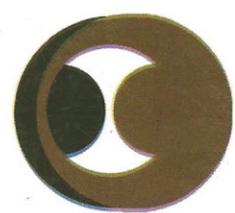




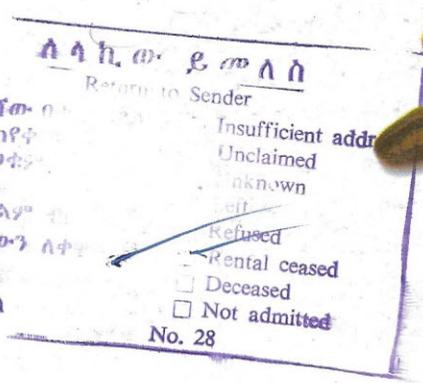
# St. Mary's University College

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## **WELCOME ABOARD**

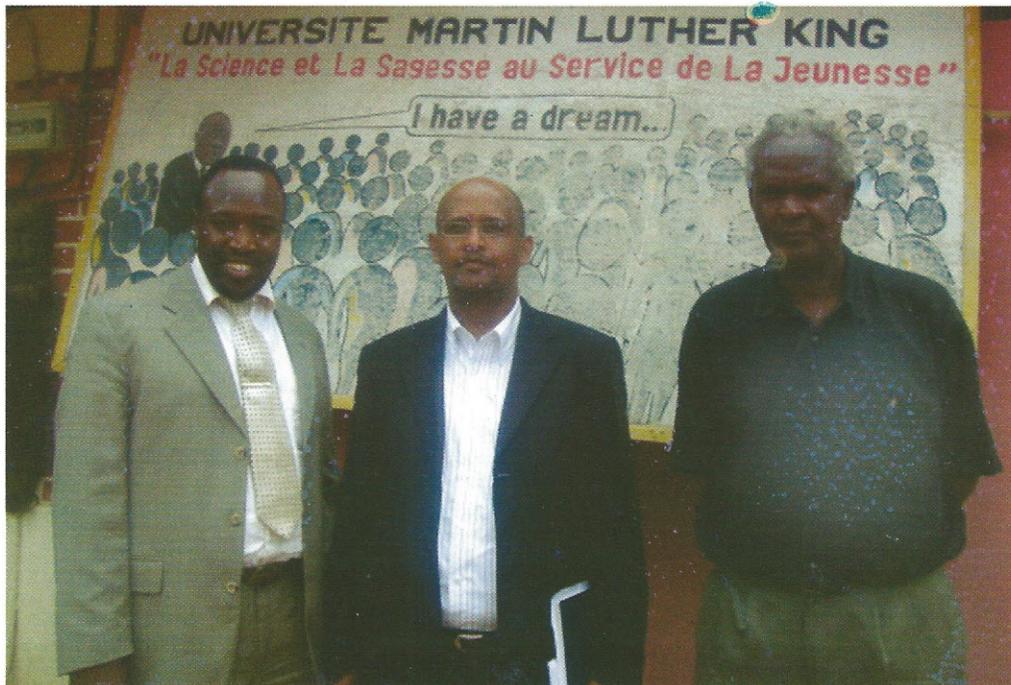
# INTERNATIONAL LINKS



## President's Visits

### Burundi

With the kind consent of the Netherlands - African Business Council (NABC) which organized a Trade Mission to Burundi, SMUC President Wondwosen Tamrat joined the group at Bujumbura from 07 Dec, – 11 Dec, 2010. The visit was used for the purpose of preparing the ground for initiating cooperation with similar institutions in the East African region. Accordingly, the President met Dr. Jean-Marie Barambona, the Director of Martin Luther King University, and Dr. Prof. Andre Nkundikije, Director General of Institut Superior de Controle et de Gestion (ISCG) who have shown interest to partner with SMUC. As a result of the discussions held, the Director General of ISCG is expected to visit SMUC in the near future. The President has also managed to use the opportunity for discussing the possibilities of establishing similar cooperation agreements with other companies that formed the trade mission from diverse fields of occupation.



