

CAMPUS **THIS WEEK**

Three USIU-Africa students launch their books

> By CTW Team

Eliseus Bamporineza, Victor B. K. Bol and Bryan Muchesia Anyika, the authors of 'All About Her & Me', 'Tales of Drunken Nights' and 'Stars Aligned' respectively, launched their books at an event held on Wednesday, January 25, from 11 am- 2pm at the School of Humanities and Social Sciences.

The Vice Chancellor, Prof. Margee Ensign congratulated the three authors for their achievements, noting that writing a book took passion, determination, courage, and commended the trio for putting out their various works for consumption by the public.

"By writing these books, you have reinforced what the university aims to achieve in terms of empowering its students. Your books are indeed important, and they are critical to nurturing a reading culture at the university," she said.

Speaking of their inspiration for their books, Victor, an author of two other books, *Times are turbulent* and *Land of Exile* mentioned that the book was inspired by Matthew 12:25, and that the journey of becoming an author was inspired by his father and grandfather, who were both teachers.

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The authors and the chief guest, Ms. Hannah Githuki cut a cake to formally mark the book launch. Photo: Spencer Muthusi.

USIU-Africa alumnus, Joel Chacha announced as a judge for the PRWeek Global Awards 2023

> By PR Week Global



As a judge, Joel will evaluate entries worldwide, providing insight into the most innovative and effective campaigns and strategies. He holds a Bachelor of Arts degree in Journalism with a double concentration in Public Relations and Broadcast from USIU-Africa. Photo: Courtesy

Joel Chacha, General Manager and Chief Strategist at Tell-Em was last week announced as a judge for the annual PRWeek Global Awards. The awards program, which honors the best in public relations, marketing, and communications, is among the most prestigious in the industry.

As a judge, Joel will evaluate entries worldwide, providing insight into the most innovative and effective campaigns and strategies. He is excited to be part of the judging panel and looks forward to recognizing the best of the best in the industry.

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Pictorial: Rotaract Club hosts Kilele Health Association

> By Silas Ooko



The Rotaract Club held a meeting with the Kilele Health Association earlier this week. The meeting, chaired by the Clubs Coordinator, Mr. Chris Ayuoyi, was held to pursue a partnership between the Club and Kilele Health Association on creating awareness about cancer and screening of a cancer sensitization movie.

Photo: Rotaract Club

CAMPUS THIS WEEK

Reviving the Love of Reading: Strategies for Boosting Student Literacy

> By Joe Wanjara

The culture of reading amongst students has been on a decline in recent years. This is a cause for concern as reading is a vital skill that is necessary for academic success and personal growth.

There are several reasons why the culture of reading amongst students has declined. One reason is the change of value system. This is according to Prof. Chinew Anunobi, CEO – National Library of Nigeria as penned in an article published by *Vanguard News Nigeria* on February 21, 2022. She says, “reading culture is declining by the day. The reason is not farfetched; it is completely a result of the change of the value system. The children, youths and adults are not interested in knowledge, rather, everybody is interested in materialism. People want to get rich quick, so there is no respect for learned people and scholars.” She claims that there is neo-literacy where people do not understand the importance of reading. Another reason for the decline in reading culture is increasing reliance on technology and the internet. With the availability of information at their fingertips, students are less likely to pick up a book and read. Additionally, the fast-paced nature of modern life leaves little time for leisure reading and the pressure to perform well on standardized tests has led to a focus on rote learning rather than critical thinking and comprehension. So, how do we then revive the love of reading?



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Pictorial: Finance Division takes part in team building activities

> By Lillian Aleyo



The 17-member staff team, under the leadership of Director – Finance; Dr. Judith Nyakundi-Obura, had a successful, collaborative, cohesive and fun-filled day. Photo: Crimson Communications Ltd.

The USIU-Africa Finance Division held its team building activity last month on Thursday, December 15, December, 2022. The event was held at the Last Village Resort – Athi River. The event theme was 3D – Dream, Dare, Deliver while the slogan for the event was ‘We are one’ - One Dream, One Team.

The event was facilitated by Crimson Communications Ltd and included – Indoor and outdoor activities, Zumba, Haka Dance, amongst other fun activities.

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Pictorial: Visit by students and teachers from St. Austin Academy Nairobi

> By Diana Meso



60 pupils in Year 12 and 13 from St. Austin Academy Nairobi together with their four teachers visited the university on Wednesday, January 25. The students were led by Dr. Uvyu Mbole, Esther Macharia and Faith Ojwang from the Admissions Office who took them for a campus tour as well as informed them about the various programs, scholarship opportunities and benefits of acquiring their degree at USIU-Africa. The students were mostly interested in B.Sc. Applied Data Science & Analytics, B.Sc. Software Engineering among other courses. Photo: Spencer Muthusi

CAMPUS **THIS WEEK**

USIU-Africa bags three awards at the Uongozi Awards

> By Diana Meso

In December 2022, USIU-Africa bagged three awards during the Uongozi Awards organized by the Corporate Career Academy. Cecilia Waihenya, Principal Placement and Career Services Officer won the Director of Career Services of the year, while her department took home the Office of the Career Services of the year award. Additionally, our Alumni Association won the Alumni Association of the year award.

Cecilia Waihenya, Principal Placement and Career Services Officer during the Uongozi Awards in December 2022. Photo: Courtesy



SPORTS UPDATES

> By Shyat Lemoshira

Rugby

The rugby men's team, the USIU-Africa Martials, faced the University of Eldoret (UOE) Trojans on Saturday, January 21 at 3pm at the USIU-Africa rugby field for their Kenya Rugby Championship match. The Martials were leading by the first half with 17-13, however, the match ended in a 17-17 draw. They will be having another home match against Daystar University on Saturday, January 28 at 3pm. Come support the Martials as they seek more points in the KRU Championship.



USIU-Africa Martials in their clash against the University of Eldoret Trojans. EXS_CREATIONS

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DBA Strategic Leadership students present their Strategic Leadership Practical Projects to leading Kenyan organizations

> By Caren Ouma



Students in the DBA Strategic Leadership class during their presentations. The USIU-Africa DBA Strategic Leadership class was feted as being one of those that solved industry problems.

Photo: Caren Ouma

The DBA Strategic Leadership students closed 2022 in style with an event where the DBA Leadership students presented Strategic Leadership Practical Projects to Kenya Airways, Kenya Power, PKPL, and UNILANDS Sacco. The students undertook the following tasks and presented the same to the representatives of these companies whom after the presentations appreciated the students

and endeavored to use the documents to implement within their companies to solve their leadership problems:

1. Identified Strategic Leadership Problems;
2. Identified Strategic Leadership Strategies for these companies to solve problems facing them;

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For comments, submissions and queries, please contact the Marketing and Communications Department on pr@usiu.ac.ke or on **0730 116 237 /307 /420 /585 /562**