

Embassy officials visit Japanese language class

By Antonio Longangi



Photo: Antonio Longangi

Lecturer of Japanese Mr. Katsuji Nakamura offers a vote of thanks at the conclusion of a class visit by officials of the Embassy of Japan in Kenya on Wednesday, September 20. Director and First Secretary of the Japan Information & Culture Center, Mr. Seiji Tashiro (center) and Japan Information & Culture Center Assistant Ms. Vera Bwire (left) made presentations to students of Japanese and members of the Japanese Club.

Students undertaking Japanese as a minor together with members of the Japanese Club hosted officials from the Embassy of Japan in Kenya for a class visit on Wednesday, September 20. The visit was facilitated by Lecturer of Japanese Mr. Katsuji Nakamura, who welcomed the delegation led by the Embassy's First Secretary and Director of the Japanese Information & Culture Center Mr. Seiji Tashiro.

The visit is part of an initiative by the School of

Humanities and Social Sciences, to expand the Japanese language program. The program is affiliated to the Japanese embassy's cultural diplomacy program that aims to disseminate the Japanese culture and opportunities provided by the Japanese government.

Following remarks by Mr. Tashiro, a documentary titled "Japan Sense of Wonder" portraying elements of the Japanese culture and advancements in technology was screened. Students were taken through exercises

such as *origami* (paper folding) and *shodo* (calligraphy) and a final presentation on Japanese Government Scholarships.

The Japanese language program consists of intermediate and upper level Japanese courses under the School of Humanities and Social Sciences. The Japanese language minor is offered through five consecutive semesters, to provide students with an experience in cultural diversity that will enrich their university education and enhance their world view.

Vice Chancellor to address employees at inaugural convocation

By Dan Muchai

On Friday, September 29, the Vice Chancellor will host university employees for the first ever Vice Chancellor's Convocation in a tented area next to the library. Themed "Reflecting on our journey to Academic Excellence", the Vice Chancellor Prof. Paul Zeleza's address at the convocation will provide an opportunity for the Vice Chancellor to officially open the academic year, highlight achievements of faculty in the past year and expound on academic plans to be implemented in this academic year.

Professor Zeleza will also announce university promotions and faculty achievements, as well as welcome new members of the university fraternity,

The Vice Chancellor's convocation is the first of a series of such meetings to be convened by the Deputy Vice Chancellor – Academic and Student Affairs Amb. Prof. Ruthie Rono, and the Deans of each School, to articulate each unit's plans in a way that will build a shared sense of mission among constituents.

Entrepreneurs invited to pitch ideas to investors

By Jackline Chirchir



Photo: Dan Muchai

Mr. Max Musau addresses a workshop on grant writing and presentations, to students intending to exhibit during the 2017 Student Research Fair Exhibition, on Friday, September 15.

USIU-Africa's Innovation and Incubation Center will host this year's Entrepreneurship Week from September 22-29. This week consists of a series of events, student research exhibitions and panel discussions, that are expected to provide student entrepreneurs with learning opportunities.

"The week will see students engaging with a variety of industry leaders from various sectors like entertainment, photography, agriculture, digital marketing and fashion to inspire impactful and creative ideas," said Director of the New Economy Venture Accelerator Dr. Scott Bellows.

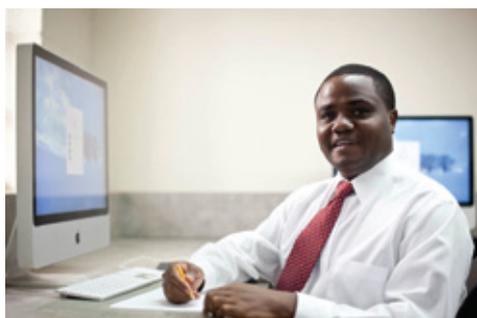
He added that the students will also have an

opportunity to pitch their business ideas to hit investor reality television show - *KCB Lion's Den's* leading investor Darshan Chandaria, Founder of Resolution Health (East Africa) Mr. Peter Nduati, CEO of Kuhustle Mr. Sam Gichuru and finally the Chairman of Comcraft Group of Companies and USIU-Africa Chancellor Dr. Manu Chandaria.

