

MEET YOUR COMMUNITY

May 2020



In this series, we chat with members of our CASE community to introduce and connect them with you, as well as to learn more about their advancement work.

Member: Holy Spirit University of Kaslik, based in Lebanon

Background: A private higher education institution founded by the Lebanese Maronite Order in 1938, the Holy Spirit University of Kaslik (USEK) was the first university established upon a Lebanese initiative. Since its establishment, USEK has been dedicated to helping Lebanese youth, by securing a values-driven education that enables them to build their capacity and contribute to the development of their country. With over 200 global partnerships and collaboration agreements, USEK comprises 6 schools, 2 higher institutes, and 2 faculties, hosting more than 7000 students across its main Kaslik campus and three other regional campuses. 70% of USEK students are benefitting from 10 to 50% need-based financial aid, and 15% of students received 10 to 100% scholarships.

We chat with one of our newest members - Holy Spirit University of Kaslik.

1. Share with us about your advancement team.

Our team currently comprises three staff members. Pascale Lahoud - Abou Jaoude, Ph.D., is the Director of the USEK Advancement Office, as well as Assistant Professor at the USEK Business School (UBS). She has been teaching at UBS since 2007, and has been with the Advancement Office since its establishment in December 2018. Reine-Marie Zeghondi is our Junior Advancement Officer, and has also been working at the Advancement Office from the beginning. Melissa Wakim started off as a student job in April 2019.

2. What is the current focus of the Advancement Office?

Since its establishment, the USEK Advancement Office is committed to making values-driven education accessible for Lebanese youth regardless of their financial means. Facing an economic crisis, the Lebanese youth have never needed more support to survive these challenging circumstances and attain proper education. Therefore, our office focuses on communicating financial aid to support USEK students in need.

3. Has the global pandemic impacted your advancement work in any way?

Due to the COVID-19 outbreak, the financial situation of our students and their parents grew more critical. Some USEK students who were working to pay for their studies have now lost their jobs. On top of postponing all scheduled international fundraising events and suspending all activities, and together with the help of our friends at the Holy Spirit University Foundation (HSUF), we're focusing on strengthening online communication and donation to provide sufficient financial assistance for our students. Our goal is to ensure that they can focus on their studies without financial worries.

4. What are some of the upcoming projects of the Advancement Office?

The tough circumstances our students are facing are getting harder day after day, which increases our responsibility to maintain financial assistance to every student in need. Hence, our future projects are centred on fortifying the office's infrastructure through database management. We're reaching out to our alumni and friends across the world, and triggering their sense of belonging, spotting prospect donors and building relationships.

Due to the COVID-19 outbreak and the postponement of our international events, we are resetting our projects by planning new fundraising projects in regard to the crisis, searching for new approaches and acquiring online fundraising methods as the future of our students is our utmost priority.