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St. Mary's University College

Quarterly Newsletter Vol. VII, NO, 24 July 2010

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THE COMMENCEMENT



St. Mary's graduated 5,781 distance learners in various fields of studies in certificate, diploma and degree on May 29, 2010 at the Exhibition Centre, Addis Ababa.

This figure has raised the total number of distance graduates, so far, to 37,352. Though this appears to be a small number in contrast to the dire need of skilled manpower of the country, it is considerably a good educational contribution for an institution which is a decade and a year young.



On the occasion, Ato Tedla Haile, the Executive Vice-President of the UC, expressed the challenges of the Distance Education Program caused by its nature and appreciated the graduates and their families for overcoming all the difficulties and achieving their goal. He also acknowledged the community of St. Mary's University College, and government and non-government offices for the respective assistance they rendered to the graduates during their stay in SMUC.

Ato Tedla also reminded the graduates to join hands to fight poverty and corruption. He remarked that the input forwarded by each generation of graduates has substantially strengthened the academic performance of the UC; and has also helped St. Mary's to initiate the collaborative Distance Education Masters Program with Indira Gandhi National Open University (IGNOU).



The Guest of Honor, Professor Tilahun Teshome, Dean of the School of Law, AAU, among other things, remarked that positive wish and desire for development without the assistance of education could remain restricted. He stressed the instrumental role of education to liberate man from both natural and social enslavement and free citizens from poverty and suppression.





INTERNATIONAL CO-OPERATION

Professors from the USA



Four American Professors held a two-day meeting with the faculties, departments, centre heads and the top management on the 21st and 22nd of May 2010 on Business Education Partnership at SMUC.

After Ato Baye's and Mr. Tony's introductory speeches, Ato Misganaw Solomon, Associate Vice-President for Academic Affairs, SMUC, and David Britt, representing the visiting American Professors, remarked the basic objectives of the meeting. Ato Tedla Haile, the Executive Vice President, SMUC, gave an overview of St. Mary's.

On the second day, the American Professors made detailed discussion with faculties, departments, and centers heads.

During the wrapping session with Ato Wondwosen Tamirat (Asst. Professor), Founder and President of SMUC, the visiting American Professors, faculties, departments, centers heads and the management of St. Mary's, all as one, expressed that the project and related matters discussed were found useful.



Both partners expressed their willingness to work hand in hand as the project is a valuable input to the development of education at large.

Ato Wondwosen forwarded his profound appreciation and thanks to the American Professors and asserted the readiness of SMUC to augment the project.

This project was initiated by Ato Baye Nigatu and Mr. Tony and Cidni Pamles, private consultants here in Addis Ababa.



SMUC Hosts TOEFL iBT

St. Mary's University College (SMUC) has been certified to administer internet-based test (iBT) for TOEFL iBT since February 2, 2010. The University College has been designated as TOEFL iBT Center in Ethiopia after Prometric's, (the organization responsible for handling very many international tests all over the world) rigorous scrutiny of technical and personnel capacity, which SMUC proved capable.



Hosting the TOEFL iBT, SMUC brings more frequent schedule to test takers. This solves the problems of test takers who would have been forced to travel to neighboring countries due to the less frequent schedule the PBT (Paper-Based Test) in Ethiopia offers. Equipped with standard technological equipment and highly qualified personnel, SMUC successfully held the first TOEFL iBT on July 10, 2010.

English Conversation Class

Like the annual rainfall, some volunteer American University students do come to St. Mary's during our big rain season to teach English Conversation to interested students of the UC.



This year, Audri Barnard and Randall Fowler, both from Texas, USA, came to St. Mary's late May 2010 for the same purpose.

Audri and Randall have already started the English Conversation Class since early June 2010. Both students of SMUC and the American volunteers found the class useful, interesting and an opportunity to learn a lot from one another.



PROFESSIONAL DEVELOPMENT

Training

Customer Services

The Office of Human Resource Management, SMUC, conducted training on Customer Services to the support staff of the UC from May 10-14, 2010 at the Moot Court, Mexico Campus.