Students interested in participating in Entrepreneurship week can reach out to Dr. Bellows on email at bscott@usiu.ac.ke or visit the Innovation and Incubation Center on the third floor of the Freida Brown Student Center.

Professor's research reveals training as top need among journalists in Kenya

By Dan Muchai



Dr. Kioko Ileri, Associate Professor of Journalism and Mass Communication in the School of Communication, Creative and Cinematic Arts

A research paper by Dr. Kioko Ileri, an Associate Professor of Journalism and Mass Communication in the School of Communication, Creative and Cinematic Arts, has been published in the current issue of *Journalism & Mass Communication Educator* – the world's number one journal in journalism education. The paper – "Exploring Journalism and Mass Communication Training in Kenya: A National Survey" examines major characteristics of journalism and mass communication training in Kenya.

Based on a national representative sample of 504 journalists drawn from 62 media outlets in Kenya, the findings show that training in journalism or mass communication is a prerequisite to practice as a journalist in Kenya. While 45% of journalists were trained at the level of associate degree (diploma), 91% said they need to get further training.

Moreover, 65% of respondents perceive the quality of journalism training as good— though in contrast to this favorable evaluation, local colleges face a litany of serious problems – such as lack of facilities/resources, lack of enough qualified instructors, unqualified instructors, poor curricula and a mushroom of low-quality colleges.

The research paper is one of the ten variables that Dr. Ileri 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 articles from the dissertation have already been published in various journals.

Software programmers to converge at USIU-Africa

By Eric Charchi

USIU-Africa will host the inaugural PyConKe conference on Thursday and Friday September 28-29. PyConKe (a portmanteau of Python Conference Kenya) will bring together software developers, techies, business people, startups, learning institutions and other institutions that have either an interest or a stake in the open source python programming language & related technologies in its ecosystem.

Python is classified as a high level programming

language used for general-purpose programming. It was created in 1989 by Guido Van Rossum, first released in 1991. The Python programming language has become an industry standard for the full spectrum of software development tools, cloud computing, data science and engineering, marketing, business forecasting, risk analysis, internet of things (IOT), quantitative research and whole host of other uses. It is currently used in major global firms such as Google, Facebook, Microsoft, Amazon, YouTube, IBM and many more.

To this end PyconKE is expected to unite practitioners, students, business leaders and other interested parties to come together and learn from each other and ultimately prepare ourselves for the future of computing, whose infrastructure base is being built with and on Python. The conference – the first of what is expected to be an annual event - will feature topics such as Data Science & Artificial Intelligence, Internet of Things, & Web, Music and Animation.

Counseling Center to conduct training on grievance management

By Noel Khayanje

The Counseling Center, Peer Educators and Counseling Club and their partners are planning to train student leaders, peer counselors and educators and other interested students from September 29-30 and October 6-7 for a 2-part series on handling student grievances.

The training will begin from 9am to 4.30pm each day at the Peer Counseling Room on the second floor of

the Freida Brown Student Center, and will use role plays, videos, simulations to create a practical and interactive engagement throughout the training.

It is expected that attendees will be further empowered with the requisite knowledge and skills to effectively handle all manner of issues emanating from daily interaction with their peers.

Students wash cars to raise money

By Antonio Longangi

The student fundraising initiative Educate Your Own (EYO) held a car wash funds drive on Monday September 18 and Thursday September 21 from 9 am to 5 pm to raise KSH 50,000 as part of the Dine to Educate Campaign launched this year.

Dine to Educate Campaign was initiated to raise KES 2 million through to Fall 2018, in order to support 40 financially-challenged students for upto 50% of their tuition fees.

