The Role of Universities in Transforming Society through its Social Responsibility Agenda

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OUTLINE

- Africa; Nigeria; history of PAU
- PAU Mission Statement
- Focus on Business Ethics and Sustainability
- Social Responsibility Focus:
  - Personal Social Responsibility (PSR) Projects; Community Service Projects; Alumni Social Responsibility Projects
- Living what we preach:
  - Sustainability focus
  - Green buildings
  - Sustainable energy
  - Reuse, reduce; recycle

PAN-ATLANTIC UNIVERSITY

Pan-Atlantic University: Mission Statement

- *"To form competent and committed professionals and encourage them to serve with personal initiative and social responsibility the community in which they work, thereby helping to build a better society in Nigeria and Africa at large."*

Education at PAU

- The objective of education is the well-rounded formation of the human person

- The university aims at nurturing individuals who are professionally competent, creative, and enterprising, zealous for the common good, and able to make free and morally upright decisions, and who thus act as positive agents of change in service to society.

- Students are educated to understand that the purpose of an education is not necessarily something that benefits oneself solely, but something that should be used to transform society.

Key Elements

- To form competent professionals:
  - Teaching:
    - Emphasis on Business Ethics and Sustainability; courses in humanities
    - How to assure this: Expectations; evaluation
- Research:
  - Focus on solving Africa's social and institutional problems
- Social Responsibility:
  - What we preach
  - What we live
    - Professional ethics and service to the community
    - Community Engagement: Students, Staff, Alumni
    - Sustainability initiatives

Service to the Community

- Involves faculty members acting as representatives of the university applying their expertise to topical issues which contribute to the public's knowledge and welfare.
  - Demonstrates reciprocity & mutuality
- Participating in collaborative endeavors with schools, industry, government agencies or civic agencies
- Consulting with private and public, profit, and not-for-profit organizations
- Providing public policy analysis for local, state, national government agencies.

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Service to the Community

- Research agenda:
  - Applied research focused on solving Africa's social and institutional problems
  - Research incentives
- Making research understandable and useable in specific professional and applied settings
  - Publishing in non-academic media, e.g., newsletters, radio, television, and magazines
- Presenting seminars on problems, issues, and concerns for general public or industry
- Engaging in community development activities as representatives of PAU

Sustainability and Personal Social Responsibility (PSR) Project

- Explores the concept of sustainable development and the practice and adoption of sustainability by businesses.

- Students are exposed to new and innovative ideas on how businesses can address complex socio-environmental issues– such as poverty, inequality, climate change, natural resource constraints – and create positive value in society while remaining profitable.

- The course also seeks to better understand the challenges around sustainable development faced by societies across Africa in a very human and pragmatic way.

THE PSR PROJECT

- The PSR Project provides MBA students the opportunity to develop sustainable solutions to specific social problems faced by target communities and serve as management consultants on the various projects they develop and implement.

- It creates an opportunity for future business leaders and managers to work with youth in the non-profit space by investing their time, talent and resources in a cause for the well-being of others and the community.

- Working in collaboration with participants of the Nonprofit Leadership and Management (NPLM) Programme, MBA students work through full-range project activities, from opportunity identification to project implementation.

Africa Agenda 2063 Goal 7 (SDG 6) - Clean Water and Sanitation

- The 2022 MBA PSR Group 1, partnered with Green Habitat Initiative (GHI), a non-profit organisation dedicated to promoting environmental sustainability in Nigeria to oversee the drilling of a borehole to supply the community with portable water.

- The Project will serve 2 communities and provide 10,000 individuals with access to clean water

Africa Agenda 2063 Goal 2 (SDG 4) - The LBS - KHC Learning Center

- The Ago-Egun community in Ilaje, Bariga, Lagos is an area with no schools.

- Patnering with Kings Home Charity, the students built the King Homes Charity Learning Center for the community. The building is a 20ft by 10ft project situated near the Lagos Lagoon.