### The Netherlands

Similarly, the President recently paid a working visit to the Netherlands from 05 Jan – 15 Jan, 2011. The visit was aimed at strengthening existing links and establishing new ones with institutions and organizations in the Netherlands that assist in the realization of SMUC's plans and strategies. In addition to making visits to InHolland University, the President met heads of Computer for Development, IOM, Belcash and Meleya Foundation and discussed the possibilities of establishing new relationships and enriching the existing ones. As a result of a similar discussion held with International Organization for Migration (IOM) in the Netherlands, three Diaspora experts will visit SMUC in the coming months to assist in the launching of the Center for Entrepreneurship & Innovation, and offering a variety of training for Center Staff, IT Faculty staff and technicians.

# INTERNATIONAL CO-OPERATION

## The 2nd IntEnt Ethiopia Start Up Mission

St. Mary's University College facilitated the 2nd IntEnt Ethiopia Start Up Mission 2010/11 which took place at the Graduate School Conference Hall, SMUC, from Nov 17 – 21, 2010. During the one-week meeting, IntEnt Ethiopia's 1st Start Up Mission held last year at SMUC was evaluated in the presence of local advisors who were instrumental in the market research the entrepreneurs did then.

Mr. Iwan Zunder, Coordinator of IntEnt based in the Netherlands, gave a one-day training to the Business Advisors on how to support the Ethiopian Diaspora entrepreneurs in their effort to invest in their country. He also aired lessons drawn from the previous IntEnt Ethiopia mission help them successfully accomplish the 2nd Starters Mission, which will commence in April 2011.

Meetings were also held with different government organizations and financial institutions to materialize this year's plan. This year's session was brought to an end with a networking event where the business advisors, coordinators of the project and representatives of different offices were present.

Among the entrepreneurs living in the Netherlands who came last year to conduct market research for their business ideas, one has already introduced her products in the Ethiopian market; and some others are also on the verge of realizing their projects soon.

## Meleya Foundation

Four years ago, St. Mary's University College in collaboration with the New Business School (NBS) of Amsterdam, created "Branding Ethiopia Project" which led to the establishment of the brand called "Meleya".

The fourth joint activity took place in Addis Ababa from Nov.20-24, 2010. The participants were comprised from St. Mary's University College Alumni members, regular students, some instructors of Marketing Department, and students and instructors of NBS.



The main objective of the visit was to create an opportunity for participants to exchange knowledge in the field of marketing. This knowledge will be used to support new Ethiopian entrepreneurs in such areas as improving business plans preparing micro-credit pitches, and assisting with presentation preparation. To accomplish this, four groups made up from St. Mary's Alumni members & regular students were formed. Each group initiated and prepared their own business plan on which they worked for a week.



Business Plan on 'Travel & Tours'

Business Plan on 'Advertising Agency'

Business Plan on 'Honey Production'

Each group presented its business plan to a panel of highly experienced and skilled experts for evaluation at the Wabi Shebele Hotel on Nov. 26, 2010. As a result, three business plans on 'Travel & Tours,' 'Advertising Agency' and 'Honey Production' were selected as first, second and third, respectively.



According to Mr. Ben Wijering, Dean of NBS, these three groups will be awarded a cash gift and loan according to their rank. This money will be raised by NBS students through various events in their country.

Ato Yalew Gorfu a participant and instructor in the Department of Marketing, SMUC, commented that the students had learned a lot and shared valuable experiences.

## ACCREDITATION SECURED FOR SMUC'S LOCAL MBA

SMUC has recently secured accreditation for its general MBA and an MBA in Human Resource Management from the Higher Education Relevance and Quality Agency. This is the first accreditation secured by SMUC for local programs to be delivered at post-graduate level. There are also other programs awaiting similar decision from the Agency in Dec. 2010. It is to be recalled that SMUC has been running nine graduate programs in partnership with Indira Gandhi National Open University (IGNOU) in India since 2007.

# TRAINING

## Training On Instructional Methodology and Material Production

The Teacher Education Faculty, SMUC, provides short term training services in a number of areas (pedagogical and non- pedagogical) to government & non-government organizations.

