

### **Statistics and Biases of Outreach methods**

-TFG website works very well in reaching UG students (57%) and generally individuals in the Greater Accra vicinity(57%)

--Fellows have a high tendency to reach out to UG students seeing that 75% of their recruits were University of Ghana alumni. 87% of fellow recruit were also located in the Greater Accra region perhaps showing a bias towards pulling individuals located in this region

-Campus Events were most effective for individuals located in Accra seeing that 50% of campus event recruits resided in the Greater Accra region

--All other mediums (Facebook, Google, etc.) were most effective with UG students with 67% of their recruit being UG alumni

--Most effective way of reaching UG students was TFG fellows with 37% of UG recruits being brought in by a TFG fellow

--The most effective outreach method currently for KNUST students is the TFG website with 67% of KNUST recruits learning about TFG through said site. This outreach method hence could be a way to reduce the UG bias previously highlighted.

To achieve deeper penetration into UG and the Greater Accra Region fellows could be further incentivized to publicizes TFG fellowship as well as increased promotion of TFG website and campus outreaches

Other more innovative mediums should be used to pull in individuals located in other vicinities

-Campus Events appears to be very effective in reaching students in the University of Cape Coast with 75% of individuals brought in through campus events being UCC students.

-56% of individuals in other universities found out about TFG through an undocumented method which could highlight an effective method of outreach which is escaping our purview

The aforementioned medium could be used to counteract biases for pulling in students from UG and the Greater Accra vicinity

-All residents in the central region learnt about TFG through campus events which might highlight the need for another outreach method to capture individuals in the central region. Seeing that all these residents were male this outreach method should ideally have a very large feminine appeal

-60% of other regions learning about TFG through an undocumented option which provides further evidence that our survey is missing a critical outreach method

- 50% of people(the largest percentage) who live in Accra heard about TFG through fellows which could indicate the source of the Greater Accra bias

**There is an undocumented effective outreach method which is escaping our purview**

**There is a bias for reaching individuals located in Greater Accra which could potentially be one of the main reasons why there are more males in the fellowship and also why we are mainly reaching individuals who have completed their national service**

### Gender equality in the program

71% of males had completed their national service which could indicate that overall, we are missing new male grads

-50% of males learned about TFG through campus events and TFG fellows which highlights the best way to increase the number of males in the program, the male bias of campus events is also evidenced in this statistic

53% of males were from UG and 64% of males were located in Accra which highlights how detrimental the Greater Accra bias might be for the fellowship gender ratio.

40% of males (largest percentage) do accounting. This could highlight a potential tradeoff with number of females and number of first classes in the fellowship seeing that accounting had the largest number of first classes

57% of females live in greater Accra which compared to 64% of males living in Greater Accra highlights the need to address the greater Accra bias in the program

54% of females studied linguistics and/or sociology. This statistic highlights a potential avenue to get women into the fellowship

72% of females were UG graduates which could highlight that the UG bias is potentially useful in acquiring a more equitable gender ratio

80% of women learned about TFG through the website and fellows which shows the most effective ways of reaching females. 20% of women learned about TFG through word of mouth. Seeing that word of mouth had minuscule percentages in almost all the other categories, It could potentially be an outreach method good for reaching only women

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--All other universities also had a relatively large male pool evidenced by 60% of applicants. This could also highlight the unidentified outreach method is biased towards males

-Fellows are reaching the same number of men and woman which could indicate the fellowships ability to dispel gender biases.

-53% of the pull of UG students were female. This number could also be a result of the poor pulling capacity of male biased UG campus events. Only 25% of campus event recruits were UG graduates

-Website appears to be pulling in more woman (57%) than men (43%) which could imply that the site is tailored more towards women.

-No females were pulled in through campus events which could indicate campus outreach material is not welcoming to women

-All UCC recruits were male. This highlights the need for a radical change in outreach methods more specifically campus outreach methods seeing it was most effective with UCC students

--67% of KNUST recruits were female further enforcing how effective the website is pulling women seeing that it was KNUST's most effective outreach method

--There was gender parity in terms of the reach of all other media (Facebook, Google, etc.)

More website recommendations and fellow outreaches could be undertaken if TFG is trying to achieve a more equitable male and female ratio

Possible redesign of campus outreach procedure as a result of poor female returns

-58% of greater Accra residents were male which again highlights the negatives of the greater Accra bias

75% of individuals in the Ashanti Region learnt about TFG through the website. Noting that 75% of individuals from the Ashanti region were females. This further highlights the website's feminine appeal.

**Campus Events are not pulling in any females which could highlight the need of a redesign of material and presentations used**

## NATIONAL SERVICE

-65% of individuals from UG had completed their national service which indicates that we are not reaching UG students whilst they're in school.

--40% of political science students had completed their national service which could indicate that we are not reaching out to that sect of students whiles they are in school.

