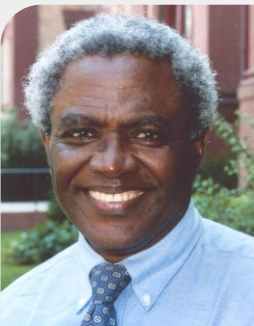


theme

Fundraising Campaigns for Higher Institutions in Nigeria



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*North Dakota State
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University of Nigeria, Nsukka*



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Moderator: **David Tosin Bakare**

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 **23rd March, 2022**

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JACKSONITES

Professional Development Series

The Jacksonites Professional Development Series (JPDS) is a professional and personal development initiative of the alumni of the Department of Mass Communication, University of Nigeria Nsukka.

It was formally launched in July 2021. Its vision is to consistently promote the holistic development of Jacksonites, professionals and students in communications and allied fields through periodic interdisciplinary research-based seminars that foster academic research and development which contribute to the advancement of all its stakeholders.

These stakeholders include Jacksonites, the Nigerian government, the Nigerian public, allied professionals, practitioners, students, academics and media-related professionals. The scope of the seminar themes includes all disciplines of Mass Communication (Journalism & Media Studies, Public Relations, Advertising, Broadcasting, Film, Multimedia Studies, Development Communication Studies, as well as Information & Media Studies).

These quarterly interdisciplinary sessions will engender the intersection of town and gown/theory & praxis. All activities of JPDS are made possible through the efforts of a team of volunteers: the Steering Committee chaired by Chinedu Mba of Algonquin College, ON, Canada as well as committed and passionate professionals who make up the working groups (Logistics, Publicity & Mobilization, and Sponsorship & Partnership).

Jacksonites Professional Development Series 3.0

Donors and partner agencies for Nigerian higher institutions abound; unfortunately, many schools and researchers fail to attract these funds due to ineffective fundraiser campaigns. In this 3rd edition of Jacksonites Professional Development Series Seminar, you will learn from experts who have attracted millions for their institutions. Takeaways from the event include:

- how to plan and execute a successful fundraiser
- how to set up and run an advisory board for fundraising campaigns
- why fundraising campaigns fail and how to avoid the pitfalls
- what to do at the end of the fundraiser



Opening Remark by **Prof Pat Utomi**

President, Jacksonites Worldwide

The meeting started with opening remarks by the President of Jacksonites' Alumni Network Worldwide, Prof Pat Utomi who noted that many of the goals we pursue through the social sector such as healthcare and education are difficult to accomplish as purely commercial ventures.

He explained that societies that have

made progress have had to often depend on investments in healthcare and education. He however stated that it will be limiting to depend on only those who can pay to enjoy the possibilities from such social services; thus the need to search for other means of funding education apart from what students can pay.

Fundraising and Capital Campaigns as Strategic Communication

Charles Okigbo

North Dakota State
University, United States



In his lecture captioned, Fundraising and Capital Campaigns as Strategic Communication, Prof. Charles Okigbo, the first Registrar of the Advertising Practitioners Council of Nigeria, APCON, explained that fundraising refers to the activities that individuals and organisations undertake to attract funding while capital campaign is a fundraising drive at a larger scale. To achieve significant results for both of these, he emphasised that strategic communication is a sine qua non.

More specifically, he noted that fundraising is a deliberate activity that requires one having a plan that details the target amount to raise, the major donors, how to get them to donate as well as how to measure progress. "It's not fundraising unless it is strategic. Fundraising is not

something we engage in by accident," he said.

He further explained capital campaigns and how they are different from fundraising, revealing that capital campaigns are for attracting huge amount of money for specific projects and for a specific time period of 3-6 years compressing a process that can be divided into three years of the Silent Phase and three years of the Public Phase.

The emeritus professor of strategic communications further said that to succeed in any capital fundraising campaign, an organisation must be clear about its mission, carry out feasibility

research, develop a strategic plan, research prospective donors, build a team, define a timeline for a fundraising campaign and execute with dexterity.

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It's not fundraising unless it is strategic. Fundraising is not something we engage in by accident.

