CATHOLIC UNIVERSITY INSTITUTE OF BUEA (CUIB)
THE ENTREPRENEURIAL UNIVERSITY

PRESIDENT'S NEW STRATEGIC PATHWAY OF CUIB FOR THE FUTURE

2018: A DEFINING MOMENT AND YEAR FOR RESHAPING CUIB'S ENTREPRENEURIAL PHILOSOPHY

THE ECONOMY OF COMMUNION (EoC)
My dear friends, and all stakeholders

Good morning and welcome.

The Year 2018 has been a defining moment in CUIB’s history. The Board of Trustees of the University on the 18th January 2018 directed that the entire CUIB family, and all her internal and external stakeholders be engaged in a Ground zero restructuring process of the university. This was in view of reshaping the University’s Entrepreneurial Philosophy in order to meet the challenges of today’s rapidly changing academic, social, political, cultural, technological, spiritual and global market landscape. Providentially this exercise was being carried out alongside the call from two of CUIB’s International member Associations this year, the Association of Catholic Colleges and Universities in the US (ACCU), and the International Federation of Catholic Universities, IFCU to engage in honest and strategic conversations and debates along the lines of “RETHINKING CATHOLIC EDUCATION IN A TRANSFORMED LANDSCAPE”. 
While these conversations were going on in CUIB, the Ministry of Higher Education in Cameroon produced in March 2018 “Development goals of Private Higher Education in Cameroon by 2025”. This document identifies four priority areas for the future of Private Higher Education Institutions in the country namely – Legal Status, Quality Assurance, Academic Autonomy and Transparency. All these initiatives and trend are indications that Universities today must be purposeful, creative, and adaptable if they have to meet the challenges of today’s rapidly changing social and educative world. It is within this background that we have termed 2018, “A Defining Moment and Year for Reshaping CUIB’s Entrepreneurial Philosophy”.

First, CUIB has produced a document known as “Nursing the Future”: CUIB’s New Strategic Framework for a culture of Innovation. This Vision statement is key element to the imagining of the CUIB of tomorrow. In 30 selected words it captures what CUIB intends to be in 2023.

CUIB will be the cradle of innovation in preparing a new generation of young African Entrepreneurs, who are servant leaders, Saints and Scholars, to flourish in a rapidly changing world.
The CUIB of the future will be the cradle of innovation in a world that is rapidly changing. This means that innovation will be the central concept that CUIB will focus on for the next five years. To innovate, you are always adapting to new ideas, new ways to interpret data or information. Those who adapt through innovation will be those to be successful in a competitive and rapidly changing world. The CUIB culture of innovation will be about constantly questioning what we are doing and looking for better ways of doing it. Our age is commonly being described as “disruptive” in terms of the rise of innovation that no century has ever witnessed. How then can educational institutions prepare students for such a society that is constantly and creatively disruptive? Instead of seeing this new wave of disruption as a threat, CUIB is embracing it as a source of endless opportunity to not only innovate but be constantly creative with new ideas that will foster the culture of continuous improvement.
This vision will be achieved in three continuous segments from Nursery, Primary, through Secondary and High School to the University. The Sciences and Arts will be the driving factor to innovation in the new CUIB of tomorrow. This new CUIB started already this year with the First University Entrepreneurial Nursery and Primary School in Cameroon, popularly known as the Academy of Talents. The first set of Class six pupils will begin Form one in September 2018 under CUIB’s officially approved name by the Ministry of Secondary Education – CUIB Entrepreneurial High School, The STEAM Academy. We will select the first 100 students to begin this new and exciting journey.

CUIB Entrepreneurial Nursery & Primary: Talent development will be the key element at this stage. The talents of Pupils will be explored in all aspects through differentiated pedagogy; hence the Academy of Talents (A & T).

CUIB Entrepreneurial High School: At the CUIB Entrepreneurial High School, students will be led to a deeper exploration of their talents (passion) using Scientific knowledge in the areas of Science, Technology, Engineering, Arts and Math (STEAM); hence The STEAM Academy, CUIB S & A.

