Dean reflects on schools’ milestones and achievements at convocation

By Taigu Muchiri

Dean of the School of Science and Technology Prof. Valerie Adema hosted a convocation on November 28 for the School of Science and Technology (SST) and the School of Communication, Cinematics and Creative Arts (SCCCA) at the Lecture Theater I. Attended by the Vice Chancellor Prof. Paul Zeleza, members of the Management Board, faculty, students and staff members Prof. Adema highlighted the key milestones by both schools.

Referring to their theme, “Enhancing our Institutional Capital: Research, Recruitment, Resources, Reputation, and Responsibility”, the Dean noted that during the 2017-2018 academic year, the Schools prioritized expanding academic programs and becoming a reputable research institution; promoting student and employee recruitment, retention, support, and success; strengthening sense of community, inclusion, and responsibility; enhancing and diversifying resources and preparing for a capital campaign; and improving electronic and physical infrastructure.

**Big Wins**

In the 2017-2018 academic year, the School endeavored to develop and implement new innovative market-driven programs in science and engineering. For instance, the Master of Science in Information Security program was approved by the University Senate, while the Doctor of Philosophy in Information Systems and Technology (PhD. IST) is awaiting senate approval after receiving approval by the Educational Effectiveness (EE) Committee.

SST initiated the development of four undergraduate programs in Software Engineering, Data Science, Analytics, and finally Bioengineering and Renewable Energy Technology.

SCCCA successfully launched the Bachelor of Arts in Animation and Bachelor of Arts in Film Production and Directing during the Summer 2018 semester.

In the same period, SST recorded increased student enrollment specifically in the Bachelor of Science in Applied Computer Technology (APT) program. Total enrollment increased from 3,826 students in 2016-17 to 4,030 students in 2017-2018. Of these, 3,537 students were undergraduate students and 507 graduate students. The current student enrollment in the SCCCA stands at 1310 (1024 undergraduate and 286 graduate students) while SST is 2,720 (2,537 undergraduate and 207 graduate students).

(Continued on page 4)
By Ernest Anguru

Mr. Tonny Bach an International Business Administration (Marketing) Junior and Ms. Janade Noni a Hotel and Restaurant Management Junior beat 12 other contestants from diverse backgrounds to be crowned Mr. and Miss. USIU-Africa 2019 respectively, on Thursday, November 22 at Garden City Mall.

Based on the theme, “Philanthropy through beauty”, this year's proceeds will be channeled towards Altawoon Primary School in the informal Nairobi settlement of Korogocho, to facilitate building of additional classrooms.

Speaking following his win, Mr. Bach noted that the pageant had encouraged him to become more sociable and less introverted. “I believe every person to be unique in their own way, and to me that is beautiful. I would like to believe that my approach towards tasks and challenges, even if not superior to others, was of a desired Attitude,” he said.

All title holders are expected to use their platform to bring awareness to various issues affecting students’ development both academically and socially.

Both Mr. and Miss USIU-Africa have vowed to listen to, and represent, the voices of their fellow students on matters that affect them, as well as work together with various charities affiliated to the University, in order to increase each charity’s impact on its beneficiaries.
In order to deliver on academic excellence, both schools are continuously recruiting and developing a world-class pool of qualified faculty, mentioning Information Systems Lecturer Dr. Stanley Githinji, Assistant Professor of Information Systems and Technology Dr. Miriam Sensalire, and Assistant Professor Film and Animation Dr. Rachael Diang’a.

Dr. Kioko Ireri and Dr. Patrick Wamuyu were promoted to become Associate Professors, while the Schools each hosted one of two Carnegie Fellows - Prof. Nancy Muturi from Kansas State University and Dr. Chalie Obimbo from the University of Guelph in Canada.

To strengthen existing and offer industry competitive certification programs, SST launched the Microsoft AppFactory which was designed to offer Information Technology graduates the hands-on experience they need to succeed as software developers. This program will facilitate them to acquire skills that enable them to design, develop, implement, and manage successful software solutions.

Additionally, it has streamlined the delivery of certification courses and increased the utility of the High Performance Computing (HPC) by faculty and students.