Prof. Charles Okigbo

Additionally, he identified flaws in typical fundraising campaigns in Nigeria to include zero distinction between the Silence and Public phase, disregard for the Pareto principle and gift range chart in the identification of donors. Others are poor stewardship, recycling of

traditional money bags, among others.

He therefore called on participants, especially Jacksonites to intervene in capital campaigns in Nigeria to reduce the failure rates of many capital campaigns in Nigeria by offering their expertise in strategic communication.



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Restructuring the Emerging Landscape for Resource Mobilisation in Nigerian Higher Education

Prof Bartho Okolo,
Ex-VC, University of Nigeria, Nsukka



Similarly, former Vice-Chancellor of the University of Nigeria, Nsukka (UNN), Prof Bartho Okolo in his presentation, *Restructuring the Emerging Landscape for Resource Mobilisation in Nigerian Higher Education*, said that Nigerians have a culture of donating towards education development.

Although he said he never got any form of training before embarking on his first fundraising assignment, the lessons he has gleaned from his about 20 years in that venture will come in handy for anyone aspiring to raise funds.

He explained that most Nigerian universities' activities are financed through core funding which comes in the form of budgetary allocation and subvention from the government. This core funding, he noted, was enough to run the

universities about 20 years ago. However, with rising economic hardship, he said, "any university that does not embrace fundraising is not likely to survive." This gave rise to the need for resource mobilisation, especially after the 2008 global economic recession.

He revealed that the first major step in a fundraising campaign is raising a team made up of people of integrity and contact with high net worth individuals who will be saddled with the task of creating a diary of donors, justification of needs, articulating strategic needs and priorities for the institution, creating designs and costs for projects, creating options for donors, justifying the need for a project and its potential impact on the institution's community and surrounding environs as well as clarifying donors expectations and

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Any university that does not embrace fundraising is not likely to survive.

Prof. Bartho Okolo

needs, developing reward mechanism for donors and forming strong corporate partnerships. He also explained that relationship building is essential in making a donor comfortable to donate to a cause; thus, the need to go beyond creating a diary of donors, and forming strong corporate partnerships to building a robust reward mechanism that appeals to different target donors. "These donors will require rewards as incentives to commit their resources. It's either you find out what their passion is, whether they would like to have the project named after them, have their name in a hall of fame or publicly announced. You need to find out the reward mechanism that will appeal to each donor."

He recommended using marketing communication tools and strategies in promoting a fundraising campaign.

In addition to that, he recommended that a good relationship should be

maintained between the donors and the institution such as giving them updates on the state of the project they donated to through pictures and impact stories.

Referencing about 14 billion naira he raised in his capacity as deputy vice-chancellor and as vice-chancellor of UNN, the Professor of Microbiology stated, "If in a country you can get this volume of resources donated, then the country is very much donation friendly. All we need to do is to develop proper strategies and relationships to be able to encourage the people who have the resources and who want to donate but are afraid that their money will be misappropriated.

He pointed out that lack of capable hands to manage fundraising campaigns, donor fatigue, increased competition for limited funding organisations, and increasing/evolving donor expectations as some of the challenges of fundraising campaigns.



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Fundraising is NOT asking for Money

Mr John Klocke,
Catholic Schools II, North Dakota, USA



Similarly, another speaker at the seminar, Mr John Klocke, of Catholic Schools 11 North Dakota, USA, introduced an interesting perspective on the overall theme of fundraising with a presentation he captioned, Fundraising is NOT asking for Money.

He started by reiterating a maxim by management expert, Peter Drucker, "What gets measured gets managed" and outlined four questions that a fundraising team should use to measure the degree of success or otherwise of fundraising campaigns:

- What's the total number of donors for each year?
- What's the total number of gifts?
- What's the most popular fund or project donors gave to?
- What was the average gift size?

He explained that the answers to these questions will reveal trends that would point the campaign team to where they should devote more of their energies and adjustments they should make in the timing of their request and relationship with donors.

Drawing from his over 30 years of experience in fundraising in healthcare, social science, and higher education, he said that when it comes to relating with donors, "we need to be communicating with them a great deal before we ask them for funds. In between asks, donors are expecting some personal relationship-building communication that is not about asking them for money but is about thanking them and showing them the impact of their gift."

