



# FROM YEAR 12 TO UNIVERSITY

A Parent's Roadmap for  
Years 12 & 13

**Crawford International School**

AFEX Hub Centre Ltd

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Strategy. Best fit. Scholarships. Global pathways.

[www.afexhub.co.ke](http://www.afexhub.co.ke)

# Who is AFEX Hub Centre Ltd?



**We are a university admissions and education strategy firm based in Nairobi, working with students and families across East Africa.**

- We help families move from ambition to a clear, realistic university plan.
- Our work combines admissions strategy, SAT preparation, essays, scholarships and parent guidance.
- Our mission is to walk alongside students and families toward world-class educational opportunities.

**AFEX promise: “We’ll walk with you.”**

# The people behind every place earned.

Strategists, coaches, and advocates who treat every student's journey as unique — and personal.



## Connie Ndego

Chief Executive Officer

*"Transforming lives, one unique journey at a time."*

Leads AFEX Hub with the belief that every student's journey is unique. A Leadership & Personal Development Coach preparing students to become confident, capable, globally minded individuals.



## Joseph Lawson

Academic Director

*"Great results are built through strategy, discipline, and belief."*

Leads AFEX Hub's academic direction — learning standards, SAT preparation, and the support systems that help students perform at their best, aligned to each student's goals.

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Strategists, coaches, and advocates who treat every student's journey as unique — and personal.



## Staccous Seko

Business Development Executive

*"Opening doors, building partnerships, creating opportunities."*

Connects AFEX Hub with families, schools, and partners, building relationships that help more students access guidance for competitive university pathways.



## Mercy Njeri

Head of Customer Service

*"Every family deserves to feel heard, guided, and supported."*

Leads the customer-service experience, ensuring students and parents receive timely support, clear communication, and a warm welcome throughout their journey.



## Lynda Wasidia

Student Coordinator

*"Keeping every student focused, supported, and on track."*

Works closely with students to keep them organised, motivated, and well prepared — from class schedules and progress updates to deadlines and follow-ups.

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Strategists, coaches, and advocates who treat every student's journey as unique — and personal.



## James Aloo

Admissions Consultant

*"The right story can change the future of an application."*

Guides students through admissions — from school selection and planning to essays and interview prep — building applications that reflect who they are and where they want to go.



## Paul Omany

Head of Accounts

*"Behind every smooth journey is a system that works."*

Oversees the financial and administrative systems that keep AFEX Hub running with clarity, accountability, and trust for parents and students.

# What we do — and what we stand for

## University application strategy

University research, balanced lists, timelines and application management.

## SAT & test preparation

Diagnostic-led preparation, structured practice and testing strategy.

## Essays & student profile

Personal essays, activities, honours, CV, recommendations and interview preparation.

## Scholarship strategy

Financial-aid planning is considered early — not after the university list is built.

## Parent partnership

Clear milestones, honest conversations about budget, and regular parent updates.

## Best fit over prestige

The goal is the right academic, financial and personal fit — not a famous name at any cost.

