By Sheila Alice, Pascal Mumuli and Diana Meso.

On Friday, May 4, USIU-Africa in partnership with the Kenya Private Sector Alliance (KEPSA) and the Kingdom of the Netherlands, held the 3rd Private Sector Conference on Sustainable Inclusive Business (SIB) themed ‘New Economy, Transformation and Future Proof Business’ at the auditorium.

The conference provided a platform for participants to discuss the benefits of having an inclusive business that is sustainable and benefits low-income communities.

Addressing participants, KEPSA Chief Executive Officer and USIU-Africa Trustee Ms. Carole Kariuki, highlighted the successes experienced by KEPSA in promoting Sustainable and Inclusive Business practices, expounding how the organization has managed to create an awareness of business sustainability and inclusivity in over two thousand businesses in Kenya.

Ms. Kariuki challenged Kenyan businesses to cut down on waste, be more environmentally conscious and focus on people within and outside the organization, adding that business partnerships are key in pushing the sustainability and inclusivity agenda.

Former Prime Minister of the Netherlands and a senior CSR Partner at Ernst & Young Mr. Jan Peter Balkenende, noted that businesses need to shift towards shared values and align their investments to the United Nations’ Sustainable Development Goals (SDGs).

This was backed up by His Excellency Amb. Frans Makken of the Embassy of the Kingdom of Netherlands who highlighted the Kingdom’s passion for sustainable and inclusive businesses, and the Embassy’s contribution towards the initiative in Kenya through its Corporate Social Responsibility strategy.

Chairman of BIDCO Africa, USIU-Africa alumnus (IBA ‘80) and University Council member Mr. Vimal Shah, spoke extensively on sustainability and inclusiveness, and the role businesses should play particularly in lobbying the government to partner with private sector to invest in proper waste management solutions that lead to circularity and reduce the negative impact on the environment.

Also attending the conference was USIU-Africa Chancellor Dr. Manu Chandaria, who encouraged entrepreneurs to run sustainable, inclusive businesses that will empower the youth.

Other notable participants were the United Kingdom’s Deputy High Commissioner to Kenya Mrs. Susie Kitchens, who is also her country’s Permanent Representative to the United Nations Environment Programme.
Dr. Kioko Ireri, Associate Professor of Journalism and Mass Communication has presented a research paper at the International Conference on Terrorism and Violent Extremism. The paper titled, “Media Framing of Westgate and Garissa University Terror Attacks: News Frames, Responsibility and Major Actors” examined how Daily Nation, The Standard, and People Daily covered the Westgate Mall and Garissa University College terror attacks in 2013 and 2015 respectively.

Specifically, the study explored the media frames that were employed by journalists in reporting the twin terror attacks. The eight frames explored included attribution of responsibility, conflict, economic consequences, human interest, international co-operation, justice, morality and quest for security.

In the same vein, the research examined any significant variations in the use of the most-common media frame between Westgate and Garissa terror incidences.

In addition, the study investigated whether the coverage of the two terror attacks was episodic or thematic in nature. Relatedly, it examined any significant variations in the use of the most-prevalent framing type (episodic vs. thematic) between the two incidences of terrorist attacks. Through the lenses of attribution frame, the study examined who the media assigned the blame for the two terror attacks. Lastly, the research investigated the major news sources (actors) in reporting of the two attacks by journalists from the three newspapers.

The findings indicate that the human interest frame was the most common frame at 55% in the coverage of the two terror cases, followed by attribution of responsibility (15%) and the quest for security (9.4%). Human interest coverage gives a human face (empathy or sympathy) to an issues being covered by the media. Because human interest was the most prevalent frame, its use between the two terror cases was statistically significant where it occurred more in the coverage of the Garissa University College attack.

In the Westgate attack.

When it came to the attribution of responsibility, the Kenyan police were blamed most (33%), followed by terrorists (23%), and the executive wing of the government (19%). The major sources of news in the reporting of the terror attacks were government officials (32.1%), ordinary citizens (27.7), and politicians (6%).

The conference was held on April 24 to April 26 at Windsor Golf Hotel & Country Club in Nairobi. It was organized and sponsored by HORN Institute, a Nairobi-based organization involved in strategic studies.

Ireri: how Kenyan media framed terror attacks

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The School of Pharmacy and Health Sciences has been selected to host D. Emilly Obuya, a Fellow from Sage Colleges, New York as part of the Carnegie African Diaspora Fellowship Program (CADFP).

Dr. Naumih Noah (Assistant Professor of Analytical/Bioanalytical Chemistry) will lead the project in which she will collaborate with Dr. Obuya to develop simple, efficient and low cost water treatment technologies, for use in areas that lack municipal water treatment facilities, or areas where the centralized water distribution systems have been compromised due to a natural water disaster.