He suggested that well-written notes, annual impact reports, periodic

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Do not ask for a gift until you have thanked the donors at least two times and you have communicated the impact of their gift.

John Klocke

newsletters, personal visits, stewardship events for donors are non-ask communication that should be cultivated and sustained with donors.

In his view, it's the non-ask communication that builds the relationship to make donations flow easily. "Do not ask for a gift until you have thanked the donors at least two times and have communicated the impact of their gift so that they are satisfied with the gift," he added.

Moreover, he strongly recommended matching-gift strategy to be used because it can motivate more gifts from donors when they know the fundraising team will work hard to match what they give. Gift matching can be between employees and an employer, private citizens and government.

He shared an RFM guide to personal visits which stand for Recency, Frequency and Monetary value. According to him, these factors are used to determine how suitable it is to pay a donor a visit. It's the donors that score high on each of these variables that you focus on building relationships with.

Some of the ways to build a relationship with them, according to him, is by sending them an introductory message about your

organisation, invitation for an event, invitation to take a tour of your organisation and maximise the opportunity to explain to them the impact of their donation on your organisation. Thereafter, you can

follow up with what they think about your organisation and ask them if they would consider giving to your organisation.

He added, once they commit to giving a gift, you should spend the rest of the year sharing the impact of their funds, pay them a visit that would help you learn more

about them – why they give, how they would want to be recognised, their suggestion for your organisations and their most satisfying donation.

This helps you know them better and presents an opportunity for you to ask if you could send them a proposal for donation in the areas of interest they have identified. Usually, they won't say no; that opens an opportunity for you to ask in future. He advised that the fundraising team should not ask a donor for money unless they have thanked him at least two times and communicated the impact of their giving to them.

He further opined that the most important closing question to ask is not asking for money, but securing permission to appeal for funds by

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Fundraising is not asking for money. Fundraising is thanking, communicating impact, and getting to know what the donors' interests are.

John Clocke

asking for the opportunity to send them a proposal. "Fundraising is not asking for money. Fundraising is thanking, communicating impact, and getting to know what the donors' interests are. If you do the

first three of these, do not ask for a gift; but a permission to submit a proposal for a gift that has fit their interest, it's a method that has worked for me time and time again" Mr Klocke said.

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Inviting, Training, and Developing Advisory Board Members for Fundraising Engagement

Dr Betsy Birmingham of Lakehead University, Thunder Bay, Canada, **Dr Kelly Sassi & Prof Charles Okigbo**, North Dakota State University, USA,



Additionally, Dr Betsy Birmingham of Lakehead University, Thunder Bay, Canada, and Dr Kelly Sassi of North Dakota State University, USA, Prof Charles Okigbo stated that everything about fundraising is about people ranging from the advisory board that conceptualises and runs the campaign, consultants, volunteers, philanthropists to the media that will tell their story.

Prof. Okigbo who delivered the paper on behalf of them explained that to identify the talents needed for a capital campaign, one should carry out an environmental scan to uncover board members, use the snowball technique to get people who will form the advisory board and eliminate those that are not

qualified due to their reputation or competence level.

He said that board members should be trained to succeed at their task, stating that training for the board should start with identifying the areas of their deficiencies; designing the most suitable training method for them, evaluating the training impact and communicating the results.

He emphasised that an advisory board is indispensable for the success of any fundraising campaign. "It will be impossible to succeed in capital fundraising if you don't have a board of advisors. You are not

God; you don't know it all. Ideally, the board should be a pool of men, women, professionals, teachers, students, alumni, donors." he said.

“

It will be impossible to succeed in capital fundraising if you don't have a board of advisors. You are not God; you don't know it all.

Prof. Charles Okigbo

He however warned, “Don’t just choose them [board of advisors] because they are talented in the areas you need them; choose them because they have time for your mission.

There are talented people who are too busy.” He recommended that there should be a reward and punish mechanism for the board members.

