



Trust Academy Newsletter



August-End
2011 Issue

Training ... for Excellence

A leading academic and professional institution

Trust Academy unveils a high-tech ICT centre

Trust Academy has unveiled a state of the art ICT Corporate Training Centre, a move that is aimed at promoting the integration of technological expertise amongst Zimbabwean workforce, Head of Corporate Training Division, Mr Chitunhu has revealed.

The fully equipped centre, situated at 182 Samora Machel Avenue corner 8th Street, is geared up to deliver computer certifications in EC-Council Hacking, CISCO, COMPTIA, ICDL, Microsoft, Pearson Vue as well as basic computer training skills.

attracted 44 trainees from prestigious companies who have since enjoyed from the fruits of the visionary Managing Director and the top management.

The move to launch a new facility away from the main

On its launch, the Centre

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Trust Academy honours excellence

- Chigumbu and Rusike clinch top awards

It was a great day for Mr Chigumbu and Mr Rusike when they scooped top awards; Outstanding Lecturer and Outstanding Teacher respectively at the Prize Giving event held at the campus on the 19th of August 2011.

The awards were based on Customer Satisfaction Evaluation ratings carried out during the first semester.

For coming top the duo walked away with a floating trophy and a cool \$300 dollars apiece while the second and third runners up pocketed \$200 and \$100 dollars respectively.



The Managing Director, Mr Mataka congratulates award winner, Mr Chigumbu at a Customer Satisfaction Prize Giving Day recently.

In his speech to the staff the Managing Director, Mr Mataka noted that the evaluation programme has been used over the years to assess the level of cust-

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Second Semester message from the Managing Director



I am delighted to welcome you to this second semester and hope it will be an exciting one. As Trust Academy, we thank you for your efforts in evaluating

our service which to us is an instrument vital in measuring our level of service delivery versus customer expectations.

This exercise is critical since it acts as a yardstick to measure our performance, and we believe in it. Thus we encourage you to continue with such kind of support. It is worthwhile to note that there has been a great improvement in terms of lecturers performance as per your assessment.

Enhanced customer satisfaction

All lecturers scored about 3.5 out of 5 and the average performance was 4.2 out of 5. Others scored as high as 5/5. Overall, the average performance increased from the previous 3.8/5 to 4.2/5 and I am therefore urging lecturers to maintain such high standard and aim to surpass those levels so that come next evaluations, the performance rate will reach a target of 4.5.

The best performers have been accordingly rewarded after each lecturer was advised of his/her strength and weaknesses. With this, we are looking forward to an improvement in terms of quality service delivery this semester. We are anticipating to

having another round of evaluations in September and I am urging all students to fully and meaningfully participate in providing the objective feedback that will be of paramount importance as far as customer satisfaction assessment is concerned.

However, it is worth noting that a number of lecturers have expressed concern over students' punctuality, absenteeism, lack of participation, and failure in doing assignments and tests. I am urging all students to shun these tendencies and wholeheartedly show more focus on your studies and undertake all assignments and tests as per lecturer request.

Through undertaking these assignments and tests, students will be providing relevant feedback to the lecturer who will be able to assess and work around areas that need more focus and attention and be able to timeously address the mishaps before it is too late. Such kind of diligence will transform to bringing excellent results to you as students and earn a good name for the institution.

I am also urging you to continue communicating on any issues you feel the college need to address or work on through various channels of communications which include e-mails, phone, and approaching senior lecturers and any staff member

Superior academic performance

On the same note, we as Trust Academy would like to extend our happiness on the first-rate performance of

Trust Academy students in various examinations undertaken during the previous semester. Thus we say, Congratulations for those who did well in their exams, you have indeed made us proud! Of note are the IMM results which were quite impressive with a pass rate of 85.5% surpassing a national average in all subjects. The results were also pleasing in other courses like BMIS, IMIS, CIPS, ABE, SAAA, City and Guilds and Project Management.

Such level of performance is not only pleasing, but is a clear indication of the hard work by students, lecturers and Trust Academy staff as a whole. As Trust Academy, we are committed to continue aiming for the best and attaining the highest possible performance hence I am urging students to also buy in our vision.

Effective use of the resource centre

We encourage you to make use of the library in undertaking research and assignments. You should also note that there is a conducive reading room situated in the 4th Floor where quiet reading thrives. Such an environment is ideal in influencing the learning and comprehension process of your mindset.

Launch of the Work Related Learning (Internship) Division

Our goal is to continuously improve in terms of services delivery– Principal



Speaking at the prize giving ceremony that saw various staff receiving prizes for posting the best customer satisfaction levels, the Principal, Mr Dembure, underscored the need for every staff to do his/her best in satisfying customers.

