



Covenant University Newsflash

A weekly update of News and Events in Covenant University November 6-10, 2017

Covenant, Carnegie Mellon Varsity to Explore Collaboration



CU Management with Officials of Carnegie Mellon University

give Covenant students the opportunity to have their postgraduate studies at CMU and to also encourage faculty exchange between the two universities.

The Director, International Office and Linkages, Dr. Ada Peter, in her comments, said that CMU was offering Covenant University students a good opportunity, as those who might not want to have their postgraduate studies at Covenant may opt for CMU. She added that the envisaged collaboration between the universities will be a source of encouragement.

In his remarks, the Vice-Chancellor, Covenant University, Professor AAA. Atayero, said that with the University five years from her goal of becoming one of the top 10 universities in the world, the visit of the CMU team suggests Covenant was on the right path.

Noting that Covenant has what it takes to enter into collaboration with CMU, the Vice-

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Covenant University and Carnegie Mellon University (CMU), USA, have reached an understanding to explore possible areas of collaboration.

This much was revealed on Thursday, November 2, 2017, when a team from the American university paid a courtesy visit to the Management of Covenant University.

Leader of the CMU team, Professor

Timothy X. Brown, said the Pittsburgh-based University, which has a campus in Rwanda for strategic purposes, was on a familiarisation visit to Covenant University with a view to forging a partnership.

According to the professor of Electrical and Computer Engineering, CMU has similar vision with Covenant, and the desire of the institution was to

Technology Changes Paradigm of Strategic Communication

The success of any strategic communication endeavour is predicated on the communication team's ability to identify issues, define problems and core objectives to be achieved, identifying and defining core target to engage, map out strategy of deployment, selecting appropriate media platforms for engagement, set out time frames, and measurement and evaluation tools of efficiency and effectiveness.

That was the submission of the Director, Planning and Strategy, SO&U Saatchi and Saatchi, Mr. Friday Okuwe, while delivering his lecture titled, 'Strategic Communication and Its Applications in a Digital Era,' at a Town and Gown seminar organised by the Department of Mass Communication, Covenant University, on Friday, October 27, 2017.

The Guest Speaker said that the

ultimate goals of every strategic communication are to provide information, influence demand and sales, communicate unique selling point, reinforce and enhance corporate image and brand positioning, build equity, influence attitudes and behaviour, and increase sales and market share.

Mr. Okuwe said, with the emergence of new media, the era of integrated marketing communication being limited to just merchandising, advertising, public relations, sales promotion, personal selling, and marketing towards creating and enhancing messaging impact was over.

Technology, he noted, is changing the paradigm as it pertains to advertising and brand management, doing away with the period where organisations operated within a black box, as the essence of the present era is that of a radical transparency.

According to him, "Business used to be a black box. It was pretty hard to see what was going on inside. The brand that the business showed the world was whatever you painted on the outside of the box. People came and looked at it. They either liked it or not. The 2017 business is a

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Sociologists Vital to Evolving New Human Resource Practice

A human resource expert, Mrs. Ebon Kasomo, has tasked Covenant University students in the Department of Sociology to seek deeper understanding of the discipline, sociology, as it is an excellent foundation for entering the world of business, industry, and organisations.

Mrs. Kasomo, who is a Human Resource Partner (External Relations), Shell Nigeria Limited, gave the task on Friday, October 27, 2017, at a Town and Gown seminar of the department, where she emphasized that sociological outlook is important for working in today's multi-ethnic and multinational business environments.

Speaking on the topic 'A Sociologist as a Human Resource Executive in the Nigerian Oil and Gas Industry,' the Guest Speaker said human resources is related to sociology because human resource managers are expected to know and be familiar with the behavioural patterns of others.

According to her, sociology majorly provides valuable insights into social factors such as race, ethnicity, gender, age, education, and social class that affect work and how organisations operate. She added that sociology also help individuals to develop good communication skills, capacity to process, analyze data and make informed decisions.

Mrs. Kasomo noted that the changing work landscape has blurred the line between human resources management and sociology. She posited that employee experience is something

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Director, Planning and Strategy, SO&U, Saatchi and Saatchi Ltd, Mr Friday Okuwe, delivering his lecture at the Department of Mass Communication Town and Gown Seminar

Policy Analyst Urges Students to Explore Brilliant Academic Network

A public policy analyst and Managing Director, Janai Farms Limited, Mr. Reginald Bassey, has encouraged students of Covenant University to find ways of mining the massive reservoir of information on offer within the circles of knowledge at the University, as knowledge only becomes power when it is deliberately engaged.

Delivering a lecture titled, 'Leveraging Academic Networks for Career Excellence', at the Town and Gown seminar of the Department of Political Science and International Relations on Friday, October 27, 2017, Mr. Bassey said that in order for the upcoming professionals to stand out in their career, they need to remain connected to a knowledge source.