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Four Case Studies of Fundraising Campaigns in Nigeria Higher Education

Ladi Adamu,

Ahmadu Bello University, Zaria



Professor of broadcasting at Ahmadu Bello University (ABU), Zaria, Ladi Adamu during the seminar presented five case studies of fund raising in Nigeria. In one of her case studies, she stated that the Alumni of the University/ the Parent Teacher Associations of various schools use creative ways to raise funds through aggressive advertising, grant writing as well as straightforward donation and request. These case studies are captured below:

CASE STUDY ONE:

AHMADU BELLO UNIVERSITY

Straight forward donation request two billion naira to build hostels

This was a straightforward donation request by the Vice Chancellor of ABU to Nigerian Billionaire, Alhaji Aliko Dangote to build a student hostel. Based on that Project, the Executive Chairman of BUA Group, Alhaji Abdulsamad Rabiu decided to build another hostel for students in the university. According to Prof

Ladi; this is what we call straightforward donation, a kind of intervention.

CASE STUDY TWO:

UNIVERSITY OF NIGERIA NSUKKA

Old student inspired fundraiser of 5 billion naira

This fundraising donation of 5 billion naira was inspired by Peter Obi, an old student of the institution. What he did was to task 10,000 alumni to pay 100,000 each in a year. The campaign was structured to be run in five years. The target for each year is 1 billion naira to be donated by 10,000 alumni, and that will amount to 1 billion naira. Prof Ladi noted that the money is meant for accommodation, library and other structures in the university.

CASE STUDY THREE:

YOBE STATE GOVERNMENT

revitalization of education in war-torn areas

Prof Ladi captured the prevailing status quo in the state before the donation thus: The education system in the state was greatly affected as a result of the abduction of Leah Sharibu. In a bid to revitalise the educational system of the state, the Yobe state government needed to build new schools and structures. A committee was set up to handle this project, and it's a 25-billion-naira project. Donors for the project are known faces like Dahiru Mangal, Nigerian Governors Forum, Aliko Dangote, Rabiu Abdusalan, among others. According to her, the money is still trickling in, and work has commenced.

**CASE STUDY FOUR:
GOVERNMENT COLLEGE
UMUAHIA** (*Transformation of The
College By Old Boys Association*)

Government College Umuahia was built in 1929 and it's rated as the best secondary school in Nigeria among the government colleges. It has about 600 hectares of land, a large expanse of land. It boasts such illustrious-alumni as Nobel Laureate, Chinua Achebe and Activist, Ken Saro-Wiwa. The interesting thing about this capital fundraiser as Prof. Ladi pointed out is that children of the departed old boys Association have been brought in to also contribute to the school's capital project and donors are at liberty to remain anonymous.

The school is resuming September this year 2022 and they are building

new hostels, new library infrastructure, roads, libraries, and provision of water systems. She stated that this is going to be one of the best secondary schools in Nigeria, but it will only come on board by September 2022.

**CASE STUDY FIVE: BBC STUDIO
PROJECT**

The BBC Studio project was funded by BBC World Service Trust (WST) for Public enlightenment programmes. Initially, three universities were selected to be centres of journalism training to meet global standards. However, only Ahmadu Bello University, Zaria was able to reap the benefit of this.

The project started at ABU and was supposed to go to University of Nigeria, Nsukka, and then to University of Lagos, but there were funding issues along the way, so we were able to get the studio, the license, and the educational components of the projects at ABU.

Prof Ladi noted that the project ran successfully for ten years, but there were some challenges with funding when the sponsors had to leave Nigeria. And when they left, ABU was bereft of funds to continue with the project. Since the Campus FM is more like a community radio, it could not take commercials to raise money due to limitations of licence.

Secondly, the local community participation was very low and they

could not assist the campus FM in getting any headway. But the success story is that amidst the challenges, ABU FM is working up to today and on air. So, the project was a mixed bag of success and also challenges.

CHALLENGES OF FUNDRAISING IN NIGERIA

Prof. Ladi highlighted some challenges to fundraising in Nigeria. They are captured below:

According to Prof. Ladi, one of the major challenges we have in fundraising is **weak alumni networks and lack of alumni database.**

Some funders/donors stop their donation midway through projects for reasons that are sometimes best known to them.

Lack of community participation: sometimes the community is not very buoyant, to assist in school projects because most times, they are seldom involved at the initial stage.

Getting the theme and reasons for fundraiser correct is always a major problem. Some people usually have their own idea how they want the campaign to be run, and some others have differing opinion. So this sometimes results into a misunderstanding amongst stakeholders.

