

# ASHESI UNIVERSITY

10 years of fostering ethical leadership and  
innovative thinking for a new Africa



## Community Report:

Recent Accomplishments • Future Plans

Why Ashesi Matters • An Ashesi Timeline

# 10 Years of Success in Africa

## African roots, world class learning

- Founded by the Ghanaian, Patrick Awuah, in 2002.
- Faculty from Swarthmore, UC Berkeley, and University of Washington helped to shape our curriculum.
- Workshop partners include Carnegie Mellon, Nokia, and Babson College.
- African-designed modern campus in the hills outside Accra.
- A non-profit, secular, independent university.



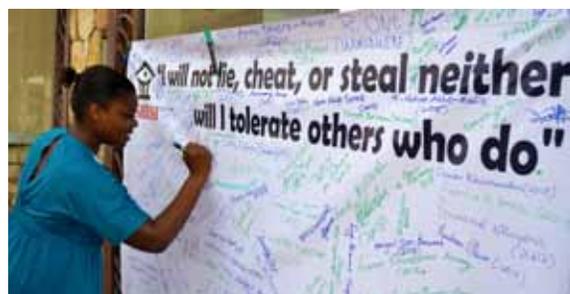
## Outstanding student body

- Over 500 students from 11 African countries with diverse economic, ethnic, and religious backgrounds.
- More than 40% receive financial aid.
- Nearly half of Ashesi students are women.
- Approximately 1 in 5 applicants are admitted each year.
- More than 420 graduates as of June, 2012.



## Innovative educational model

- Stringent honor code and community service foster **ethics**.
- Rigorous liberal arts core develops **critical thinking** skills.
- Majors in Business, Computer Science, and MIS stress analysis and **innovation**.
- Students learn to address complex, **real-world problems**.
- Curriculum is unique in Africa, where traditional education typically emphasizes rote learning of narrow subject matter.



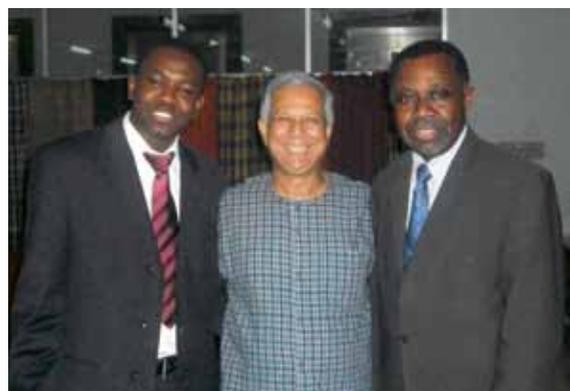
## Sustainable financial and operational model

- University operations of \$3M are funded by African families. As of 2008, tuition payments cover annual operating costs and fund scholarships.
- Donations launch new programs, build classrooms and housing, and fund additional scholarships.
- Every year alumni donate to Ashesi.
- Ashesi maintains a strict no-bribe policy.



## Ashesi graduates move Africa forward

- 99% of Ashesi graduates find quality placement quickly; over 95% stay in Africa.
- Employers rate Ashesi graduates as more ethical and professional than their peers.
- Organizations hiring graduates and interns include: GE Africa, Barclays Ghana, Strategic African Securities, Grameen Technology, Google, MTN, and Ghana COCOBOD.



The mission of Ashesi University is to educate a new generation of ethical, entrepreneurial leaders in Africa; to cultivate within our students the critical thinking skills, the concern for others, and the courage it will take to transform their continent.

# Our founder and president discusses Ashesi's future

Dear Friends,

In our first 10 years, the focus of Ashesi's leadership and faculty has not wavered. We have been driven by a mission to educate future leaders who will make it their life's work to transform Africa. We have been driven by a faith that Africa's problems will be solved by inspired and enlightened Africans - and we are seeing results. Today, Ashesi graduates are generating economic growth and improving the lives of their fellow Africans. This report highlights just a few of their accomplishments.

Without the encouragement and support of our friends, none of this would have been possible. To those who helped conceptualize, fund, and build our campus, I offer my gratitude. Now, I am excited to share our plans for Ashesi's second decade.

First, Ashesi will broaden its impact across Africa. Our new ten-year \$13 million partnership with The MasterCard Foundation empowers us to recruit Africa's most brilliant and deserving students and offer them scholarships with housing support.

Second, as the Ashesi student body grows and becomes even more diverse, we must provide more on-campus housing. We plan to finance new dormitories with "patient capital," and to give socially minded investors a new way to support Ashesi by offering a loan vehicle to fund the construction of student housing.

