



KAG EAST
UNIVERSITY

PARTNER UPDATE

FALL 2024



OneHope[®]
God's Word. Every Child.

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From the Chancellor



We are grateful for your continued support in transforming KAG EAST University (EAST). We want to provide the latest updates on our progress and the impact of your contributions from our Fall 2024 Semester.

Our vision to establish EAST as the leading Pentecostal University in East Africa inspired the creation of our Five-Year (2023-2028) Strategic Adaptive Plan developed by a diverse group of key University stakeholders and adopted by the Board of Trustees, Senate and University Council in November 2023. While there is much work to be done in our transformation, our unwavering dedication and commitment to our strategic goals is not only reflected in our Strategic Adaptive Plan but also in tangible progress we have and continue to make to the betterment of our University community.

We are happy to share our Fall Semester 2024 Partner Update highlighting EAST's operational progress as it relates to our eight strategic goals outlined in our comprehensive five-year Strategic Adaptive Plan.

Blessings,
Dr. Chad E. Causey
Chancellor

STRATEGIC GOALS



FIVE-YEAR Strategic Adaptive Plan

Our five-year (2023-2028) Strategic Adaptive Plan (viewable [here](#)) prioritizes initiatives with an eye toward early successes, most significant opportunities, and most urgent needs.



GOAL 1 Transforming Educational Services

Transition the University's business theory from a traditional school to an integrated educational services provider.



GOAL 2 Repositioning the University

Reposition the University within the higher education market as a good-quality, hyper-relevant, low-cost university in brand promise, pedagogy, culture, program strategy, student-focused operations, and product-market fit for all educational products and services.

STRATEGIC GOALS

(continued)



GOAL 3

Strengthening Graduate Preparation

Strengthen our curricular and co-curricular excellence to ensure our graduates have missionally-oriented, Spirit-empowered character combined with real-world skills and early career experience.



GOAL 4

Adopting a Student-Focused Approach

Adopt a student-focused strategy and culture in all programs, products, and pedagogies across all instructional modalities from student inquiry through alumni.



GOAL 5

Developing Operational Excellence

Develop our organizational culture and requisite systems for operational, academic and financial excellence.

STRATEGIC GOALS

(continued)



GOAL 6

Establishing Marketing Strategy

Establish a professional marketing and recruitment function within the University that effectively leverages physical campuses and full network partnerships.



GOAL 7

Re-establishing Organizational Culture

Re-establish a healthy, life-giving organizational culture of spiritual vitality, missional intensity, and organizational excellence across the University and its network partnerships.



GOAL 8

Building Church Relations

Build a healthy collaborative relationship with the Spirit-empowered church communities of Kenya and East Africa, beginning with Kenya Assemblies of God and other Pentecostal partner denominations and mega-churches.

GOAL 1: TRANSFORMING EDUCATIONAL SERVICES



UNDERGRADUATE ACADEMICS

Our academic offerings ensure market relevance in our courses of study and offer six Certificate, four Diploma (similar to U.S. associate degree), and five bachelor's degree programs across two schools: The School of Bible and Theology and the School of Education and Social Sciences.



GRADUATE ACADEMICS

In partnership with Southeastern University (SEU) in Lakeland, FL, we are working to finalize a Master of Arts in Global Ministry Design with a goal of recruiting 20 students for September 2025. We are also in discussions with SEU to grant EAST students access to SEU digital library assets.

**SOUTHEASTERN
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CONTINUING EDUCATION

Our collaboration with The Africa Assemblies of God Children's Ministry Commission (AAGACMC) supports the upgrade of non-formal children and youth ministry training into accredited certificate and diploma offerings at EAST through certification of local church leaders in children and youth ministry across 34 African denominations. AAGACMC leaders have the opportunity to earn academic credits at the university level for their ministry work, offering them a pathway to continue advancing their education.