Eight professionals from SMUC were sent to Artistic Printing Enterprise to give training on teaching methodologies. It was given to 13 employees of the enterprise from Oct 18-26, 2010 at its Training Center. The training was appreciated by the trainees who extended their thanks to the trainer professionals and St. Mary's.

(VD)' for the new entry students of St. Mary's on the 23rd of Dec.2010 at the Multi -purpose Hall, Mexico Campus.



## In-house Training

The Student Development Success Unit of SMUC held a training for students and staff on 'Awareness Creation on HIV/ AIDS' and on the 'Prevention of Venereal Disease' on Dec. 8, 2010 in the Business Syndicate Room and the Moot Court Room of SMUC.

The training was given by a professional from the Health Communication Partnership which works in alliance with the Addis Ababa City Administration TVET Agency.

According to Ato Ababe Zenebe, Head of the Student Development Success Unit, fifty-five students and five employees were trained to train other students and employees on the Prevention of Venereal Disease and HIV/AIDS.

Ato Abebe reported that the trained students and employees held 'Awareness Creation' meeting on the 'Prevention of HIV/AIDS' and 'Venereal Disease

## Training for SMUC Employees

The Human Resource Management Office of St. Mary's University College gave training on 'Record Management' to 44 lower level employees (data encoders, clerks and messengers) in two rounds for 20 hours each. The first round was given from December 14 - 22, 2011 and the second round, from January 4 - 12, 2011, in the University College premises.

The objective of the training was to enhance the basic understanding of trainees on how to efficiently and effectively create, keep and make information available to users so that wastage of time and unnecessary cost can be minimized.

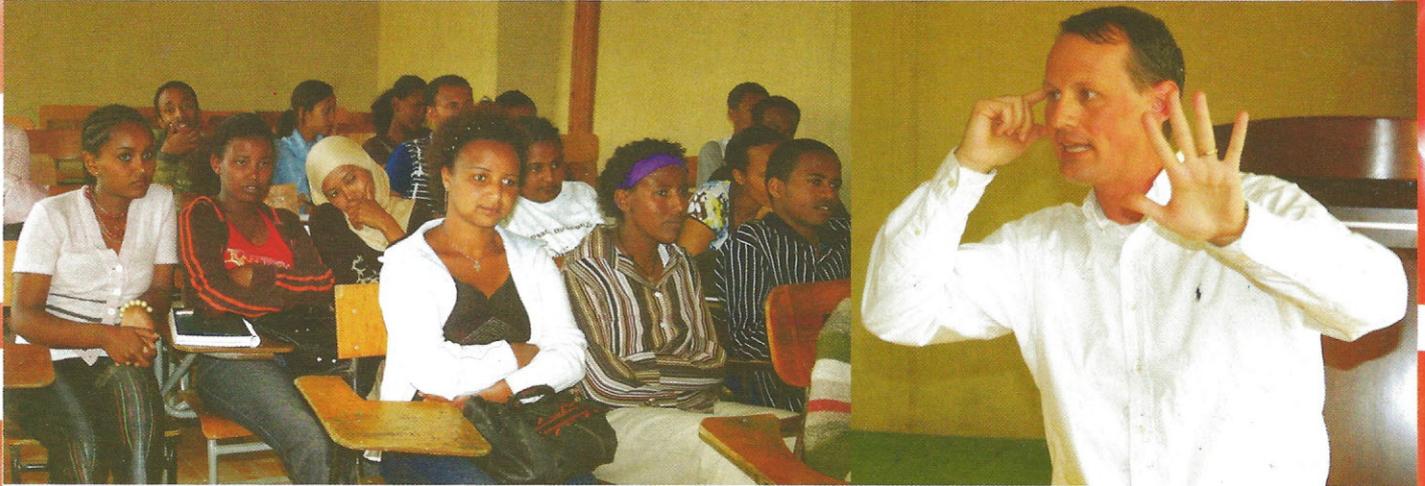


## CAMPUS ACTIVITIES

### Discussion on Volunteerism

A panel discussion on 'Volunteerism', organized by Araya Welfare Organization and the Gender Office of SMUC was held at the Multi -purpose Hall, SMUC, on Nov.18, 2010.

