



Our Mission

- Building leadership through Christian education; transforming lives, impacting society for positive change.

Our Vision

- A first-class Seventh-day Adventist institution, building servant leaders for a better world.

Our Core Values

- Excellence
- Integrity
- Accountability
- Servant Leadership,
- Team Spirit
- Autonomy & Responsibility
- Adventist Heritage

QUOTE OF THE WEEK

“Progress is impossible without change. Those who cannot change their minds, cannot change anything.”

- George B. Shaw

WE ARE ON THE WEB

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TOP OF THE WEEK



Prof. Sunday Owolabi with some of the participants of the Principal Conference. From l - r, Principal, Day Waterman College, Mr. Steward Gordon, Mr. Samuel Obot of Babcock Academy and Mojisola Solaja of Ogun State Television.

UPHOLD STANDARDS, VICE CHANCELLOR CHARGES PRINCIPALS

President/Vice Chancellor, Prof. Ademola S. Tayo, last week said Secondary School Principals have a unique role to play if Nigeria's tertiary education is to make a difference.

He stated this while declaring open the University's annual Principals Conference.

Prof. Tayo represented by the Registrar, Dr. Jonathan Nwosu, noted that principals also have greater responsibility in ensuring their graduates have well-grounded academic preparation before proceeding to the University.



University Registrar, Dr. Jonathan Nwosu

He said as a faith-based university, Babcock is poised to make a global difference through quality education and servant leadership training, a task which secondary school leaders can facili-

tate with adequate character and intellectual development.

“If there are no secondary schools, there would be no students,” he said.

WEEKLY DIGEST

A Babcock University Newsletter

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BUTH Clinic -080 360 097 40

Facilities -070 640 699 96

Fire Service-0803 606 44 44

Food Services

080 340 333 72

SOP 080 338 478 69

BU Pastor 080 582 981 97

BU HOSTS PRINCIPALS' CONFERENCE



Prof. Owolabi (left) addresses participants of the conference.

As Babcock hosted the second edition of the annual Principals' Conference, Senior Vice President Management Services, Prof. Sunday Owolabi, made a strong case for effective brand management.

The event which drew participants largely from private and state-owned secondary institutions in Nigeria's South West, also served as a platform to share the Babcock experience in brand management and student development.

According to him, understanding target market needs and preferences, is critical to developing strong brands.

"If you want your school's brand to evoke positive associations with a particular group (or groups) of students", he said, "It makes sense to first nail down what they look for most and what turns them off."

He warned that without effectively doing this, trying to push

an institutional brand would amount to taking a shot in the dark.

He shared some of Babcock University's strategies to carve a strong edge over its competitors in the educational sector.

These include: building strong teacher/student relationship, encouraging student feedback as well as zero tolerance of sexual harassment, bullying, drugs and cultism.

Above all, he said the University's strength in promoting brand loyalty stemmed from its faith-based approach through which it drew direction from God, the Creator of the Universe.



Top left: Prof Sunday Owolabi presents certificate of participation to the Principal of Day Waterman College, Abeokuta, Mr. Stewart Gordon.



Left: Principal of Babcock University Schools, Ogba, Lagos. Mr. G. Fashanu receives his certificate from Prof. Owolabi.



LAWAL K. A.



ABOLARIN Yetunde



OBASA O. A.

BRANDING FOR SHCOOLS

Whether retooling or starting from ground zero, the conference listed quick tips for managing institutional branding:

- Align school brand with audience preferences.
- Clearly define the top attributes of school brand and how each speak to target audience goals and needs.
- Ensure consistent brand marketing across all marketing channels.
- Incorporate community and history into school's brand.
- Include year of establishment as part of brand communication.
- Consider how school environment, community relations and history influence brand connectivity with target audience.
- Consider how competitors brand messaging can help you gain fresh insight and distil the most memorable and emotionally stirring impression of all.

WHAT WE THINK OF THE CONFERENCE

Funding a mental thing is fundamental and never an easy task.

Babcock's pains to care for others will sooner or later result in greater gains. The seminar was informative and sensational, big thanks to the Senior Vice President and his team.

It would be great if the University would also host quiz challenges and debates for secondary schools to create more awareness.

- *Principal, Barrachel College, Lagos, K. A. Lawal*

I found all the topics presented at the conference very incisive and informative, but the most inspiring, was on brand management.

It has certainly changed my perspective about

many things that are not well managed in my school. It has definitely impacted a desire to do things better in areas where we are not doing well. I'm fully charged to make things happen and share with others, the things happening in Babcock.