GOAL 1: TRANSFORMING EDUCATIONAL SERVICES

(continued)



CREDENTIAL TRAINING

We are also in the initial phase of forming a partnership with the Kenya Assemblies of God Extension (KAGE) Bible School, which provides training and development for emerging pastors and ministry leaders throughout Africa. Through this partnership, KAGE students will be able to transfer up to 60 course credits from their non-credentialed KAGE studies to EAST, where those credits can contribute towards the completion of certificates or degree programs.



SHORT COURSES



We have developed a series of three-to-five day short courses that can culminate into students earning certificates, diplomas or degrees at EAST. Ready to launch in January 2025 through OneHope's Catalyze Academy, the short courses diversify our educational offerings by attracting a broader range of students, ultimately increasing enrollment in EAST's academic programs.



PREPARATORY COURSES

We piloted two University Launchpad (UL) e-learning courses with 60 Kenyan teens. UL is a low-cost online program equivalent to the first year of university, tailored for 18-25 year-old undergraduates. UL integrates spiritual, academic, and vocational elements to cultivate missionally minded young leaders, providing them with a solid foundation for further university study and practical, employable skills. After completing University Launchpad, students can continue their studies towards earning a certificate or degree at EAST.



LAUNCHPAD

GOAL 2: REPOSITIONING THE UNIVERSITY

GOAL 3: STRENGTHENING GRADUATE PREPARATION

Goals 2 and 3 of our Strategic Adaptive Plan are deeply integrated and are evaluated jointly.

VISION EVENT



Over the past year, EAST has embarked on a transformational journey of reimagining a future for the University. As a university, we are called to not only revitalize our institution but also to lead the Church in becoming a global example of Christian higher education by empowering the next generation of African youth, who will make up 42 percent of the global youth demographic by 2030, through sound theological training and the spiritual foundation needed to lead in their communities and beyond.

We marked this pivotal point for the next phase of our growth at a *Reimagining KAG EAST University* event hosting nearly 700 key stakeholders including representatives from:

- OneHope Leadership
- Kenya Assemblies of God (KAG) Leadership
- University Board of Trustees (BOT)
- University Council (UC)
- Ministry of Education
- Local Government
- Faculty
- Staff
- Students
- Alumni
- International partners

This inspiring event emphasized to our stakeholders that now is the time to step boldly into the future, embrace the journey and make a meaningful impact.

GOAL 2: REPOSITIONING THE UNIVERSITY *(continued)*

GOAL 3: STRENGTHENING GRADUATE PREPARATION

Goals 2 and 3 of our Strategic Adaptive Plan are deeply integrated and are evaluated jointly.



LEADERSHIP ACADEMY

Our Leadership Academy has seen remarkable growth. Since its inception, it has engaged 78 students in leadership development and service opportunities. This semester, we mobilized 48 students, representing 21% of our student body. Through this program, students volunteer on campus or earn a place in our competitive work-study program, allowing top-performing students to offset educational costs while gaining real-world experience. In fall 2024 alone, these student leaders contributed over 960 hours of volunteer service and work, significantly enriching our campus community.



48 students volunteered 960 hours



WORK-STUDY PROGRAM

In fall 2024, 30 exceptional students earned spots in our prestigious work-study program, collectively working over 450 hours and earning equivalent to 34% of their semester's tuition and living expenses. Our work-study students enhance campus operations while gaining valuable skills in areas like recruitment, outreach, administrative support, and campus improvement projects. This experience equips them with professional networks and hands-on knowledge that strengthen their appeal to employers after graduation.



30 students volunteered 450 hours



ALUMNI ENGAGEMENT

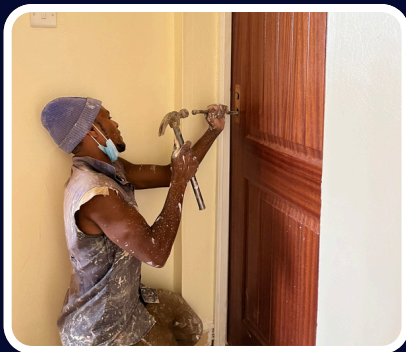
We hosted close to 200 University alumni at the *Reimagining KAG EAST University* event to deepen their engagement in our transformation through their assistance in recruiting efforts, mentoring students, sponsoring student interns in a professional capacity and supporting the University through financial investment. [Watch this message](#) of a few of our alumni sharing the impact EAST has had on their life.