After the opening speech by Ato Tedla Haile, Executive Vice-president of St. Mary's, Mr Jason McCall from Blue Nile Consultancy PLC, shared his experiences with the participant students and instructors.



According to W/o Erogogie Tesfaye, Gender Office Head, SMUC, the experience and the views shared, as well as the questions raised, were valuable and beneficial to instill the idea of volunteerism. Ato Baye Nigatu, the Head of Information & Communication at SMUC, made the closing remarks.

At the end of the panel and the subsequent days, W/o Ergogie reported that many students registered to give voluntary services with Araya Welfare Organization.

### Public Lecture



The Department of Marketing Management organized a public lecture on 'Branding Ethiopia Through Heritages: The Past for the Future', at SMUC's Multi-Purpose Hall on Nov. 6, 2010.

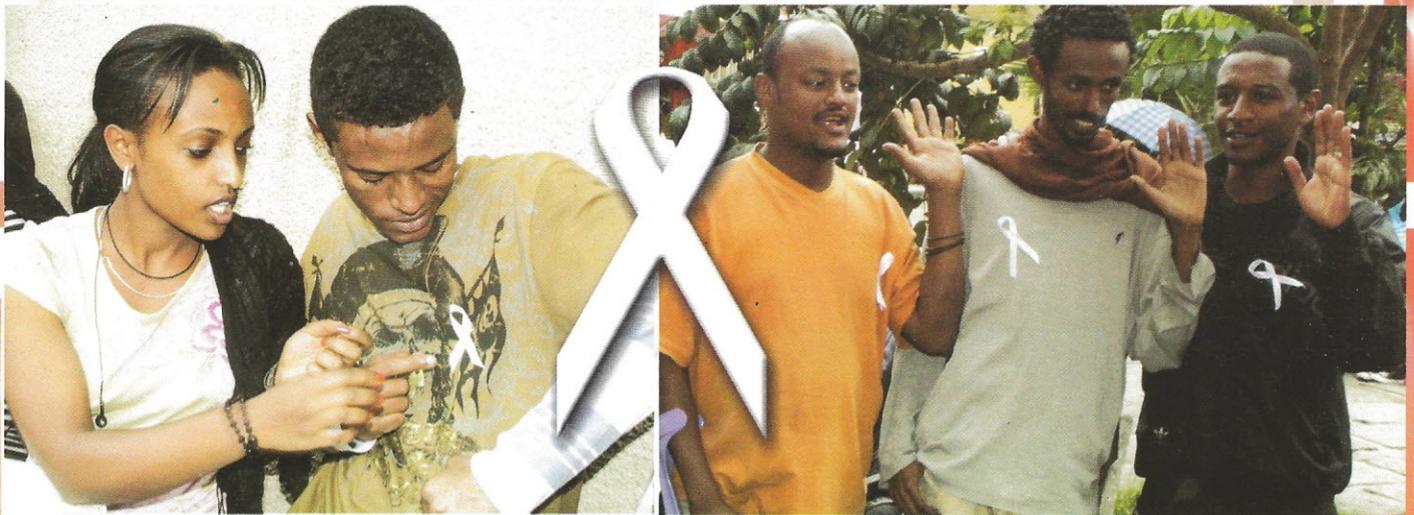
The speaker was Mr. Jacques Dubois who has been involved in the Ethiopian crafts and cultural heritages for a long time as well as a consultant to Muya Ethiopia PLC. He spoke about the multifarious cultural heritage of Ethiopia and remarked that this could be used in national branding.

Ato Mekdela Mekuria, Head of the Marketing Department stated that the panel helped students realize the practicality of what they had learnt in theory.

On Nov.26, 2010, the Gender Office of SMUC, in collaboration with the Student Development & Success Unit (SDSU), organized an event to celebrate White Ribbon Day during the Weekly Talkshow Program at the Mexico Campus.

W/o Ergogie Tesfaye, Gender Office Head and Ato Abebe Zenebe, Student Development & Success Unit Head, SMUC, talked about the meaning of sexual violence and harassment, as well as related issues in connection with human rights. They also discussed St. Mary's position on sexual violence and harassment.

