16 graduate from executive industrial relations program

By Diana Meso

On Saturday October 7, USIU-Africa and the Federation of Kenyan Employers (FKE) hosted 16 graduands from the 8th Cohort of the Executive Diploma in Industrial Relations (EDIR) program under Chandaria School of Business (CSB) for a graduation ceremony at the Library Bookshop.

The program which is jointly offered by USIU-Africa and FKE, focuses on the theory and application of the primary knowledge and skills, required for those working in Industrial Relations, Human Resource Management, and related areas. As managers and professionals, graduates of the program are expected to make effective contributions to the organizations by increasing their understanding and skills in effective industrial relations management.

Present at the event was the Chief Executive of Nuevo Limited - a human resources and management consultancy - Ms. Lyn Mengich, who emphasized the importance of understanding the different generations represented in a typical workplace, and how to manage their expectations.

She further pointed out the need for employers to understand the diversity among generations in their organizations, in order to create a flexible work environment that values all people and keeps them productive, regardless of age.

Deputy Vice Chancellor - Academic and Student Affairs Amb. Prof. Ruthie Rono, Dean of Chandaria School of Business Prof. Peter Lewa, and Mr. Samson Mugwe, Finance Director at the Federation of Kenya Employers, were among other prominent guests who graced the occasion.

FKE is the national umbrella body and the voice of employers in Kenya, serves as a platform for the articulation of key concerns of the employers in Kenya, in the areas of socio-economic development.
The gathered audience during the screening of the Mexican documentary film - Visa Al Paraíso on Monday, October 2 in the auditorium.

H.E. Kwon Young Dae – Ambassador of the Republic of Korea to Kenya addresses the gathering, during the Vice Chancellor's Reception at the launch of the MIKTA Film Festival on Monday, October 2.

Ambassador of Turkey H.E. Madam Deniz Eke addresses the assembled guests during the Vice Chancellor's Reception following the launch of the MIKTA Film Festival on Monday, October 2.

The Vice Chancellor Prof. Paul Zeleza speaks during the reception he held in honor of the diplomats gathered for the launch of the MIKTA Film Festival on Monday, October 2.

The new Belgian Ambassador to Kenya H.E. Nicholas Nihon addresses the assembled guests during the Vice Chancellor's Reception following the launch of the MIKTA Film Festival on Monday, October 2.

Mexican Ambassador to Kenya H.E. Juan Carlos Cuit-Vega speaks with the Deputy Vice Chancellor Amb.Prof. Ruthie Rono during the Vice Chancellor's Reception following the launch of the MIKTA Film Festival on Monday, October 2.

Mr. Quinton Devlin the Australian High Commission Charge d'Affairs speaks at the launch of the MIKTA Film Festival on Monday, October 2 in the auditorium.
USIU-Africa library wins top award

By Dr. Sylvia Ogola

The USIU-Africa Library and Information Center won the Knowledge Ambassadors Best User Institution Award during the 5th Emerald Knowledge Ambassadors Workshop and Competition held at the Jomo Kenyatta University of Agriculture & Technology.

USIU-Africa, which was also awarded a cash prize of R2000, recorded the highest usage statistics in the country despite its relatively smaller size. The competition, which was sponsored by Emerald Publishers, brought together over 100 students from nineteen universities across the country. The workshop themed, “Ethics in Education”, sought to curb plagiarism as well as promote the use of electronic resources and the impact it has on their studies.

Speaking during the workshop, Emerald Publishing Business Manager, Soji Koledade, said Emerald recognizes that associations, universities and organizations strive to highlight quality and breadth of research undertaken in the society. He urged the universities through the libraries to create awareness of the use of e-resources and also improve libraries’ responsiveness to researchers’ information needs.

USIU-Africa students already held a trophy for the Best Presentation, which was awarded to them at the 4th Emerald Knowledge Ambassadors Workshop in 2016, where they were lauded for their innovativeness and creativity in promoting the use of electronic resources.

The USIU-Africa Library & Information Center subscribes to electronic databases through the Kenya Libraries and Information Services Consortium (KULISC) which currently has over 100 member institutions. Emerald is one of the electronic databases that is highly used by the USIU-Africa community. Indeed, for the last five years, the university has been on the list of top five of institutions with the highest usage of Emerald electronic resources.

The publisher has for the last five years held an annual workshop and competition bringing together university students who showcase how they use electronic resources and the impact it has on their studies.

