



**United States Embassy Nairobi**  
**Public Affairs Section**  
**American Reference Center**

United Nations Avenue  
P. O. Box 606, Village Market  
00621 Nairobi, Kenya  
Tel: 254-20-3636196/7  
Fax: 254-20-3636501

---

**From lack to abundance: U.S. Embassy reaches out to students, faculty, and parents in western Kenya**

U.S. Embassy Kenya's Public Affairs Section EducationUSA Advisor Faith Biko and American Reference Center (ARC) Director George Kamau talked with 6,535 Kenyans in western Kenya between February 11 - 21, 2013, including secondary and university students and their parents, teachers, and professors drawn from 20 educational institutions in four counties. Members of the general public also attended. The programs in Kisumu were held under the sponsorship of the American Corner (AC) Kisumu. All program attendees signed up for membership in EducationUSA and the American Reference Center, which includes free membership in the eLibraryUSA.

The Embassy team was received with an outpouring of enthusiasm. In most locations, it was the Kenyans' first time interacting with officials from the U.S. Embassy. It was also a first for many to receive EducationUSA advisory services and learn about free premium ARC information resources.

The EducationUSA Adviser shared tips and best practices for successful study in the United States and helped to demystify the process of applying for schools. She answered questions about selecting an area of study, choosing a university that is the best fit, applying for a visa and to schools, and explained a bit about life in the United States. "Having heard this message from the horse's mouth, the course of my life has changed," said a third year student from Egerton University. The student narrated stories and rumors from her early childhood and later at the university of fake or bogus middle-men who charge students fees to apply to study in the United States. She said this bogus process had taken away her dream to study in the States, but now her dream was revived and she would apply to study in the United States with the help of EducationUSA.

Participants in all the locations raised concerns regarding their preparedness to compete for the opportunities owing to a lack of accurate, current, and authoritative reading material. These concerns set the stage for the ARC Director's presentation on the ARC's extensive free information resources and services. Group after group were amazed with the potential of the eLibraryUSA – its remote authentication, variety of databases, ease of use through primo search, various content formats, as well as the ability to download e-books which stole the show.

Kisumu programs were organized by Kisumu AC Coordinator Moses Mwandishi who accompanied Ms. Biko and Mr. Kamau and also promoted the free resources of the American Corner, including their eGranary. The programs drew a wide range of new contacts. Out of the five institutions visited in Kisumu two were new contacts. In some parts of western Kenya internet access remains a challenge. The American Corner Kisumu's portable eGranary provided an opportunity to demonstrate the new offline technology, which proved to be an excellent marketing tool for the Corner. All five institutions scheduled appointments to visit the Corner and learn more about the eGranary and other resources.



*ARC Director George Kamau demonstrates eGranary to students at Maranda High School.*



*Education Advisor Biko hands over EducationUSA publications to Moi University user services librarians.*



*Moi University Eldoret Students sign up for ARC membership and eLibraryUSA.*

<http://nairobi.usembassy.gov/>