USIU-Africa Student Films Nominated in Six Prestigious Categories at Kalasha Film and TV Awards

By Rachel Diang’a

USIU-Africa’s student-produced films have made it to the 2019 Kalasha Film and TV Awards’ list of nominees. This year’s nominees were unveiled in a star-studded ceremony held on Thursday October 31 at the Anga IMAX, 20th Century Theatre in Nairobi’s CBD. USIU-Africa’s students garnered a total of six nominations in the following categories:

1. Best Students’ Short Film - *Unbalanced*
2. Best Students' Feature Film - *Unbalanced*
3. Best Production Design (Margaret Njeri) - *Unbalanced*
4. Best Students' Documentary Film - *Women of Steel*
5. Best Students' Documentary - *Degraded Degrees*
USIU-Africa was the institution with the highest number of nominations, with the second film school having only two nominations. The films were produced by students majoring in BA Animation, BA Journalism and BA Film Production and Directing, all in the School of Communication, Cinematic and Creative Arts.

Public voting will run from 4th – 20th November 2019 and will be done strictly through a mobile App called 'StarTimes On', which is available for download on a smart phone’s Play store/App store. We encourage you to vote as many times as you can, to ensure that our nominees to get the highest public votes and increase our chances of winning.

Kalasha, now in its 9th edition, is the most prestigious Film and TV Awards Ceremony in the region and is hosted by Kenya Film Commission to award talent in the film, animation and gaming industry.

Welcome back! USIU- Africa celebrates inaugural Alumni Homecoming

By Beatrice Munyiva

Last Saturday, USIU-Africa hosted the inaugural Alumni Homecoming, which was attended by about 500 alumni from various years, dating back to the 1980s all the way to the recently graduated class of 2019. The oldest alumnus present was Mr. Vimal Shah (Class of 1980) who encouraged fellow alumni to endeavor to keep USIU-Africa on the global map citing that a degree from the institution was like no other.

The event was also graced by University Council member, Mr. Kris Senanu, Management Board members, Amb. Prof. Ruthie Rono and Hellen Ambasa, as well as members of staff and faculty some of whom are alumni. Dr. Hassan Bashir and Dr. Jacob Ogolla graced the event in their capacities as alumni and as members of the Alumni Association Executive Committee.

In his pre-recorded speech, the Vice Chancellor, Prof. Paul Zeleza highlighted the major achievements that the University had made in terms of academic programs, physical and electronic infrastructure, personnel and partnerships as it celebrates its 50th anniversary. He also reiterated USIU-Africa’s commitment in offering an education based on academic, operational and service excellence.

Prof. Ruthie Rono also welcomed alumni to the event and encouraged them to continually engage with their alma mater. Deans of schools also had an opportunity to share new developments in the schools that they represent.

The event presented an opportunity for alumni who had not seen each other for many years to reconnect, network, reminisce their old days at USIU-Africa and form new friendships. It also
Campus This Week

October 26- November 1

presented an avenue for alumni to witness and appreciate the tremendous growth that the institution had undergone in terms of programs and infrastructure.

Below are some photos from the event:

*Photo: Courtesy*
Dr. Dorothy Njoroge elected as International Liaison for the Feminist Studies Division of the International Communication Association (ICA)

By Brenda Odhiambo

Dr. Dorothy Njoroge, a member of faculty from the School of Journalism has been elected as the International Liaison for the Feminist Studies Division of the International Communication Association (ICA).

In addition to the election of Dr. Njoroge as International Liaison, the Feminist Studies Division, members also approved two issues related to the establishment of a new annual award for an emerging feminist scholar (Item #1: The establishment a new FSD award for emerging scholars doing feminist work, and Item #2 – The transfer of US $10,000 from the Teresa Award Fund to help in establishing the emerging scholar award). This will support the Association’s efforts to recognize and support those making strides toward significant contributions in feminist research in the field.

Formed in 1950, the International Communication Association is the largest international academic association that aims to advance the scholarly study of human communication by encouraging and facilitating excellence in academic research worldwide. The election marks Dr. Njoroge’s second appointment to a professional association in 2019, following the Association of Media Women in Kenya (AMWIK) elections held in July, where she retained her position as the Chairperson of the Association for a two year term, running from 2019 to 2021.

