

Attract more International Students to your College

*Increase Your Profits by Convincing
African Students to Join Your
College*

Most of the African students who come to pursue degrees in the UK join Universities.

Thousands of African students come to the UK every year to pursue higher degrees. But only a few of them join Colleges. Most of them join Universities. The problem faced by Colleges is that Universities have agencies and offices in African countries that promote and advertise the Universities and their courses. There are no agencies in African countries that promote Colleges and the courses offered by them in the UK. The Universities are marketed well and are made to look better than the Colleges. This makes the students choose Universities over Colleges. Colleges are losing out on a lot of extra income they can make by charging international rates to international students.

The solution for this is an agency that promotes Colleges over Universities. An agency is required that will market Colleges and the courses offered by them to students in African countries. To make them choose Colleges over Universities.

Not having an agency that supports Colleges, not being marketed and the lack of direct contact with students are some of the main challenges faced.

The challenges faced by UK Colleges in African Countries

Colleges in the UK face many problems in marketing their services to students in Africa.

No Agencies that support Colleges:

There are many agencies in Africa that support Universities. These agencies show the students the benefits of studying in UK Universities. They have brochures, flyers, prospectuses etc. of Universities. They play a major role in helping students choose their Universities in the UK. These agencies drive the attention of students towards Universities. This drives their attention away from the Colleges. This makes it really hard for students to choose Colleges over Universities.

Colleges not marketed in Africa:

Universities have offices in Africa that market their courses and facilities to the students in Africa. They market themselves to students and convince them to join their University. They have advertisements, flyers, brochures etc. that attract students. They also have University officials fly into Africa to talk to students and tell them more about the Universities and all the benefits of joining their Universities. Before the students get a chance to look at the benefits of choosing a College these Universities already sign the students.

Competition with Universities:

The competition faced with Universities is a big problem. Universities have marketed themselves really well in Africa. People who have studied in the UK have gone back and told their friends about the wonderful experiences they have had studying in the Universities. Universities have established a name in Africa. This makes Universities a really powerful opponent for Colleges. They have already established a beachhead.

Students don't know where to start:

Some students are initially keen on joining Colleges, but not receiving any help or guidance discourages them.

In some places in Africa student who want come to the UK don't know where to start. They are not sure about the exams they need to pass, which Universities or Colleges are good, when to apply etc. These students initially try to join Colleges but after trying and failing they decide to give up. They make mistakes in applying as they have no guidance. Having no guide to advice them they get confused and give up joining Colleges.

Visa problems:

Getting a visa to study in the UK can be a very hectic process for students. They are already in a stressed out state. They are trying to get accepted into good Colleges and Universities abroad and they also have to deal with their confusing and complicated visa application, which they are not sure of getting. Their visa can also get rejected because of mistakes made in their applications. With immigration getting really strict students need to put in really good applications to join Colleges.

English language tests:

Students coming into the UK to pursue higher degrees need to pass English exams. This is done to prove that they can communicate with people in the UK. It's also to be sure that they can study properly as everything is thought in English in the Colleges. Some students in Africa have good English others are not so good. Students with bad English or bad English exam scores have their visa applications rejected.

Lack of communication:

It's very expensive for students to communicate with Universities in UK through phone. A phone call made from any country in Africa to UK is very expensive. The only way they can communicate with Colleges in the UK is through email. Communicating with Universities through email can be very risky as sometimes important messages go into the scam folder. There is also the time difference which makes it really hard for students to communicate with the College. All these factors lead to the loss of information and the application process being delayed.

The solution is an agency based in Africa dedicated to promoting Colleges:

An agency based in Africa can help Colleges market themselves better and attract more students.

An agency based in African cities is required which markets UK Colleges in Africa. The agency should only promote UK Colleges. The agency should have agents, prospectuses, posters, flyers and brochures

that promote Colleges. It needs to let the students know the benefits of choosing a College over a University. It should convince them to join Colleges in the UK. The agency should have agents working in the UK and Africa. This helps the agency stay in touch with both Colleges and students and helps bring them together.

If a student is planning to choose an educational institution to join abroad, the agency will help him choose the College. The agency will explain to the student the benefits of choosing the College. They will tell him about the best College for the specific course and also help decide the best location. After choosing the University they will help him with

the application process. They will also help him with other requirements like tests, visas, documents etc. They will also help students directly communicate with the Colleges they are interested in and help them communicate with each other.

Benefits of having an agency dedicated to Colleges:

An agency based in Africa that promotes Colleges over Universities will help Colleges compete with Universities and get more international students who can help the Colleges make a huge profit.