The resource person, Ato Abebe Yirdaw from the Business Faculty of SMUC, among other things, talked on 'Organizations and their Customers,' 'Team Working', 'Handling Complaints'.



Most of the participants, among the 49 support staff participants, asserted that the training was relevant and would help discharge their responsibilities better.

Public Relations

Ato Baye Nigatu, Head of Information and Communication Office, SMUC, attended training on 'Fundamentals of Public Relations'. The training was organized by the Addis Ababa City Administration Communication Bureau, Information Capacity Building Core Process, in collaboration with the Addis Ababa Technical and Vocational Education and Training (TVET) Agency. The training was conducted at the Addis Ababa City Administration Education Office Hall.

The training, according to Ato Baye, will reinforce to the daily practical work of the trainees.

Class Scheduling

In another vein, the Academic Program Office of SMUC conducted training to 22 partner school directors and assistant directors on March 31st, 2010 at the business Syndicate Room, Mexico Campus. Ato Alemu Mankelklot, Head of the Program Office, and Ato Abiy Tadesse, member of the office, talked on better ways of class scheduling and problem solving mechanisms when they arise during implementations of schedules.

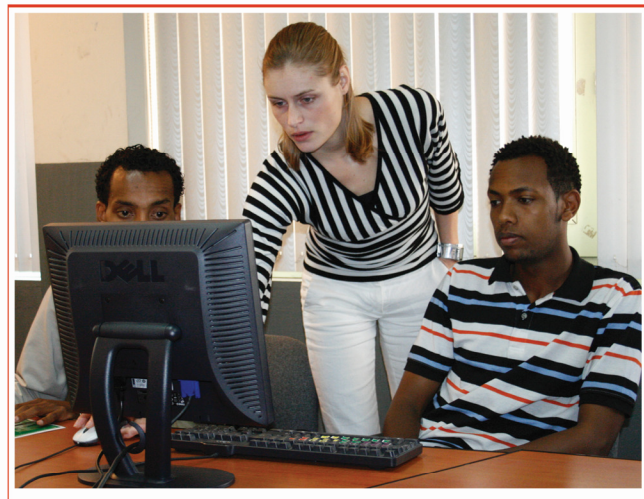


Soccer Training

St. Mary's University College in collaboration with ORTEC, a Football Analysis Company in Holland organized a four-day training with the help of Ajax Amsterdam club assistant coach from June 7-10, 2010. The training was given to 16 soccer trainers of the Premiere League at the Addis Ababa Stadium. Ato Abebe Zenebe, the project co-coordinator, SMUC, said that the objective of the training was to assist the national endeavour to bring changes in the Ethiopian football.



The Project Co-ordinator, in addition, reported that St. Mary's had also organized training in collaboration with ORTEC, to 12 selected higher education institutions SMUC included, five month back. The training was to enable the participants write reports and make analysis on soccer games; and they have already started acting as analysts here at SMUC.



Awareness Creation

Guidance and Counseling Unit, SMUC, held awareness creation training on the prevention of HIV/AIDS to interested students of SMUC on May the 13th, 2010 at Mexico Campus, Multipurpose Hall.



The resource person, W/o Tsigereda Yeshitila from 'Tesfa-goh' Ethiopia, one of the founders of 'Tesfa-goh', discussed the causes of HIV/AIDS, the impact of peer influence and ways of preventing the self from the pandemic.



W/ro Bruktawit Bogale, Head of Guidance and Counseling Unit, SMUC, reported that students' active participation had made the discussion vibrant and interactive.

Workshop

Promoting Early Literacy

St. Mary's University College, in collaboration with the Public Affairs Section of the US Embassy, organized a half-day workshop on May 6, 2010. The workshop focused on 'Promoting the Reading Skill to Enhance Early Literacy'. The resource person, Ms Valerie Wonder, based in Seattle, USA, created an interactive forum in which participants could reflect on their experiences and enrich themselves with the techniques that would best enhance the reading skills of children.



The participants were English language instructors and teacher trainees from the Faculty of Teacher Education, SMUC. Present at the workshop were also Ms. Yerusalem Ashenafi, Director, Information Resource Center of the Public Affairs Section of the US Embassy in Addis Ababa and Ms. Sheila Weir, Information Resource Officer of the East African Region of USA Embassy, based in Nairobi.

