



## CSU TOURS BONO EAST REGIONAL CAPITAL TO IMPROVE OPERATIONAL VISIBILITY

As part of the broader strategy by the current management to massively improve the visibility of the institution, beyond the successful 50-year celebrations, a team from the Christian Service University has embarked on a 5-day visibility tour (VT) to the Bono East Regional Capital, Techiman. The purpose of the VT was to create a strategic presence in the Bono East Region starting from its regional capital, Techiman and its contiguous towns to generally impact social engagement and admissions in the long term.

### Rationale



The initiative, according to the Vice Chancellor, Professor Sam Afrane became necessary due to concerns about the institution's low visibility

beyond Kumasi despite 50 years of its existence. He explained that CSU arguably has had significant impact on social, political, economic and religious aspects on the national and international tertiary education landscape of the country yet an assessment of its visibility is appreciably low.

Like the popular biblical saying that a light ought to be put on its candlestick and not under a bushel to provide the intended illumination. Prof. Afrane contends that the CSU story is worth sharing and propagating hence the decision by his management to strategically and aggressively improve the visibility of the institution. He notes, "more people must hear about our story, programmes, achievements and most importantly, our relevance in championing quality and excellent private tertiary education in Ghana and beyond".

In response to why Techiman was selected as the first destination of the VT, Prof Afrane intimated that the Bono East Region is strategically position on the map of Ghana. Techiman as a notable economic hub in Ghana conveniently connects four other regions namely Ashanti, Bono, Savanna, and Oti respectively. Interesting, the region has been growing in population and influence. It is against this backdrop that CSU settled on Techiman, the Bono East Capital to launch into other parts of the region.

### Highlights of Key Activities

#### Courtesy Call on the Techiman Traditional Council



Traditionally, it is prudent to secure the blessings of Nananom as you seek to "invade" their territorial space. With this understanding in mind, the first point of call was to the Techiman Traditional Council at the Omanhene's palace. The delegation was led by Dr. Agyemang Badu, a retired Director of Education in Techiman and a member of the Methodist Church, Ghana and Mr. George Amanor-Kyeremeh, a retired Director of Education and former Lay Chairman of the Methodist Church Ghana, Wenchi, all friends of CSU and supported by Rev. Justice Boffah Pokumensah, the Director for Institutional Advancement Office of CSU

and other staff members. Oseadeayo Ameyaw Akumfi IV, Omanhene of Techiman Traditional area expressed appreciation to the management of CSU for the initiative and embraced the idea of reaching out to his town.

He explained that quality education is the backbone of progressive societies and assured the team of nananom's support to host CSU in Techiman by providing a temporal facility to kick start academic work as soon as possible and a plot of land to put up a permanent campus. In response to the Omanhene's cordial message, Rev. Justice Boffah Pokumensah, who represented the Vice Chancellor assured Nananom of CSU's readiness to work assiduously and timeously develop the human resource capacity to transform society their Christ centred brand of tertiary education which emphasises on **Excellence with Integrity**.

### Engagement with the Local Media



Techiman has a vibrant media presence hence as part of the tour, the CSU VT team interacted with the media and informed them of the rationale for the event and urged them to partner the institution in her quest to provide quality tertiary education in the region. The media briefing touched on issues such as the 50-year history and development of CSU, academic programmes, the prominent alumni and the uniqueness

of the university. Some of the media present at the media briefing were GBC, GNA, Joy News, Akina FM, Gaskiya FM, ASTA FM, Radio Link, Ghanaweb, Lawson TV/FM and Classic FM.

### Alumni Engagements



Some alumni visited include the resident pastor of the Family Chapel International Church, Rev. Nana Kpessah (alumnus 2024), Founder of Christian In Action Ministries Apostle of Julius Nuongtah Nangai (alumnus 2024), and Ms Mavis Asante of Radio Link (alumna 2022) were engaged on ways they could link up other alumni to create a stronger alumni base in the region to support the university's efforts.

### Church Engagements



As a Christian institution, one of our cardinal core values is the acceptance of the Lordship of Jesus Christ. CSU integrates this core value in our social engagements in several ways including church visits. In view of this reality, the 4-member team worshiped with

two churches during the 5-day tour. The names of the churches are The Methodist Church Ghana (Ebenezer Society, Techiman) and the Family Chapel International, Techiman. The team again visited church leaders such the Superintendent Minister of the Ebenezer Society of the Methodist Church Ghana and Bishop Elect for the Wenchi Diocese, Very Rev. Godson Amankwah Amponsah and the Bishop of Wenchi Diocese of the Methodist Church Ghana, Rt. Rev. Alfred Andam. These clergymen were engaged on relevant issues and indeed, they provided useful support to the CSU team. Through visit, the team got the opportunity to share their mission with the entire members of the respective churches.

### Visit to Bono East Regional Coordinating Council



The Team visited the Bono East Coordinating Council as the centre of political administration within the region. The team used the tour to share the good news about CSU from office to office with permission from the department/unit heads. NADMO, Procurement, Immigration, Finance, NIA, NHIS and other units.

### The Way Forward

The decision to improve visibility through targeted regional visits is a laudable one that must be sustained and supported by all CSU stakeholders. CSU is indeed growing in impact and relevance beyond the 50 years. The Prof. Afrane led management has assured that the institution will widen its operational reach to expand and build strategic partnerships as the institution launches into the next 50 years.

*Long live CSU, long live Ghana!!*

*Story by*

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### Photos Gallery