- *Principal, Redemption Gate College, Yetunde ABOLARIN*

The Principal's Conference seriously opened my

eyes to a lot of hidden truth on school management system.

I found the segment on personal involvement in brand management most inspiring. With this understanding, I'll work with my teachers to keep up the institutional brand and reputation as one of the best schools around.

- *Principal, Ilishan (Jnr) High School, Obasa*

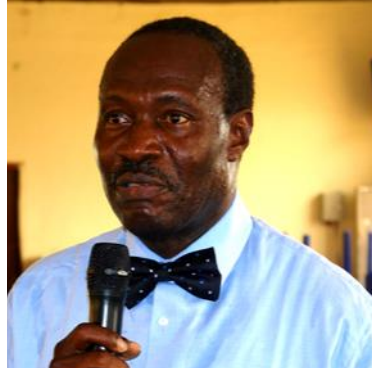


A participant and Babcock parent at the conference, Mojisola Solaja makes a point as others listen with interest.



Pastor Iorkyaa and Prof. Constance Nwosu share moment aside.

Bottom: Head of Banking & Finance, Nathaniel Folarin stresses a point at the brainstorming session.



OIE INAUGURATES FAITH INTEGRATION COUNCIL

Graduands of two quality assurance programmes - Integration of Faith in Service, (IFS) and Integration of Faith and Learning, (IFL) met last week to brainstorm on translating knowledge into greater gains for the Babcock University community.

Convener, Associate Vice President Institutional Effectiveness, Professor Constance Nwosu, said the meeting was to inspire godly service and inaugurate the Faith Integration Council, comprising IFS and IFL graduands.

According to her, if God's word formed the foundation of teaching and service, it would always reflect in every action of community members.

"We need to remind and challenge ourselves during this semester to be good ambassadors of God in our dealing with students either as faculty or staff," she added.

Chaplain and IFS graduate, Samuelle Ngo-Ikouba explained her innovative formula to deliver sermonettes on true success: $B + 2C + O = C$, where B is the Bible to teach or correct; 2C for commitment and consistency and O for obedience, without which it would be difficult to attain true success or reflect Christ



Top: Staff and faculty members discuss way forward plans for the newly inaugurated Council.

Left: Chaplain Samuelle Ngo-Ikouba makes a point at the conference.

BRIEFLY



Dr. Tunde Ojewole (2nd right) and other facilitators l-r: Pastor Emeka Abaribe, Elder Ruben Owunbiko and Pastor Nwaneri. Right: Prof. Ademola S. Tayo



BABCOCK WRAPS UP GLOBAL PRAYER RAIN

The Babcock Pioneer Church wrapped up the 10-day global prayer rain (Jan 10 – 20) with an extended prayer session for family life, restoration, revival and reformation.

The Church Prayer Coordinator, Prof. Constance Nwosu reminded all of the need to pray without ceasing and called on children to read out God's promises.

This year, also focused on national security issues and prayers for divine deliverance across the 23 worship centres.

VC CALLS FOR STEADFAST FAITH

"Since we have a great high Priest who has passed through the Heavens and sympathizes with us, let us hold fast to the confession of our faith."

With these words, the President/Vice Chancellor, Prof. Ademola S. Tayo summed up his message, **A Friend in Court**, last Sabbath.

His sermon not only captured the essence of Christ's priestly role in the Heavenly sanctuary but capped the message of the University's 10-day global rain as it joined the world Seventh-day Adventist Church in prayer and fasting.

NAAS RETREAT

The National Association of Adventist Students flagged off the new semester with a two-day retreat themed, **His Word Works Wonders**.

Held at the Babcock Business school main auditorium, the programme created a forum for spiritual upliftment, exchange of ideas and strategic application of godly principles in business and real life situations.

Besides the President Vice/Chancellor, Prof. Ademola S. Tayo, who declared the programme opened, the retreat had other facilitators. These were Motivational Speaker & Entrepreneur, Elder Reuben Onwubiko, University Pastor, Dr. Tunde Ojewole, NAAS Sponsor, Pastor Emeka Abaribe, Bursar, Akande Folorunsho, Chief of Staff, dr. Sunday Audu and Prof. Constance Nwosu.

PHOTO-SEEN-THESIS



Prayers, songs and testimonies provided members of the newly inaugurated Faith Integration Council the right mood for sharing action plans for impacting lives.

Pictures of those moments.



PHOTO-SEEN-THESIS



Taking branding to a new level begins in the mind. At the Principal's Conference, there was ample time to rub minds and cross fertilize ideas.