GOAL 4: ADOPTING A STUDENT-FOCUSED APPROACH



CAMPUS IMPROVEMENTS

This semester, we made several meaningful enhancements to our campus to enrich the experience of our students including:



- Supporting student well-being by creating an outdoor student kitchen on the Kitengela campus, allowing students to prepare home-cooked meals. This initiative promotes healthier eating, encourages social interaction, and cultivates essential life skills, all while reducing financial burdens and fostering a stronger sense of community.
- Improving student health with the establishment of sanatoriums on both the Kitengela and Buruburu campuses, providing dedicated spaces for rest, relaxation, and recuperation to support students' physical and mental well-being.
- Empowering spiritual growth by establishing a 24-hour prayer room in the chapel, offering a sacred space for spiritual reflection and fostering deeper prayer practices among our community's servant leaders.
- Enhancing our environmental impact through the construction of an incinerator, which has been praised by the Commission for University Education (CUE) for its role in reducing campus waste and promoting sustainability.

GOAL 4: ADOPTING A STUDENT-FOCUSED APPROACH

(continued)



STUDENT SERVICES

We remain committed to cultivating a culture that prioritizes students, placing them at the heart of everything we do including:

- Fostering student connection and engagement by involving an average of 70% of the student population in 12 campus events, 16 community-friendly soccer games with local churches, and 19 interclass competitions, promoting positive interactions and building a stronger sense of community.
- Engaging with the sports programs of three other higher learning institutions, while preparing our university to host a tournament that includes friendly matches with the various teams.
- Establishing student mentor groups for both male and female students, with approximately 120 participants meeting on a bi-weekly basis to foster personal development, academic success, and leadership growth.
- Empowering student leadership by hosting two successful elections, resulting in the appointment of eight inaugural student leaders, who will lead student initiatives, represent student interests, and strengthen campus involvement.
- Partnering with WorldServe International to mentor our female students through the ["This Girl"](#) Program, providing education and support to girls in developing countries through a health curriculum, delivered with compassion and empowerment.



FALL 2024: BY THE NUMBERS

120

STUDENTS IN MENTOR GROUPS

70%

STUDENT BODY PARTICIPATION

19

INTERCLASS COMPETITIONS

16

CHURCH SOCCER MATCHES

12

CAMPUS LIFE EVENTS

2

STUDENT ELECTIONS



GOAL 5: DEVELOPING OPERATIONAL EXCELLENCE



CUE AUDIT

In October 2024, EAST completed a highly anticipated, comprehensive and successful audit conducted by the Commission for University Education (CUE), the nationally recognized regulatory body responsible for accrediting universities in Kenya. We are appreciative of the audit panel's constructive feedback including strengths, weaknesses and recommendations, which we have begun to address and implement as part of our ongoing commitment to excellence.



TECHNOLOGY

EAST adopted a new Enterprise Resource Planning (ERP) system that provides automation of best practices of processes within the University and ensures EAST has a modern, flexible, and robust system housing well secured data run from a cloud server enabling access regardless of physical location. The technology team is also improving student and staff productivity by installing Wi-fi routers throughout our two campuses to improve internet connectivity and making plans to equip campus computer labs with new and modern computers.



FINANCIAL STRENGTH

A great deal is changing here at EAST, with many of these changes being both impactful and visible. In addition to these visible changes, there are also important developments happening behind the scenes—such as historical debt management, enhanced financial reporting, and the growth of new revenue streams. These efforts are crucial in strengthening the University's financial foundation and long-term stability.