CUIB: The Entrepreneurial University: Entering into the University, the focus will be to make a contribution to the world through dynamic innovation. Students will be helped throughout their studies to use their talents to resolve life problems of the community through a problem solving approach to learning. Their Senior Class project will be an innovation that will be exposed to the business world for investors; hence the Cradle of innovation – CUIB C & I.
Second: CUIB will in September 2018 begin running three Satellite Campuses, two in the city of Douala and one in Yaoundé. The truth is that CUIB has always had as its strategic vision to expand to many regions of Cameroon as possible in order to foster and strengthen its entrepreneurial philosophy of the Triple Helix Concept. The Triple Helix thesis is that the potential for innovation and economic development in a Knowledge Society lies in a more prominent role for the university and in the hybridization of elements from university, industry and society (government) to generate new institutional and social formats for the production, transfer and application of knowledge. If CUIB has to be true and relevant to its Entrepreneurial culture then she has to operate where most of its partner companies are. The truth is that majority of the companies that need our students, or where our alumni are flourishing or those we have partnerships with are in Douala and Yaoundé. This move will also help address the need of our Parents and other Stakeholders who have been clamoring for CUIB’s presence in these cities.
Third: CUIB has developed new approaches to enhance its only one Playbook, namely, Putting Students at the center of the academic enterprise. None of us here can deny the fact that the culture and needs of today’s students are not what they were 20 years ago. In view of this, CUIB as from this coming 2018/2019 academic year, will be the Premier game changer in Mobile and Ubiquitous Teaching and learning. CUIB will foster mobile and ubiquitous learning through integrating mobile devices with teaching and learning across the curriculum. This will be done in a “hybrid” fashion which is meant to help connect learning in formal and more informal and personalized learning environments. Mobile and Ubiquitous learning is meant to stimulate motivation and strengthen student academic engagement. It will also promote exploratory learning outside the classroom, act as a content-delivery tool, promote innovative teaching methods, game-based learning and facilitate the development of communication, problem solving, creativity and high level skills amongst the students. Research has shown that mobile and ubiquitous learning and teaching fosters student learning achievements. The good news is that our current students and faculty have undergone training in this new world and exciting culture of teaching and learning and used it during the last part of the second semester of this academic year. Our goal is to meet our students where they are most comfortable and are at their best – their mobile devices.
Fourth, Scalability of programs and Certification: Relevance and Scalability of Programs to meet the needs of Diverse Learners is critical in a rapidly changing academic, competitive and global market landscape. CUIB’s new academic structure will provide for scalability of programs and Certifications. CUIB will run Preparatory, Certification and Professional Diploma courses that will cover one week, 3 months, and 9 months. In addition to HND, CUIB will begin to run, as from next academic year, 2 years Associate degree programs (popularly known under its French acronym as Diplome Universitaire Technologique (DUT)) that will meet industrial needs. Our 4 year Undergraduate degree programs continue to remain one of our great points of pride. The strength of the four year undergraduate degree programs is to prepare our students for the global culture and market. Whether we like it or not, we live in a global culture and we cannot as an institution continue to train students only for the Local market. Putting students first will mean forming them to be global students and ensuring that they have the skills and competences for the global market.

Fifth, Boldly Catholic and “Berakanian”: CUIB continues to pride itself as a Catholic University whose mission is not only to train its students to be job ready but also life ready. This is one of the hallmarks of Catholic Higher education. Being a Catholic university, CUIB will continue to be apolitical and non-partisan in its approach while focusing on its mission to train professional servant leaders with spiritual and moral values who will contribute to the sustainable development of their communities. The Berakah Spirituality, a spirituality based on gratitude, appreciation and joyful praise to God will permeate the entire university life. This is the kind of spirituality that Africa needs today if she has to move beyond the ABC syndrome (Accuse, Blame and Condemn) to one of Divine Blessings, Protection, Positive Mindset, Gratitude and Joyful Praise.
My dear friends, and all stakeholders, this is just a tip of the iceberg which I have just highlighted from “Nursing the Future”: CUIB’s New Strategic Framework for a culture of Innovation. For us this is a new and exciting Journey and I would like to use this opportunity to thank our only Cameroon mentor University, UB for their constant guidance and support. We are ready to roll. I call on all our stakeholders, faculty, staff and students to give this new and exciting vision the greatest publicity it deserves. Our goal has always been to give the best to our students. Whatever the direction we are going, remember that it is about our pupils and students first so that they may become the best version of themselves. This is the future of the new CUIB, the cradle of Innovation. And this is what Excellence will look and feel like, only at CUIB.

God bless you all! Berakah!!!

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