### The White Ribbon Day



## COMMUNITY SERVICES

### Memorandum of Understanding Signed

St Mary's University College and Araya Welfare Organization signed a Memorandum of Understanding on Sep. 5, 2010. The Welfare Association, a local NGO, was established primarily to alleviate the socio-economic problems of the destitute, divorced women and Orphans & Vulnerable Children (OVC). SMUC, in signing the document, has agreed to augment the services of Araya Welfare Association.



### Wheelchair Donation

Dawit Demeke, a disabled former student of SMUC, received a wheelchair donated to him by Ms. Debritu Lusteau, on Nov,27,2010 who lives in the Netherlands. St Mary's was instrumental to make his problem known to Ms Lusteau. Dawit still seeks help from charities toward securing a wheelchair with a motor engine; as the one donated to him being a mechanical one.



In his three years stay at St. Mary's, his entire tuition was covered by the University College. Today, he is a civil servant but still coping with the challenges of his physical disability.

### Computer Donation

Computer for Development, an NGO based in the Netherlands, donated to St. Mary's University College 262 processors, 55 CRT and 245 LCD Monitors and eight printers. The donation was made through Mr. Hillicent Odongo, Chairperson of Computer for Development. In addition, five servers were donated by Engineer Asrat Limeneh, an Ethiopian who lives in the Netherlands. Meleya Foundation, an NGO in the Netherlands, co-ordinated the donation of the used item. St. Mary's University College forwards its heartfelt thanks to all involved in donating the computers and the accessories



## PARTICIPATIONS

### Congratulations!!

The TVET Agency of the A.A City Administration Agency organized an exhibition where 20 higher education institutions participated at the Exhibition Center from Sep. the 30th –Oct. 3rd, 2010.



Among the activities held in the exhibition, there was Computer Maintenance competition. This competition was won by Terefe Beyene, Level III, Extension Student, Faculty of Informatics, St. Mary's University College. Terefe received the trophy at the dinner party held at Sheraton Addis on the 3rd of October 2010.



The Community of SMUC admires and congratulates Terefe Beyene who exhibited his shining skills and honored his community at large.

### Panel Discussion

Ato Baye Nigatu, Head of Information Communication, SMUC, and a Board Member of Red Cross Society Branch of Lideta Sub-city, attended a panel organized by the Ethiopian Red Cross Society (ERCS), Addis Ababa City Administration Regional Branch on Oct. 30, 2010 at the Ras Amba Hotel.

After the introductory speech by Ato Elias Ayana, Secretary of ERCS Addis Ababa City Administration Regional Branch, Dr. Teye Birhanu, Head of ERCS Addis Ababa City Administration Regional Branch, made the opening speech. In his opening speech Dr. Teye discussed the achievements accomplished and

the challenges faced by each Sub-city. He also encouraged the panel to share experiences so that sub-branches could do better in the future.

### Awareness Creation

On the 26th of Nov. 2010, Ato Abate Lakew, Head of the Business Faculty, SMUC, attended an awareness creation training on HIV/AIDS. The training was organized by the Health Communication Partnership in collaboration with Addis Ababa City TVET Agency and Addis Ababa HAPCP. It was held at Entoto TVET College.

The objective of the training was to help students grasp various methods of HIV preventions, and to acquaint them with the various welfare organizations which are involved in the prevention of HIV/AIDS.

During the training, Ato Abate Lakew reported that St. Mary's, as a center of a considerable number of youth, has offices, clubs and forums like the Gender Office, Student Wellness Center, Gender Club, Friday Talkshow, etc. through which SMUC directly or indirectly implements its adopted HIV/AIDS Policy. He also talked about the readiness of SMUC to train 30 students as trainers to strengthen efforts in this direction.

### Talkshow

Head of Information & Communication Office, Ato Baye Nigatu, participated in the 'የዝክረ-ሃሳብ' Talkshow on insurance services organized by Ermias Advert. The talkshow was held on Nov 27, 2003 at the Harmony Hotel.

The main objective of the show was to introduce the ideas and types of insurance services available to the public at large. The participants, mainly insurance professionals, expressed insurance-related ideas, information and suggestions.