**Warm. Honest. Strategic. Student-centred.**

## 03 AFEX track record: evidence families can see



**\$32M+**

Scholarships secured  
since 2018

**300+**

Ivy & elite admissions

**95%**

Programme success rate

**500+**

Students since 2018

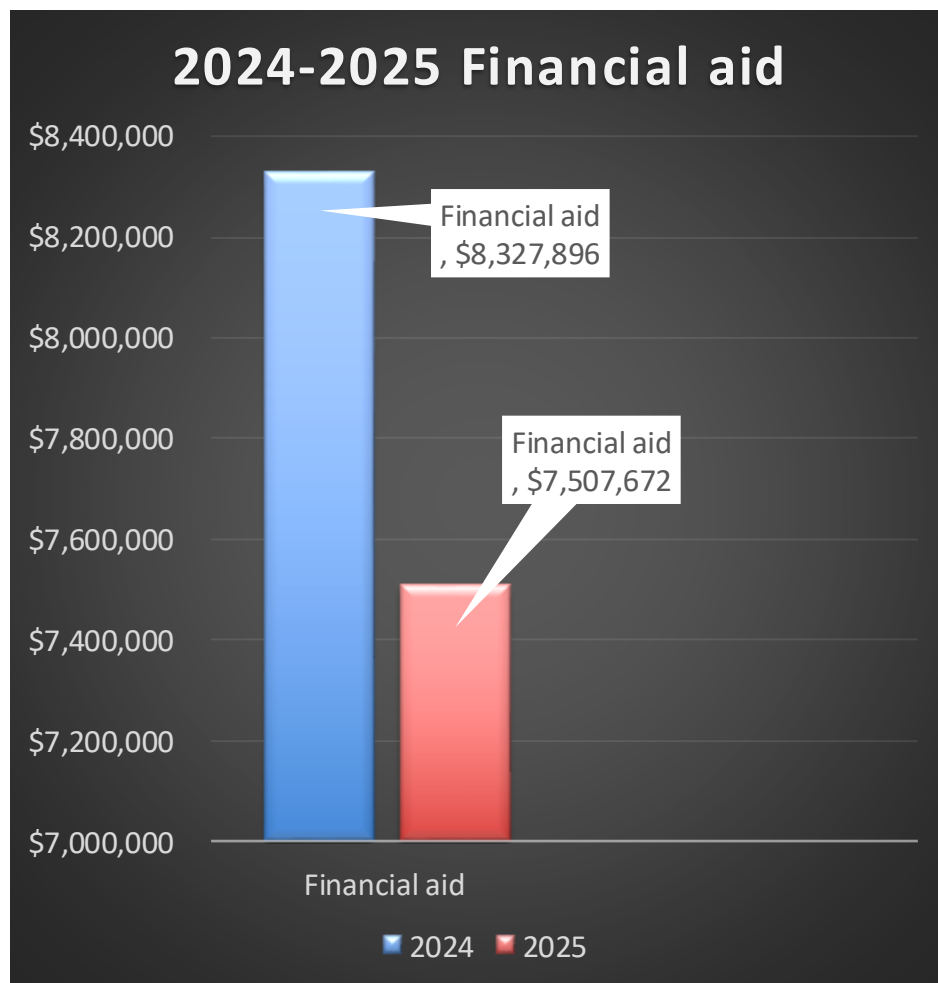
**What these numbers should  
mean to a parent**

A repeatable process, experience across many student profiles, and a strong focus on scholarship and fit.

**Our responsibility is to build the strongest, most realistic strategy for your child.**



# Outcomes



# AFEX university footprint — United States & Canada



## UNITED STATES — SELECTED ADMISSIONS

## CANADA

### IVY + ELITE

Harvard  
Yale  
Princeton  
Columbia  
Cornell  
UPenn  
Brown  
Dartmouth  
MIT

### TOP RESEARCH

Stanford  
Caltech  
Duke  
UChicago  
Northwestern  
Johns Hopkins  
Vanderbilt  
NYU  
Lehigh

### LIBERAL ARTS

|               |           |
|---------------|-----------|
| Williams      | Colgate   |
| Pomona        | Oberlin   |
| Bowdoin       | Bucknell  |
| Swarthmore    | Haverford |
| Middlebury    |           |
| Wellesley     |           |
| Smith         |           |
| Bryn Mawr     |           |
| Mount Holyoke |           |
| Bates         |           |

University of British Columbia  
University of Toronto  
University of Waterloo  
McGill University  
University of Alberta

## ➔ Universities 2025-26

### Outcomes

- Yale University
- University of Toronto
- University of British Columbia
- University of Notre Dame
- Purdue University
- University of Minnesota- Twin Cities
- University of Rochester
- Case Western Reserve University
- Tuft University
- Northeastern University
- Rutgers University
- Lafayette College
- Bryn Mawr College
- Howard University



# VICTORIA KIPNG'ETICH

- She graduated from Yale University(Class of 2024).
- She was pursuing a Bachelor's Degree in Global Affairs.
- She is one out of the 2 Kenyan Rhodes Scholars chosen to pursue a fully funded Master's Degree in Public Policy at Oxford University
- She was the Economic Affairs and Sustainable Development Intern for the Kenyan Mission to the UN in 2022



