



# PRESS RELEASE

## USIU Unveils New Brand

**NAIROBI, 15<sup>th</sup> May 2014...**The United States International University has adopted Africa into its name as well as unveiled a new logo. The new identity represents a culture that fuels on innovation and free thinking, in line with the institution's tagline - *Education to take you places*.

This move comes at a time when Africa is attracting worldwide attention on her potential in various spheres. USIU Africa, with fifteen percent of its population consisting of international students – representing 67 nationalities from across the world- recognizes this as an opportunity to not only strengthen its brand in Africa but worldwide; equipping the workforce with the necessary skills to spur economic growth.

Speaking at the rebranding event, Prof. Freida Brown, USIU-Africa's Vice Chancellor said, "The rebranding coincides with our 45<sup>th</sup> anniversary in the region and at a time when we as an institution are investing in strategic structures that will help us not only differentiate ourselves from other institutions by providing quality education but will also ensure that we meet our responsibility of contributing positively to Africa's development".

As an innovative leader in the education sector, USIU-Africa is also moving in the direction of facilitating transformation through Science, Technology, Engineering and Mathematics programs (STEM) to improve Africa's competitiveness in technology development and in turn transform society. In line with this, the institution is constructing a science building that will cost Kshs. 500 Million. The 7500 square feet building will house 8 classrooms, 8 laboratories, 2 lecture theatres, 2 meeting rooms and 28 offices. It will be the official home of the School of Science and Technology. As part of USIU Africa's drive to be energy efficient and sustainable, the new building projects will incorporate environmentally-friendly features such as solar panels, energy saving lighting, natural ventilation systems and other 'green' features. The building is scheduled for completion by September 2014. In countries such as the United States, STEM programs have had an effect on workforce development, national security concerns and immigration policy.

The university also announced that plans are underway to launch new programs that include Bachelor of Science in Pharmacy, Bachelor of Science in Economics, Bachelor of Science in Finance and a Master of Arts in Communication Studies. The institution's MBA program will also launch a new concentration in Global Sustainable Social Entrepreneurship (GSSE) that will be offered in conjunction with the Colorado State University. The GSSE program will also be offered as a post graduate diploma with the aim of helping entrepreneurs in the region start successful and sustainable ventures that not only focus on the bottom line but also at improving the continent's social challenges.

Continuing to invest in strategic partnerships with organizations that are industry leaders will also be at the core of USIU-Africa's strategy. "Ensuring that opportunities for applied research are created will help link the gap between academia and the needs of the market," said Prof. Matthew Buyu the Deputy Vice Chancellor for Academic Affairs.

With USIU Africa recording the highest student population in the country from around the world, promoting its brand worldwide will also be a focus the university will be investing in. "We have found that sharing of diverse ideas brought about by different backgrounds enhances creativity and discovery of innovative ideas that result to a positive direction towards problem solving. Investing in exchange programs is therefore an important direction we shall continue to explore," Mrs. Rita Asunda, the Deputy Vice Chancellor of Student Affairs and Enrollment stated.

The high number of foreign students at USIU-Africa can be attributed to the university's dual accreditation in the U.S. and Kenya, giving its graduates recognition worldwide.

"To remain relevant, an organization must continue to revamp itself with its current environment at the core of its strategy, and USIU-Africa is no exception. We aim at re-emphasizing our core values through our new brand that demonstrates integrity and our commitment to providing quality education," stated Ms. Jane Muriithi-Thomas, Head of Marketing and Communications.

Speaking at the event, the Guest of Honor Mr. Kiprono Kittony emphasized the need for universities in African to be wary of copying curriculum from developed countries but instead

deliver education that reflects our continents past and current circumstances. He also stressed the need for continuous innovation especially in technology to remain competitive as a region. “Universities must aim at giving graduates relevant curriculum with the changing times of our rising continent-Africa,” Mr. Kittony added.

Also present at the launch was USIU-Africa’s Chancellor Dr. Manu Chandaria.

### **About USIU Africa**

USIU Africa’s mission is to promote the discovery and application of knowledge, the acquisition of skills, and the development of intellect and character in a manner that prepares students to contribute effectively in an increasingly technological world.

The institutions vision is to be a premier institution of academic excellence with a global perspective.

USIU-Africa’s programs are recognized by the *Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges (WASC) of United States and by the Commission for University Education (CUE)*. This dual accreditation guarantees quality global education and transferability of credits from USIU Africa to any university in Kenya, USA and the rest of the world.

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