The School has streamlined the scheduling, planning, and delivery of Microsoft, CISCO, Linux, Certified Ethical Hacker (CEH), Oracle and IBM and such other necessary certification courses. These certifications provide our graduates with a competitive advantage for employability. The AppFactory has to date trained two cohorts of interns comprising of about 20 students.

The School has continued to foster collaborations and partnerships for research through which the faculty were able to activate engagements with other institutions including the University of West Indies, Southern Illinois University at Carbondale, Lancaster University among others. In conjunction with partners, faculty responded to calls for research proposals by organizations such as the Bill and Melinda Gates Challenge, International Development Research Centre (IDRC), The American Speech–Language–Hearing Association (ASHA), The Council for the Development of Social Science Research in Africa (CODESRIA), National Research Fund (NRF), among others.

As a result, a number of faculty were successful recipients of external and internal grants. Dr. Patrick Wamuyu received KES 18 million to develop a citizen observatory early warning system for disease outbreak. Associate Professor of Journalism Dr. Dorothy Njoroge and Journalism Lecturer Ms. Robi Koki received KES 10 million from Amplify Change to strengthen the capacity of local organizations to effectively advocate on issues of gender-based violence, and while former faculty member Dr. Maria Canudo received KES 6 million to conduct research on social media consumption in Kenya by the National Research Fund and KES 20 million by USAID for the SIMELab Project.

Another key success at SCCCA, was the rollout of the BA Animation and BA Film Production and Directing programs. These two programs admitted their first cohorts of students this academic year, with a total of fifty-two students currently registered.

Prof. Ademaco admitted some challenges included the running of the Microsoft AppFactory program, which she confirmed would be restructured to enable it become more effective and impactful.

The Microsoft AppFactory will be rebranded to the “Microsoft Twenty-first Century Skills” and the programs of focus will include; application development, data science, Internet of Things, artificial intelligence, machine learning, and enterprise resource planning using Microsoft Dynamics.
Prof. Adema outlines schools’ plans for the current academic year

During the Dean’s Convocation on Wednesday, November 28, Prof. Valerie Adema (Dean, School of Science and Technology - SST; School of Communication, Cinematic and Creative Arts - SCCCA) announced that the School of Communication plans to initiate the development of the Bachelor of Arts in Documentary Film Production, the Bachelor of Arts in Creative Arts with specializations in Theatre, Music and Dance and Fashion Design, and the Bachelor of Arts in Health Communication.

The review of the Bachelor of Science in Applied Computer Technology and the Bachelor of Arts in Journalism will commence this academic year, while the Departments of Computing and Cinematic Arts are currently working together to develop a gaming concentration within the Bachelor of Arts in Animation program, in response to market demands for formal training and certification for developers of software games.

During the same period, the Dean announced plans to recruit faculty to teach public relations, software engineering and statistics. Four new faculty will be also be recruited to teach corporate communication, digital communication, film and animation.

Dean Adema also hoped to complete the process of recruiting a permanent SCCCA Dean by the end of this academic year.

The School will strengthen its Science, Technology, Engineering and Maths (STEM) disciplines by conducting more rigorous, robust, and impactful applied science programs. The School will complete the accreditation process for the graduate program in Information Security and doctoral Information Systems and Technology program and begin student enrollment into these programs.

Prof. Adema also intends to engage industry and academia stakeholders in the curriculum drafting process for undergraduate programs in Bioengineering and Renewable Energy Technology. Additionally, SST plans to undertake a feasibility study to initiate the development of a Bachelor of Science in Robotics and Artificial Intelligence, as well as a Bachelor of Science in Game Design and Development, in order to position the University as a leading technological training institution.

The schools also plan to enhance academic excellence by establishing centers of academic excellence such as a Center for High Performance Computing, a Center for Informatics Research and Innovation, and the Media Center.

The School of Communication Department is finalizing a new concentration in Political Communication for the MA Communication Studies program. SCCCA has also begun the restructuring of its programs prerequisites for BA Journalism and MA Communication programs in order to ensure quality learning.

