Over 400 students, faculty and staff showed up at Kiwanja Secondary School on Friday, September 22 to mark USIU-Africa annual community service day – Freida Brown Day. The focus of the day’s events was Kiwanja Secondary School – a relatively new school of 320 pupils located on the outskirt of Kasarani sub-county.

Over two hundred trees were planted, classrooms, toilets and yards cleaned, and office and classroom furniture donated.

Kiwanja Secondary School Principal Ms. Nancy Wangechi Munene, expressed her gratitude for the KES 350,000 in value donated by USIU-Africa, on behalf of the newly-established but ill-equipped institution, whose students are drawn mainly from the informal settlements that ring the school.

The Vice Chancellor expressed his appreciation to those members of the university community who turned up for the cleanup, and also encouraged the school’s management to continue striving to provide the very best education to their students.

The day concluded with some team sports feature students, staff and faculty, before culminating in the annual barbeque served from various points on the university’s lawns.
A USIU-Africa student assists the Vice Chancellor Prof. Paul Zeleza rearrange a classroom during cleanup activities at Kiwanja Secondary School on Friday, September 22 to mark Freida Brown Day 2017.

Ms. Marura Nyambu (Office Administrator, Finance Division) and Ms. Jackline Chirchir (Principal Marketing and Communications Officer, External Communications) participate in cleanup activities at Kiwanja Secondary School on Friday, September 22 to mark Freida Brown Day 2017.


Miss Akual Chan Awer, Criminal Justice Sophomore and contestant for Miss USIU-Africa 2017, participates in cleanup activities at Kiwanja Secondary School on Friday, September 22 to mark Freida Brown Day 2017.

Procurement Officer Ms. Lucy Wambua (left) participates in meal (lunch) preparation at Kiwanja Secondary School on Friday, September 22 to mark Freida Brown Day 2017.

Students and staff participate in a teambuilding event during the afternoon festivities marking the conclusion of this year’s Freida Brown Day 2017 activities.

A university pick-up van carrying some of the furniture donated by USIU-Africa to Kiwanja Secondary School is unloaded on Friday, September 22 during this year’s Freida Brown Day 2017 activities.

Photos: Antonio Longangi & Victor Mshindi
USIU-Africa to host week-long film festival

By Dan Muchai & Jackline Chirchir

USIU-Africa will be hosting the week-long MIKTA Film Festival; a slew of five films from Mexico, Indonesia, Korea, Australia and Turkey to be screened between 4pm and 7pm from Monday, October 2, to Friday, October 6.

The Vice Chancellor Prof. Paul Zeleza will be present at the launch, together with envoys from each of the five members of MIKTA - an informal partnership between Mexico, Indonesia, Republic of Korea, Turkey and Australia.

The Mexican documentary film – Visa al paraíso (Visa to Paradise) is set during the Second World War, when Gilberto Bosques, Mexico’s General Consul to France, issued thousands of passports to Jews and Spaniards displaced from occupied Germany and Spain.

On Tuesday, October 5, the Indonesian film - The Rainbow Troops – based on the breakout bestselling debut novel of the same name. The story follows Ikal and Litang, students from an Indonesian island, battling against overwhelming poverty and corruption, crumbling infrastructure and low self-confidence.

Train to Busan is a 2016 South Korean action thriller film about a zombie apocalypse that threatens the survival of an eclectic group of train passengers. The film, which set a Korean audience record for 2016, will be screened on Wednesday, October 6.

The festival’s final film with the 2014 American-Australian war drama film - The Water Diviner - a story about man (Russell Crowe) who travels to Turkey soon after the famous First World War Battle of Gallipoli, to try and locate his three missing soldier sons, following the death of their grieving mother.

The MIKTA Film Festival has been organized by the Korean Embassy, and is an initiative that builds on USIU-Africa stated agenda of forging relationships with various industry players and engaging stakeholders, to create value for the entire university community. Entry will be free.