The officers elected in the Fall of 2019 will serve a two-year term beginning Monday, 25 May 2020 (the last day of the 70th Annual ICA Conference in Gold Coast, Australia) and ending with the conclusion of the 2022 conference in Paris, France.
How to transform data into true wisdom

By Evan Kamau - Performance Consultant

There is a "Learning Hierarchy" that starts with data, information, wisdom, understanding, and ends with knowledge. Not all learning is of equal value. Learning wisdom is different than learning data or information, and wisdom is a lot more practical.

Pareto Principle - the 80/20 Rule demonstrates how eighty percent of your results come from 20 percent of your effort. Trying to learn everything is a total waste of time. You need to know what is important to know, and what is essential for your future goals or outcomes.

The "mind prison" puts a lot of focus on data and information (which is really a waste of energy). It is not fun and it destroys the basic drives for learning and creativity. We should seek out schools for finding knowledge and understanding for example becoming an apprentice.

Values are something that schools go out of their way to avoid, but this is the most important thing to learn. Values have to do with order of importance. Decisions are not informed just by data, but by values. When there is disagreement it is usually not about data (which can be figured out), it is about values and what is most important.

We want to leave the wrong stuff out. One of the most important things about learning is learning what not to learn so you don't waste your time on irrelevant things (that clutter and prevent you from seeing the big picture).

Feedback is information that comes back as the results of a process, which then causes us to modify that process. When information is able to change the method and pattern of performance, we have a process called "learning."

Learning means your behavior in the future will be different then it was in the past. If something's not working, we don't need to bang our heads against the wall and try harder, we need to try something different.

Find patterns of how you learn and have an awareness of your own learning process. In the "mind prison" you are told to sit still, shut up, work hard, and that your future depends on it. This all creates tension and makes learning difficult. Relaxation is a critical part of learning and is a conscious process.

There is not just one kind of memory. We have different kinds of visual and auditory memory. "Seeing in Detailed Vision" vs. "Seeing in Contextual Vision": Our eyes are able to see one small area in great detail and the rest in less detail but while still detecting movement.

The world outside is stored terms of these visual representations, and the more details we can see, the more details we can encode and remember. "Contextual hearing" vs. "Detailed hearing":

5
With contextual hearing we get the general mood (tonality) of the voice. Detailed hearing is the content of what is being said.

**School of Communications, Cinematic and Creative Arts celebrates World Animation Day**

*By Emily Nyabere*

The School of Communication, Cinematic and Creative Arts commemorated World Animation Day on Monday, October 28 in an event that brought together artists from industry, representatives from other institutions as well as students and Faculty from the USIU-Africa community.

The objective of the event was to bring together animators and stakeholders to discuss pertinent issues that affect the local animation industry. The event was graced by studios such as Fatboy Animations, well known for the ‘Faiba’ adverts, Afrikana Digital, Chomoka Studios, Tsunami Studios, Mfalme productions – famously known for the online animation series ‘Makarao’, and Apes in Space by faculty member Kwame Nyong’o. Also at the event was the Association of Animation Artistes Kenya, together with representatives from NIT (Nairobi Institute of Technology), ADMI (African Digital Media Institute) among others.

The event was opened by Prof. Amb. Ruthie Rono who encouraged collaboration between industry and academia in matters animation. Also in attendance was the acting dean Prof. Valerie Adema and Chair of the Cinematics Department Dr. Rachael Diang’a among other faculty members from the school.

The event included Animation screenings from both industry and from the B.A Animation students, and panel discussions initiated by industry leaders which touched on production, academia and the business of animation.

*Ms. Emily Nyabere (Lecturer of Animation) speaks to participants during the World Animation Day Celebrations at the Freida Brown Student Center. Photo: Diana Meso*
Call for Nominations: Recruitment of the taskforce for the Strategic Plan 2021-2025

*By Prof. Paul Tiyambe Zeleza*

As the USIU-Africa Strategic Plan 2015-2020 comes to an end this academic year, I wish to congratulate all members of the community who have worked diligently to ensure that most of the strategic objectives are being met.

As we prepare for the development of the next Strategic Plan 2021-2025, we have put in place a Steering Committee to oversee the development of the plan. To this end, a taskforce will be constituted whose main role will be to collect and analyze data, write a report as well as provide support to various divisions and departments as more particularized in the terms of reference which will be shared in due course.

It is our pleasure to announce that we are now taking applications from all members of staff who would like to be part of the next strategic plan formulation and implementation. The Steering Committee will analyze the submissions and select three individuals for appointment by the Vice Chancellor on the taskforce.