In addition, plans are already underway to restructure the student newspaper (USIU-Africa Gazette) and the campus radio (USIU-Africa Radio 99.9FM), in a bid to professionalize the two university media outlets for the benefit of student training and acquisition of requisite skills.
Dr. Ireri’s book chapter discusses media framing of terrorist attacks

The Associate Professor of Journalism and Mass Communication Dr. Kioko Ireri has published a book chapter detailing how three Kenyan national newspapers framed the Westgate Mall and Garissa University College terror attacks.

The chapter titled, “Media Framing of Westgate Mall and Garissa University College Terror Attacks in Kenya: News Frames, Responsibility and Major Actors”, explored the media frames that were employed by journalists in reporting the two terror attacks. The eight frames explored included attribution of responsibility, conflict, economic consequences, human interest, international co-operation, justice, morality and quest for security.

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 sought to find out whether the coverage of the two terror attacks was episodic or thematic in nature. It examined any significant variations in the use of the most prevalent framing type (episodic versus 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 issue 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.

The coverage of the two terror attacks was overwhelming episodic (70.9%). Episodic coverage involves storytelling in which an issue is presented in a specific event or case – for example – a victim of terror attack narrating his experience. The use of episodic framing (the most common) was statistically significant between the two terror incidences, receiving more coverage.

The chapter appears in the just-released book titled, The Changing Dynamics of Terrorism & Violent Extremism: Policy and Practice (Volume II), launched on November 23 at the Nairobi Serena Hotel. It examines a wide spectrum of issues in the war against terrorism and violent extremism in Africa, oscillating between theory and practice.

Some of the broad themes discussed include global trends in terrorism and violent extremism; radicalization into violent extremism; effectiveness of counter-terrorism strategies; media, youth, gender, and terrorism; terrorism and human rights; and ideological dimensions, among others. The book’s ten chapters provides a comprehensive information reservoir for practitioners, scholars, students, and others working in the realm of terrorism and violent extremism. The 307 page book is edited by Dr. Mustafa Yusuf Ali, Dr. Mumo Nzau, and Dr. Hassan Khannenje. Dr. Ali is a scholar in International Relations and practitioner in Conflict Transformation. Dr. Nzau is a governance and national security strategist, while Dr. Khannenje is a scholar in Peace and Conflict, International Relations, and Foreign Affairs.

An earlier version of the chapter was presented at the International Conference on Terrorism and Violent Extremism held in April 2018 at the Windsor Golf Hotel and Country Club in Nairobi that was organized and sponsored by HORN International Institute for Strategic Studies - an applied research and policy think tank based in Nairobi.
By Diana Meso

Although narratives about HIV/AIDS pandemic have decreased in Kenya, HIV/AIDS is still a life-threatening experience that needs innovative, creative and continuously improved strategies.

A report by the National AIDS Control Council (NACC) shows that there are 1,493,382 Kenyans living with HIV and out of this 184,719 are youth aged 15-24 years. The report further shows that new HIV infections as at 2018 stand at 52,767, half of the 100,000 new infections recorded in 2014.

SIMELab continues training on IBM Watson Analytics for Social Media

By Dr. Patrick Wamuyu

The Social Media Lab (SIMELab) Africa hosted its monthly workshop on use of IBM Watson Analytics for Social Media Data Analysis on November 22. The training was conducted through video conference facilities at the library’s conference room and facilitated by Nabila Charkaoui, Certified Senior Information Architect at the IBM Dubai, UAE Office.

SIMELab Africa provides faculty and students with an environment to undertake their research in social media analytics using the IBM Watson Analytics for Social Media software and NodeXL.

NodeXL is a powerful and easy-to-use interactive network visualization and analysis tool that leverages on the widely available Microsoft Excel application as the platform for representing generic graph data, performing advanced network analysis and visual exploration of social networks.

The IBM Watson Analytics for Social Media provides organizations with comprehensive information about customers, market, and competitors from millions of online data sources. Some of the features of Watson Analytics for Social Media include, the ability to track social conversations across multiple channels, compare multiple topics and themes, track sentiment, location, and demographics, and to identify top authors. This information is useful when tracking sentiments across millions of data and social media sources and presenting this information in rich and easy to understand visualizations.

The SIMELab Africa monthly trainings are meant to prepare and enhance the SIMELab team use of the IBM Watson Analytics for Social Media software in analyzing, and extracting actionable patterns from social media data to determine how big data currently shapes our lives.