A book review article by Dr. Kioko Ireri, an Associate Professor of Journalism and Mass Communication has been published in the current issue of Journalism and Mass Communication Quarterly (JMCQ) - the world’s oldest journal in the journalism field, since 1924. The reviewed book, “Arab Media Moguls” is edited by Donatella Della Ratta, Naomi Sakr, and Jakob Skovgaard-Petersen. Ms. Ratta is a Postdoctoral Fellow at the University of Copenhagen while Prof. Skovgaard-Petersen is Professor of Arabic and Islamic Studies same university. Prof. Sakr is Professor of Media Policy at the Communication and Media Research Institute (CAMRI) at the University of Westminster, and is also Director of CAMRI’s Arab Media Centre.

“Arab Media Moguls” analyzes careers and positions of influential media moguls in the Arab World. Specifically, the volume examines a set of features associated with media moguls—family roots, family role in business and succession, types of risks taken in media business, styles of management, and moguls’ relationship with inner circles of political power.

Justifying the significance of the book, the authors argue that Arab media matter, and so too do Arab media moguls. Therefore, the Arab World provides fertile grounds for investigating media moguldom. Similarly, Ratta and colleagues contend this is an important topic of analysis because first and foremost, in the last twenty years, a group of Arab media moguls has emerged, successfully challenged the state-owned media of individual Arab states, and built companies for the pan-Arab market; and secondly the specific political, social, and economic circumstances of the Arab world have created a distinct specimen of the media mogul. Media liberalization and privatization in the Middle East region have also contributed to the emergence of Arab media moguls.
The New Economic Venture Accelerator organized a series of talks dubbed “Entrepreneurship Week” from Friday, September 22 to Wednesday, September 27 at the Innovation and Incubation Center. Renowned entrepreneurs offered advice on how they began their ventures, and how they avoided the pitfalls that come with building a business from the ground up.

The initiative is designed to promote entrepreneurship and incubate student businesses, as well as facilitate coaching, training, mentoring, networking and linkage with potential investors.

The entrepreneurship week had a set of activities conceived to put student entrepreneurs at the center of its discussions and facilitate the acquisition of practical knowledge for their enterprises.

The week kicked off with the Ashoka Foundation’s conference on the subject “Youth in Entrepreneurship” on Friday, September 22.

Alumnus Dennis Mugambi, founder of Moran Sport Travel, shared on “Launching your ideal business venture” on Monday, September 25, followed by Ink Productions’ founder Ms. Janet Mwaluda, who made a presentation on “Starting a successful entertainment business”. Ink Productions is the film production and distribution company behind “Nairobi Diaries” – the Kenyan hit reality show currently airing on local television station – K24.

Celebrity fashion and lifestyle photographer Victor Peace discussed the “Ins and Outs of Arts and Photography Business” on Tuesday, September 26, while MA Communication Studies student and award-winning makeup artist – Kangai Mwiti - shared advice on the business of fashion and beauty. 4UP Digital Agency Director Richard Njau wrapped up the day with a talk on “Scaling a Digital Marketing Business”.

Gerphas Odipo, Director at Judera Group spoke on running a successful agri-business on Wednesday, September 27, and was followed by an investor pitching session beginning at 4pm. Dr. Manu Chandaria (USIU-Africa Chancellor), Darshan Chandaria, (CEO and Director at Chandaria Industries Limited), Peter Nduati (Founder, Director and Chief Executive at Resolution Health East Africa) provided sound business advice to students who pitched for funding for their nascent businesses.

The entrepreneurship week is the first of a series of activities at the Innovation and Incubation Center, based on such themes as machine learning, entrepreneurship design thinking, and android application development.
Landing a job after university is dependent on a lot of factors such as job search skills, updated documents, experiential learning and knowledge on industry trends. Additionally, a strong personal brand is as fundamental as outstanding academic qualifications. Tailoring a long-term plan or venturing into new possibilities for your future career can empower you as you encounter difficulties in facing the current job market. It is therefore highly advisable that students don’t wait until their final days in university to visit Career Services to chart their future.