Lack or weak 'after fundraiser' relationship management.

CONCLUSION

In closing, Prof. Ladi made the following points:

1. Fundraising should be seen as a strategy for complementing funding by the government
2. Alumni, or old student association is a very strong platform for raising funds, especially in Nigeria
3. There will always be a clash of vision when fundraising responsibility is at variance with donors' other commitments. This, she noted is the bane of fundraising in Nigeria.

RECOMMENDATIONS

Prof. Ladi also made the following recommendations:

1. Fundraising is a bit new to the Nigerian system, there is need to continually develop it.
2. School managements and the Nigerian government should develop responsible and responsive national fundraiser policy.
3. Schools should build and maintain strong and responsive Alumni Association
4. Schools and stakeholders should develop and maintain clear vision and commitment for fundraiser in Nigeria education.
5. There should be a national policy that can include fundraising under the advancements section of universities.

Questions & Answers

Q1: What is the cost of fundraising and capital campaign? Prof Onwuneri, Vice Chancellor University Of Port Harcourt

Response: Prof Okigbo

The cost of fundraising depends on what, where, when you are running the campaign. It depends on your constituency and how much money you are looking for.

For instance, what it will cost you to raise 1 billion naira is different from what it will cost to raise a million. Everything begins with a strategic plan. You can run a capital campaign with nothing, no money at all, no budget but you will be limited in terms of your consultant, volunteers, advisory board, the students you can involve, and the media that will cover your story.

Alternatively, you can do it with a strategic plan. Fundraising and capital campaigns are strategic communication because you set a target that you can achieve. If you target too high, you may fail, if you target too low, you will be leaving

out people who could have given to you to support your project.

Q2: Appreciation and penalty/punishment for donors. In case you have a donor that has been donating to your fundraising legitimately in the presence of the media and all of a sudden, he is caught in web of corruption and many wrong doings, what are you to do in this kind of situation?

Chukwuemeka Okereke

Response: Prof Okigbo

It's a problem we encounter nearly on a daily basis here in the US. The most recent example is Temple University Philadelphia that benefitted immensely from Bill Crosby. Crosby has given up to \$100 million setting up projects and programmes in Temple University.

When he was caught up with a scandal, the first thing they did was take his name off their honour list. So, there is punishment for people who transgress after they have been known to be generous with us. It's the kind of company we don't want to keep because it will cost us in the

eyes of the public. So, that's the simple punishment or just to keep them at arm's length if you don't want to openly disassociate with them because it's not clear yet that they are actually guilty. You can keep them at arm's length to let them know they are not your enemy but don't welcome them at your event as they are no longer regarded to be people at the high pedestal where they were before the crisis developed.

For example, I have nothing specifically against Obi Cubana but the way he makes noise is not the way we want to associate with our university. So, even if he comes to us willing to give, we are probably going to treat him with cold shoulders. So, there is appreciation which we do generously and there is punishment if you do not do well: we would disassociate with you.

RESPONSE: John Klocke

I've had instances where donations from one particular person that was not really liked caused another person not to give and so, there's good reason to look at the message and the personality of the person if it's not in line with our mission. If that's what our mission is all about. If it's not, I think there are so many donors that appreciate that you disconnected or distanced yourself from.

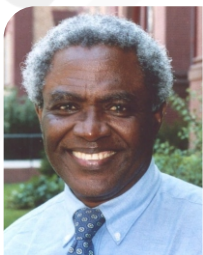
CLOSING REMARKS

Chair of the JPDS Steering Committee, Prof. Chinedu Mba gave the closing remarks, thanking everyone for attending the webinar. She stated that there will be a follow up workshop as this is just a way of nibbling at the goodies of fundraising. She added that Mr. John Klocke, Prof. Okigbo, Prof. Bartholomew and Prof Betty will also be available for this workshop. She encouraged everyone to keep an eye out for the email with a date, because the next workshop is going to be a more intimate session which will give participants more opportunity to interrogate questions and actually get some advice and recommendations from those who have experience in fundraising. She thanked members of the JPDS team, media partners and Mr. Tosin the moderator for doing a marvellous job.