SIMELab Africa is currently conducting a national-wide baseline research on social media consumption in Kenya through surveys, focus group discussions and big data collection, mining, storage and analytics using IBM Watson Analytics for Social Media software and the NodeXL.

Counseling services conducts week-long awareness campaign

By Diana Meso

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It is in the same vein that Counseling Services organized the Voluntary Counseling and Testing, Sexual Reproductive Health Week (VCT Week) from November 26-30 on campus, where members of the university community received opportunities to be screened and counseled on HIV/AIDS, contraceptives, Sexually Transmitted Infections (STIs) and further screened for cervical and breast cancers, at designated tents throughout campus.

Themed “The Know is Spreading”, the week-long event aimed at increasing the uptake of HIV testing by giving the USIU-Africa community an opportunity to get to know their HIV status as individuals and as couples.

The event further aimed at providing and educating participants on correct and consistent condom use through condom demonstrations, encourage Post Exposure Prophylaxis (PEP) adherence for those exposed to the virus and PrEP (Pre-Exposure Prophylaxis) to those constantly at risk of contracting HIV to prevent or reduce new HIV infections.

Moreover, the event presented an opportunity for participants to acquire knowledge on sexual and reproductive health counseling and how to continually fight stigma and discrimination by interacting with People Living with HIV & AIDS (PLWHA) for advocacy on behavior change and inspiration of hope for the affected.

The event was sponsored Family Health Options Kenya (FHOK), Afya Jijini, TICAH Health and AIDS Healthcare Foundation (AHF-Kenya).
Students receive great career advice during Placement and Career Services workshop

By Minah Kaburu and Cecilia Mweru

The Placement and Career Services department organized a successful interview preparation workshop on Friday 23 November at the Incubation and Innovation Centre. The workshop aimed at training students on skills required to successfully navigate interviews as they seek employment in various sectors.

The workshop was carried out as an experiential event where three students were interviewed by an experienced panel of interviewers in the presence of other students. The students were able to give feedback on the interview session as well as receive valuable coaching on their performance from the panel which comprised of Ms. Sarah Ndegwa (Business Operations Manager) and Mr. Austen Stranahan (Product Manager) from Shortlist Professionals, an international recruiting firm.

The panelist shared valuable tips that they highlighted during the workshop mentioned that an interviewer must be prepared at all times. This can be achieved by conducting a background check on the organization and role before sending an application.

They mentioned that the candidate must understand the requirements of the role and the organization and match it to their key selling points and articulate reasons that they are qualified for the role. The students were told to have examples at all times in order to explain these key selling points. The students were coached on how to practicing potential answers and questions ahead of the interview, and to be aware of body language, voice audibility and eye contact.

The workshop noted with great concern that one common mistake that most graduates make while seeking employment is salary negotiations. The panelists mentioned that the candidates must be willing to negotiate their terms and conditions based on the offer they have received. The candidate must conduct research into the organization, salary scales and benefits and compare them to the salary industry standard for the position they are applying for. This information will assist the candidate give a salary range that reasonable and matches their skills and qualifications. The students were informed that they should interrogate the payment package and look at it holistically including the benefits that you may get from the organization. It is also important to factor the experience needed at the entry level position.

The students were urged to take up volunteer opportunities and internships before settling into a permanent role. These avenues present a good learning experience for every student while still in University adding that this will build on existing strengths and weaknesses, as well as reveal interests that can build upon.

The students were encouraged to take jobs that are outside their area of concentration. It has now become more common for graduates to get their first entry level job in positions unrelated to the major that they pursued in university. Since most fresh graduates will only look for job opportunities in their areas of specialization, they were encouraged to explore different fields before settling into a permanent career path.
Alumni mentorship program launches second cohort of mentors

By Cecilia Injugu

Placement and Career Services in partnership with the Alumni Relations launched the second cohort of the USIU-Africa Alumni Mentorship Program on Friday, November 23, at the USIU-Africa Incubation and Innovation Center. The event which was graced by twenty seven mentors and mentees also included the graduation of eight mentors and mentees from the first cohort of ten pairs.