Upon completion of the workshop, participants commented on the outcome of the presentation and shared the view that parents, school teachers and librarians have the responsibility to guide and encourage children toward developing their interest in reading.

CAMPUS ACTIVITIES

Resource Center Opens



Becki Quick, an English Language Fellow from the US has been collaborating with St Mary's staff and faculties since October 2009 at Mexico Campus.

Becki has recently set up an 'English' Resource Center which she thinks will also offer training in other foreign languages in the very near future.

As there is a real need to improve the English skills of many students, the center will be of much assistance in this regard. It will also, Becki added, expose students to world culture, media, news and encourage reading for pleasure.

Salesmanship in Action



First Year TVET and Degree students taking the course Salesmanship in collaboration with the Department of Marketing Management and concerned instructors held 'Salesmanship in Action' for the seventh time in a row from May 17-22m 2010 at Mexico Campus.

The major theme of the seventh event was "Concern for Ethics in Selling".

They played significant role in searching sponsors for the event. They were able to convince companies to give them products on consignment- basis. Among those companies which gave their products on consignment-basis were Shoa Supermarket, Federal Micro and Small Enterprise Development Agency.



As usual, the profit secured, remarked Ato Mekdela Mekuria, Head of the Department of Marketing Management, will be used for community service.

The students of Marketing Management and their instructors expressed their heart-felt appreciation to all contributors including the management of St. Mary's for bringing the event to a successful finish.

Advertising and Promotion in Ethiopia



As per its annual plan, the Department of Marketing Management organized a half-day panel discussion on the theme “The Practices of Contemporary Advertising and Promotion in Ethiopia” on April 24, 2010. The panel was organized to equip students with practical knowledge concerning promotion and related issues.

After W/rt Bizuayehu Amlake made the welcoming speech, Ato Abate Lakew, Dean, Faculty of Business, opened the panel.



Ato Yalew Gorfu, the moderator, introduced the guest speakers representing different stakeholders. The first panelist, Ato Habte Gemedra from Ethiopian Radio and Television Agency (ERTA) provided an inspiring discussion on the theme, ‘Current Advertising practices/ Contributions Challenges and Opportunities’ from the perspective of broadcast media. Ato Daniel Birhanu from Waryt talked on ‘Im

pacts of the Broadcast Media on Promotion Challenges, Opportunities and Practices’. Ato Aklilu Matiyas from ‘Meleket’ Promotion, on his part, discussed ‘Outdoor Advertising and Ethical Issues’. Finally, Ato Gezaw Tesfaye from Ethiopian Broadcast Agency, aired his views on the theme, ‘Advertising on Broadcast Media, The Legal, Corporate, Social, and Ethical Perspective.’ Ato Mekelela Mekuria, Head of the Department of Marketing Management, made a closing remark and thanked all students, staff members and panelists for their contribution to the successful accomplishment of the panel discussion.

Similarity, as part of the series of practical sessions planned to equip students with the necessary and relevant knowledge, the Department of Marketing Management organized a public lecture under the title ‘Corporate Social Responsibility (CSR) and Fair Trade’ on the 7th May 2010. The resource person, Mrs Saskia Kloezeman, Managing Director of North South Consulting, briefed participants on the importance and possible contributions of CSR to countries economic condition. Furthermore, she talked on the practices and challenges faced by international organizations. During her one-hour lecture to students and staff members, she pointed out the relevance of fair trade in creating a smooth business transaction and helping producers achieve their goals in the market.





Public Lectures

St. Mary's in collaboration with the Public Affairs Section of the US Embassy organized and held a public lecture event at the Multi-Purpose Hall, Mexico Campus on April 15, 2010.

The public lecture on 'Democratic Elections in Multiethnic Societies in Africa' was presented by Mr. Chris Hennemeyer, current Vice-President of Bridging the Divide, a development organization for underprivileged communities in the Middle East and Africa.