Helping Colleges compete with Universities:

An agency that exclusively markets Colleges can help them compete with the well established Universities.

UK Universities have already made a name for themselves in Africa and they have agencies and offices marketing them. An agency is required which will only support and market UK Colleges. An agency that is equipped with prospectuses, flyers, brochures etc. of Colleges which they will distribute to students. This helps promote UK Colleges in Africa. They will also be informing the students the benefits of choosing Colleges over Universities.

Benefits Like:

Saving money: Studying in the UK can be very expensive. African students not only have to pay exorbitant University fees. They also have to take care of their living expensive. Many students cannot afford these high fees and end up taking loans which they find really hard to pay later. With the hike in University fees for local student in 2012 the International student fees is going to reach a really high levels. The agency will let the students know that they can get a quality education for a really low price at a College.

Location: Students come to the UK for many reasons. Some come here to improve their career prospects some just come looking for an experience. An agency will spot these signs early on and let the student know that they can have the same studying experience and quality education for a much lower price. The agency should let the students know the different courses different Colleges specialize in and help them choose their Colleges. For e.g. A student wants to live in a specific city

but he finds the cost of living really high. The agency will educate him on the money he can save by choosing a College and use the money saved for living in the city he would love to.

The agency will educate the students of benefits like these and help him choose a College over a University.

Directly connecting students with Colleges:

The agency should have agents working both in Africa and in the UK. The agents working in Africa should communicate with the students and the agents working in the UK should work with the Colleges. They should also be communicating through phone and video conferencing between Africa and UK. This will help Colleges link up with students directly. The students will feel a very personal connection with the College and will crave to join them.

Capturing students from countries where Universities haven't established themselves:

It's easier to attract students from countries where Universities haven't established themselves.

Egypt, Ghana, Kenya, Libya, Mauritius, Nigeria, South Africa, Tanzania, Uganda and Zimbabwe these are the countries from where most of the Africa students come. Very few come from countries like Guinea, Mali and Sierra Leone. This is because University offices and agencies haven't established themselves in these countries yet. An agency based in these countries will help Colleges establish themselves as the premier educational institutions in the UK. The agencies can create a demand for Colleges which can result in more students joining Colleges. Colleges can establish a beachhead over Universities in these countries.

Helping students with their Visa applications:

Applying for a UK student visa can be a very complicated process. The students need various documents and funds for their application. If any of these documents are missing from their applications their visa will be rejected. This will only delay their coming to the UK. The agents at the agency should help the students with their application process.

They should use their experience and expertise to help the students apply

for visas. The agency will help the students in filling up the forms and help them obtain all the documents required for the application. This should make obtaining a UK visa simple and quick.

English Language tests:

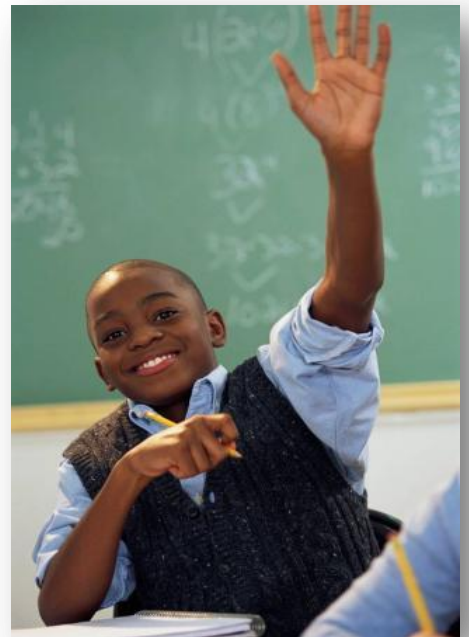
Many students need help passing English language tests as it's not their main language.

To obtain a UK student visa, students need to pass English language tests. This can be very hard for African students whose first language isn't English. The agency will teach students English which will not only improve their English, but will also help them pass their tests and make their dreams of coming to the UK a reality. A good grasp of English will also make studying in the UK much easier.

Scenario for students looking for an institution to join abroad:

The agency markets Colleges extensively as the places to study abroad. The students find out that they can get a good education in the UK at a price that is lower than that charged by the Universities. So they decide to come down to the agency. After meeting with the agents they show the students the best Colleges for the courses they are interested in. They help the students make the selection and after that help them with the application to the chosen College. They help them with the application form, the tests, the documents and the visa. They will also inform the College chosen so that the College can communicate with the student and finalize the admission so that the student doesn't change his mind.