Mr. Bassey, who was a pioneer student of Covenant University and current Chairman of the University's Alumni Association, averred that if the knowledge they gained has been scrutinized by peer evaluation, they are most likely to access better quality information to place them at the cutting edge of their profession as opposed to those who merely depend on peripheral thoughts that dominate the marketplaces.



Mr Reginald Bassey, making his presentation

The Guest Lecturer posited that the academic networks a person subscribes to can become the platform for gaining fresh insights and inspiration for taking on new challenges in their respective areas of interest. He added that this is one major reason people often quit their jobs and seek to pursue further qualifications in a particular field; just to give them an edge over the competition.

According to him, a healthy relationship between the students and their lecturers is a vital life-giving factor in ensuring that they consistently stay relevant and receive fresh perspectives for the path they have chosen. "Targeted workshops,

seminars, and conferences can help attract major participation from graduates and their employers," he stated.

While noting that policy makers scarcely read research documents from universities due to complex verbiage, Mr. Bassey enjoined academics to find ways of communicating their research findings to the public in non-technical language. "Where there is profound knowledge to be shared with the public, academics must develop the skill of creating concise documents with engaging language, and learn to share these through available social platforms with their intended audience. This is a key step in attracting attention to deeper functional partnerships between professionals in the marketplace and the academic community," he argued.

Mr. Bassey, a former Senior Legislative Assistant at the National Assembly, said it was a humbling experience to be back at his alma mater and impact the lives of the students.

Earlier in her remarks, the Head, Department of Political Science and International Relations, Dr. Oluyemi Fayomi, said the Town and Gown seminar represents interaction between the Academia and the Industry, with mutual benefits and geared towards bringing real world experience.

Also present at the seminar were members of faculty and staff of the department. ■

Sociologists Vital to Evolving New Human Resource Practice *Contd. from Pg 1*

that many forward thinking organisations must think about today. This experience, according to her, comprises of the physical, cultural and technological environments.

Mrs. Kasomo, an alumna of the department, averred that the business of HR is typically not a data intense part of any organisation, as data can come from a variety of sources, ranging from staff performance index and attendance records to surveys and tracking employees' life events.

She stated that it was important for students studying sociology to start comprehending the new means of social recruitment drive and the place of technology. "Roughly 3 out of 4 job seekers are now using mobile devices to research

companies, review career opportunities, and apply for jobs. The understanding of how social media can be leveraged upon to enhance talent attraction and retention has now become key for HR practice," she stated.

The guest speaker, however, noted that the biggest challenge for HR in the present will be retaining employees within the demographic cohort after the Millennials; the 'Generation Z', as they are always job hopping, looking for flexible work hours and prefer compressed work weeks, which are the new trends, and HR must

Technology Changes Paradigm of Strategic Communication *contd. from Pg 1*

glass box that outsiders can easily see inside. They can see the people and the processes. They can see the values. They can even see what the people inside the box feel about what they are doing. You already intuitively know the reason for that profound change."

Mr. Okuwe averred that connectivity of the digital age is a key driver of this shift, with the democratisation of information and interconnectivity through digital devices. This era, he posited, is an evolution of old media into mainstream 21st century technologies for more personalized and interconnected expression and communication.

He said that traditional media such as film, images, music, spoken and

play a crucial role in attracting and retaining this group to bring on board new initiatives to organisations.

"Sociology not only helps us to analyse current and existing patterns of social life, but it also helps us to see some of the possibilities the future has in stock for us. Through the sociological imagination, we can see not only what is real, but also what could become real should we desire to make it that way, and this is core to the human resources management," she enthused. ■

written word are evolving with the interactive power of digital technology, computer-enabled consumer devices and most importantly, the internet. However, he stated, the success of communicating in the digital era is not about the platforms used, but what is put on the platform.

He was of the view that with traditional media embracing digital communication tools, and the digital adopting some of the traditional means of communication, it is no surprise that traditional media are now creating online presence, and as a result, an event on one platform can resonate and trend on the other speedily.

He noted that key considerations for successful strategic communication in the digital era means brands can no longer get away with making claim, but must work hard towards creating believability and evolve new means of doing things that will attract engagement. However, it will still be about effective strategic communication. In his words, "it is still about communication in a digital world, not about digital communication." ■

Covenant, Carnegie Mellon Varsity to Explore Collaboration *Contd. from Pg 1*

Chancellor proposed that both universities should arrange dual certification for Covenant students at the end of their first degree, stressing that this and other offers made by CMU would interest Covenant students and faculty.

Professor Brown was accompanied on the visit by the Recruitment Officer, CMU, Africa, Ms. Maria Mayanja, while other Covenant representatives at the meeting were the Registrar, Dr. Olumuyiwa Oludayo; Director, Financial Services, Pastor Sunday Abayomi; Dean, College of Engineering, Professor Christian Bolu; and Director, Vice-Chancellor's Office, Dr. David Omole. ■