“Our goal is to continuously improve in terms of our services and we want everyone to do his/her best to satisfy customers. This semester we have improved our customer services index from the 79% point of last year to 83% against the target of 85%. Considering that the international benchmark (American Customer Service index) is pegged at 80%, we did very well above that,” said the Principal.

The Principal indicated that the motive behind the introduction of prizes is to motivate staff and reward excellence.

“Our motive is to encourage our staff from lecturers down to cleaners to delight customers. Moreover, it is also an appreciation of those who are doing well, thus we are rewarding good performance,” said the Principal.

He also praised those who managed to win prizes and urged all staff to aim for the best when delivering service.

“For now I say congratulation for being at the top and for those who failed to make it I say, fight for the award because we want to see you landing the accolade next time. For those who were consistent like Mr Chizema, Mr Rusike and Mwashita, it’s an indicator of good work. Ultimately, we need to delight the customer,” he said.

He also mentioned that there will be another evaluation in September and has encouraged all staff to start doing their best and address expediently issues that have been pointed out by customers. He added that staff should do their own evaluation first and then they will consolidate with the analysis from customers for them to be at the forefront.

UNISA 2012 applications underway

Applications for 2012 UNISA programmes have kicked off on the 7th of August and will run till the 15th of September 2011, the Business and Secretarial School Senior Lecturer, Mr Chidembo has revealed.

Meanwhile, the Business and Secretarial School Senior Lecturer, Mr Chidembo has

urged students undertaking diploma to opt for degrees to boost their employability.

“I am urging students currently undertaking their last diploma level to register for degrees which give them a competitive edge in the job market,” he said.

UNISA programmes comprises of undergraduate, Honours and Masters

Degrees in the following departments:

- i) College of Agriculture and Environmental Sciences
- ii) College of Economic and Management Sciences
- iii) College of Human Sciences
- iv) College of Law
- v) College of Science, Engineering and Technology.

For your views and comments e-mail to information@trustacademy.co.zw

Get connected and be part of Trust Academy family network!

From the Librarian's Desk – Know your Library

Trust Academy Library is the support center of the institution in terms of educational resources. It boasts of current prescribed and recommended textbooks and an internet resource centre to support students in doing their assignments and preparing for examinations.

The Internet Resource Centre

We are in the information age and the internet is a key to every student's success in their studies. All students can use this facility to search for past exam papers, revision guides or notes and students can check their results as well as posting assignments on the internet.

The websites of various exam boards also update students on new developments concerning their programmes. This is a relevant source in preparation of examinations.

Unisa students benefit from this resource as they send their assignments through the internet using the *myunisa* feature. ACCA students also make regular visits to their website as up-

dates and past papers are posted on the website.

The internet café is handy for those who need to search for past examination papers – The library also has a printing facility, (20 cents per copy).

Research

The internet café was mainly established for research purposes. If you pay a dollar you can research assignment topics using Google which is currently one of the most popular and frequently used search engine or any other.

High school students with homework or presentations to make can take advantage of the facility to research on particular topics and obtain relevant information.

Entertainment

Users can access the internet for refreshing purposes. When you get tired of reading you can visit the café and open an email account, check

your email, sent emails, connect with old or new friends on facebook or read online newspapers for example the Herald, H-Metro or Newsday.



Visit the library located on the fourth floor, south wing and benefit from the internet resources by paying a small fee.

In addition to the internet resources, the library houses current reference prescribed and recommended textbooks. New reference arrivals include sociology, chemistry, biology, geography, accounting and management of business books. ACCA revision kits and IPMZ modules have recently been acquired.

For further information visit the help desk or the library (fourth floor South Wing).

Trust Academy unveils a high-tech ICT centre –from page 1

campus has been driven by insatiable appetite of the institution in providing exceptional skills attainment with a special modus operandi through infusion of par excellence trainers and a soothing milieu.

“The top class ICT centre will strive on building capacity of high level skills training in ICT for all organizations, enhancing the molding of the work-

force to enhance innovation and creativity in the use of ICT skills to stimulate business growth and sustainability as well as an improved service delivery.

“The facility is also ideal for all executives and senior managers in government, industry and commerce making it comparable to world stan-

dards. The centre will also offer business incubation programmes, and tuition via distance learning through e-learning,” Head of Corporate Training Division, Mr Chitunhu said.

Chigumbu and Rusike clinch top awards –from page 1

customer satisfaction.

“I am urging you to address issues raised by customers and consolidate them to successfully fulfill our customers’ expectations. We need to take the comments positively and plan how to overcome those issues or weaknesses pointed out,” said the Managing Director.