Finally, to impact more sectors of Africa's economy, we must add new majors. Africa has a growing need for engineers with strong problem-solving skills and integrity to play leadership roles in complex projects. In response, Ashesi is developing an engineering program that combines foundational concepts and systems-thinking with practical experience. As part of their training in entrepreneurship, students will have an opportunity to create and manage a business. As always, Ashesi will emphasize community service as a way to challenge engineering students to develop pragmatic, innovative solutions for Africa's needs.

Our engineering program is still a few years in the future. We must raise the funds, build and equip classrooms and labs, and attract great faculty. We also plan to add majors in economics and in law and society, thus introducing the Ashesi values of ethics and excellence into the public sector.

As we plan for Ashesi's future, we humbly welcome your involvement. We hope to continue to earn your trust and inspire your support.



Dr. Patrick Awuah  
Ashesi Founder and President



Lately, I've met with leaders from some of the world's great engineering programs. They were very generous in sharing their ideas, which we are eager to adapt for our African context.

I hope you'll follow the progress of Ashesi's future engineering major on our website.

- Dr. Patrick Awuah

Patrick Awuah has been recognized by the Aspen Institute, the John P. & Anne Welsh McNulty Foundation, and the World Economic Forum. He has spoken at TED, the Global Philanthropy Forum, and Google Zeitgeist.

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AT LEFT, FROM TOP: Ashesi Library; Students collaborating; Student signs petition to expand honor code beyond exams, to all aspects of campus life; Patrick Awuah with donors David & Linda Archer Cornfield; Graduate Charles Dollie '06, with the African Center for Economic Transformation (ACET), shown with Nobel Laureate Muhammad Yunus and ACET President K. Y. Amoako Prior on a research trip to Asia.

# Ashesi Grad Wins National Young Entrepreneur Award



Derrydean Dadzie '06, Co-founder and CEO of DreamOval Ltd, was awarded the 2011 Young Entrepreneur of the Year at the Youth Excellence Awards.

At 28 years old, Derrydean is one of Africa's youngest CEOs and part of Africa's emerging class of young entrepreneurs producing innovative products which are spurring development on the continent. In his acceptance speech, Dadzie encouraged young Africans not to emigrate, but to stay and launch businesses in Africa.

DreamOval provides internet and mobile software services including an online payment and money transfer system, mobile banking solutions, SMS distribution and Cocolink. An mAgric service, Cocolink seeks to improve the productivity and livelihoods of cocoa farmers by using voice and text messages delivered in local languages and English to connect cocoa farmers with useful information on best farming practices, farm safety, child labour, health and other farming issues. DreamOval clients include Fidelity Bank, Agricultural Development Bank, Ashesi University, and The Hershey Company.

## Highlights of 2011

### Ashesi inaugurates its new campus

Ashesi brought together 2,000 guests from around the world, including the United States Ambassador to Ghana, several local chiefs, and representatives from the World Bank and the British government to inaugurate its new campus. In his keynote speech, the Vice-President of Ghana called upon other African universities to follow Ashesi's example of fostering critical thinking skills.

### \$13 million in scholarships for Africa's top students

A new ten-year \$13 million partnership with The MasterCard Foundation empowers us to recruit and award financial aid to bright students from across Africa.

### Academic partnerships

Swarthmore College/Ashesi co-developed classes on the African diaspora. Teams of students from both institutions use chat, email, Skype, blogs, and Wikis to collaborate; Ashesi/Babson College hosted a business seminar; Wilfrid Laurier University/Ashesi offer joint classes in Human Rights and Development.

### Alumni present business plans to successful entrepreneurs

At the first Ashesi Alumni Association Entrepreneurship Forum, Ashesi alumni presented business plans to successful Ghanaian and international entrepreneurs and members of the Ashesi community.

### Ashesi Corporate Advisory Council oversees curriculum

Representatives from local and international corporations such as Vodaphone, Barclays, Google, GE, and Rancard Solutions help ensure the Ashesi curriculum reflects Africa's needs.



## Ashesi Milestones

Ashesi opens in a rented home using \$3.3M raised from visionary donors.  
30 students admitted from 150 applicants.

1997

2002

Founder Patrick Awuah leaves US software career to return to Ghana. To combat pervasive corruption and inefficiency, Awuah decides to create a new kind of African university.

Ashesi students elect first woman university student government president in Ghana's history.

2005

Ashesi's first graduating class.  
100% find quality placement.  
Over 95% stay in Africa. Every future class maintains this record.