COMMUNITY SERVICES

Awareness on Sexual Harassment

In another development, Gender Office of St. Mary's gave awareness raising training on Sexual Harassment and HIV/AIDS to the students of 'Misrak Goh' Secondary School. The training was given to more than one hundred students on April 17, 2010 E.C. at the hall of the school.

Resource persons, W/ro Ergogie Tesfaye, Head of Gender Office and W/ro Yetnayet T/Wold, Head of the Department of Social Sciences, both from SMUC, talked on gender in general and the meaning, types and measures to be taken to stop sexual harassment, the prevalence and factors of the spread and methods to prevent HIV/AIDS.



Awareness on the plight of the Elderly

The Student Support and Services Office, SMUC, in collaboration with Kibre Aregawyan Migbare Senay Dirjit (KAMSD), conducted an awareness creation event at the Multi-Purpose Hall, SMUC on the 6th of April 2010.

W/ro Abebech Asfaw, an invited private consultant, talked on the challenges of identifying the elderly in need of help and some of the causes which make the elderly isolate themselves from the community. Some of the major activities of KAMSD were also introduced to the gathering.





PARTICIPATION

Workshops

Capacity Building

Ato Tilahun Molla, Human Resource Manager and Ato Yimer Adem, Head, Department of Management, both from SMUC, attended a half-day workshop on April the 19th, 2010 at German House, Addis Ababa.

The workshop was organized by the Ministry of the Federal Affairs in collaboration with In Went, Capacity Building International Germany. The topic of the workshop was 'Leadership Development Coping with Behavioral Challenges of Civil Service Reform'.

The purpose of the workshop was to share experience of the Ministry of Federal Affairs on how the provision of training on leadership and Behavioral Competence which has brought dramatic changes in quality of service delivery team work initiative, etc.

Ato Tilahun and Ato Yimer reported that they learned about the role of educational games, learning principles and targets in realizing the specific training objectives.

Traditional Adoption

Ato Baye Nigatu, Head of Information and Communication Office and W/ro Ergogie Tesfaye, Head of the Gender Office, both from SMUC, attended a workshop on June 11, 2010 at the Ethiopian Assembly Hall.

The one-day workshop on 'Local/Traditional Adoption' was organized by the Ministry of Women Affairs in co-operation with America World Adoption.

The State Minister of Women Affairs, W/ro Frenesh Mekuria, emphasized the necessity of strengthening the Traditional Adoption as one of the alternatives to support children who are helpless due to various reasons. Four research papers related to the issue were presented in the workshop.

Sexual Harassment

W/ro Ergogie Tesfaye, Head of Gender Office, and Keria Nurhussen, a representative of female students, both from SMUC, attended a workshop on 'Sexual Harassment' on May 6, 2010 at Adama.

The resource persons, W/ro Asmaru Berhanu and W/rt Lamrot, both from the Ministry of Education, discussed issues like 'Overviews of Female Education in Ethiopia, 'Challenges Female Students Face in Higher Learning Institutions'

According to Keria, the workshop was educative as a lot of practical experiences were reflected and discussed.

Co-operatives and Industries

Ato Fisha Tesfaye, Head of Career and Co-operative Training Unit participated on a half-day training on the 'Role of Industry Co-operative Training' held at the AA City Administration Hall on April 30, 2010. It was organized by Addis Ababa City Administration TVET Agency.

TVET experts from the Ministry of Education and Engineering Capacity Building Program talked on topics such as 'Basic Concepts of Co-operative Training and Experiences of Countries;' 'Outcome-based Training of TVET and the Role of the Industry', 'Tripartite Relationship Among the Industry, the Institutions and the Trainees and their Roles'.

Symposium On Cultural Heritage

On May 12, 2010 W/ro Tsigie Tafesse, and Ato Abebe Zenebe, members of Students Support Service Office, both from SMUC, attended a symposium organized by the Ministry of Culture and Tourism at the National Theatre Hall.

The objective of the symposium was to create awareness on how different cultural heritages should be given the appropriate attendance and could also be used as input to the development of our economy.

Notice to Readers

The Editorial Office of SMUC Quarterly Newsletter would like to announce that it has made some changes in sequencing the volume and issue number of this publication. Accordingly, Volume shall designate the year, and Number shall indicate Issues published.

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