

NEWSLETTER

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MALTA UNIVERSITY HOLDING COMPANY LIMITED

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CEO'S CORNER



A strange year

As I write this piece I cannot help but pause and muse on what a strange year 2020 turned out to be from both business and personal perspectives. It really was a case of waking up one morning in a new and fast developing threatening reality where all our certainties and norms were challenged on a daily basis and presented a real test to our capability to respond quickly and meaningfully.

A pretty strong showing in the first half of the financial year was followed by a bewildering and abrupt COVID-fuelled stop to our accommodation and tuition business in general leading to the most barren Summer I can remember. With the closure of the University soon after, even our other business activities related to sports management and service provision on campus hit a brick wall. 2020 was characterised by idle capacity, no graduation ceremonies, no advertising activity, disused sports facilities and the cancellation of our annual Ring Road Races. With a heavy heart we even had to do away with our customary Christmas social gatherings and karaoke (now that was a blow to my burgeoning career as a singer!).

The need to react

So were there any positives to take from this horrendous year? There were plenty in my view.

I was positively impressed with the level of creativity shown collectively by the Group's personnel to keep our doors open for business and functioning to an appreciable extent. On-line language tuition classes were quickly instated and consolidated over the months. The same occurred with the on-line delivery of our short term training programmes. Investment in technological tools was quickly undertaken. This helped us remain relevant with our existing clientele but also laid the ground for this type of delivery to persist in the future and attract new markets both internationally and locally.

Even from an administrative point of view we had to adapt and adopt safety measures, occasional quarantine isolation and attending to on-line meetings and presentations whilst teleworking when necessary.

Implementation of long due projects

The Group did use the lull business period to make plans and in certain cases implement projects long in the offing. Thus by the beginning of October the previously quoted revamp of Campus FM had reached its first milestone with the new Schedule of Programmes following a technical upgrade over the Summer months. The first fruit of these efforts was reaped much earlier than expected with the December 2020 broadcasting survey of the Broadcasting Authority confirming that the Station's listenership had gone up to its highest ever point of 2% market share.

Much needed refurbishment at the 5-a-side football pitches was initiated in Summer and extensive plans were laid for a general resurfacing of the pitches and strengthening of the surrounding perimeter in the coming Summer months.

Similarly we implemented the introduction of a group-wide new accounting software allowing us to improve the quality of future reporting and internal analytic capability.

In the past few months the Group also commissioned and installed two new billboards on the Junior College Campus thus extending further its portfolio of advertising structures.

Human resource restructuring

The Group continued its year-long efforts to continue strengthening its human resource competence and complements.

The latest welcome addition to our ranks is Mr Brian Charles Decelis who joined the Training and Consultancy Unit at the turn of the year as our new Consulting and Training Executive. This following similar internal restructuring at the Language School, Accountancy Department and Campus FM throughout the year.

Personally

I was not spared the difficulties related to COVID in my personal life either. Similarly to everyone, as a family unit we became more isolated and contact with our extended family was curtailed significantly, though, even here, the occasional zoom meetings proved a welcome respite. Anyway, with the vaccines no longer on the horizon I eagerly await my turn to take the jab and hopefully start my way back to something resembling a normal life.

I was quite sorry for my kids who had to prepare for their Summer A-level exams in uncertain circumstances and having to attend day long on-line lessons cooped up inside their bedrooms. In the end it was worth the discomfort as they both did very well with Martina starting her University life as a medical student towards the end of the year.

2020 also proved a successful year for me with all my favourite teams reaching some important goal or another. With Leeds United now in the Premiership I am watching more (too much actually) football on TV. However, since the resumption of football in June 2020 I still have not completely come to grips with the eerie echoing empty stadiums surrounded by cardboard faces and accompanied by touch line screaming and occasional bad language. Reminds me of my playing days at the Silver Jubilee or Schreiber! I much prefer the roar of the crowds.

Finally, I will always remember 2020 as the year when I turned 60. Now how did that happen!

Cheers

Joe



NEW YEAR NEW LANGUAGE

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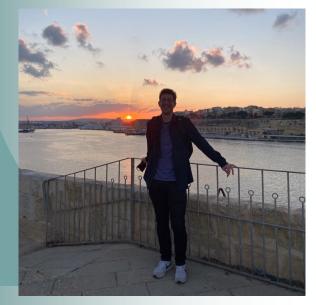
MALTA UNIVERSITY RESIDENCE

We currently have an intern working at Malta University Residence. He is 26 year old Benjamin Desert who is from the Cotes d'Armor region in France.