2006

### GE partners with Ashesi

General Electric hired eight Ashesi graduates to help launch their West African operations. GE was so impressed, it added Ashesi to its elite group of Executive Schools, which includes MIT and Cornell University. GE plans to recruit heavily from Ashesi and to partner on curriculum. Ashesi hires will help GE successfully complete \$200 million in national infrastructure projects in Ghana.

### 2011 senior project examples

Senior projects research Africa's challenges and opportunities and explore new solutions. Examples include: using cell phones as a platform for community health care delivery; investigating how low-end phones can help women as market vendors; ensuring usability and security in mobile payment applications; exploring the pros and cons of economic and monetary integration in the West African sub-region.

## Student Service Project Wins Global Award



Ashesi students, Dennis Asamoah Owusu '12 and Alberta Boateng '12, took the initiative to create Clickonate Mobile – a platform that turns market research collected on mobile phones into donations to local charities. They applied for the highly competitive Dalai Lama Fellowship, and were awarded a \$10,000 grant and one-year fellowship.

From his youth, Dennis developed a belief that entrepreneurship was the key to helping reduce poverty. Dennis saw that entrepreneurial drive inspires people and enables them to make a lasting impact on society. While at Ashesi, Dennis and several classmates formed the Entrepreneurs Club. Dennis also went on to start a self-sustaining non-profit that solves business problems and donates revenue to support scholarships for deprived children. "Ashesi has reinforced the view that we must look not just to our own interests but to the interests of our wider society," says Dennis.

Alberta has always served her community. At Ashesi she continued to serve others. She volunteered to teach and motivate underprivileged teenage girls for the College for Ama Foundation, co-founded by Ashesi's Dean of Academic Affairs, Professor Nana Apt. Alberta also joined Ashesi's Career Peer Advisor team where she assisted her classmates with career planning, mentorship and self-development.

"I am happy I had the chance to attend Ashesi," says Alberta. "The emphasis on citizenship and leadership has made it much easier for me to practice values of compassion and service to society."

For more examples of Ashesi projects demonstrating initiative, persistence and teamwork see "Graduate and Student Profiles" at [www.ashesi.org](http://www.ashesi.org).



Capital Campaign for new campus begins.

2008

Students vote to adopt Africa's first student honor code.

Financial sustainability milestone: fees from students who can afford to pay cover annual operating expenses.

Ground-breaking for new campus.

2009

New campus completed on schedule and on budget (\$6.4M). Enrollment tops 500.

2011

The MasterCard Foundation partners to provide \$13M in Ashesi scholarships to students from across Africa.

Future goals:

- New engineering program.
- More student housing.
- Increased reach to more pan-African countries.
- New majors in economics, law & society.

When the Internet  
Went Down: Profile  
of Scholarship Student  
Kpetermeni Siakor '15



Ashesi students have a reputation for being hard-working, but like college students everywhere, when the college lost internet access, students were unhappy. Kpetermeni, a freshman, quickly mocked up a local area network social networking program for Ashesi, and launched it from his laptop. It was a huge hit.

Next, Kpetermeni created other useful features such as the ability for professors to post assignments. This inventive young man from Monrovia, Liberia, who is attending Ashesi on a scholarship, exemplifies the Ashesi ideal of creating innovative, pragmatic solutions.

For more examples of innovation at Ashesi, see "Graduate and Student Profiles" at [www.ashesi.org](http://www.ashesi.org).

## "If I could do ONLY ONE THING IN AFRICA to create lasting change, what should it be?"

That's the question Patrick Awuah, Ashesi's founder and president, asked himself in 1997.

### I'd change how the top 5% act.

Only five percent of sub-Saharan Africans attend college. Africa's future depends on the effective, ethical leadership and problem solving skills of this small sub-set.

For the past ten years, Ashesi has proven it is possible to educate Africa's influential 5% in a new way—with high ethical standards and the ability to develop innovative and entrepreneurial answers for Africa's most complex problems. At Ashesi, men and women from varied economic and ethnic backgrounds join together to develop a shared, inclusive vision of progress in Africa.



### I'd empower young Africans to build economic momentum.

Africa urgently needs young people with the skills to grow successful businesses and build strong communities. Ashesi graduates are schooled to view Africa's challenges as opportunities. Some look for innovative ways to provide useful goods or services to communities in poverty. Some launch their own businesses, or help regional businesses expand. Other graduates provide the high-quality skills global corporations need to make their African subsidiaries a success. Ashesi graduates are working with integrity and efficiency to create growth and attract capital.

More than 95% of Ashesi graduates choose to remain in Africa. This is a hopeful contrast to estimates that one-third of African professionals have emigrated in the last 20 years.