Their research is seeking to improve the solar disinfection (SODIS) method, and explore the potential for employing it as a point-of-use household water treatment technology, and then field-test the materials on drinking water from the Obunga informal settlement situated in the northwest part of Kisumu, on the edge of Lake Victoria. The region is known for its poor water distribution, poor sanitation infrastructure, and high density of housing.

This community will benefit from this research since it experiences severely dilapidated sanitation services which has led to disease outbreaks consequent to microbial water contamination.

The research will involve working with undergraduate and graduate students at from USIU-Africa, on a longer-term collaboration in the proposed research area, while faculty from both institutions participate in mentoring the students. In addition, Dr. Obuya will also teach one Chemistry course.

The USIU-Africa project is part of a broader initiative that will pair 55 CADFP scholars with one of 43 higher education institutions and collaborators in Ghana, Kenya, Nigeria, South Africa, Tanzania, and Uganda to work together on curriculum co-development, research, graduate teaching, training, and mentoring activities in the coming months.

To deepen the ties among the faculty members and between their home and host institutions, the program is providing support to several CADFP alumni to enable them to build on successful collaborative projects they conducted in previous years.

The Carnegie African Diaspora Fellowship Program, now in its fifth year, is designed to increase Africa’s brain circulation, build capacity at the host institutions, and develop long-term, mutually-beneficial collaborations between universities in Africa and the United States and Canada.

It is funded by the Carnegie Corporation of New York, and managed by the Institute of International Education (IIE) in collaboration with USIU-Africa, which coordinates the activities of the Advisory Council chaired by the Vice Chancellor Prof. Paul Zeleza.

Fellowships match host universities with African-born scholars (individually or in small groups) and cover the expenses for project visits of between 21 and 90 days, including transportation, a daily stipend, and the cost of obtaining visas and health insurance. A total of 335 African Diaspora Fellowships have now been awarded for scholars to travel to Africa since the program’s inception in 2013.
Incubation and Innovation Center hosts annual Scratch Day celebration

By Max Musau

On Saturday, May 12, Scratch Day - a global network of events that celebrates the release of the Scratch software and accomplishments - was celebrated by a gathering of technology enthusiasts both young and old at the Incubation and Innovation Center.

Scratch is a visual programming tool and online community used by students to learn and share computer science concepts. The tool was created by the MIT Media Lab in 2007 to enable students to engage in programming while allowing them to think creatively, reason systematically and work collaboratively.

This year a total of 900 scratch day events occurred around the world. During a typical event, attendees of varying abilities collaborate on computer science projects, while sharing their ideas and experiences.

International Committee of the Red Cross announces two essay competitions

By Dan Muchai

The International Institute of Humanitarian Law and the International Committee of the Red Cross have announced the launch of their very first “Sanremo New Voices in International Humanitarian Law” essay competition.

Given that the topic of the competition is directed at East African universities. The International Committee of the Red Cross in inviting essays that present a considered opinion on “the relevance and/or value of principled humanitarian action in today’s world”. According to the ICRC, “the evolving nature of armed conflict and situations of large scale violence has led some commentators to call into question the relevance and value of these [humanity, neutrality, impartiality and independence] principles”. These principles, it declares, are at the heart of the Committee’s work.

Essay submissions, which must not exceed 4000 words, must also be received at the ICRC Regional Office in Nairobi by 15 June 2018.

Posters with additional information on both competitions will be available on posters and on the university website, shortly.

Students from Carleton University pose with their instructors (Prof. Pius Adesanmi, and Dr. Wandia Njoya) outside the library on Tuesday, May 15. The group is the first cohort of students from Carleton to participate in an exchange program at USIU-Africa. Photo: Dan Muchai

Students exchange program with Carleton University launched

By Dan Muchai

Students from Carleton University’s Institute of African Studies are on campus for a month, to study “Social Media & the Public Sphere in Africa”, which will be taught jointly by the Institute’s Director Prof. Pius Adesanmi, and Dr. Wandia Njoya (Head of Department Languages and Performing Arts, Daystar University).

This is an intensive three-week course that will explore the rise and explosion of social media and its intersections with culture, politics, economics, governance, social issues and youth culture in Africa.

Noted social commentors and influencers such as columnist Mr. Patrick Gathara, digital strategist and story teller Mr. Mark Kaigwa, and Ms. Nanjala Nyabola (Political analyst, writer and author of the forthcoming “Digital Democracy, Analogue Politics: How the Internet Is Transforming Politics in Africa”).

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New leaders learn the ropes during spring break retreat

By Dan Muchai

The annual student leadership retreat was held from April 18-20 at the Elementaita Country Lodge, where over 300 student leaders were familiarized with university policies and procedures, as well as equipment them with skills essential to their new roles.

The retreat was organized by the Department of Student Affairs for the leaders elected for a new one-year term towards the end of the spring 2018 semester.

University officials from various line departments and members of faculty facilitated various sessions, dealing with the specific services offered by their respective departments.

Associate DVC - Academic Affairs Prof. Munyae Mulinge in his opening remarks described the weight of leadership and responsibility to be shouldered by the new leaders, as well as the expectations of the rest of the student community, including their constituents.