The mentorship program takes a holistic approach encompassing academic, personal and career development of the individuals through a six months structured and formal mentorship program.

Principal Placement and Career Services Officer, Ms. Martha Oigo, together with the Principal Alumni Relations Officer, Mr. Uyyu Mbole, officially welcomed the new graduates into the program and took them through a historical journey of the program. Associate DVC - Student Affairs Prof. Wangari Mwai, and Principal Counselor Mrs. Lucy Kung’u, reiterated the University’s support for the program and lauded program’s impact. They appreciated the contribution of all the mentors and encouraged them to keep the mentorship fire burning.

Placement and Career Services Officer Mrs. Cecilia Injugu highlighted the vision of the program which is to create a community of alumni mentors who will not only impact current students, but also enhance alumni engagement on campus.

The first cohort mentors were awarded letters of appreciation and it’s noteworthy that a majority of them will be continuing on in the second cohort.

The second cohort comprises seventeen pairs of mentors and mentees with an even larger waiting list of mentors and mentees to be trained and matched in the coming semester.

The incoming mentors and mentees were provided with mentorship packets which included training materials, a guide on how to conduct their sessions, as well as a reporting form that will indicate their progress after every session.

Spring 2019 internship orientation held to guide students

By Christine Nzyoka

The Spring 2019 Internship Orientation was held on November 23 and its objective was to clarify roles, responsibilities and expectations of students as interns. The event was organized to assist students prepare their transition from the classroom to the workplace and reduce anxiety and uncertainty as they begin their internship.

The students were trained by experts and professionals on the expectations that they must fulfil during their internship. They guided the students in a number of areas such as interview skills, Curriculum Vitae (CV) writing skills, work ethic and how to handle difficult situations at the work place.

They were also trained on how to work towards specific goals or targets of the organization that they will work for and ensure that they gain valuable experience that is relevant to the area of their study while contributing to the organization’s goals and objectives.

The Dean School of Science and Technology Prof. Valerie Adema while making the introductory remarks emphasized that the students should be able to benefit from internship. She mentioned that they introduce students to potential future work environments and assist students decide if these environments meet their career wishes and interests.

"Internships represent a cross-over point between education and career that will not only help you in your career, but also provide a blueprint for further studies." said Prof. Adema.

She added that interns acquire supplementary skills during an internship such as communication skills, work ethic, team work that can only be experienced in a real-time learning environment.

She reminded students that many sectors such as hospitality, Information Technology, journalism and media, successful job applicants need to demonstrate that they have already completed an internship program. She ended her remarks by saying that the experience gained during internship will thus help establish individual career profiles.

Brenda Mieliz, Client Service Executive at Corporate Staffing Services Ltd, mentioned that it was important for students to be able to articulate their skill set clearly on their CVs. She mentioned that most students miss out on great opportunities because they fail to communicate their qualifications.

Esther W. Kamau, communications officer at Corporate Staffing Services Ltd discussed interviewing skills, common interview questions and how to respond to them.
A visiting member of the Ajira Digital Program describes her training and work experiences to members of the SENEX 4800 class taught by Mr. Philip Machoka (Lecturer of Information Systems and Technology). PHOTO: PHILIP MACHOKA

Students urged to explore online employment opportunities

By Philip Machoka

The School of Science and Technology hosted a team of four guest speakers from Ajira digital initiative to discuss the various opportunities available online where the youth can find work. Timothy Munene, Lila Kiwelu, Teresia Ogamba and Patrick Mbau made presentations during Mr. Phillip Machoka’s (Lecturer, Information Systems Technology) SENX 4800 class.

The Ajira Digital Program is a government initiative driven by the Ministry of Information, Communications and Technology whose goal is to empower over one million young people to access digital job opportunities.

Currently, the Ministry of Information Communication and Technology through the ICT authority is creating awareness on the work opportunities that are available through online platforms. Some of the opportunities available include transcription, database management and support, applications development, website design and support, social media marketing, Search Engine Optimization (SEO), content writing, design, data entry, data analysis, legal consultancy, finance and administration among others.