Unfortunately, only a few students take advantage of the assistance the university offers through the Office of Career Services. Many students wait until they graduate to think about their future workplace, in spite the opportunities offered on campus, to acquire knowledge and experience that can best prepare them for employment or entrepreneurship.

According to the First Destination Survey conducted by Career Services which targeted members of the Class of 2016, within six months of graduation, 25.6% of respondents received full employment offers within 3 months of Commencement, while only 33% of employed alumni searched for jobs more than a year after Commencement. Therefore, it is evident that there’s a huge correlation between the time they began searching for employment and the actual time they received employment.

It is these findings that should drive students to explore their career options, self-employment potential and job placements as soon as they join the university. Thus, preparing for a job should be done long before one needs it.

The Office of Career Services is located on the 1st Floor of the Freida Brown Student Center, and can also be reached on email (careeroffice@usiu.ac.ke) or on phone (+254) 730 116 778/796/803.
This week I invited a member of the Information Systems and Technology Class of 2017 Mr. Victor Mshindi for the first Full Stack podcast from the School of Science and Technology. The conversation revolved around a myriad of topics first of which was Mr. Mshindi’s experience as a newly-minted alumnus. Drawing on his personal growth having joined USIU-Africa as the youngest undergraduate ever, Mr. Mshindi dwelt on the importance of having mentors such as Mr. Paul Bombo (Applied Computer Technology junior) and Mr. Wina Kamlongera (MA International Relations Class of 2016). These mentors, according to him, were responsible in large part for his significant involvement in co-curricular IT activities, which culminated in his election as IT Club President in 2016 during his junior year.

Finally, I engaged Mr. Mshindi engaged each other in a discussion on how the delivery of IT programs can be improved. He believes that there is significant room for improvement in terms of pedagogy as well as offering a broader array of subjects such as Artificial Intelligence, Machine Learning and Natural Language Processing. Mr. Mshindi also dwelt on how the emergence of campus IT communities can contribute to the reduction of student apathy. A good example is the on-going PyConKE Conference taking place from September 28-29 on campus.

Through the Full Stack Podcast Series’ first season, I intend to engage diverse speakers on topics designed to evangelize IT best practices to campus stakeholders, over the course of this semester. The podcast will soon available for download on soundcloud.com/usiufrica

The writer is the Academic Representative for the School of Science and Technology, the School of Pharmacy and Health Sciences, and the School of Communication, Creative and Cinematic Arts, in the Student Affairs Council.

CONGRATULATIONS:
Mr. Bonfas Salano (Senior Student Affairs Officer) has been appointed as Vice Chairperson of the Technical and Sports Regulations Committee of the Federation of Africa University Sports (FASU) until March 2019.

Media Mentions

29 September: One of USIU-Africa’s staff was featured in article by the Daily Nation titled ‘Employment or freelancing? The pros and cons’

29 September: An article by The Star newspaper titled ‘Co-op Bank, Lions encounter headlines weekend fixtures’ mentioned USIU-Africa.

27 September: Peacefmonline mentioned USIU-Africa in an article titled ‘Employees Are Biggest Cyber Security Threat’

26 September: Punchng.com mentioned USIU-Africa in article titled ‘African universities battle hacking, cyber crimes’

24 September: Standard Media reported a story mentioning USIU-Africa titled ‘Hockey Scorpions Lose sting against Amira Sailors’

22 September: USIU-Africa was mentioned in article titled “Universities face an age of cybercrime” by universityworldnews.com

21 September: Daily Nation featured one of our alumni in an article titled ‘TAKE 5 Ivan Irakoze’
http://www.usiu.ac.ke/on-campus/news/media-mentions/1095-daily-nation-take-5-ivan-irakoze