She reminded all present that JDPS seminars holds quarterly but because fundraising is new here in Nigeria, professionally, there will be a couple of follow up workshops. The seminar was attended by over 130 participants from across the globe and they included Prof. Pat Utomi, Prof Mathew Oluwamukomi, Prof. Owunari Abraham, Prof. Nwanyelugo Okoro, Mr. Obi Emekekwe,, Patrick Igbokwe, Dr. Stella Chineke, Dr. Justina Okoli, Aniekan Ezekiel, Solomon Iyam among many others.

Our Resource Persons

Professor Charles Okigbo



Charles C. Okigbo, PhD (Journalism), PhD (Ed. Leadership). Charles Okigbo is Professor Emeritus of Strategic Communication at North Dakota State University, Fargo, ND, and was formerly Executive Coordinator of the African Council for Communication

Education (ACCE), and Registrar of the Advertising Council of Nigeria (APCON). He had taught advertising, public relations and media research at the University of Nigeria, Nsukka, University of Lagos, Daystar University, Nairobi, and the University of Nairobi. Professor Okigbo is passionate about researching, teaching, and consulting on fundraising and capital campaigns.

Professor John Klocke



John Klocke has over 28 years of experience in the areas of fundraising, non-profit and foundation management. He currently helps St. John Paul II benefactors benefit current and future students as the lead philanthropic gift officer on our Together Capital Campaign

using techniques that offer the best methods in philanthropic giving. John has worked for companies like Mayville State University Foundation, Hospice of the Red River Valley, Synergy Health Foundation, the Salvation Army, The Village Family Service Center, Jamestown Regional Hospital Foundation and the Fargo Moorhead Symphony and has consulted for small non-profits and rural health systems in the areas of fundraising and public relations. He has also conducted capital campaigns to build a hospice house and a hospital and many other smaller projects.

Professor Bartho Okolo



Under his Chairmanship of the Board of Trustees at Godfrey Okoye University Enugu (2015), the university set up publicity and fundraising committees tasked with a strategic capital campaign to improve the University's internal and external fund generation to help the

institution meet its developmental goals. He has worked with private sector fundraising committees to organise one of the best NUGA games in the history of Nigerian universities. During his tenure as the VC, UNN, the university executed over 400 projects where he attracted 2.6bn from the TET fund and 1.7bn from federal Government capital allocations.

Professor Kelly Sassi



Kelly Sassi is an assistant professor of English and Education at North Dakota State University in Fargo. Sassi has extensive experience teaching grant proposal writing courses. Over 90% of grant proposal writers she has worked with have been successful in raising

millions of dollars. She works at North Dakota State University as a tenured Full Professor with a joint appointment in English and Education. Currently, she co-directs the Red River Valley Writing Project and works closely with teachers in transitioning to the Common Core State Standards. She teaches methods courses in English, Young Adult Literature, and graduate courses in composition.

Professor Ladi Adamu



Prof. Adamu is the first female Professor of broadcasting in Northern Nigeria, she started the ABU FM101.1 campus station and was the pioneer coordinator of the studio project for ten years. She has over 50 academic publications to her credit and is one of the most sought-after

communication scholars in Nigeria.

Dr Betsy Birmigham



Betsy is a professor of English and Dean of the Faculty of Social Sciences and Humanities at Lakehead University in Thunder Bay, ON. Her PhD is from Iowa State University (2001) in Rhetoric and Professional Communication with a 30-hour specialization in architectural history, theory, and criticism. Her research has focused (mainly) on depictions of professional women in the history of architecture and enhancing women's careers (and lives) in higher education fields.

Professor Yakubu Ochefu



Professor Yakubu Aboki Ochefu is an academic, university administrator and entrepreneur. He is a Member of Nigeria Academy of Letters. He is also a Special Fulbright Fellow, a World Innovation Summit in Education (WISE) Leadership Fellow and recipient of the 2016 World Education Congress Award for Academic Leadership in Challenging Environments. He has at various times, consulted for the World Bank, UNDP, DFID, and International Republican Institute on Social, economic and political issues.