The pictures capture the different moments as participants and facilitators brainstorm for ideas to building stronger brands for their institutions.



Senior Vice President Management Service, Prof. Sunday Owolabi makes a presentation at the conference.



PIONEER CHURCH YOUTH BRINGS SMILES TO THE NEEDY



Waiting for the music to start: Members of the Pioneer Church Primary Sabbath School Class about to present the message through choreography.

The mission was to touch lives as members of the University Pioneer Church Youth and Children's Ministries set out to the host community, Ilishan.

From an initial goal of 100, the programme, **Operation Smile**, reached about 200 children and adults.

"The realization that bringing smiles to those living below the breadline may be huge prompted us to work as a team - sharing just a fraction of the things we

often take for granted," said one of the Coordinators. "Thus, **Operation Smile**, became a renewed response to Christ's invitation to make a difference and be the Salt of the Earth through teamwork."

While the children presented the gospel through choreography, drama and sermonette, the University Pastor, Dr. Tunde Ojewole, represented by

Pastor Promisen Nwaka inspired hope and faith with his sermonette and testimony.

Assistant Youth Pastor, Yusuf Oke, presented Christ through his message, **God Has a Solution**, based on the biblical story of the little maid in Naaman's household.

"As a mission-driven, faith-based institution, the Pioneer Church is determined to go beyond mere posturing to upholding Christian values and role modeling," noted one of the coordinators, Josephine Akarue.



Clockwise; Pastor Promisen Nwaka, Pastor Elijah Adewumi, a cross section of the Pioneer Church Youth Ministries' members and other children from the community.



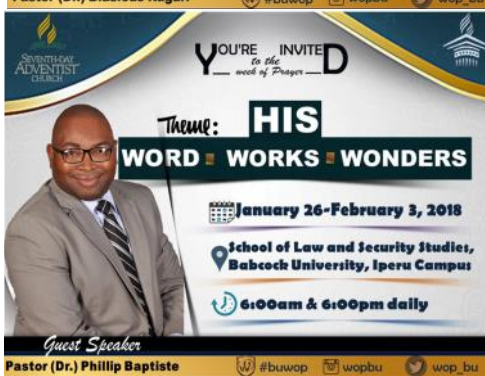
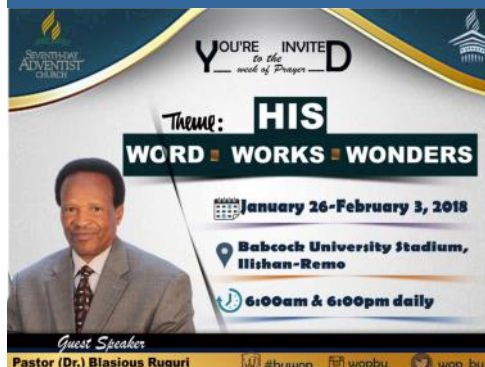
**MARK YOUR
CALENDAR
JAN 26 - FEB 3
WEEK OF PRAYER**

It promises to be a moment of spiritual upliftment and blessings as the annual Week of Prayer comes up. Themed, *His Word Works Wonders*, it would run simultaneously at both campuses.

Venue: Main Campus Sports Complex; Iperu Campus

Time: 6:00 AM and 6:00PM
Week days ;Sabbath: 7:00AM

COMING EVENTS



Guest Speakers: Pastor (Dr) Blasius Ruguri and Pastor (Dr) Philip Baptiste

FEB 1

INAUGURAL LECTURE

The University's Dean of Computer & Engineering Sciences, Prof. Olu-dele Awodele will be presenting the 19th Inaugural lecture titled: *Sensing the Future: From Common Sense to Intelligent Systems*.

Venue: BBS Main Auditorium

Time: 2:00pm

FEB 19 - 24

SYMPOSIUM

The Ellen G. White Research Centre will be hosting the West Central Africa Division Spirit of Prophecy Symposium. Participants are expected from 26 member countries. Theme: *The Bible, the Spirit of Prophecy and Christian Experience*. Venue: BGH

LOVE REKINDLED

Two lonely petals of life
Clinging to tiny strings of time
Holding to mini moments of mirth,
To heal the fainting dreams of night

Two yearning birds of kind,
Hanging to tiny fragments of time
To knit the tearing patches of mind
To mend the broken rhythm of rhyme

Two budding pods of hope
Waiting for rolling laughter of old
To melt the frozen feet of dove,
To open the feeble wings of love

By Josephine E. Akarue

REFLECTION



“Change
your thoughts and
you change the
world.”

- Norman V. Peale