## Workshops

On Nov. 5 and 6, 2010, Ato Wondwosen Tamrat (Asst. Prof.) Founder and President of St. Mary's, and W/o Ergogie Tesfaye, Head of the Gender Office at SMUC, attended a workshop at the Dire International Hotel, Adama, to approve an action plan and guideline of HEIs Anti- HIV and AIDS.



A Memorandum of Understanding was also signed among Ethiopian Higher Education Institution (HEIs)

According to W/o Ergogie Tesfaye, the focus of the joint-forum was to discuss the 'Action Plan for the Year 2010/2011' and the 'Guidelines' by which each forum member institution would be governed. The objectives of these two documents, she added, is to help every forum member work better and effectively in their respective locality while boosting the performance of the National Forum.

Five law students, Alembanchi Tigabu, Mirachew Bekele, Yibarkew Azene, Kiflay Hilay and Getnet Fekadu, attended the workshop: 'Sexual Violence is Violation of Human Rights' which was organized by the Ministry of Women, Children and Youth Affairs (MUCYA) and held at the Civil Service College Hall, Addis Ababa, on Nov. 25, 2010 during the White Ribon Celebration Day.

The students commented that their participation will help them a lot as there were a lot of experience sharing opportunities.

## Human Rights Day

On Dec.10, 2010, Ato Baye Nigatu, Head of Information & Communication Office, SMUC, attended the inspiration of Human Rights Day marked in Addis Ababa. It was held at the Sharaton Addis to honour the UN General Assembly Adoption and Proclamation of Human Rights on Dec. 10, 1948.

Speaking at the conference with the theme, 'Opportunities and Challenges in the Implementation of Human Rights in Ethiopia', Speaker of House of Peoples Representatives, HE Abadula Gemedo, noted that the government is determined to adopt appropriate policy and strategy that ensures basic human rights in Ethiopia.

The paper on Human Rights in Ethiopia by HE Memberetsehay Tadesse, Director General of the Justice and Legal System Research Institute, elaborated basic details of the opportunities and challenges to implement Human Rights in Ethiopia.

## National Document on Sexual Harassment

The Technical Team formed by the Gender Management Unit of the Ministry of Education to prepare a National Document on Sexual Harassment for both private and public higher education institutions, prepared the first draft of the document during the meeting held from Dec. 9-11, 2010 at the Bishoftu Management Institute.



During the meeting held from Dec. 20-22, 2010, at the Adama German Hotel, the draft directive was communicated to all higher education institutions gender officers and representatives of higher institutions. The final National Document on Sexual Harassment, after being enriched by the inputs gained from the participants, will be ratified after a final seminar is held.

The meeting discussed the plan for improving the involvement and participation of the people in the development work of the Sub-city.

### A Luncheon Event

### International Conference on Federalism

Ato Baye Nigatu, Head of Information & Communication Office at SMUC, attended a luncheon event organized by Posterity Psychological Therapy and Training Center P.L.C on Nov.6, 2010 at Samet Restaurant.

Information and Communication Office Head Ato Baye Nigatu attended the opening event of the Fifth International Conference on Federalism on the 13th of Dec 2010 and the Fifth Nations Nationalities and Peoples' Day on the 16th of Dec 2010, both at the Millenium Hall

The luncheon was meant to congratulate spouses and lovers who have developed better relationships due to the advice and psychological support of the professionals of the center.

### Stakeholders Meeting on People's Mobilization

On Nov. 4, 2010, Ato Baye Nigatu, attended a meeting organized by the Lideta Sub-city Administration for stakeholders within the sub-city at 'Kebele' 01/18 Hall.



## Welcome Aboard

The Student Development and Success Unit of St. Mary's organized the annual event for the new entry students on Dec.28, 2010 at Mexco Campus.

The presence of Artist Meseret Mebrate and Fekadu T/Mariam, first and second prize winners respectively, of the best players in the 'gemena' drama made the event magnificent. In addition, Comedian Asefa Tegegne and Mitiku Fente lent a thrilling atmosphere to the event.



Photo & Graphics design SMUC Educational Technology Unit