--The best outreach method for pulling in individuals who have completed their national service was TFG fellows which pulled in 46% of individuals who had completed their national service. This also highlights perhaps the best method for pulling in graduates assuming that graduates finished their national service and immediately headed back to school.

-All individuals in other universities were either enrolled in or had completed the national service program which again could indicate that TFG is missing out on a huge undergrad pool as well as perhaps indicating the unknown outreach method is not appealing to undergrad students

--TFG Website works best for individuals who are not undergrads seeing that 86% of people reached where either national service personnel or individuals who had completed the national service program

-Fellows appear to be reaching only individuals who have completed or are currently enrolled in the National Service program.

--All other mediums (Google, Facebook, etc.) are most effective in pulling in individuals who have completed or are currently enrolled in national service evidenced by 84% of their pull

--84% of UG students recruited had completed their national service or were currently enrolled in the National service program which could be an indication that not enough UG undergrads are being reached

Other innovative mediums should be used to pull in undergrads to take advantage of the fellowship's ability to double as national service

-All campus event recruits had not completed the national service program which could indicate poor reach to graduate students. This is founded on the assumption that graduate students would most likely would have completed national service. Seeing that most of TFG outreach methods are failing to recruit individuals who have not completed their national service, this statistic is pretty encouraging.

-75% of UCC recruits had not completed their national service which again could link to poor appeal to graduate students. This is founded on the assumption that graduate students have completed their national service.

This medium could be used to pull in undergrads to take advantage of the fellowship's ability to double as national service

-75% of individuals who had completed their national service were located in Accra. This shows that the Greater Accra bias was a reason why most fellows were not taking advantage of the fellowship's potential to double as a requisite of the National Service program.

-72% of individuals currently enrolled in the national service were UG students which again could highlight that TFG is not attracting new graduates.

-43% of individuals currently enrolled in national service found about TFG through the website.

-57% of Individuals currently enrolled in the national service program were from Greater Accra. This shows that the Greater Accra bias was a reason why most fellows were not taking advantage of the fellowship's potential to double as a requisite of the National Service program.

- 40% of accounting students had not completed national service which highlights how receptive our content is to accounting undergraduate students and perhaps more generally right-brain undergraduates. This also highlights which departments should be reached out to in order to take advantage of the fellowship's ability to double as a national service requirement.

- 57% of individuals who had not completed national service learned about TFG through campus events which highlights how we can help future fellows fully benefit from the fellowship meaning they also use the fellowship as a means to complete their national service.

-43% of individuals who had not completed their national service were from UCC which highlights how to increase the number of recent graduates coming into the program.

-43% of individuals who had not completed their national service were from the Greater Accra region which when compared to the percentage of individuals who had completed their national service who were from Accra (75%) showcases how negatively the Greater Accra bias is in allowing us to recruit new graduates.

Other innovative mediums should be used to pull in undergrads to take advantage of the fellowship's ability to double as national service seeing that currently the fellowship is appealing more to individuals who have completed their undergraduate degree.

### CGPAs and Majors

-50% of the best CGPAs (3.5-4.0) and worst CGPAs(<3.0) are being pulled from UG. This shows that we are not being shortchanged by UG in terms of the kind of students we are receiving from them.

-Seeing that none of our KNUST recruits obtained a CGPA >80.0 (or the equivalent of 3.5), TFG could be missing a large pool of talented KNUST applicants.

-All outreach mediums pulled in equal number of first classes.

-Accounting was relatively one of the most popular majors, whilst also having the highest percentages of first class (33%) which could potentially mean that it is a relatively easy course and hence a closer look at CGPAs of accounting majors is warranted. Also, if TFG wants more fellows with first classes, it would be beneficial to focus on Accounting departments in universities.

-No linguistic majors had first classes in this pool though 31% (the largest percentage) of second class uppers were linguistic majors. This could indicate Linguistics is a very hard course and perhaps recruiters should be a bit more lenient when looking at their CGPAs

- UCC and UG had the largest pull for first classes which could highlight grade inflation in aforementioned schools. This statistic also shows that to increase the number of first classes within the fellowship, outreach to these universities should be stepped up.

-67% of second class, upper students were from UG. This again could highlight great grade inflation in UG. Seeing that they gave us 50% of the worst CGPAs, the information provided by these fellows appears to be sketchy. Paired with the aforementioned fact, this could mean that to get higher class degrees outreach to UG should be increased

-76% of the pull for second class, upper was from TFG fellows and the website. This statistic highlights the outreach methods to admit the highest degree classes into the program,

**There could be potential grade inflation within UG as well as some false reporting**



### **Final Thoughts**

Firstly, seeing that the data I manipulated was scarce, I would recommend that these realizations be taken with a grain of salt

Also, to make data analytics easier, I recommend that the names of majors be provided in a dropdown menu.

Lastly, I believe there might have been some confusion between the TFG Fellow and Campus Events option for applicants.