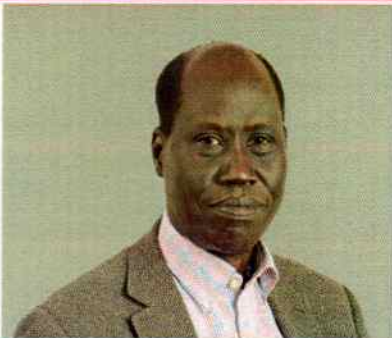




Rebranding of the University of Juba



Prof. John Akec

A word from the Vice Chancellor

Eagles inspire humans in many ways. They soar up in the sky and defy gravity to steal a broad view of the earth. We can only look and wish we were eagles to enjoy such a feat. What's more, as popular story goes, when an eagle hits the age of 40 years, they go up the mountains and spent months shedding their old feathers, and putting on new ones, before coming down invigorated to live for another 30 years. Biologists dismiss this story as a myth. But nevertheless, it's a story that has inspired many CEOs for millennia.

The University of Juba has already passed its 40th year since teaching began in October 1977. And it is absolutely important to ask ourselves the hardest questions: how are we being perceived by our stakeholders and the general public? In other words, how does our brand name stands today, and how may we maintain our brand name long into the future?

Foremost, we need to remind ourselves that a good brand name is not what you think you are, but what your public believes you really are, be that good or bad. And since our inception, the University of Juba has stood for "Excellence, and Relevance", and we still do stand for those important values. Yet in a changing world and context, we had to rebrand and find a new battle cry some six years ago. Namely, "Inventing the future, transforming society."

Gone are the days when our prime mission was to train civil servants for the then autonomous government of Southern Sudan. Now, our mission in the context of an independent South Sudan has changed and grown to encompass, among other things, a full commitment to "national economic empowerment and social transformation through provision

of quality education, pursuit of relevant research, promotion of innovation, facilitation of technology transfer, revival of national cultural heritage, protection of the environment, and service to community."

This broad mission statement, however, does not mean we want to become all things to all people, but to stand to be counted when tackling pertinent national socio-economic challenges through research and innovation; as well as providing high quality education to our students, and being of service to the communities in which we are embedded. It should not be a mere lip service, but a lived reality.

The above goals need to be reflected in our brand. Our brand image and our actions should be in complete harmony. In the age of social media which has empowered and placed the public in the centre of power, if an institution of higher learning like ours does not give them a good story to tell, they will give us their own story reflecting how they perceive our brand. And that calls for universities to have activity and consistent web presence.

As pertaining to maintaining our image, we have embarked on improving the looks and feel of our campus landscape, our entrance gates, our lecture halls, our libraries, our laboratories, and our student spaces. However, we did not stop at the improvement of the physical environment but have contracted KAVIBE, a Kampala-based branding company, to critique the design of our website and propose improvements, review and revamp our logo, and design for us the materials for marketing and advocacy. These include University prospectus, brochures, and flyers.

More importantly, we as University of Juba need to stand for something. This will position us high in the minds of our prospective students and their future employers relative to other institutions of tertiary education, nationally and regionally. We can do this by identifying areas of strength and comparative advantage and strive to excel in them.

The question is: do we want to be known for our high quality research and teaching in engineering, in medicine, in law, in economics, in business, in education, in agriculture, in music and arts, in urban planning, in mathematics, in sciences, in computing? In one or two or all of above? And when we say we are "inventing the future and transforming society", does our actions match our words?

I do believe that the answer lies in the actions of each dean, head of department, and lay academic. In short, it depends on all of us making our own contributions and pulling our institutional boat into the shores we want.



UNIVERSITY OF JUBA

Inventing the Future, Transforming Society

Congratulations

to **Dr. Mayen Machut Achiek**
for his Appointment as
Undersecretary



The University of Juba is pleased by the appointment of Dr. Mayen Machut Achiek, Dean of school of Medicine, as Undersecretary at the Ministry of Health. This well deserved appointment comes at a trying time for our country as COVID-19 wreaks havoc on the lives of South Sudanese. Without doubt, Dr Mayen will provide the much-needed leadership the Ministry requires to deal with this pandemic in particular and the health woes the country faces in general.

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University of Juba academics join High Level Committee on Jonglei and Pibor

On 23 June 2020, President Salva Kiir Mayardit issued Republican Order No. 20/2020 appointing a 13-member High Level Committee to address the security situation in Jonglei State and Pibor Administrative Area. The Committee co-opted other individuals, including Hon. Philip Aguer Panyang, a staff of the Institute of Peace, Development and Security Studies, Dr. Leben Nelson Moro, Director of Planning, Innovation and Quality Assurance and former Director of the Institute of Peace, Development and Security Studies, and Ms. Harriet Kuyang Logo, a PhD candidate at the Institute of Peace, Development and Security Studies and also lecturer at the School of Law.