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With 50 years’ experience, Emerald manages a portfolio of over 300 journals, well over 2500 book titles, and over 1500 case studies. The competition coincided with their golden anniversary, in supporting education and research worldwide.
Social media gurus provide tips to communication students

By Mary Muriithi

On Monday October 9, digital strategist Mark Kaigwa and Kenyan YouTuber Aurther Mandela (also known as Xtian Dela) engaged graduate and undergraduate students of communication in a forum dubbed “AMA” (Ask Me Anything) held at the Lecture Theater 5 in the Science Center, courtesy of Assistant Professor of Journalism and Mass Communication Dr. Lucy Gichaga.

Mr. Kaigwa, the founder of Nendo - a strategy & storytelling consultancy for digital Africa - gave a talk on ‘Uncovering the uniqueness of social media in the African context’ where he emphasized on the audience being the first determinant of what social media platform to use and proposed POST (People, Objective, Strategies and technology) as a roadmap in developing a social media strategy.

Mr. Kaigwa was listed as one of Forbes Africa’s 30 under 30 Best Young Entrepreneurs in Africa in 2013. “The default device in Africa is the mobile phone where a population of only 350 million has access to the internet,” he said.

Mr. Mandela, who in his words ‘bumped into social media’, shared his journey to fame through social media and also imparted advice on how to build a brand, emphasizing on the importance of being relevant offline and making offline relationships worthwhile.

“The best place to network is at events,” he said as he encouraged his audience to offer free business services to gain brand visibility, as well as the need for consistency in order to develop one’s brand.

Mr. Mandela has won several awards including the Best Twitter Personality in Africa in 2015, the Best Facebook profile in Africa in 2016 and the second Most Influential Twitter Personality in Africa in the Africa Bloggers Awards.

Faculty publishes paper on perceptions of media freedom and job autonomy

A research paper by Dr. Kioko Ireri, Associate Professor of Journalism and Mass Communication, has been published in the current issue of African Journalism Studies – Africa’s leading journal in the field of journalism and mass communication. The paper – “Job Autonomy: How Kenyan Newspeople Perceive Their Journalistic Latitudes” – examines job autonomy in news selection decision, media freedom, media freedom-job autonomy relationship, and predictors of journalistic autonomy.

Findings show that over half (59%) of respondents believe that there is enough media freedom in Kenya. Similarly, there is a positive correlation between media freedom and journalistic autonomy—a relationship though moderate is statistically significant.

While four in 10 Kenyan journalists have “some freedom” in deciding what to include in news, only 15.5% enjoy “almost complete freedom,” and 31.7% have “a great deal of freedom.” When analyzed by demographics and work-related variables, male journalists reported higher autonomy than their female colleagues. Older and more experienced journalists have more freedoms than those who are younger and limited in work experience. Journalists with advanced education (doctoral and MA degree holders), those employed on full-time basis, and high monthly earners enjoy more job autonomy. Kenyan journalists working for international media organizations reported far higher autonomy than those in the local media. Job satisfaction and job security emerged as the strongest predictors of journalistic autonomy in the Kenyan media.

The study is based on a national representative sample of 504 journalists drawn from 62 media outlets in Kenya. The research paper is one of the ten variables that Dr. Ireri examined in his Indiana University- Bloomington doctoral dissertation – “Constructing A Portrait of Kenyan Journalists In The 21st Century: Demographics, Job Satisfaction, Influences On News Values and Autonomy, And Standards of Journalism Training”. Five other paper papers have been published in Journalism & Mass Communication Quarterly, Journal of Media Ethics, Journalism, Journalism Practice, and Journalism & Mass Communication Educator.

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Dr. Kioko Ireri (Associate Professor of Journalism and Mass Communication)
Student leaders and counselors receive training

By Dan Muchai and Noel Khayanje

The Counseling Center in collaboration with the Peer Counselors and Educators Club, organized a Level 1 training session from September 29-30 and a Level 2 training session from October 6-7, in the Freida Brown Student Center. Both sessions were designed for student peer educators, counselors and leaders to empower them with key information and skills to reach out and counsel their peers, in order to bring about positive behavior change among the USIU-Africa student community.

The Level 1 session focused on imparting basic peer education and counseling skills including group counseling, exploring self-awareness for the peer counselor, self-esteem, values clarification, qualities of an effective peer educator and leadership. It also covered practical counseling sessions at individual and group levels.

The Level 2 course focused on specialist topics like gender issues in peer education and counseling, sexuality, HIV & AIDS and relationships, contraceptives, Sexual and Gender-based Violence (SGBV), drug and substance abuse, life skills, psychological first aid and self-care for the peer educator/counselor.

Trainers were drawn from among alumni, Population Services Kenya, Kenyatta National Hospital, Haven of Hope Rehabilitation Center and Counseling Center staff. Armed with their new-found skills, participants are now expected to form peer groups to discuss and address issues covered in the training sessions, and plan for community peer outreach events and sessions. Such issues include, creation of awareness, offering support, counsel or referral on sexuality, addressing life skills gaps, drug and substance-related issues, among others. They will also attend follow-up supervisory sessions at personal and group level, with professional counselors, as they engage with other students.