Various topics were tackled by speakers from Marketing & Communications (Developing efficient communication tools), Finance (Finance policies, budget and procurement policies), Legal Services (Legal policies and procedures (contracts)), Counseling Services (The soft skills package for student leaders), and Housing (Leaders as role models).

Dr. Teresa Linge (Associate Dean - Chandaria School of Business) spoke on (Developing highly efficient and motivated working team), while Dean of Students Mr. Robert Onsarigo, described to his audience the value of “Interfacing academic and co-curricular program in student life and role of patrons”.

The new Student Council leadership and members of the Electoral College, were introduced, and provided with a chance to briefly elaborate the plans they have for their electorate.
New students warmly welcomed by the university community

By Ernest Anguru and Victor Mshindi

On Friday, 27 April 2018, USIU-Africa received new graduate students as part of the Summer 2018 intake, who were then guided on a tour of the University, to familiarize them with the facilities and resources that they will use in the course of their studies.

Also joining the USIU-Africa community were Class of 2022 freshmen, accompanied by their parents and guardians, on Tuesday, May 2.

During the three-day orientation, students and parents were guided through the University’s programs, facilities and procedures, as well as the opportunities that be available to students during their academic career at USIU-Africa.

Speaking during the orientation, Applied International Business Administration junior Felix Okil volunteered to guide parents and guardians, on a campus tour on the first day of the Summer 2018 Undergraduate Orientation on Wednesday, May 2.

Computer Technology freshman Tatenda Dennis from Zimbabwe described how the great standards, wide range of resources and quality graduates at USIU-Africa drew him to Kenya.

The Student Council organized a student recruitment Freshtival (formerly known as Freshmen’s Bash) on Friday, May 11, where various clubs and sports teams were provided with opportunities to explain their organizational goals and activities, and recruit from the freshman class.

This was the first time the event was held on campus, thus providing a much smoother interaction between the new students and the freshman class.

The group discussions focused on life skills, where the freshmen had ample opportunities to interact with student leaders, and receive insight into USIU-Africa’s history, multi-cultural environment and mission goals.

Media mentions

Compiled by Diana Meso

May 16: USIU-Africa was mentioned by the Business Daily in an article titled “Why ban on executive MBA does not hold water.”

May 15: USIU-Africa was mentioned by YallAfrica in an article titled “Kenya: Co-Op Bank Sides Risk Axe From League.”

May 15: The Daily Nation mentioned USIU-Africa in an article titled “Co-op bank sides risk axe from league.”

May 15: The Star mentioned USIU-Africa in an article titled “Raila’s charm, Fighting graft, NBK scam: Your breakfast briefing.”

May 14: The Star mentioned USIU-Africa in an article titled “Sigh of relief as Parkroad Badgers record first win.”

May 14: The Star mentioned USIU-Africa in an article titled “Two Nigerian students block deportation for ‘unlawful stay’ in Kenya.”

May 14: USIU-Africa was mentioned by the Standard Digital in an article titled “Former champs Gladiators celebrate first victory of the season.”

May 14: Citizen Digital mentioned USIU-Africa in an article titled “USIU Falcons targeting UCFL glory.”

May 14: USIU-Africa was mentioned by the Standard Digital in an article titled “Handshake has implied three centres of power”

May 14: USIU-Africa was mentioned by the Citizen Digital in an article titled “Thunders roar past Tigers, rejuvenated Umoja stop KCA.”

May 13: The Daily Nation mentioned USIU-Africa in an article titled “Kenya Police break from jail as Butali teach USIU a lesson.”

May 13: The Daily Nation mentioned USIU-Africa in an article titled “Show cause letter to all university chiefs.”

May 12: USIU-Africa was mentioned by the Daily Nation in an article titled “Strathmore Gladiators lie in wait for Police.”

May 12: The Star mentioned USIU-Africa in an article titled “Three teams put their unbeaten run on the line.”

May 11: USIU-Africa was mentioned by Daily Nation in an article titled “Tigers tackle new-look Thunder side.”

May 9: The Daily Nation mentioned USIU-Africa in an article titled “Kenyan international joins Storms.”

May 6: USIU-Africa was mentioned by The San Diego Union-Tribune in article titled “Kevin Bradshaw’s journey: from USIU
Upcoming Events

TUESDAY, MAY 22
USIU-Africa Rugby attend Centrale Sevens tournament in Paris, France.

WEDNESDAY, MAY 23
USIU-Africa Rugby attend Centrale Sevens tournament in Paris, France.

THURSDAY, MAY 24
Migration Conversation: Children on the Move in East and Horn of Africa
Auditorium | 11am

FRIDAY, MAY 25
Career Peer Advisors Training Workshop
Peer Counseling Room (1st Floor, Freida Brown Student Center) | 9am
“Break Free from Coal Investment in Kenya” Photo Exhibition
Library Lobby | 9am