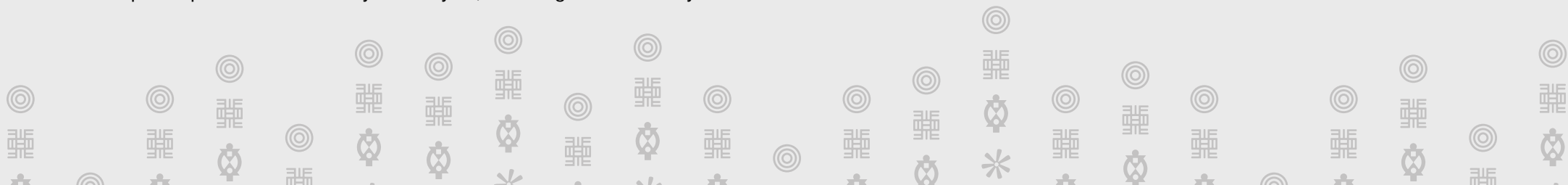




# 2022 Outcomes Report

This report is per Ashesi University's fiscal year, from August 2021 – July 2022





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## MESSAGE FROM THE DIRECTOR

2022 was a year of great strides for us at The Education Collaborative. We worked towards achieving the goals in Phase I of our 10-year strategy, which also focused on graduate employability, entrepreneurship, and ethical leadership development. Through our initiatives, convenings, and regional hub engagements this year, we reached an additional 33,000 students, bringing the number of students we have impacted since 2017 to 149,000. We were able to realize this through the interest, commitment, and dedication of our institutions in the network, as well as through the efforts of The Education Collaborative administrative team.

The team has significantly grown this year to increase the network's capacity to transform higher education in Africa.

In this report, we share our progress and highlight our outcomes, made possible by The Education Collaborative's leadership, consulting committee, network members, and other stakeholders.

From hosting 200+ participants at our first hybrid Annual Convening in Accra, to deepening engagements with institutions in Francophone Africa through a regional meeting in Niamey, we are building a network that will shape this continent's higher education systems and its economic and social future. Through our work this year, we have supported four higher education institutions to strengthen their career development systems while reaching 1800 students and 36 faculty. We also facilitated an ethical action capacity-building workshop for over 200 teacher trainees and published a matrix for evaluating entrepreneurial ecosystems in higher education institutions.

We look to the future with excitement as we see the impact of our work steadily bringing the building blocks institutions need to transform African higher education. African tertiary institutions play a crucial part in leading the African renaissance and through your continued collaboration, leadership, and support, the years ahead hold more remarkable growth and impact in achieving The Education Collaborative's bold vision to improve educational outcomes for over 1.1 million students by 2030.



# PHASE ONE OF THE 10-YEAR STRATEGY

The Education Collaborative's goal for 2022 was to roll out Phase I (years 1 and 2; 2021 to 2022) of the 10-year Strategy. The driving goals for Phase 1 are:

1. Member engagement: Move from engaging individuals to engaging institutions.
2. Identify and build out strategies for sustainability.
3. Leverage regional anchoring of higher-ed institutions to build the critical mass for regulatory and policy action.
4. Develop operations and the administrative engine needed to run The Education Collaborative.
5. Focus resources on building key initiatives and programs.

Phase 1 prioritizes three of the five transformational goals implemented through focal initiatives on graduate employability, entrepreneurship, and ethical leadership development. These goals informed the unit's KPIs for Phase 1 (2021 and 2022).



# DEEPENING COLLABORATIONS ACROSS AFRICA



Since 2017, the Annual Convening has experienced an overall average individual participant growth rate of 94%, a 60% average annual growth rate per HEI, and a 9% average growth rate of participants per HEI.



250+ individual higher-ed stakeholders participated in the Annual Convening; 188 attended in person, representing a 154% increase in in-person participation from 2019.



118 institutions across 22 countries attended the Annual Convening: 60 Higher Education Institutions and 58 Non-Higher Education Institutions were present, with a 32.5% institutional repeat rate from 2021.