After completing a BTS in small and medium-sized business management at the CCI of Saint Malo he decided to continue his apprenticeship by doing an Erasmus internship at MUR. The main aim of this internship was to acquire a better command of a foreign language and to discover a wide range of tasks in the management and reception areas of a hotel establishment.

He has been with us from the 12th of October 2020 and stays on till the 3rd of April 2021. Benjamin likes to practice different sports such as football and running. He says that he was able to discover a different culture from his native one which is rich in history and has had the opportunity to visit many places that retrace this history and allow him to get acquainted with this culture.



He is having a great time and learning a lot about the hospitality industry Malta has to offer ...



New Campus FM schedule promises something for everyone

The wider interests of the Maltese community are surely being catered for with the new Campus FM schedule. As from Monday 4 January 2021, Campus FM introduced a raft of new programmes to complement its current suite of radio programmes, also welcoming five new presenters across the schedule.

Brand new show called *Nota Bejn Tnejn*, produced and hosted by Ludwig Galea, is being aired on Mondays at 15:30. The programme takes a closer look at singers, musicians, composers and authors who have left their mark on the local musical scene.

More than a Movie with Andrew Bonello, who has worked closely with Hollywood companies, is another new weekly show, tackling different genres in both the American movie scene and the European one.

Demokrazija, produced and presented by Dr Clive Zammit with the help of members from the Faculty of Media and Knowledge Sciences within the University of Malta, is aired on Tuesdays at 15:00.

Rahal Twelidi fi tfuliti, which airs on Tuesdays at 16:00, will see Sergio Grech go back in time by exploring the human story behind how Malta's towns came to be.

Every Friday at 15:00, listeners will be treated to a radio play of the drama *Mill-Hajja Kwotidjana* ta' Rikardu Simiana, written by André Mangion and with the participation of actors Toni Busuttil, Marceline Galea and Joseph Galea.

Moreover, *Campus Breakfast*, the daily morning show hosted by Antonella Galea Loffreda starts at 08:00, and other productions that the audience has made part of its routine will continue, including Colin Fitz's programme, *Campus Brunch*, which starts at 10:00.

"We are just hoping to bring some calmness, joy and well-being into our listeners' homes and wherever they are listening from, as we all prepare for the challenging year ahead", said Campus FM Station Manager, Celaine Buhagiar.

The full schedule can be accessed through Campus FM's website.



Planning a celebration?

A photoshoot?

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AVAILABLE 11 JANUARY 2021 TO 26 MARCH 2021 https://www.um.edu.mt/alumni/uggownsform

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Graduation Gowns 2020

November and December would normally have been a very busy period for the Entertainment and Merchandising team, with the graduation ceremonies. Unfortunately, these have not taken place yet this year, for obvious reasons. Not wishing to disappoint the graduands, the team has made the undergraduate and post-graduate graduation attire available for rent. The team has even secured an offer of 10% discount on photographs by SnapArt Photography, the official photographer of the University for any graduands renting their attire from MUHC and booking photos with SnapArt.



Billboards at University and at Junior College

At the end of December, the Malta University Holding Company had a further two billboards installed. These were both at the Junior College campus, one close to the front entrance and the other close to the back entrance of the College. These billboards, as well as the one in Car Park 4 of the University's Msida Campus next to the main Quadrangle all measure 4m X 3m. Overlooking the B'Kara By-Pass, close to the old entrance of the University, is a fourth billboard, 6m X 3m and with solar lighting. We are now accepting advert bookings for all these billboards.



Our billboards

1, B'KARA BYPASS, CLOSE TO OLD ENTRANCE OF MSIDA CAMPUS, UNIVERSITY OF MALTA
2. CAR PARK 4, MSIDA CAMPUS, UNIVERSITY OF MALTA 3 AND 4, JUNIOR COLLEGE, MSIDA



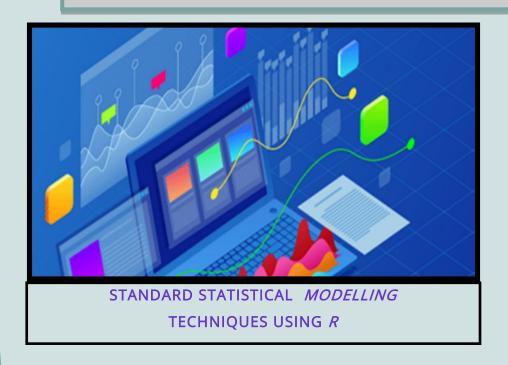






For more information contact us on Tel 23408909 or 99820620 Email info@universitysportsandleisure.com

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2021, a new year and a new opportunity to continue to learn.