EYO is currently chaired by Ms. Lubna Elmahdy (International Relations Junior) succeeding Ms. Elham Soni (International Relations Senior) who founded the initiative to raise funds and assist fellow students who have interrupted their education due to unforeseen economic difficulties. Eleven students have received 25% EYO scholarship grants beginning Spring 2017.

Proceeds from the EYO initiative are channeled through the Freida Brown Scholarship Fund, - set up to raising Kshs.500 million by 2021, in order for 500 of Africa's most talented young men and women to study STEM (Science Technology Engineering and Math) programs at USIU-Africa.



Photo: Victor Mshindi

Ms. Lubna Elmahdy (International Relations Junior) and Ms. Lucy Mokuia (Applied Computer Technology Sophomore) wash cars to raise funds for students to enable them complete their education at USIU-Africa.

EYO to raise funds through USIU-Africa's first fashion market

By Anderson Karige

From Monday, September 25 to Thursday, September 28, Educate Your Own – the student fundraising initiative - will present Thrift to Educate - a novel social event to be held behind the Cafeteria. Thrift to Educate is conceived as a platform for fellow student entrepreneurs, Kenyan fashion start-ups, and established companies to showcase and sell their products, as part of the ongoing campaign to raise KES 2 million towards the EYO Scholarship Fund.