This will make the application much easier and a lot more students will prefer joining a College over a University.



Western Academic Admission Office LTD

Western Academic Admission Office is exclusively dedicated to promoting Colleges and helping them attract more African Students.

Western Academic Admission Office LTD is an agency with its head quarters in Conakry, Guinea. The agency has agents working in Guinea, Sierra Leone, Mali and all over the UK. The agents in Africa work with the students and those in the UK work with the Colleges in the UK. They help students who're interested in going to the UK with their applications and make their dreams of joining a College in the UK come true.

Keeping the interests of the Students and Colleges in mind they help students choose the right Colleges that will help them secure with their futures. Western Academic Admission Office helps Colleges that are based in the UK reach students who are based in Africa.

Benefits of an agency in Africa

Western Academic Admissions Office can help your College compete with the Universities.

Several successful Universities have offices and agencies working for them in Africa and all over the world. They have established a hierarchy which makes it really hard for Colleges to compete with them and land international students. An agency in Africa that works only with

Colleges can help Colleges market themselves better in Africa and help them compete with Universities better. This will help them land more international students who're a big source of income. For years Universities have made a huge income out of international students, it's time Colleges did so too using the Western Academic Admissions Office.

The benefits of having Western Academic Admissions office as your agency in Africa are :

Establishing a connection between students and Colleges:

Western Academic Admissions Office's Agents work with students in Africa and with UK Colleges and help them connect with each other. Students who're interested in joining Colleges in the UK normally communicate with them through email. This can be a very slow and long process due to the time differences and slow responses.



Information can also be lost due to spam filters. The agents communicate with the students and UK Colleges directly (phones, Screen Sharing, direct contact etc.) and help them link up with each other, making the process smooth and quick.

Advertising the agency and the Colleges:

Western Academic Admissions Office's regularly advertises its services to the students in Africa. The courses and facilities offered by UK Colleges are also advertised to the students. Advantages like saving money, good facilities etc. are marketed aggressively. The advertising is done to help attract students who're interested in joining UK Colleges. This advertising helps students find out more about UK Colleges which aren't marketed in Africa. This marketing helps Colleges compete with the Universities and attract more students.

Helping Students choose their Courses and Colleges:

Students in Guinea have no idea which Colleges are good for them. They don't know which of the Colleges are good and which course to choose in these Colleges. The agents at Western Academic Admissions office spend a lot of time researching and reviewing Colleges and their courses. They work closely with the students and help them choose the Colleges that will be best for their futures and interests.

Based in Guinea:

UK Universities haven't yet established themselves in countries like Guinea, Sierra Leone and Mali this is one of the reasons why very few students from these countries join UK Universities. Western Academic Admissions office has been helping Colleges advertise and market themselves aggressively in Guinea, Mali and Sierra Leone so that they develop a hierarchy over Universities in countries these countries. This hierarchy will help Colleges attract more students than Universities in these countries.

Helping students with their English Language:

To obtain a UK student Visa students need to pass English language tests. Western Academic Admissions Office teaches Students English and helps them improve their English language skills. This helps them pass the tests that are required for their visa application. Improvement in their English language also helps them perform better at their studies in the UK.

Helping students with their Visa application:

The students are informed about the benefits of joining your College.

Applying for a UK Student Visa can be a really complicated process for students. A lot of forms need to be filled up and a lot of documents are required for the application. The agents at Western Academic Admission Office use their experience and skill and help the students with the

application process. They work closely with the students and guide them through the application process and help them obtain UK student Visas.

Educating Students about Life in the UK:

Western Academic Admissions Office prepares the students for life in the UK. Many students have a culture shock when they first arrive in the UK. They find it really hard to adapt to the new culture and way of life. These steps will prepare them better to the culture shock and to life in the UK. They will be thought about the methods of teaching, way of living and culture in the UK. The students will also be told to concentrate on their studies and achieve better grades and not waste their time doing odd jobs.

Conclusion

African students rarely join UK Colleges as they normally join the heavily publicized Universities. It's really hard for Colleges to compete with these well established Universities. Western Academic Admissions Office helps Colleges compete with Universities in Africa and helps Colleges land international students who are a big source of income. With the extensive marketing of colleges, improvement of communication between the students and the Colleges, helping students with all their College applications etc. Western Academic Admissions Office is increasing the number of African students joining Colleges.

To help your College land more international students please contact Western Academic Admissions Office on 07761491797.

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