Vice Chancellor hosts monthly alumni affinity evening

By Beatrice Munyiva

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The Vice Chancellor, Prof. Paul Zeleza, met Executives within the Alumni Association in an informal forum dubbed Affinity Evening held at his residence on September 30, 2017. The executives enjoyed a night of networking as they reminisced their time at USIU-Africa. They also shared their post-graduation experiences as heard from the Vice Chancellor about proposed infrastructural and academic developments at USIU-Africa, as part of the Strategic Plan 2015/16 – 2019/20. Among them, the Vice Chancellor highlighted the proposed School of Communication, Creative and Cinematic Arts that will be house the undergraduate Journalism and graduate Communication Studies programs.

The Affinity Evening is a monthly informal forum where the Vice Chancellor and other members of the Management Board meet and interact with different interest groups within the Association. It was conceived as a platform for at creating mutually beneficial relationships between alumni and their alma mater, creating a platform where alumni can network and rekindle old friendships. Senior university officials also learn from post-graduation alumni experiences as well as how they would like to be engaged by their alma mater. The event is also an avenue where alumni learn about current developments at their alma mater, as well as the role they have to play in moving the university forward.

The next Affinity Evening slated for early November, will focus on alumni who are senior corporate executives.
Three students recently presented a data collection solution for farmers, during an exhibition at the Innovation and Incubation Center from September 26-28. Jacktone Momanyi (IST Senior), Evans Kimathi (APT Sophomore) and Polly Gitau (APT Junior) were attempting to find a way of solving food insecurity by collecting and processing useful data. Through their research, the team dubbed AgriData, realized that farmers lack information regarding when and what to plant, and, as a result farmers grew the same type of crops regardless of soil type, and market conditions. Their digital solution entailed integrating sensors and cloud computing technology, to collect soil data from different areas of the farm, which they plan to analyse, in order to gain insights on which crops to plant and fertilizers to use.

Enso plants more trees around rugby field

Members of Environmental Society (Enso) planted trees around the USIU-Africa’s rugby field on Friday, September 29, as part of their objective to inspire a sense of environmental responsibility and commitment within campus.

Before the end of Fall 2017 semester, the club has lined up a series of activities, including trainings and campus outreach events, to promoting a sustainable environment & natural resources restoration agenda, and enhance sensitivity and responsiveness of the campus community towards climate change.

Since its inception as an organization under the USIU-Africa Student Affairs, ENSO has planted hundreds of trees on campus, the recent occasion being the World Environment Day held in June this year.
10 key pointers for a winning CV

By Cecilia Mweru

A curriculum vitae is the first interaction between the candidate and a potential employer. According to recent research published in the Business Daily newspaper, when one is applying for a position in the retail industry, the candidate’s curriculum vitae would be compared against sixty-nine others in the longlist. Thus the importance of the quality of the curriculum vitae cannot be over-emphasized. Here are a few pointers to get one started.

1. **Use an appropriate email address:**
   - poisonivyshiks@gmail.com won’t cut it!
   - Keep it professional. An email address in the candidate’s name is sufficient.

2. **Every CV should be targeted:**
   - Never send out multiple identical CVs to recruiters and employers. One should tailor each resume to each job applied for, so as to relate and highlight specific skills relevant to the job in question.

3. **Always include a skills summary:**
   - This is the candidate’s value proposition to a potential employer and helps to quickly sell capabilities relevant to the job applied for.

4. **Ensure that information is accurate:**
   - For example, the candidate must confirm the title of degrees earned, job titles held and current titles of references. All your dates must be current, especially when detailing the most recent/current work experience.

5. **Highlight accomplishments:**
   - For every role ever held, either in leadership or as part of a general team, mention must be made of any measurable achievements that can be verified during a reference check. This is what makes one stand out.

6. **Avoid spelling mistakes:**
   - Here’s an example of an embarrassing error which speaks to the candidate’s lack of attention to detail; Received a plague for salesman of the year. Use of a spellchecker can avoid such errors.

7. **Check the look and feel:**
   - Font sizes make a significant difference to the look and feel of a CV. Size 12 is largely accepted as the normal font for legibility. Avoid serif fonts - the ones that have curly ends - and instead, opt for more formal fonts such as Calibri, Verdana and such. Additionally, avoid using too many bullets so as to soften the look of your CV.

8. **Include the names and contacts of your references:**
   - Some recruiters don’t take ‘References available upon request’ kindly. Ensure that inclusion of referee names and contacts in addition to their current job titles.