Let's be honest, 2021 has started as 2020 ended, with the world in the grip of the deadly Covid19 pandemic. But history has shown us, time and time again, that humans are resilient and innovative in the face of threats. So how can we be innovative?

We at Malta University Training Services worked tirelessly to not only maintain our established course offerings, but also to create new ones to address the ever changing lifestyles. Our latest focus has been on those courses aimed at helping you, the layperson, navigate the choices and tasks ahead in the face of health conditions such as dementia, stroke, diabetes and more (watch this space!).

These courses have been designed hand-in-hand with experts from the University of Malta, with the aim of enabling you to make confident decisions for the better of you and your loved ones. We have taken the option of offering all these courses online. Initially this option was just because of the pandemic, but we have also come to realize that online is far more accessible to persons who have taken on the role of carers for their loved ones. It is quite simply, very difficult to find a replacement carer for a person with specific needs. Thus, our valued course participants can have their mind at rest about balancing attendance and their caring responsibilities. Come what may, we are striving to retain the online option, even once the pandemic is over. This will ensure that our clients are best served and offered the opportunity to benefit as thoroughly as possible from these valuable courses intended to better the life styles of people who matter most.





INCOME Tourism Project in the Pandemic

2020 will surely be remembered as the year of the COVID-19 pandemic. The virus has spared no-one and its impact on the INCOME Tourism Project has been huge. This Erasmus funded project promotes the dual learning model in the tourism industry whereby undergrad students practice soft skills through internships at sponsoring companies. This is based on the German model.

Unfortunately, the pandemic hit the participating countries hard when the students were still doing their internships at the sponsoring companies (the Pilot Phase of the project) and these had to be cut short by the COVID-19 related restrictions.

COVID-19 has also hit hard the mobility aspect of the project, which is considered as the focal activity of the project. The students participating in the pilot phase from Malta, Croatia, Italy, Portugal and Spain, as well as a number of their academic and business tutors, were to meet in Ravensburg to share their experiences with those of the German counterparts. This event had to be indefinitely postponed.

The Project Partners decided not to give up and adapted the project to try to attain its objectives. Actions taken included the following:

- 1. Use of technology to continue meeting regularly; the Zoom platform is used for this purpose;
- 2. Assigning research papers to the students dealing with how their sponsors could adapt their business during and after the end of the pandemic;
- 3. Getting approval to extend the project by six months, until June 2021;
- 4. Brainstorming to find innovative ideas on how to proceed with the project.

During the latter part of 2020, a lot of thought and effort went into planning the adaptations necessary for the project. The risks that had the greatest impact on the decisions taken concern the unknowns associated with the virus. When will the pandemic be over? When will a vaccine be found? When will the general population receive the vaccine? When can people meet again without social distancing? When can businesses resume their unrestricted operations? When will international travel be safe again? Taking all these unknowns into consideration, it was decided to adapt the project by organising several webinars to take place in the first six months of 2021.

The webinars will take place from March to June 2021 and each will have a theme associated with it.



Some of the planned events include:

- 1. Inviting keynote speakers and guest ambassadors from other projects who are also dealing with the dual learning model to share their experience;
- 2. Using technology to enrich the webinars, for instance by requesting students to produce short selfie video-clips explaining their experience and asking questions to their German peers. These are questions that the students would have asked had they been able to travel to Ravensburg. The German students will also produce selfie video-clips to answer the queries raised. Another plan is the production of a video documentary, through the eyes of a project partner, about the cooperative education system practiced in Ravensburg.

It is also planned to hold the final conference in June. Hopefully by that date the participating countries in the project would have returned to some form of normality and the partners would be able to travel to Germany. If not, the contingency plan caters also to organise the final conference as a mixed event, with some people being present in person while others joining online, or in a worst case scenario to hold a video-conference with all participants joining online.



A screenshot of one of the Project Zoom meetings.

FOCUS ON PERSONNEL Svetlana Agius Accounts Clerk Malta University Holding Company

Svetlana Agius is a native from St. Petersburg Russia where she has a son who still lives and works there.

In 1985 Svetlana graduated from ART school and in 2002 she graduated and obtained the Master's Degree in St. Petersburg State University whilst also obtaining her specialist Diploma in Accounting and Auditing.



She spent 10 years working in SBERBANK of Russian Federation and also in an industrial company as an Accountant.

Svetlana met her future husband in 2010 whilst she was on a trip in Malta and then in 2011 she moved to Malta and worked as a self-employed artist before joining the accounting department at MUHC.

In her spare time Svetlana likes to travel and practice yoga.

You can see Svetlana busy at her art and a few of her paintings ...