The three persons from the University bring a wealth of relevant experiences to the Committee. Hon. Panyang held the positions of spokesperson of the SPLA and the Governor of the defunct Jonglei State in the past. Meanwhile, Dr. Moro is in the Secretariat of the South Sudan National Dialogue and also participated in the headcount and screening of civil servants under the Ministry of Labour, Public Service, and Human Resource Development and writing of the South Sudan Action Plan on Return, Reintegration and Recovery 2020-2022.

Locusts poised to compound misery caused by COVID-19



Dr Phillip Wani
Plant Pathologist
School of Natural Resources and Environmental Studies,

As South Sudanese count losses caused by the COVID-19 pandemic and floods, another calamity is looming. Desert locusts are poised to hit hard the activities of crop growers in parts of South Sudan, especially some areas in Eastern Equatoria State. Some neighboring countries, including Kenya, are already grappling with the massive crop devastation by this insect pest.

Desert locusts, whose scientific name is *Schistocerca gregaria* Forskal, belong to Class Insecta, Order Orthoptera, and Family Acrididae. They differ from common grasshoppers in that they have the ability to change their behavior and habits, and can migrate over larger distances. They are harmless in the solitary form but when they congregate into swarms, numbering between 40-80 million adults, become destructive to all green vegetation. Hence, they pose a great threat to agriculture and food security.

Desert locusts entered Eastern Equatoria, and were reportedly seen in and around Torit, Budi, Lafon and Magwi. They came from neighboring countries of Kenya and Uganda in March 2020. A small incursion overflowed Juba in April. With the onset of rains, and

presence of lush green vegetation, the insects could multiply, raising the threat threshold.

However, the Ministry of Agriculture and Food Security with technical support of scientists from the University of Juba, has been working on a five-year strategic action plan on the management and control of desert locusts, and also conducting trainings of desert locust officers/forecasters in the affected areas with support from FAO, which already provided logistics, pesticides and spray equipment.





Our Medical Student shares her experiences of COVID-19 Contact Tracing



Achol Anei Deng
Student, School of Medicine, University of Juba

As COVID-19 spreads, the University of Juba is actively participating in efforts to fight the pandemic. It recruited about 3,000 volunteers to enlist in the fight. About 25 of them, from the University's school of Medicine, joined the Ministry of Health as contact tracers. One of the volunteers sat down with a Juvarsity staff to talk about her challenging role in the fight against COVID-19.

Experiences

She introduced herself and her role as follows; "I am Achol Anei Deng, a fourth year medical student from the University of Juba. I am helping as a contact tracer with the Ministry of Health in collaboration with WHO. I am glad that at least we are doing something for our country as medical students from the University of Juba."

However, she reveals that there were times when she felt low. "I felt low seeing my people depressed after receiving the results as positive. It's a hopeless situation since there is no cure for the virus yet." she says.

She further says that some people become emotional and want to beat them up after receiving their results. For example, one threatened her as follows: "you just cooked this, your machines aren't even working, and they are not accurate....." she also narrates that in one scary incident, she called up someone and told him his results, he threatened her by saying he was going to

track her number and shoot her. "I was terrified and had to counsel myself and then convinced him and all went well," she adds.

So, it was initially difficult but later the contact tracers found ways to handle situations, first by counselling those contacted before revealing results.

Achol reported that in the worst case, one of the students, an official and a doctor were locked up in a certain place when they went out to trace a contact. They had to call the High Level Taskforce and were rescued before anything bad happened to them.

She said the virus is no longer scary as it was in the beginning but there were angry and calm people in every society, and so reactions differed. Moreover, she mentioned that some people have understood it in a good way that the contact tracers were out to help, and so provide their contacts but some are less helpful.

Message

The message Achol sends to all, especially the youth, is that the virus is not only for old people but for everyone. She adds that everyone should take it their responsibility to protect the old and the young ones because immune systems are not the same. The way people respond to the virus is different depending on the immune system of each person. For those who are positive and spreading the virus to others with the excuse "they have no symptoms," they are risking the lives of their loved ones and everyone else, she points out. She concludes: "You shouldn't be the reason for someone to die. Be responsible by wearing personal protective equipment like masks and quarantine yourself. It's our collective responsibility to save our people from this pandemic."

**REDUCE YOUR RISK OF
COVID-19
INFECTION**



WASH HANDS

Wash your hands with soap or use a hand sanitiser



COVER A COUGH OR SNEEZE

Cover your cough or sneeze with your sleeves or tissues. Dispose the tissue and wash hands afterwards



SOCIAL DISTANCING

Keep a distance of around 1 meter away from others in public



STAY AT HOME

Always stay home unless you have an important reason to leave the house