9. **Honesty is the best policy:**
   - Never give inaccurate or misleading information. Remain consistent and uphold integrity.

10. **Hold off on the money:**
    - Unless you have been asked to specify how much you expect to be paid, do not include this information in the CV.
USIU-Africa places second in international rugby tourney
By Dan Muchai & Antonio Longangi

The USIU-Africa’s male Rugby Team emerged second in the international edition of the King of Rugby Tournament this Sunday, October 8 at Maseno University in Kisumu. The team lost to the University of Johannesburg 24-14, with Mike Kimwele and Joe Awori scoring a try each, with were then converted by Charles Kuka.

The loss caps an otherwise stellar campaign which began Saturday, October 7 when they beat Technical University of Mombasa (24-19), followed by Multimedia University (30-nil), to propel them to the quarter-finals against Daystar University. The squeezed through with a slim 7-5 margin to face Mount Kenya University, whom they defeated 21-19 to proceed to the final.

According to the team captain Junior Onyango, they were quite happy to prove its naysayers wrong, advancing through the tournament without a single loss. “In Kisumu, even though the crowd was pulling for the University of Johannesburg, I was so proud that my team and I represented USIU-Africa and Kenya so successfully, and against such a superior team.”

The team intends to donate some of the KES75000 winners earnings to a charity of their choice, later this semester, in line with one of the university’s core values of service to the community.

Back in July, the team lifted the Kenya Universities Sports Association Rugby League trophy with a 13-point gap between them and Kenyatta University. The team attributes its success to the strength and conditioning program and their coach’s determination to nurture young talent. This is especially important given that the team lost members who graduated this semester, in line with one of the university’s core values of service to the community.

Anticipating this loss, the team recruited five new freshmen from the Class of 2021, who already had previous experience at high school level. New members are taken through a rigorous training program involving fitness, ballwork, and team building activities.

USIU-Africa has become a force to be reckoned with, and will not be an underdog during the rest of the national sevens circuit.

Despite the semi-finals loss during the Sepetuka Sevens held September 30-31 at the Eldoret Sports Club, the team looks forward to much better results in Kisumu for the Dala Sevens leg of the sevens circuit on October 21-22 at the Mamboleo showground.

USIU-Africa teams emerge top at KUSA games
By Jackline Chirchir

The USIU-Africa soccer basketball, hockey and handball team showcased grit and sweat in the recently held Kenya Universities Sports Association (KUSA) Nairobi tournaments that took place on over the past weekend.

USIU-Africa’s women’s and men’s basketball teams emerged victorious in all their matches against the other teams and their strength and determination featured prominently. The men’s soccer team beat Pan African University 3-2 and proceeded to the next level where they beat Mount Kenya University 2-0 on the 8th October and the women’s team beat Mount Kenya University with a win of 1-0.

In Hockey, USIU-Africa’s men’s and women’s team ruled supreme on the pitch and showcased great team work with a win of 26-29 against Kenyatta University Ruiru Campus and 3-1 against Mount Kenya University respectively.

“The games were a tight contest as all sides battled in the hunt of scores. Our teams have been preparing and the coaches have ensured they were ready and alert.

The wins were ours from the beginning,” said USIU-Africa’s assistant sports coordinator Celestine Miriam.

USIU-Africa’s men’s basketball team also managed to emerge winners with a win of 33-32 against Kenyatta University while their female counterparts lost to Kenyatta University 26-29.

In other sports the handball team cut their losses of 9-25 to Kenyatta University Ruiru.
Media mentions
Compiled by Diana Meso

10 October: The People Daily mentioned USIU-Africa in an article titled “Jo’burg beat USIU-A to retain “Kings of Rugby” title.”

9 October: The standard newspaper mentioned USIU-Africa in an article titled “Johannesburg win rugby title”

8 October: USIU-Africa was mentioned in an article titled “Thika Queens out to extend league advantage”

8 October: USIU-Africa was mentioned by a French magazine Agence D’Information D’Afrique Centrale in an article titled “Afrique: des nanoparticules pour purifier l’eau”.

7 October: The Daily Nation mentioned USIU-Africa in an article titled “Ulinzi Warriors chase basketball league top place.”

6 October: The Daily Nation mentioned USIU-Africa in an article titled “Spluttering Greensharks seek Nakuru scalp.”

6 October: USIU-Africa was mentioned by the Daily Nation in an article titled “Uganda, SA varsity sides tour Kisumu.”

6 October: USIU-Africa was mentioned by the Daily Nation in an article titled “Ulinzi Warriors train guns on Thunder, Lions.”

3 October: The Daily Nation mentioned USIU-Africa in an article titled “Mixed luck for Kenyan teams in Kampala clubs contest.”