4 new cross-institutional connections were made for members in the network to learn and share best practices.



The first gathering of Francophone HEIs and stakeholders was held with 49 participants from 16 institutions in 6 countries. The first regional hub convening will be held in East Africa in October, with an expected attendance of 60 participants from 6 countries and 35 HEIs.



16 student volunteers from 11 institutions joined the 22 Annual Convening, providing a novel opportunity to include student leaders in conversation with university executive leaders.

# OUTCOMES FROM FOCAL INITIATIVES

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## Ethics and leadership development

- \* 16 participants enrolled, and 284 more are expected to take course modules in Giving Voice to Values (GVV) Africa by the end of 2022.
  - \* Research has begun for a student leadership program designed to engage HEIs in building student leaders' skills in values-driven leadership beyond their institutions.
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## Entrepreneurship ecosystem development

- \* **Publication:** A draft matrix for evaluating entrepreneurial ecosystems of HEIs was launched for testing and feedback at the June convening.
  - \* Two member HEIs are geared to use the Incubator innovation lab design guidebook developed in 2021, ahead of publishing in 2023.
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## Employability systems development

- \* A technical university in Ghana raised \$28,250 to enroll in The Education Collaborative Systems Change Employability Program to develop their career center, potentially impacting 12,000+ students.
  - \* Through a referral from the International Finance Cooperation (IFC) Vitae project, 6 technical universities in Ghana with a combined student population of 24,500+ will access support to structure their career development systems for improved student outcomes based on gaps identified in the IFC Vitae employability survey.
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## Faculty and Research Development

- \* Through The Education Collaborative's work with Education Sub-Saharan Africa (ESSA), 3 researchers from Ashesi University are collaborating to publish 2 research papers on employability development.
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## The Skoll Event

- \* Speaking to an audience of 3000+ attendees at the 2022 Skoll World Forum, network members and representatives from The Education Collaborative team shared information on The Collaborative's mission to improve and transform education outcomes on the continent, and how it intends to do that.

## OUR REACH SINCE INCEPTION IN 2017

Student reach is estimated based on the number of students engaged by the faculty, staff, and executives (primary beneficiaries) of HEIs that participated and benefited from Edu Collab programs and activities. Executives impact policy therefore reaching the entire student population. Faculty and staff reach the student population at the departmental level. We account for the ratio of students to these beneficiaries given the size of the institution (private vs public; student population); and account for double counting (faculty, staff, & exec from the same institution) to estimate the number of students reached.

	STUDENT REACH	MEMBER INSTITUTIONS	HEIS EXECS REACHED	HEIS FACULTY AND STAFF REACHED	HEIS ENGAGED	REGIONAL HUBS IN OPERATION
2022	33,000	7	4	109	109	1
2017 - 2022	149,000 <sup>1</sup>	23	34	389	268	2
2030 Goal	1,100,000	140	142	1,420	800	4

## ANNUAL CONVENING 2017 TO 2022

	2017	2018	2019	2020	2021	2022
Mode	In-person	In-person	In-person	Virtual	Virtual	Hybrid
Individual participants	25	27	74	285	309	293*
HEIs represented	12	15	20	72	73	60 <sup>2</sup>
Non-HEIs represented	1	2	4	72	47	58
Countries rep	4	8	20	37	26	22
Institutions' Y.O.Y. retention rate	-	38%	40%	12.5%	27%	32.5%

\* 188 of the 293 participants attended in-person

The number of institutions is lower in 2022 vrs 2021 partly because participants per HEI increased as institutional engagement deepened and new connections were formed. Also, transitioning to in-person participation may have contributed to reduced numbers. This could be linked to individual fears of COVID, budgetary constraints, and other undetermined factors. Non-HEIs attendance also increased as there were more participants from industry and higher-ed.



# 2022 ANNUAL CONVENING



A three-year theme was launched at the 2021 convening on "Building the capacity of institutions to improve African higher-ed outcomes". Sub-themes between 2022 and 2023 are built on the goals set under the central theme and the launch initiatives.

