

PROPOSAL FOR UNITED STATES INTERNATIONAL UNIVERSITY–AFRICA (USIU-AFRICA) PARTNERSHIP AND FUNDRAISING CAMPAIGN IN THE USA

INTRODUCTION

As part of the university strategic goal towards being a leading research institution in the region, USIU-Africa envisions to raise funds to support university priorities by developing and fostering strong external partnerships with various entities in Kenya and abroad.

USIU-Africa Vice Chancellor, Professor Paul Tiyambe Zeleza and Director of University Advancement, Mr. James Ogolla are scheduled to conduct a six week partnership and fundraising campaign in the USA between April 11, 2018 and May 18, 2018 to raise funds to support critical growth areas of the university in line with the USIU-Africa Strategic Plan 2015-2020, Sustainable Development Goals (SDGs) of 2015/2030 and Kenya's Vision 2030.

OBJECTIVES OF THE TRIP

1. Fundraising
 - a. Student scholarships
 - b. Academic Programs development
 - c. Research support
 - d. Acquisition of vital teaching equipment for Film, Animation , STEM, Pharmacy and Health Sciences
 - e. Infrastructural development
2. Establishment of Partnerships
 - a. Universities and research associations
 - b. Foundations
 - c. Corporations
 - d. Kenyan and African Diaspora organizations
3. Training and Networking Opportunities
 - a. Attend pertinent conferences for training and networking
 - b. Meet with student recruitment organizations

TARGET AUDIENCES

1. Philanthropic Foundations
2. Universities and Research Associations
3. Diaspora Individuals and Organizations
4. USIU Alumni
5. Philanthropists
6. Corporations
7. Student recruitment organizations and high school counsellors associations

TARGET CITIES AND REGIONS

1. West Coast: 14 days
 - a. San Diego (3 days)
 - b. Los Angeles (3 days)
 - c. San Francisco (4 days)
2. East Coast: 9 days
 - a. Boston (2 days)
 - b. New York City (3 days)
 - c. Washington, DC (2 days)
3. South: 5 days
 - a. Atlanta (3 days)
 - b. Houston (2 days)
4. Midwest: 5 days
 - a. Chicago (3 days)
 - b. Detroit (2 days)

TENTATIVE ITINERARY

Region/City	Tentative Dates
San Diego	April 11, 2018
	April 12, 2018
	April 13, 2018
Los Angeles	April 16, 2018
	April 17, 2018
	April 18, 2018
San Francisco	April 19, 2018
	April 20, 2018
	April 21, 2018
	April 22, 2018
	April 23, 2018
Boston	April 24, 2018
	April 26, 2018
New York	April 27, 2018
	April 30, 2018
	May 1, 2018
Washington DC	May 2, 2018
	May 3, 2018
	May 4, 2018
Atlanta	May 5, 2018
	May 7, 2018
	May 8, 2018
Houston	May 9, 2018
	May 10, 2018
	May 11, 2018

Chicago	May 14, 2018
	May 15, 2018
	May 16, 2018
Detroit	May 17, 2018
	May 18, 2018

N/B: Date of travel to United States is April 9, 2018 and return is May 19, 2018

About USIU-Africa

USIU-Africa is a private, independent, non-profit university located in the Kasarani Sub-County of Nairobi County, Kenya. The university has a 49 year history of providing quality education in Africa and is dual accredited in both the United States of America by the Western Association of Schools and Colleges in 2005 and Kenya by the Commission for University Education in 1999.

USIU-Africa's vision is to be a premier institution of academic excellence with a global perspective; while its mission is to promote the discovery and application of knowledge, the acquisition of skills and the development of intellect and character in a manner which prepares students to contribute effectively and ethically as citizens of a changing and increasingly technological world.

In achieving these goals, USIU-Africa selects high quality undergraduate, graduate and doctoral academic programs promoting students' higher order thinking, literacy, global understanding and multicultural perspective, preparedness for career, leadership and ethics, and community service and development; and maintaining university core values of life-long learning, integrity, innovativeness, social responsibility and academic freedom.

Key statistics of the university as of Spring 2018 are 6774 enrolled students, 25 academic programs, 13.67% international students, 75 nationalities, 27 student clubs and 19 sports team.