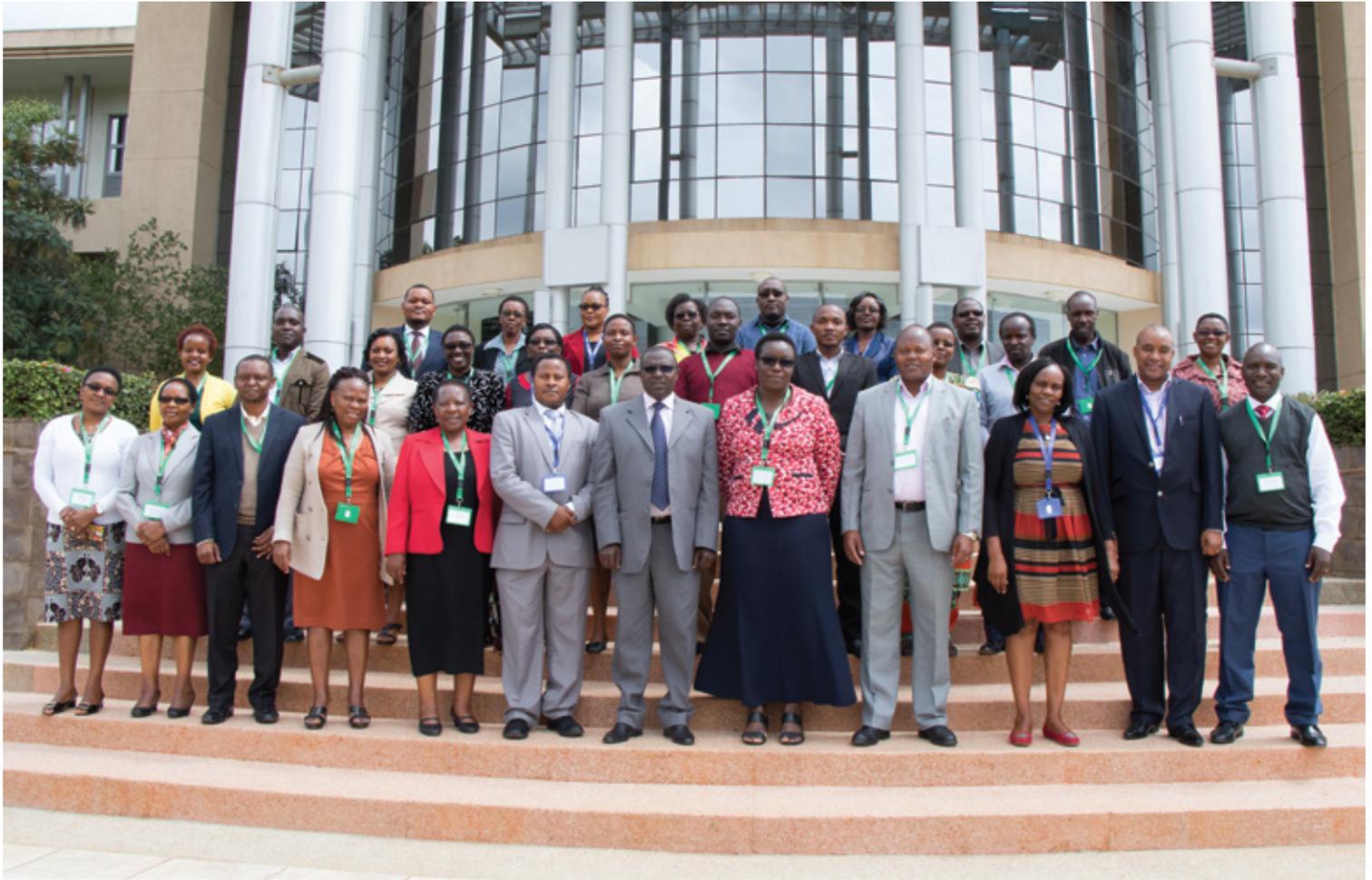


Photo: Dan Muchai

Members of the Kenya Library and Information Systems Consortium pose for a group photo during a break from a workshop hosted in the USIU-Africa Library and Information Center.

IT division, club and school organize tech week on campus

By Ernest Andugo & Victor Mshindi

USIU-Africa has come a long way from 2009 where the backbone was 1G fibre with issues, network sections that constantly went down, servers that perennially ran out of space, loss of data, no support among other issues. Today, the university has an excellent 10G fibre optic backbone, Wi-Fi access, a Call Center that works until 9:00 pm, e-learning services, grades and registration portal, effective backup mechanisms, over 20 terabytes of storage, sophisticated applications, biometric systems among other services. However,

user uptake and appreciation still remains a challenge.

The Division of Information Communications and Technology in conjunction with the IT Club and the School of Science and Technology organized an event dubbed Tech Week from Wednesday September 20 to Thursday, September 21. The event which is held at the beginning of each Fall semester, aims to create awareness about services offered by the division and

offer on-site support to members of the community experiencing IT-related challenges.

The tech week provided a platform for students to learn about every-day applications, IT certifications, helpdesk support services among others. The IT club contributed to the entire experiences by offering free diagnosis and resolution of computer hardware-related challenges.

Students learn how to building android game development

By Victor Mshindi

The USIU – Africa IT Club in conjunction with Africa's Talking hosted an IT workshop on Saturday September 16, at the Innovation and Incubation Center. The workshop, which introduced Information System Technology and Applied Computer Technology students to the basics of Android game development, will run each Saturday for 9 weeks, from 10:00am to 2:00pm.

It is anticipated that the workshop will strengthen and grow the campus technology community by providing members with practical skills and experience to enable them build and publish games on Google's Play Store. A virtual class will also be made available to allow students to understand concepts better and participate even while they are off campus.

Android, the world's most popular mobile operating system, is developed by Google and depends on developers building applications and selling them on the Play Store. Africa's Talking is a mobile technology company focused on building Application Programming Interfaces that help software developers access telecommunication services.

FEATURE: Your CV matters

By Cecilia Mweru

A CV is a must-have document for any job seeker. In this day and age, it could take varied forms such as LinkedIn, online portfolios, etcetera, but it must be able to communicate one's skills, academic and professional qualifications. CV stands for *Curriculum Vitae*, a Latin word which according to Wikipedia can be loosely translated as *[the] course of [my] life*.

For the masses looking for CV writing tips, the internet is awash with many articles on how to write one. Titles like, *10 key pointers for a winning CV*, *7 steps in writing a CV*, are examples of the kind of information people are looking for. Unfortunately, many jobseekers fail to understand that a CV in and of itself is not enough to get you that job.