David Tosin Bakare

JPDS 3.0 Moderator



David Tosin Bakare is a consummate Marketing Communications practitioner and MD/CEO of DD-IMC Ltd, a 360-degree Marcomms. Tosin, a graduate of Mass Communication, UNN, is also first African International MBA alumnus of the prestigious Bar Ilan University, Israel. An explorer with enthusiasm for breaking new grounds, Tosin holds a certificate from the Vision School, South Korea. He is co-founder, Tova Africa, a multi-sectoral social entrepreneurship organization with interests in human development, microfinance, agriculture and the hospitality industry. A pastor and a family man, Tosin anchors the popular Daily Inspiration series on Ray power and AIT, Ibadan. Tosin is Lintas Alumni Man Of The Year (LAMOY) 2022-2023.

Prof Chinedu Mba

JPDS Chairperson



Experienced Professor and administrator in the higher education industry. Demonstrated experience in the following areas: Developmental Education, English as a Second Language (ESL), Program Development & Management, Student Success & Retention, Strategic Enrolment Management, Academic Planning, and Academic Advising & Coaching. Strong education professional with a Master's degree focused in Educational Studies: Higher Education Leadership from the University of Alberta. As the Chairperson of the JacksonitesPDS steering committee, she leads a global team across the world and interfaces with partners toward the actualization of the mission of the initiative.

JPDS Rapporteurs



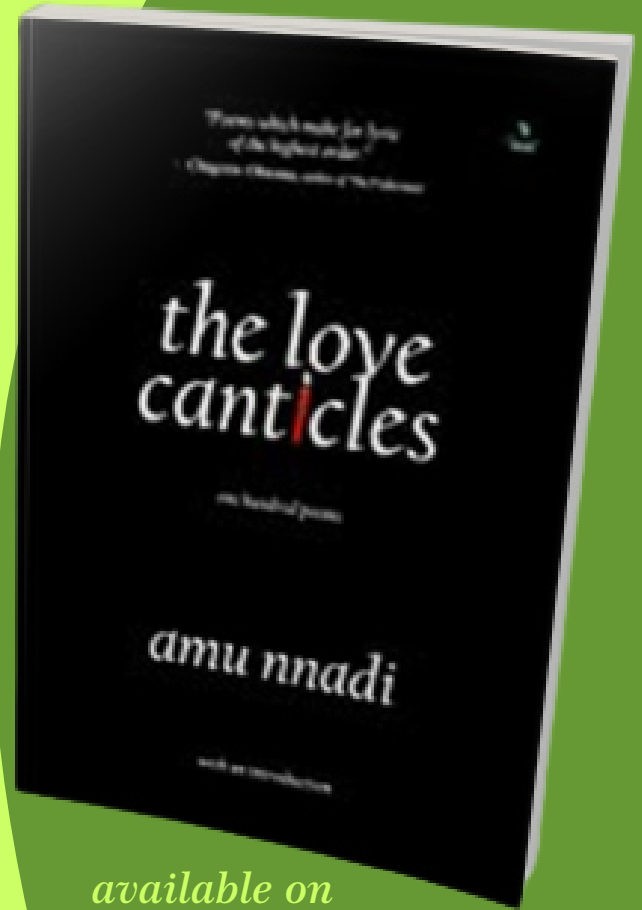
Joseph Ifeanyichuwku Dinwoke is a marketing communication professional who brings his web & graphic design, media buying, copywriting and content marketing competencies to helping individuals and organizations design marketing strategies and sales funnels that help sell their brands. Since 2014 when he founded **Fratee Media**, he designed 27+ websites, published 14+ books and served 13+ brands. In the course of his Masters Degree in Mass Communication at the University of Nigeria, he volunteers as a rapporteur for the JPDS. He can be reached through ifeanyidinwoke@gmail.com and found across social media as [@ijdinwoke](https://www.instagram.com/ijdinwoke).



Treasure Oghenevarhe Adogbeji is a Masters Student at the University of Nigeria who is passionate about humanitarian service. She has been a volunteer tutor at the National Open University Special Study Centre, Enugu State Correctional Centre from 2018 till date. She has over 4 years of experience in advocacy and community engagement and has worked on several projects in prison, secondary schools, and charity homes. She desires to work in a Non-governmental Organisation where she can impact lives and also further her education in Communication for Development and Social change. She can be reached at vwarhe26@gmail.com and **Treasure Oghenevarhe Adogbeji** on all social media platform.



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