### I'd empower young Africans with ethical courage.

A rigorous, unanimously accepted honor code and community service is integral to the Ashesi experience. Students develop respect for diversity, civil society, and the rule of law.

### I'd create a new model for higher education in Africa.

The success of Ashesi graduates attracts attention to our educational model. Ashesi sparks discussions about the need to teach critical thinking and problem solving, rather than just memorizing facts. Ashesi's honor code attracts media attention. Our National Ethics Conference was well attended by press, government, academic, and business leaders. One day, more colleges in Africa will reflect the Ashesi approach.

# Be Part of the Ashesi Solution

Ashesi has a 10-year track record of empowering young Africans to develop the motivation and the skills they need to create their own solutions to Africa's challenges. An essential component of this success has been a global community of advocates, donors, and volunteers. Generous and insightful volunteers and advocates helped develop the curriculum, gave strategic counsel, taught on campus, and helped spread the word. Our visionary donors and partners have contributed to build the Ashesi dream. We are deeply thankful and humbled by the generosity of our global community.

## What you can do:

### Learn more

Visit our website to read graduate profiles, learn about student projects, and watch videos of Patrick Awuah's recent speeches. Subscribe to our eNewsletter and follow us on Facebook, Twitter, and Google+.

### Visit

The best way to understand Ashesi's impact is to come visit. Be inspired by the pride and determination of Ashesi students and graduates. Discuss Ashesi's future with faculty and leadership. See more information at right.

### Invest

Help us empower young Africans to reshape Africa's future. Ashesi's sustainable model means that we cover operating expenses from tuition and fees; donations fund growth, new programs, and scholarships. Please consider a tax deductible donation; multi-year pledges and matching challenge grants are especially helpful.

### Spread the Word

The Ashesi community grows through the advocacy of our friends. Please consider sharing our newsletters, videos, and posts with your friends and co-workers; hosting a house party; or connecting Ashesi to foundations or organizations that share our mission. Contact us to learn more.

### Volunteer

On campus, volunteers serve as guest lecturers, executives in residence, and technical advisors. From home, volunteers can mentor a student or work with the foundation team. Call us to learn how we can leverage your expertise for Ashesi.

Contact the foundation office at (206) 545-6988 or [foundation@ashesi.org](mailto:foundation@ashesi.org).  
[www.ashesi.org](http://www.ashesi.org) | [www.ashesi.edu.gh](http://www.ashesi.edu.gh)

## Ashesi's 4th Annual Trip to Ghana September 23-30, 2012



ABOVE: Thoughtful visitors ask questions of Ashesi graduates.

**See, first hand, the power** of our mission and pride of our student body. Visit Ashesi graduates at their workplaces, hear students present innovative projects, and participate in discussions with Ashesi leadership, with members of the foundation as your guide. You will also enjoy a bit of beautiful, friendly Ghana. For details, and to sign up, contact the foundation, or look for the "Join our Annual Trip" section at [www.ashesi.org](http://www.ashesi.org).

*"Give yourself a treat. Go! The energy, passion and optimism of Ashesi students and grads is inspiring"*  
- Ashesi visitor



ABOVE: At a visit to an innovative orphanage where an Ashesi alumna is Chief Operating Officer. LEFT: Ashesi donors joined with 2,000 guests at the inauguration ceremony of Ashesi's new campus in August, 2011.