“Through accepting criticism one is bound to perform better. That feedback is for you teachers and it is important for you to get access to the evaluations to see how best to address the weaknesses raised by students. Our students are our clients and they should expect the best from us,” he added.

He however, urged the teachers to open up and share some experiences that will help in stirring the institution forward. He also urged the teachers to work with senior lecturers if they are faced with mammoth task that need aid from a senior position. “I urge you to engage senior lecturers on issues that affect students so that we can work together as an institution in ensuring students succeed in their studies.

He strongly called upon the service departments to pull their socks since they play a pivotal role in the overall customer satisfaction index. He also strongly emphasized the service department to act as supporting pillar in achieving customer satisfaction. This comes after there was no taker on the Services Prize as all departments in the category failed to reach the set target.

“The service departments have been a major letdown and I am expecting to see a turn around as we come to the second evaluations. For the lecturers, I am really pleased, keep it up. The graph is showing an upward trend of the overall performance. I am sure lecturers are going to surpass the 85% target,” he said.

The Outstanding lecturer Award winner, Mr Chigumbu heaped praise on the management for recognizing his potential.

“I want to thank the management for giving me the opportunity to show my potential because if you are not given the opportunity you won’t realize the potential within yourself. I am emulating their good work that complements ours.

“The award acts as a reinforcement to my duties and I will try my best to keep on the momentum and improve my weakest points that have been exposed by the students,” said a delighted Chigumbu.

Commenting on what is the major driver of his success, the Statistics and MIS lecturer said he was tactical in his approach.

“I am a professional teacher who really knows what is expected of me. I always strive to do my best and improve my weakest areas and this is the secret behind my success.

“To fellow colleagues, I say we are



The Managing Director, Mr Mataka congratulates First Runner Up, Mr Chizema at a Customer Satisfaction Prize Giving Day recently.

just a system; it is only a point in time that I happen to lead. I know you all have the potential to do even better and I am urging you to improve on your weaker areas,” said Chigumbu.

Mr Chizema, the Professional Class first runner up, highlighted that hard work and punctuality worked in his favour.

“Constant marking, adhering to the timetable, revising and continuous encouragement of students have enabled me to stand out among others. I try to inspire students to reach their full potential, and am always keen to demonstrate to them that learning is far more than just being lectured at, by using a range of scenarios and environments to enrich their learning experience.

“To fellow lecturers I say, encourage students to work hard and give them the necessary guidance so that they will be able to excel in their studies” said the jubilant Chizema.

Trust Academy now offers PMIZ Project Management course

In an effort to train competitive human resource personnel, the institution has partnered with the Project Management Institute of Zimbabwe in offering a diploma in Project Management.

The new project management programme is currently accommodating evening classes and is made up of four modules at certificate levels which are offered in series. The Business School Senior Lecturer, Mr Chidembo highlighted that the institution also contributed during the design of the programme.

"We have upgraded our project management course so that it becomes more competitive and lu-

crative in the job market at both local and international level. The last group taking our project management will write their final exams this year and after this group it will be phased out and be replaced by the PMIZ one," said Mr Chidembo.

The certificate level consists of four modules namely:

- i) Principles of Project Management
- ii) Project Planning
- iii) Project Implementation
- iv) Project Monitoring and Evaluation

The certificate level runs for 6 months.

The diploma level comprises of five modules which are:

- i) Project Management Information

Systems

- ii) Project leadership and change management
- iii) Project Risk Management
- iv) Project Valuation and Cost Management
- v) Project Time Management.

A full diploma level has a duration of one year.

Mr Chidembo indicated that a post graduation diploma in Project Management can take one to a Masters programme.

"The programme runs from a certificate level to diploma and then to post grad diploma and straight to Master of Science," he said.

Second Semester message from the Managing Director –from page 2

programme by launching a work related (attachment) unit which is headed by Mr Chitunhu and students wishing to conduct him can use the following email address; nchitunhu@trustacademy.co.zw. We are urging those who have secured attachments to understand that they will be representing Trust Academy and as such they should depict the highest level of professionalism that will lift up the flag of the institution.

Our efforts are not only directed towards provision of excellent modern quality education to the students, but also towards their character building and making

them excellent professionals within the parameters of industry and commerce.

Full scale Sporting programme

We are looking forward to your participation in various sporting disciplines undertaken this semester as this will support the institution in fulfilling various sporting opportunities lined up. Participating in sport helps in maintaining your health and physical fitness and provides an opportunity to network, relax, establish business contacts, and create new opportunities for yourselves.

More involvement in corporate social responsibility

The institution will replenish its stance on corporate responsibility with an enhanced support to the underprivileged members of the society. Through resource mobilization, the institution will also cater for the youth in various foras bearing in mind that they are indeed the nation's future leaders.

