



## 2025 Regional Council Election Candidate

### Region 6

**Name:** Peter Ogudoro

**Professional Title:** Founder

**Institution/Organization:** Nigerian Teachers Community

**Country of Residence:** Nigeria

**Member Group:** Independent Educational Consultant (IEC)

### Applicant Questions

**Explain your motivation for pursuing a leadership role with International ACAC, as well as why this position in particular. Highlight how your leadership experience and involvement with the organization make you a strong fit for the role..**

International ACAC has acquired an enviable reputation for amazing service through the opportunities it provides members to acquire the competencies they need to empower young people globally through appropriate access to college education. My career is benefitting immensely from my membership of the organization. I'm one of the winners of the Association's 2025 Opportunity Grant which is helping me to empower counselors in Nigeria. Most counselors in Africa are not aware of the existence of IACAC. Serving on the Regional Council as Sub-Saharan Africa's representation will give me the opportunity to do advocacy for our amazing Association and the counseling profession on the African continent. I have through uncommon education and training in education, counselling, Marketing, and management acquired the knowledge and skills for promotion of our brand on the African continent. I hold a PhD in Education with emphasis on Career Management and have been in active research in the field of Counselling and Communication, Human Resources Management, and Marketing for over three decades. Having trained and practiced education and career management in countries such as Nigeria, UK, Sweden, Austria, Norway and Finland and currently playing leadership roles within the counseling and teaching communities in Nigeria and beyond, I understand the challenges counselors grapple with locally and globally and would be happy to leverage my Regional Council position to assist in addressing

them. More young people in Africa and globally deserve to benefit from the work of our Association. It will be difficult if not impossible for this to happen if the counselors who serve them are not given the opportunity to leverage the IACAC platform to acquire the skills and networks they need to do their jobs better. The teachers' community I founded about nine years ago now has about a million members from over 100 countries. Our members and platform serve over twenty million teachers, parents and students globally. What I have learned through nurturing that community has equipped me with the strategic information our Association can leverage to promote our Association globally and empower more counselors and young people.

**Drawing from your previous experience in volunteering and leadership, how have these roles equipped you with the skills and insights necessary for the Founding Regional Representative position? Please highlight your leadership philosophy and strategies for effectively managing and leading a volunteer committee, with a focus on communication, collaboration, and recognition. Additionally, share specific accomplishments that demonstrate your ability to build professional communities, mentor emerging leaders, and promote inclusive and culturally responsive practices—key responsibilities of this role.**

I have for over three decades volunteered for professional and community development platforms and held leadership positions in many of them. I helped the Chartered Institute of Personnel Management of Nigeria reposition to become Africa's leading Human Resources Management body and served the Nigerian Institute of Public Relations as Chairman of the Lagos Chapter Training Committed for about four years. I served the University of Reading, UK as a peer supporter and currently support that University's student recruitment effort in Africa via strategic communication as a distinguished alumnus of the University. Using the 2025 Opportunity Grant given to me by IACAC, I am currently promoting the counseling profession in Nigeria and organizing practitioners of the profession in Nigeria into a formidable force. Following my initiative, we will have a national conference in Lagos, Nigeria on October 4 this year in pursuit of strategic relevance to Nigeria's education industry. The Nigerian Teachers Community I founded in 2016 now has about a million members from over 100 countries and won the Facebook Community Accelerator Award for year 2021 for the free access to continuous professional development resources we give teachers. That community has become the world's most vibrant teachers' community with indelible impact on teachers' welfare and the quality of teaching our members provide. I volunteer for The Bible Society of Nigeria and the British Bible Society as a mentor of the next generation of Christian leaders. I do all this because I believe that life that impacts positively on others and leaves a legacy is the most meaningful. The graduate work I did in Communication for Innovation and International Development in UK and the research I have done in Austria, and the Scandinavian countries of Finland, Sweden and Norway have helped me to lead in a way that fosters team spirit, volunteerism, integrity, loyalty, and innovation within communities including the local community where I live in Lagos, Nigeria where I have inspired fellow community members to serve joyfully.