- Currently 20 children in the Learning Center, beneficiary families 27, potential benefit to extend to 1000 students

Africa Agenda 2063 Goal 3 (SDG 3) - Renovation of HealthCare Centre & Training of Health Workers in Eti-Osa Local Government Area, Lagos State

- Project: Renovate an existing healthcare facility in the Eti-Osa area of Lagos State to alleviate the problem faced by more than 287,000 people in the community.

Community Engagement

- Pan Atlantic University is actively involved in a variety of community projects.

- The spirit of service is deeply ingrained in PAU's culture, encouraging all staff members to get involved.

- One initiative is the weekend Science projects, where we provide science tutorials to over 300 students from six different secondary schools in the community
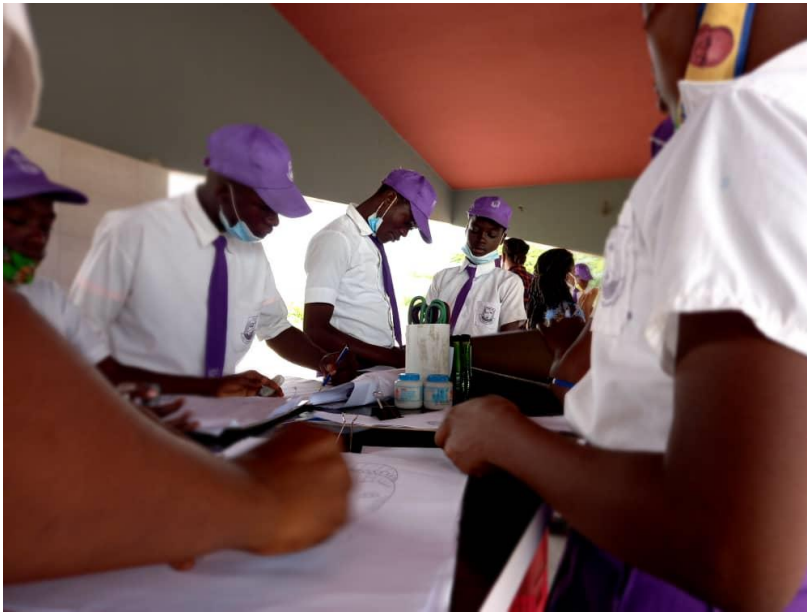
Community Engagement

- So far, PAU has made significant impact on numerous families in the community achieved through a variety of engagements including:
  - Promoting a culture of book reading
  - Implementing the STEM Elevate program in partnership with the Lagos state government
  - Improving computer literacy
  - Providing access to clean water, electricity, health services
  - Offering a scholarship scheme

Yemisi Shyllon Museum of Arts (YSMA)

Workshop of secondary school teachers and students on how to introduce object–based learning through arts in the classroom.

Tutorial Programme at Iberekodo Community,

- Students offer Mathematics and English Language lessons to primary school pupils

- They also provide non-academic support to both the pupils and the RACO orphanage in Ibeju-Agbe

Science Tutorials

Renovation Projects at Iberekodo Community and Raco Orphanage

- The Pan-Atlantic University Community Service Project coordinates fundraising activities aimed at constructing new sanitary facilities at the Iberekodo Community Town Hall

- Supporting the completion of renovation projects for the school owned and operated by the RACO orphanage.

Creative Arts Programme

- This is run on Pan-Atlantic University main campus with students from public secondary school in Ibeju-Lekki.

- PAU volunteer students teach Creative Arts to participants, helping to develop the creative and the artistic abilities of the participants.:

Art for a Cause: The Silent Auction

- Collaboration between student-run Community Service Project and the Museum

- Featuring unique art pieces from local artists

- The Grand artwork for the event was a modular piece by the children of Raco Orphanage in the community.

- Presented an avenue for people within the community to express support for the disadvantaged children in the community

- Funds raised to go towards renovation of the orphanage which has provided free education to displaced and orphaned children for the last 18 years.

Enterprise Development Center _Green Building

Key Success Factors

- Clarity of vision and focus on our mission
- Committed staff and faculty aligned to the mission
- Relevant research:
  - Keen awareness of the social issues confronting society
  - Knowledge exchange
- Collaboration and Partnerships

THANK YOU!