## Thank you to our generous 2011 donors!

Harreld S. Adams; Adobe Systems Incorporated; Aetna Foundation; Aid for Africa; Maximilien & Maureen Albi; Pierre Anaman; Anonymous; Josephine Ansah; Brian Arbogast & Valerie Tarico; Joseph Armah; Edward Asafo-Adjei; Yaw & Peggy Asamoah-Duodo; Charles K. Asare & Antoinette D. Hubbard; Yaw & Andrea Asare-Aboagye; Patrick & Rebecca Awuah; Wallace A. Ayres; Jean-Loup & Diane Baer; Dr. Kofi Baidoo; Dr. Mary Ann Bailly; Anne-Marie Bairstow & Cliff Majersik; John Balciunas; Joanna & Dave Bargerone; Douglas & Maria Bayer; Sara L. Beckman; Lee Biernbaum; Bill & Jeanne Bliss; Sampson & Bridget Boateng; Peter & Dee Bobbe; Boeing Company Gift Matching Program; LaToya Boyd; Alexander M. Brutin; Rev. Steve & Dr. Suzanne Buchele; Gleb Budman; Allyson Carlyle; James Cash Ph.D.; Chevron Humankind Program; Alison, David & Ruth Cohen; Elizabeth & David Colby; Neil & Ashley Collins; James Cook; Earl & Marilyn Cooney; David & Linda Archer Cornfield; Jennifer & Diego Covarrubias; Anita Crofts; Quinn Curtis; Shemiele Da'Briel; Joseph & Miyuki Dadzie; Osam Dadzie; Virginia DeForest; Wendy & David Del Mar; Joseph Djorgee; David Downes; Kojo & Tiffany Dufu; Ann Duncan; Susan Dyer; Adam P. Edwards & Carla Saulter; Samantha Elghanayan; John L. Ellis; Barbara J. Emery; Fidelity Charitable Gift Fund; Lee Fineman; Christie & John Fisher; Michele Freed; Lauren Gallagher; Jacob Garcia; Bill & Melinda Gates Foundation; John & Gail Gaustad; Conrad & Jody Gehrman; Prof. Alexander George; Darrell L. Geuy; Michel Girard; Dianne Girard; Dr. Carol Gluck; Dr. Marcia A. Grant, Ph.D.; Quintus Greene; In Honor of Steven Ankudey; Matthew Gross; Mr. Preston Hampton; Dennis & Susan Hanno; Joel Hanson & Sarah Ryan; Kristi Helgeson & Michael Chalcraft; Michael Hlorjji & Judi VanDyck; Jane Hopkins-Fisher; Mary & R. Lynn Hunt; Children Count Foundation; Joyce & Craig Jackson; Gretchen & Bruce Jacobsen; Dwight Jaffee & Lynne Heinrich; Impact Assets; K&L Gates, LLP; David Katz; Jay C. Kim; Scott & Roberta Kisker; Peter O. Koelle; Nathan & Diana Kotas; Kotas Family Foundation; Scott & Mirjana Kucirek; Bridgette Landers; Keats Landis; John F. Lang Jr.; Largo LLC; Gafar Lawal; Robin & Adam Leader; Jonathan S. Leonard; Ken & Joan Leonard; David & Leslie Leonard; Lewis Levin, Winter Cove Foundation; Terry Litchfield; Laurie Litwack; Ms. Margo MacVicar-Whelan; Alexander & Christina Mallet; Lesli Siegel Marasco; Nina Marini & David Wetzel; Paul & Yaffa Maritz; Paule Marshall; John P. & Anne Welsh McNulty Foundation; McKesson Foundation Matching Gift Program; Microsoft Corporation; Carolyn Minor; Melerick Mitchell; Joseph & Geneveive Morrison; Jane H. Mullins; Mike & Joyce Murray; Sarah Murray; Nelda & Charles Nardone; Mary Grace Neville; Mike & Sandra Nix; The Donald & Alice Noble Foundation; Robert Norris & Mina K. Loomis; Lisa Norton & Harvey Motulsky; Akorli Nukunya; Karen Fernandez & Mark O'Hara; Kaleem K. Obeng; Charles M. Ofori; Deems & Margaret Okamoto; Udiyan Padmanabhan; The Pall Pareek Family; Mumukshu Patel; Loryn Paxton; Steve Peletz; The Philanthropy Workshop West; Lisbeth E. Pisk; Mary Polikowsky; Ms. Audrey Quaye; Kathleen & Audrey Rasmussen; Steve & Emily Rayson; Sandi & Larry Rebeck; Renaissance Charitable Foundation, Inc.; Rho Chapter Delta Kappa Gamma; Dr. Albert Ebo Richardson; Thomas Rio; Lewis & Rosebud Roberts; Jeff & Tamara Roberts; Brooks Robinson; Anna & Samuel Sai; David Sanders; Carla Saulter & Adam P. Edwards; The Seattle Foundation; Laura Seaver & Tom Grenon; Kwaku Sefa-Dedeh; Michael G. Selhorn; Jonathan Shakes; Dr. Stephen Shappell; Rob Short & Emer Dooley; Rob & Cindy Shurtleff; David Small; The Somuah Family; Virginia Stamey; The Taggart Family; John C. Taggart & Debra K. Fleming; Daniel Takyi; The Tellumind Foundation Trust; Lia Theologides Mukhar & Marwan Mukhar; Keith Toussaint; Bernadine & Austin Towns; Trifolium Management LLC; Ms. Denise Twum; United States Agency for International Development (USAID); Varun Vaswani; David Vogel; Sally Wagner; Todd & Ruth Warren; Wellworth Foundation; Steve & Twila Westphal; Margie Wetherald; Robin & Len Barson; Anthony Williams; Hanna & Peter Woicke; Brendan Works.

*We strive for accuracy in our records. If you notice an error, please contact Mary Fryett at (206) 545-6988.*

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