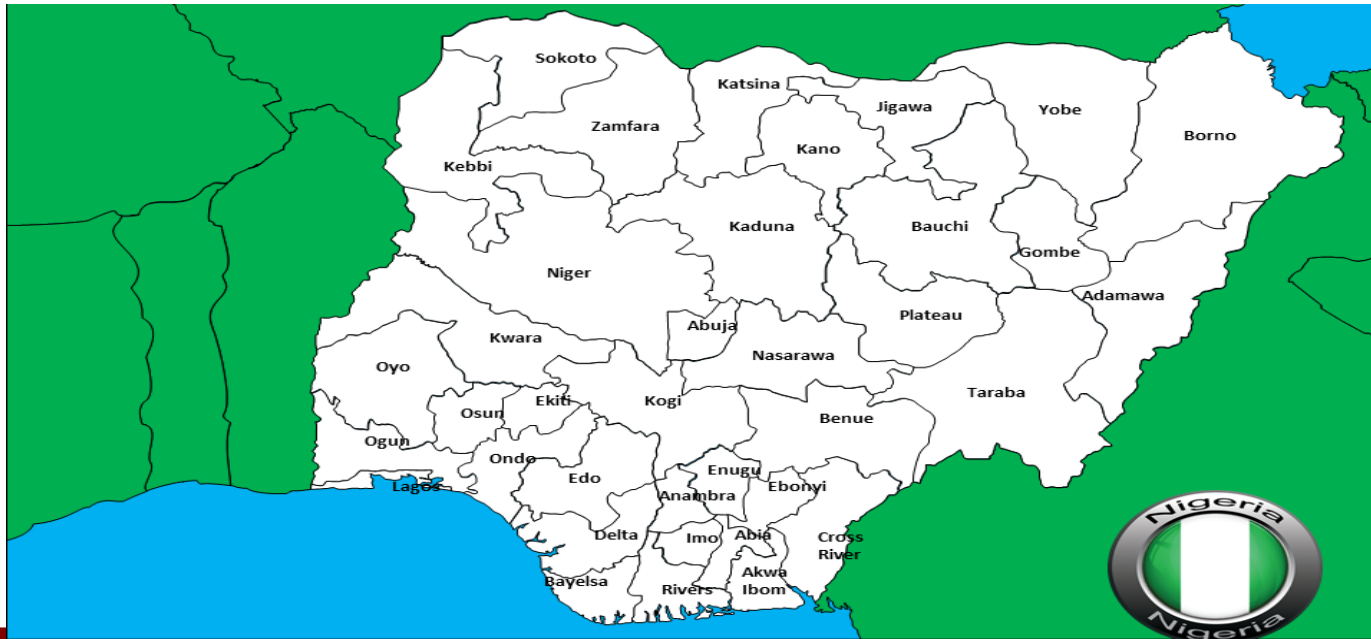
NNPC and Total Upstream Companies in Nigeria have demonstrated a high level of commitment towards the educational development of Nigerian students as part of its Corporate Social Responsibility

- **Total E&P National Merit Scholarship Program**
- **Agip Oil Company Scholarship**
- **Federal Government of Nigeria overseas scholarship**
- **NNPC/CHEVRON National University Scholarship awards**
- **NDDC Postgraduate scholarship scheme**

# NORTH AND SOUTH DYNAMICS

**Southern Student:** Leaves Nigeria with the intention of staying abroad

**Northern Student:** Leaves Nigeria with the intention of going back to Nigeria



# SUGGESTED PARTNERSHIPS

- NGOs: The Nigerian Young Professional Forum NYPF
- Banks: Citi Bank, Zenith Bank, First Bank
- Oil companies: Shell, Agip, Total
- Communication industries: MTN, Glo, ETISALAT
- Multinational companies: Google, Samsung, Guinness
- Government Departments: NNPC, NCC, Federal Ministry of Education

# SUGGESTIONS ON BEST PRACTICES IN RECRUITMENT

- Understanding the dynamics of North and South Nigeria and the best approach for both when marketing education abroad.
- Participate in school Visits and Education Fair( Recommended Seminars and Education Fair)
- Incentives for recommendation from exiting students to talk to others about your programs.
- Network with school counselors regularly to ensure they understand what your programs offer.
- Incentives for recommendation from local Nigerian schools.
- Hold an open house for students, parents, and community to present program information.

# SUGGESTIONS FOR BEST PRACTICES IN RECRUITMENT

- Arrange summer educational excursion to Ireland to promote your programs.
- Generate a high profile through advertising and promotions(TV, Radio, Newspaper etc)
- Sponsor campus based social activities.
- Volunteer as an advisor for Career Technical Student Organizations.
- Participate in career day activities on campus
- Set up a "course-for-a-day" program during school term to let students "try out" your programs.
- Generate and promote extra credit opportunities.
- Talk to special education teachers about appropriate courses for special ed students.



# OTHER AREAS AGENTS SHOULD BE FACILITATING

- Introducing universities to both FCT and State Governments Education Boards to with the aim of fostering collaborations on educational projects between Nigeria and Ireland
- Working closely with NGOs that fund the education of Nigerian locals abroad
- Development of sustainable community-university partnerships between local and international educational institutions

# Thank You