HISTORICAL DEBT



By 2021-2022 EAST was in a severe operational and financial free fall.

- Falling enrollment and unrealized government fees (the government was supposed to pay the university \$1.4 million for government sponsored students, yet we only received \$320,000) caused severe operational and financial hardships for the University.
- Deferred maintenance issues were not addressed, CUE accrediting regulations were incomplete, staff salaries were unmet, library and technology infrastructures were not updated, and the University was in severe debt.
- By the end of 2023, KAG paid down a significant amount of EAST's debt, but an additional \$400,000 of debt remained.
- In fall of 2024, KAG agreed to the terms of a third-party loan that is enabling the University to clear all its outstanding historical debts and working towards making the University whole.

NEGOTIATED SAVINGS



Consistent with organizational practice, we are in the process of debt settlement negotiations with each of our creditors.

- Our most important debt was to each of our adjuncts, and we prioritized an adjunct debt resolution prior to settlement negotiations with other creditors.
- The Sponsor, Board of Trustees, and University Council authorized the University Management Board to meet with and settle with any adjunct faculty willing to accept an 80% settlement on the payments owed to them.
- With the Lord's help, we successfully negotiated with our academic adjunct staff to accept an immediate 80% payout resulting in a significant \$27,878.56 savings to the University.
- Having now successfully satisfied as many adjunct debts as we can, we are in the process of beginning to settle our other debt obligations with a target completion date of June 1, 2025.

Historical Debt	Value
Original historical debt total	\$478,429.00
Paid to creditors as of Nov. 1, 2024	-\$204,437.94
Balance	\$273,991.06

EAST realized a savings of **\$27,878.56 from the negotiated 80% adjunct debt settlement and negotiated our land tax bill down by 51% for a savings of **\$17,280.00** for a total of

\$45,158.56 SAVINGS!

GOAL 5: DEVELOPING OPERATIONAL EXCELLENCE

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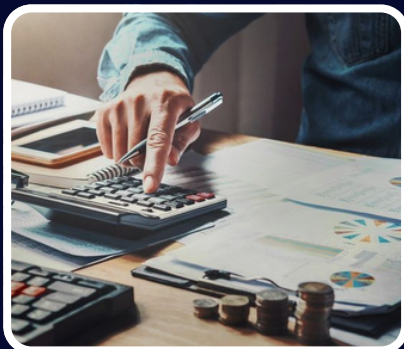
FARMING REVENUE

EAST signed a five-year Memorandum of Understanding (MOU) with KAG allowing the denomination to farm 30 acres of undeveloped, university land with the revenue helping pay off the KAG historical debt loan. Over the next 5 years, KAG will teach EAST how to effectively farm the land while also developing capital improvements on the land including wells. The wells will improve the long-term land value by \$25,000-\$50,000 and will produce revenue for the University following the end of the five-year MOU.



STEWARDED LAND SALE

EAST sold a portion of its land that was attached to East Assembly Church and plans to invest the majority of proceeds in an interest-bearing account. This strategic investment will generate additional income for the University, enhancing its financial stability for the future academic year.



FINANCIAL REPORTING

Our new ERP system allows for regular budgeting and forecasting practices to enhance financial planning and resource allocation across the University. This approach supports strategic decision-making, ensuring sustainability and alignment with the institution's long-term goals.

FINANCIAL REPORTS

View our latest financial reports:

- [Tuition Collection & Rental Income](#)
- [Cashflow Statement](#)