The role of a CV is to get you into the longlist of applications that can move on to the next level of recruitment. For some organizations, a face to face interview might follow a successful application but for other organizations, this could mean a series of assessments to gauge aptitudes critical to the particular job. The next level of recruitment would then depend on the applicant's performance in the preceding level. Clearly, in as much as a CV is just the first basic step in any application, it matters. For it to

open the remaining doors, it needs to exhibit the following:

- i. A strong value proposition – skills, knowledge and experience.
- ii. An understanding of the job or role one is applying for.
- iii. Clarity in connecting the two – personal value proposition and the job.



Skills inventories are a great place to start in helping one identify what they're good at. It is important to note that honesty is the best policy when it comes to the listing of skills in a CV; **one should only identify what is already existing and highlight what is being developed.** Relevant skills would stem from the sum-total of all extra-curricular activities, formal employment experiences, and talents, all of which would contribute to on-the-job performance.

Role clarity is critical to successful job searching as

recruitment processes give applicants opportunities to pitch themselves against competing candidates. However, it would be extremely challenging, if not impossible, to pitch for what one does not understand; in this case, pitching for a job/role. Research into the organization is good, but not enough. One must dissect the job description as provided in the advertisement and develop an own summarized version of the key success factors. In most cases, it is possible to categorize a job description into four functional areas that form the core of the role.

Only after doing these two things can one successfully position themselves and give a compelling pitch to the recruiter. Undoubtedly, this can be challenging, especially to senior students seeking entry level positions and experienced professionals looking to transition into different roles, especially across industries. For assistance on how to best position yourself, visit Career Services at the Freida Brown Students Center, first floor, middle wing. You can also call 0730116778/779/796 or email careeroffice@usiu.ac.ke and we will be more than glad to assist.

Media Mentions

By Jackline Chirchir

19 September: The People Daily wrote a story featuring USIU-Africa titled "*USIU-Africa VC calls for universities, State to cultivate partnerships aimed at boosting research*" <http://www.mediamaxnetwork.co.ke/features/367302/usiu-africa-vc-calls-universities-state-cultivate-partnerships-aimed-boosting-research/>

19 September: Daily Nation mentioned USIU-Africa in article titled Telkom's clean, 11-match sheet <http://www.nation.co.ke/sports/hockey/Telkoms-clean-11match-sheet/1108-4101598-n3yrb/index.html>

17 September: Daily Nation mentioned USIU-Africa in an article titled KU Vultures upset Greensharks. <http://www.nation.co.ke/sports/hockey/KU-Vultures-upset-Greensharks/1108-4100170-4s617d/index.html>

17 September: The Standard mentioned USIU-Africa in an article titled Multimedia students taught hockey lesson: Kuira leads USIU to 7-0 victory in league encounter. <https://www.standardmedia.co.ke/sports/article/2001254752/multimedia-students-taught-hockey-lesson-kuira-leads-usiu-to-7-0-victory-in-league-encounter>

15 September: Daily nation mentioned USIU-Africa in an article titled Vikings next in Telkom's firing line <http://www.nation.co.ke/sports/hockey/Hockey-League-Vikings-next-in-Telkom-firing-line/1108-4097238-p9kmad/index.html>

12 September: Business Daily wrote an article that mentioned USIU-Africa titled "*top doctorate degree award for CEO of State incubator*" <http://www.businessdailyafrica.com/corporate/enterprise/Top-doctorate-degree-award--CEO--State/4003126-4092050-jupmkaz/index.html>

12 September: The Standard posted a response to their story featuring USIU-Africa titled "*How Esther Passaris achieved her dream of graduating from USIU*". <https://www.google.com/url?rct=j&sa=t&url=https://www.sde.co.ke/article/2001254249/how-esther-passaris-achieved-her-dream-of-graduating-from-usiu&ct=ga&cd=CAAYAT1aZTJhNTk5M2MxMDJjNmY5YTpbj206Zw46VVM&usq=AFQjCNF196t5nj2L0ZBWM7ygV0OygBj1zw>

12 September: Hapakenya wrote an article on USIU-Africa commencement titled USIU VC calls for universities to cultivate research culture at 39th graduation ceremony. <http://www.hapakenya.com/2017/09/11/usiu-vc-calls-for-universities-to-cultivate-research-culture-at-39th-graduation-ceremony/>

12-18 September: Business Daily , The Star ,The standard ,The standard ,The standard , People Daily featured pictorials of USIU-Africa 39th graduation ceremony.