**As a Founding Regional Representative for International ACAC, how would you outline your understanding of the role, including the priority areas you would focus on, your overall vision for the region, and the challenges you anticipate addressing? Additionally, what innovative solutions would you propose to strengthen all regional**

**networks, enhance member engagement, and improve communication between members, the Council, and the Board, while acknowledging current practices or programs you find effective?**

The International ACAC has developed a platform that is empowering counselors students, parents and other education stakeholders which is a very helpful contribution to the advancement of our common humanity. Career guidance helps young people to become self-aware and make appropriate choices that help them pursue and enjoy meaningful careers that benefit them and society. Our Association is making this contribution in a way that promotes inclusiveness, equity, fairness, and justice in the global education system. The Sub-Saharan African region has, however, not taken full advantage of what our Association provides. Finding hosts for Regional Institute in Africa has been difficult. The number of Africans who attend our conferences and lead sessions as speakers has been minimal. The problem seems traceable to the under-resourced nature of the African education system and cultural inhibitions that make young people, and their parents trust religious leaders, uncles and teachers without professional counseling knowledge and skills more than professional counselors. Counselors in Africa's education system do not have a strong voice in the education industry largely because of limited knowledge and skills and the absence of effective leadership within the professional counseling communities on the continent. I aim at bringing a large number of college admission counsellors on the continent into our Association so we can use our platform to speak and get heard within public education agencies on the continent. We need to develop a network of counselors in our local communities and support them with the right information that will make them thrive and serve their clients better. I intend to use my rich network within the continent which I used my education in Europe to develop to reach critical stakeholders within and outside governments in Africa and inspire them to give professional counseling its rightful place in the scheme of things. Africa's population is skewed in favour of young people. Using professional counseling to give them access to good quality higher education will be a very good thing for our world. I am happy to use the teachers' community I run to continue my advocacy for education and professional counseling within African countries. I envisage an exponential membership growth for our Association during the three years I will be on the Regional Council with Sub-Sharan Africa contributing a significant fraction of it.

**As a Founding Regional Representative, advocacy for international students is central to International ACAC's mission. Identify a critical issue in college admissions or international education that you would prioritize addressing in your region. Explain its significance, the potential impact on students and institutions, and how you would collaborate with regional and global stakeholders to drive meaningful change.**

My doctoral research focused on access to higher education. The issue of limited access to career information for young people is front and center in the revelations of my research. That challenge affects African students more than their counterparts in other parts of the world. Most schools in Africa lack career guidance units. The few that have made such provisions are not schools the average African student studies in. This creates avoidable inequity with disturbing implications for poor access to college education. Most counselors in Africa lack awareness regarding available disciplines, institutions, and countries that match the diverse gifts their clients have. This translates to poor access to higher education with unfortunate negative impact on employment, quality of life, life expectancy, peace and harmony within communities, and advancement of society. The work I have done in the over three decades I

have actively practiced counseling within Nigeria and globally has blessed many families by way of help with personality assessment, and access to funding for college education, mentors, and college research skills. Counselors in Sub-Saharan Africa need help to acquire the knowledge and skills they need to make similar positive differences within the jurisdictions where they serve. I intend to collaborate with the leadership of IACAC to ensure that the region hosts regional institutes that are well promoted so counselors, parents, and students on the continent can attend and get the information they need to make appropriate decisions on their careers. We also need more education fairs in communities and schools so we can democratize access to career information. A combination of onsite and virtual events will be explored to make this a reality. I intend to seek sponsorship from within and outside Africa to ensure that as many young people in Africa as possible benefit from such fairs. I also intend to encourage counselors in the various countries in the region to meet annually in mini conferences to share information on trends in the education industry and in the counseling profession. I will leverage my rich international network to help them with speakers and organizational skills for career events.

**Explain how you would use this position to advance International ACAC's strategic plan by aligning your top three priorities with the organization's three pillars: enhancing member experience globally, clarifying the international brand, and optimizing internal operations.**

As we say in professional communication, the medium is the brand. I have acquired a voice that is respected within the region and internationally with respect to education and career matters; and that voice is ready to promote the IACAC brand and its members. A regional council position will enhance my voice, make it more respectable, and open more doors for the counseling profession, and IACAC on the continent. Not up to one per cent of counselors on the continent know about IACAC. The region is a blue ocean since most counselors here are actually hungry for professional networks they can join to advance their careers. I will use my rich media network within the region to create awareness about our Association and arrange for the leadership of the Association to interact more with public education agencies and private sector education providers in promotion of our brand as a responsible and caring organization. It can be taken for granted that during my tenure on the Regional Council, a large fraction of people attending our annual conferences will be counsellors and admission officers from Sub-Saharan Africa. The innovations we will achieve within the region will throw up lessons other regions and IACAC secretariat can pick up for more effective internal operations. My tenure will be known for effective representation. I love the career management profession. That is why I spared no sacrifice to earn a PhD in it and have devoted over three decades practicing it. Hopefully, I will get the opportunity to let our world benefit from what I have learned in those decades of outstanding accomplishments. My serving on the Regional Council of IACAC will bring immense benefits to our amazing Association, Sub-Saharan Africa, and our common humanity.