If you wish to be considered as a member of the taskforce, please submit your application via email to the office of the Vice Chancellor (vc@usi.ac.ke) before close of business on Tuesday, 5 November, 2019.

**Sports Updates**

*By Diana Meso and Halima Bakari*

**Karate**

During the Budokan Open Karate Tournament that took place in Machakos on Sunday, October 27, Ms. Venny Nduta (IBA) won a silver in Kumite category and Ms. Lorraine Mbogo (IR) took home a Bronze under the Kata category.

Additionally, the men’s team emerged second while the ladies’ team emerged third in the Kata category while the ladies’ team emerged second and the men’s team were sixth in the Kumite category.

**Handball**

In the Kenya Universities Sports Association (NAKUSA) Nairobi Conference games, the ladies’ team beat Jomo Kenyatta University of Agriculture & Technology (JKUAT) 9-6 while the men’s team lost 17-25 to Kenyatta University on Saturday, October 26.
On Sunday, October 27, the ladies’ team lost to Kenyatta University 11-19 as their male counterparts beat Gretsa University 32-20 but lost to St. Paul’s University 30-24 at Kenyatta University.

**Soccer**

The men’s team beat Daystar University 3-0 while their ladies’ team lost to both National Youth Service 0-2 and Gretsa University 0-3 at Kenyatta University and Kabete respectively on Saturday, October 26. The ladies team further lost 0-3 Kenyatta University (Ruiru Campus) on Sunday, October 27 in the NAKUSA Conference games.

**Hockey**

In hockey, the ladies’ team beat JKUAT 2-0 as their male counterparts beat Parklands 2-1 in the Kenya Hockey Union (KHU) League played at City Park Nairobi on Saturday, October 26. On Sunday, October 27, the ladies’ team beat Strathmore University 2-0 in the KHU League played and City Park as the men’s team beat Parklands 9-0 in NAKUSA Conference games at Kenyatta University.

In other sports that took place on Saturday, October 26, the ladies’ basketball team lost to 53-70 to Storms in the Kenya Basketball Federation League at Nyayo Stadium. In netball, the ladies’ team thrashed Daystar University 21-13 but lost to St. Paul’s University 30-24 in NAKUSA games held at Kenyatta University. The ladies’ volleyball team lost to Kiriri Women’s University 0-3 during the NAKUSA conference games.

Finally, the men’s rugby team narrowly lost 17-18 to University of Eldoret in the Rugby Football Union of Kenya (RFU-K) played at USIU-Africa rugby grounds.
Media Mentions

Compiled by Diana Meso

October 31: Citizen Digital mentioned USIU-Africa in an article titled “Ulinzi eye sweep into playoff semis”

October 29: The Daily Nation mentioned USIU-Africa in an article titled “Win or go home: USIU-A fight for their lives.’
https://www.usiu.ac.ke/1475/daily-nation-win-or-go-home-usiu-a-fight-for-their-lives

October 28: Citizen Digital mentioned USIU-Africa in an article titled “Heavy rains put City Park on the spotlight again.”

October 28: The Standard mentioned USIU-Africa in an article titled “Spartans silence Scorpions in varsity derby.”

October 27: The Daily Nation mentioned USIU-Africa in an article titled “USIU sting Strathmore Scorpions to move second.”

October 26: The Daily Nation mentioned USIU-Africa in an article titled “USIU warm up for Strathmore clash with win over JKUAT.”
https://www.usiu.ac.ke/1471/daily-nation-usiu-warm-up-for-strathmore-clash-win-over-jkuat

October 26: The Star mentioned USIU-Africa in an article titled “Butali keen to keep unbeaten run against Sailors.”
https://www.usiu.ac.ke/1470/star-butali-keen-keep-unbeaten-run-against-sailors
October 26: The Standard mentioned USIU-Africa in an article titled “Butali Warriors battle Sailors in league tie.”
https://www.usiu.ac.ke/1469/standard-butali-warriors-battle-sailors-in-league-tie

October 26: The Star mentioned USIU-Africa in an article titled “Top seed Ulinzi Warriors face Lakeside in Kisumu.”

October 26: The Standard mentioned USIU-Africa in an article titled “Mean Machine ready for life in KRU Championship.”

October 25: The Daily Nation mentioned USIU-Africa in an article titled “Ulinzi, Thunder begin quest for title in play-offs.”