9 September: KTN , KBC ,Homeboyz Radio, Ghetto Radio, Capital FM Kiss FM covered the USIU-Africa commencement.

Upcoming Events

Friday, September 22,

Freida Brown Day

@ Kiwanja Secondary School

8.15am – 3.00pm

Youth in Entrepreneurship (with Ashoka Foundation)

Auditorium

9.00am – 4.00pm

Saturday, September 23

Basketball Women: KUSA College & University League

USIU-Africa Vs Mount Kenya University

@Jomo Kenyatta University of Agriculture & Technology

Basketball Men: Nairobi Basketball Association

USIU-Africa vs UoN Cavaliers @University of Nairobi

Basketball Men: KBF Premier League

USIU-Africa vs Thunder @Strathmore University

Hockey Men: KHU Premier League

USIU-Africa vs Nakuru @ Nakuru

Rugby: Prinsloo Sevens

Nakuru Rugby Club

Soccer Men: KUSA College & University League

USIU-Africa vs Kenyatta University

@Jomo Kenyatta University of Agriculture & Technology

Swimming: KSF Nairobi Swimming Championships Level 1

Makini

Taekwon Tournament: Korea Ambassador's Cup

Kasarani

Volleyball Ladies: KUSA College & University League

USIU-Africa vs Grets University

@Jomo Kenyatta University of Agriculture & Technology (JKUAT)

Sunday, September 24

Basketball Men: Nairobi Basketball Association

USIU-Africa vs Strathmore @University of Nairobi

Basketball Men: KBF Premier League

USIU-Africa vs Storms @Strathmore University

Rugby: Prinsloo Sevens

Nakuru Rugby Club

Soccer Men: KUSA College & University League

USIU-Africa vs JKUAT @JKUAT

Soccer Women: KUSA College & University League

USIU-Africa vs Grets University @JKUAT

Swimming: KSF Nairobi Swimming Championships Level 1

Makini

Taekwon Tournament: Korea Ambassador's Cup

Kasarani

Monday, September 25

Innovation & Incubation Center

Launching your Ideal Business Venture

12:00pm – 1:30pm

Starting a Successful Entertainment Business

2:00pm – 3:30pm

One-to-one Coaching Sessions for Student Entrepreneurs

4:00pm – 5:30pm

Tuesday, September 26

Insurance: Motor Vehicle Valuation Exercise

9.00am- 4.00pm

Entrepreneurship @

Innovation & Incubation Center

Student Business Expo and Research Fair

10:00am – 3:00pm

Ins and Outs of Arts and Photography Businesses

12:00pm – 1:30pm

Fashion and Beauty Business Advice

2:00pm – 3:30pm

Scaling Digital Marketing Businesses

4:00pm – 5:30pm

Wednesday, September 27

Incubation & Innovation Center

Student Business Expo and Research Fair

10:00am – 3:00pm

Successful Agriculture Business

12:00pm – 1:30pm

Dynamic Technology Startups

2:00pm – 3:30pm

NEVA Entrepreneurship Pitching

4:00pm – 5:30pm

Thursday - Friday September 28 - 29

PyConKE Conference

Auditorium / Innovation & Incubation Center

8:00am - 5:00pm

Friday, September 29

Seminar on Pastoralism, Conservancy and Conflict

Lecture Theater II

9.00am – 12.00pm

Vice Chancellor's Convocation

Behind Library

10.00am – 1.00pm

Friday- Saturday, September 29-30

Grievance Management Training

Peer Counseling Room (Freida Brown Student Center)

9.00am - 4.00pm