In 2022 sub-themes were under three focal areas: Ethics and Leadership Development, Entrepreneurship Ecosystem Development and Entrepreneurship Pedagogy, and Career and Employability Development. Three new institutions in the network co-organized the tracks along these sub-themes. They were Strathmore University, Botho University, and Riara University.

In attendance at the Convening were institutions from 15 countries in Africa and beyond, 66 speakers and facilitators who handled 30 sessions. The 2022 Annual Convening also included 16 student leaders from 11 institutions in conversation with university executive leaders.

## Post-Convening implementation grant

In 2021 the post-convening grant offered up to \$5,000 per project related to entrepreneurship, employability, diversity, equity, and inclusion. The Collaborative received 20 proposals from eighteen institutions. A review committee accepted 14 proposals and approved \$38,910 in funding for 8 institutions. Applications for the 2022 Post-Convening Grant cycle opened in August 2022. A newly instituted Grant Management Committee will lead the review process to confirm successful proposals for the first tranche in December 2022.

## Funded proposals from 2021:

### EducAid Sierra Leone

Run an intensive employability skills Bootcamp for 50 post-secondary school graduates.

### Meru University of Science and Technology, Kenya

Organize a career fair to engage employers, connect students to job opportunities, and expose them to job skills.

### Riara University, Kenya

Develop a work-readiness program, align its curricula to job market needs, and train students for the job market.

**Davis College, Rwanda**

Pilot a dual learning model for 40 students taking the Hospitality and Tourism Management Program.

**Cavendish University, Uganda**

(1) build a digital platform to help with internship listing, job supervision and skills development.  
(2) develop a structure of an innovation center for the university.

**University of Energy & Natural Resources, Ghana**

Help organize a career fair at the university.

**Entrepreneurship****Strathmore University, Kenya**

build capacity of twenty-five (25) Community-based Schools headteachers and another twenty-five (25) women Micro-Entrepreneurs in a local community.

**University of Embu, Kenya**

Develop a training module for students on design, enterprising, agility, and leadership (IDEAL) skills.



# COMMUNICATION AND OUTREACH

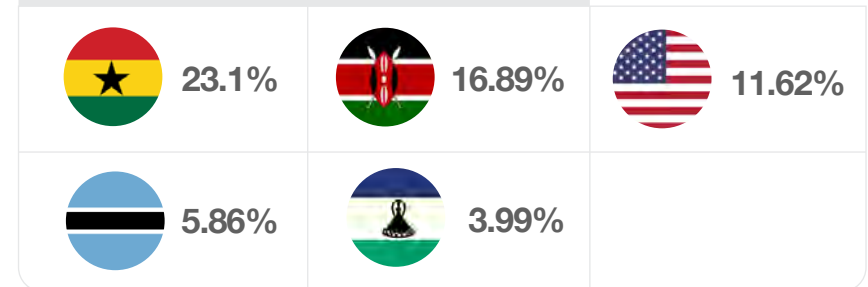
In 2022, HEIs and education institutions in the network independently promoted The Education Collaborative content approximately 121 times across social media, websites and newsletters.

## Website Engagement

The Education Collaborative website is the primary source of information regarding the Annual Convening, updates on focal areas and initiatives, and opportunities in the network. From January and August 2022, the website had over 6,000 new users and 53,000 page views. The top 5 locations' website visitors were Ghana (23.1%), Kenya (16.89%), the United States (11.62%), Botswana (5.86%) and Lesotho (3.99%). Eleven articles featuring stories and initiatives' impact narratives were published on the website.

**6k** New users      **53k** Page views

### The top 5 locations' website visitors



## Social Media Engagement

The Education Collaborative's social media platforms serve as a medium for awareness creation, brand visibility and audience engagement. As a primary engagement source, LinkedIn had the highest audience growth rate.

## Other highlights of communication activities

38% of individuals who signed up for the Annual Convening stated that they heard about it via e-mail, 22% by word of mouth, and 15% from The Education Collaborative's website.



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