THE  
AFEX  
HUB



# AMANDA BEEBE

- She graduated from Smith College(Class of 2023)
- She was pursuing a Bachelor's degree in Quantitative Economics with a minor in Computer Science
- She is currently working as in Credit Structuring, AVP at Citi Bank, New York



# MICHELLE MUTURI

- She graduated from Pitzer College(Class of 2023)
- She was pursuing a Bachelor's degree in Biochemistry
- She was the student body President at Pitzer for the academic year of 2022/23
- Co-Founder and Brand Director at POL Fragrance



# TWITY GITONGA

- She graduated from Bucknell University (Class of 2024)
- She was pursuing a Bachelor's Bachelor of Engineering - BE, Computer Science & Engineering
- She is currently working at Virtu Capital, New York as Global onboarding Specialist



# CELINA OWIYO

- She graduated from Cornell University (Class of 2025)
- She was pursuing a Bachelor of Arts - BA, Economics
- Interned at SSLP during the Summer
- She is currently working as an SSLP Analyst at JP Morgan



# ALVIN OMONDI

- He graduated from Ivey Business School of Western University (Class of 2024)
- Interned as Planner and Economic Development for UNESCO at City of London Canada
- Worked as Securities Lending Analyst at RBC Capital Markets
- Currently working at Acrisure RE as Graduate Broker



# DAKSH SEHGAL

- He graduated from Georgia Tech (Class of 2024) with a Computer Sci. Degree
- Interned at Zamara Kenya , MessageGear ,& Remitly
- Currently working as Technical Lead at Palantir in New York



# CHERNICE MBOGORI

- She graduated from Yale University (Class of 2025)
- She was pursuing a Bachelor of Arts - B.A , Women, Gender and Sexuality Studies and Political Science
- She interned at Mintz Group an investigate intern & a Fellow at the Yale Macmillan Center. Research Fellow at Women's Health Research at Yale
- Currently a PhD Student at Northwestern University in Human Dev. and Social Policy



# Why parents should be thinking about university applications now

University planning is a process — not an event.



- Subject choices and predicted grades affect which courses remain open.
- Activities, leadership and academic interests need time to develop authentically.
- Testing, essays and recommendations are stronger when they are not rushed.
- Scholarship and financial-aid strategy can change the university list itself.
- Applications, documents and deadlines arrive quickly once Year 13 begins.

**A useful rule**

**Start research  
12–18 months  
before enrolment**

Earlier planning creates more choices.

# Year 12 parents: build options before deadlines



## STUDENT FOCUS

- Protect grades and understand subject prerequisites
- Build depth in 2–3 meaningful activities
- Explore courses, careers and possible countries
- Start SAT prep where relevant
- Begin reflection for future essays

## PARENT FOCUS

- Set a four-year affordability range
- Discuss scholarships honestly
- Keep academic and financial documents organised
- Visit or research destinations together( if you can)
- Let the student own the story and choices

**YEAR 12 GOAL: preserve options and build a strong, authentic profile.**

# Year 13 parents: execute the plan calmly



## 1. DEADLINES

- Finalise university list
- Know early / regular deadlines
- Track portal requirements

## 2. DOCUMENTS

- Predicted grades & transcripts
- Recommendations
- Financial-aid forms and proof of funds

## 3. DECISIONS

- Compare offers and true cost
- Complete visa / enrolment steps
- Support independence without taking over

**YEAR 13 GOAL: no surprises, no missed deadlines, and no last-minute financial shock.**

# Scholarships & financial aid: how are awards made?

The answer depends on the university, country and type of funding.

## MERIT SCHOLARSHIPS

Awarded for achievement:

- strong academics, leadership, talent, service or exceptional accomplishment.
- Some are automatic; others are highly competitive.

## NEED-BASED FINANCIAL AID

Based on the family's demonstrated ability to pay. Universities may ask for detailed financial information. Availability for international students varies significantly.

## TALENT / PROGRAMME AWARDS

Linked to areas such as sport, music, arts, STEM or entrepreneurship. These may require an additional application, portfolio, audition or evidence of achievement.