Lastly I wish you an excellent and prosperous semester at Trust Academy and long for your success in your educational pursuits. Our graduates will be the torch bearers of tomorrow and will spread the light across the Globe.

Staff commend the Awards

-Vow to surpass customer satisfaction target

Various staff have hailed the Prize Giving event as a noble programme that will go a long way in motivating workers to always strive to deliver quality service, a snap survey has revealed.



"I greatly appreciate this development as there is an attempt to honour people who are delivering service. On the part of lecturers, this will inspire and motivate others to work hard. I am also eyeing the prize come next evaluations," said Mr Mangere.



"It's a welcome development which motivates us to always delight customers. I want also to congratulate Mr Rusike and Mr Chigumbu for scooping the top prizes. However, I'm urging the management to consider reviewing the system so that it will address some hiccups in the services depart-

ment analysis which culminate in unfair rating.

For example in my case, I am being rated in the classroom by students whom I serve at periodic intervals but the reality is that most of my clients are staff members and the management. Hence this has affected my performance rating. However, all things being equal, the programme is a noble one and has far-reaching effects on the morale of the staff," said Mrs Mbofana.

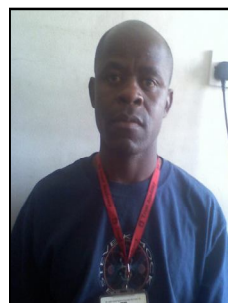


"It is a good initiative which keeps us on our toes to work hard so that we can also get an opportunity to win the accolade. I want also to congratulate those who made it. Hopefully next time it is going to be my turn," said Mrs Gumunyu.

"I am applauding the institution



for introducing such an event which will greatly inspire and motivate us to work hard. The programme should be maintained as it boosts our morale in delivering quality service," said Mr Chizema.



"It's a welcome move which should be sustained as it inspires employees to work hard in satisfying customer expectations. It's really a good source of motivation as everyone will strive to win the prestigious accolade.

I certainly hope as a cleaning department we are going to make it if we continue working as a team. With unity of purpose, the target can be surpassed," said Mr Mubaira.

Tackling resume dilemma: Recent Graduate

You've spent three years or more building your knowledge. So why aren't employers clamoring for your services? The problem you and other new graduates face is that hiring managers are more interested in what you can do for them than what you did in school. So use your resume to convince employers that your academic success is transfer-

able to the workplace.

What's Your Goal?

It's important for recent grads to provide a targeted resume objective. The resume objective can be stated in a formal objective section or referenced in a qualifications summary. Whichever approach you choose, avoid flowery or generalized objec-

tives that are too commonly used by new graduates. For example:

Emphasize Academic Credentials

If your related work history is minimal, place your education before work experience. List your academic honours such as top awards, distinctions in modules,

Chigumbu and Rusike clinch top awards –from page 5

Full list of award winners:

3. Mr Sumbururu

3. Mr Mahlahla.

Professional Category

1. Mr Chigumbu
2. Mr Chizema

Academics Category

1. Mr Rusike
2. Mr Mwashita

To all Prize Winners, we say Congratulations, Makorokoto, Amhlope!

Tackling resume dilemma: Recent Graduate –from page 7

scholarships and other awards. Consider adding a list of related courses in your education section so hiring managers can see that you have a strong academic foundation.

Highlight Educational Experiences

When reviewing your resume, hiring managers want to understand what type of worker you would be if they hired you. So describe educational experiences such as internships, practicum, class projects and even volunteer

activities as if they were paid work experiences.

If you lack work experience related to your goal, include your internships and practicum in your experience section. Give examples of actual assignments, challenges you faced, your contribution, and the results and benefits to the employer.

Add Keywords

Your resume should be optimized for keywords in your career. A great way to start considering the right keywords for your occupation

is to review job listing for your ideal position. Look at the requirements, and if you see certain terms used frequently, they should probably be in your resume.

Pick the Resume Format That Works for You

A traditional chronological resume format, which emphasizes employment history, doesn't usually work for recent graduates. You will need to highlight your academic foundation, motivation to succeed in your field and the key skills that would help employers achieve their objectives.

For other enquiries contact the following key employees

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Mr	Mataka	Managing Director	mataka@trustacademy.co.zw	0772212176
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Mr	Mugona	Administration Accountant	mugona@trustacademy.co.zw	0712634564
Mr	Murimi	Senior Lecturer Academics	snracademics@trustacademy.co.zw	0773428842
Mr	Mbindi	Customer Services & Information Officer	mbindi@trustacademy.co.zw	0773616665
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