During the talk, the presenters discussed how to register and undertake freelance online work, the process of bidding for work, submitting completed projects and the payment process. The SENEX 4800 class also had an opportunity to hear from the four presenters who are experienced freelance online workers and trainers on the Ajira program as they shared their own stories on freelance online work opportunities.

Ms. Kiwelu, a USIU-Africa alumna (International Relations, ’09) has worked with Non-Governmental Organizations, and is currently supporting e-commerce platforms for a number of companies.

Ms. Ogamba, a student at the Jomo Kenyatta University of Agriculture and Technology has been leading a team that performs online transcription for three years while Mr. Munene and Mr. Mbau are seasoned content writers for online businesses.

The team informed their audience that while the bulk of online work is created by companies based in the largest economies of the world, most of the work is completed by people living in developing countries.

According to the ICT Authority there are over 40,000 Kenyans registered on Upwork, a leading freelance platform that provides online work opportunities. In a 2014 survey by Upwork ranked Kenya tenth overall and first in Africa on the list of countries providing online employment opportunities. Other online employment platforms include Fiverr, iFreelance, Upwork, Freelancer, Guru, iWriter.

The guest speakers were facilitated by Maggie Ireri from the Information Communication Technology (ICT) Authority.
SPORT UPDATES
By Antonio Longangi

Basketball
In the Nairobi Kenya Universities Sports Association (NAKUSA) League, USIU-Africa’s ladies’ team won 49 – 15 against Daystar University on Saturday, November 24 at the USIU-Africa basketball court. The men’s team defeated Pan African Christian University 45 – 33 against before thrashing Daystar University’s men’s team 46 – 25 on the same day.

Rugby
The USIU-Africa team thoroughly outclassed South Coast Pirates 39 – 14 in the Kenya Rugby Union (KRFU) Championship League on Saturday, November 24 at the USIU-Africa rugby pitch. Both teams will meet again this Saturday, December 1 at the same venue.

Soccer
It was all downhill in the Universities and Colleges Football League (UCFL), where the men’s team lost 0 – 1 against the Nairobi Institute of Business Studies (NIBS) while the ladies’ team lost against the Kenya Medical Training College (KMTC) on Saturday, November 24 at KMTC.

Hockey
Meanwhile scores were looking up in the Kenya Hockey Union (KHU) Premier League. The USIU-Africa ladies’ team defeated Vikings Ladies Hockey Club 3–0 on Saturday, November 24, while men’s team beat Greensharks 1 – 0 at the City Park Hockey Stadium.

The ladies will meet Chase Amira on Sunday, December 2 in the KHU Premier League at the City Park Hockey Stadium.

Swimming
Finally, the USIU-Africa swimming team participated in the Kenya Swimming Federation (KSF) invitational swimming gala on Friday, November 30 at the Kasarani Aquatic Stadium. The scores will be available in next week’s edition of Campus This Week.

Media Mentions
Compiled by Diana Meso

November 26: USIU-Africa was mentioned by Citizen Digital in an article titled “Police coach Mugambi rallies charges in title run-in.”

November 26: The Star mentioned USIU-Africa in an article titled “Down and out: Vikings relegated from KHU Premier League after a winless season.”

November 26: USIU-Africa was mentioned by the Daily Nation in an article titled “Police keep title hopes alive as USIU survive relegation.”

November 26: The Standard mentioned USIU-Africa in an article titled “MMU close in on Premier League Promotion.”

November 26: The Daily Nation mentioned USIU-Africa in an article titled “KHU upholds Wazalendo’s 16-2 thrashing by Police.”

November 25: NTV mentioned USIU-Africa in an article titled “Police keep title hopes alive as USIU survive relegation.”

November 24: USIU-Africa was mentioned by the Daily Nation in an article titled “SHOWBUZZ: Why Ali Kiba chose Amina Khalef over many other beauties.”

November 23: The Daily Nation mentioned USIU-Africa in an article titled “Police train guns on misfiring Nairobi Simba.”

November 23: USIU-Africa was mentioned by the Daily Nation in an article titled “KPA, Ulinzi hope to turn around play-offs fortunes at home.”

Upcoming events
End of Semester Exams Begin - Monday, December 3, 2018
SIMElab Analytics Training - Thursday, December 6 2018