## EXTERNAL / GOVERNMENT AWARDS

Offered by governments, foundations, companies and other organisations. They usually have their own eligibility rules, deadlines and application process.

**Important: Admission ≠ Scholarship. A student may be admitted without funding, and qualifying for a scholarship does not guarantee an award.**

## Choosing a destination: ask “fit for whom?”



### Academic fit

Does the system suit how your child learns?

### Cost

What is the realistic 3–4year family contribution?

### Admissions

Grades only, or essays, activities and testing too?

### Language

Is English enough for the course and daily life?

### Career

What internships, work experience and networks matter?

### Distance

How much support will your child need away from home?

**There is no universally “best” country. There is a best-fit pathway for a particular student and family.**

# United States: flexibility + holistic opportunity



## WHY IT APPEALS

Thousands of academic options; flexible undergraduate study; strong campus life; some institutions offer substantial aid.

## BEST FIT FOR

Students with strong academics plus a story beyond grades — activities, interests, leadership, character and intellectual curiosity.

## PARENTS SHOULD KNOW

Applications can be essay-heavy and institution-specific. Financial-aid policies vary widely, so cost strategy must start early.

**Effective for: students who value choice, flexibility and a holistic admissions process.**

# Canada: structured pathways + practical learning



## WHY IT APPEALS

Globally recognised universities, strong programme-based study, and many co-op, internship or work-placement opportunities.

## BEST FIT FOR

Students with a clearer idea of what they want to study and who value a practical, career-connected university experience. Also have a clear path of work permits

## PARENTS SHOULD KNOW

Study-permit and work rules can change. Always check the institution, programme and current immigration rules before committing.

**Effective for: families looking for a clear degree path with strong applied-learning options.**

## Germany: value + academic rigour

### WHY IT APPEALS

Many public universities charge no tuition for a first degree; strong research and technical education; international programmes exist.

### BEST FIT FOR

Independent, academically focused students — especially those open to German language study or carefully selected English-taught programmes.

### PARENTS SHOULD KNOW

Most programmes are still taught in German. Qualification recognition, language requirements and semester contributions must be checked early.

**Effective for: academically self-directed students who prioritise value and strong subject depth.**

# Hungary: English-taught Europe + scholarship potential

## WHY IT APPEALS

Hundreds of foreign-language programmes, European degrees, comparatively favourable tuition, and the Stipendium Hungaricum scholarship route.

## BEST FIT FOR

Students considering medicine/health, engineering, business and other programmes who want a European experience with a controlled budget.

## PARENTS SHOULD KNOW

Requirements vary by programme and some courses use entrance exams. Scholarship eligibility and deadlines must be checked carefully.

**Effective for: students who want an English-taught European option and are open to a less traditional destination.**

## South Africa: strong regional option + proximity



### WHY IT APPEALS

Respected universities, an English-medium environment at major institutions, a shorter journey from Kenya, and a familiar regional context.

### BEST FIT FOR

Students who want a strong university experience while remaining closer to home — academically, culturally and geographically.

### PARENTS SHOULD KNOW

International applicants may need qualification evaluation, a study visa and medical cover. Deadlines differ by institution and programme.

**Effective for: families seeking a credible international pathway without sending a student across the globe.**

## Gap year: not a pause — a purposeful bridge



**A gap year is an intentional period between secondary school and university used for growth, experience, exploration or preparation.**

### WHO IT CAN HELP

- A student unsure of direction
- A student who needs maturity or confidence
- A student who wants meaningful global experience
- A student who needs a reset after an intense school journey

### WHAT MAKES IT EFFECTIVE

- Clear learning goals
- Structure and accountability
- Mentoring and reflection
- A plan for how the year connects to university

**A gap year should add direction — not simply delay a decision.**

**For you, Crawford parents,  
the question is not simply:  
“Which university?”**

**It is:**

**Which pathway gives my child the  
best chance to thrive academically,  
financially and personally?**

#### **START WITH FOUR CONVERSATIONS**

- What does my child genuinely want to study?
- What can our family sustainably afford?
- Which destinations fit their personality and goals?
- What must we start doing this term?

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AFEX Hub Kenya

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to book a  
consultation.