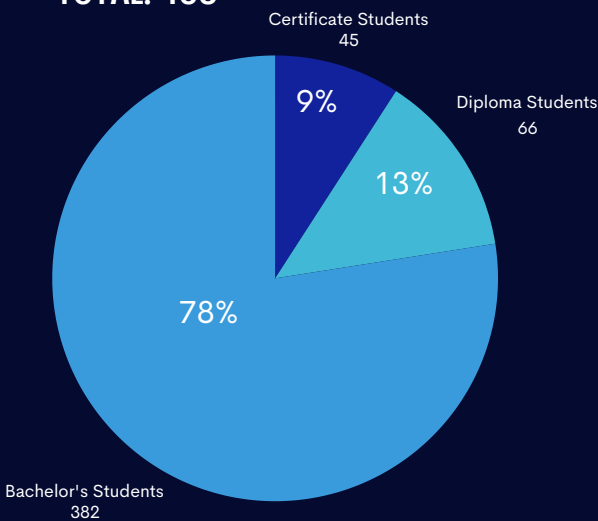
GOAL 6: ESTABLISHING MARKETING STRATEGY

RECRUITMENT

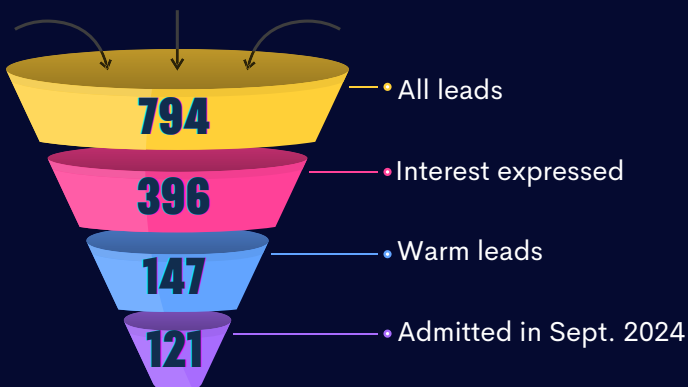
- We are working on plans to adopt a comprehensive Customer Relationship Management (CRM) system to enhance our recruitment and admissions processes.
- In the Fall 2024 semester, we achieved a remarkable milestone, recruiting 121 new students, over a 50 percent increase from the previous year, bringing our total student enrollment to 493 students in 17 academic programs. This significant enrollment growth not only enhances the University's diversity but also strengthens our academic community, providing a richer learning environment for all students. Our current active student enrollment breakdown includes:
 - 45 Certificate students
 - 66 Diploma (U.S. associate's) students
 - 382 Bachelor's students
- We anticipate recruiting an additional 200 new students by September 2025, bringing our total active enrollment to 592 students (101 will be graduating).

ACTIVE STUDENT ENROLLMENT

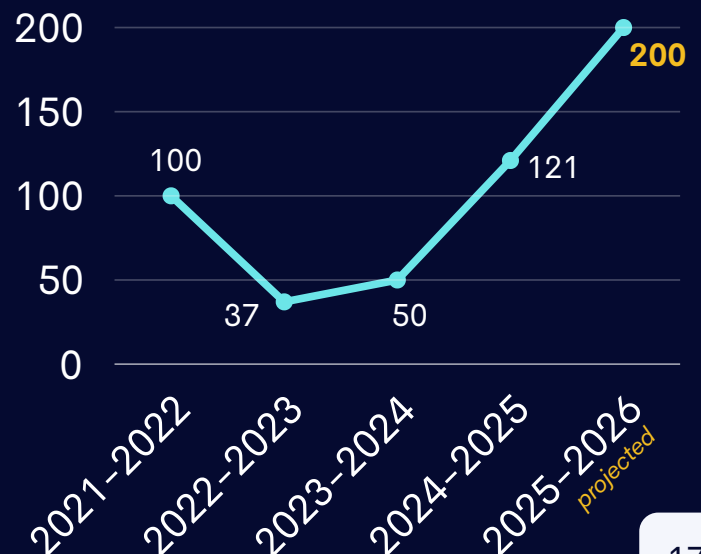
TOTAL: 493



NEW RECRUITMENT FUNNEL



NEW STUDENT RECRUITMENT



GOAL 6: ESTABLISHING MARKETING STRATEGY

(continued)



RECRUITMENT PARTNERSHIPS

- We developed a formal partnership with the **KAG National Teens** and **KAG National Youth Ministry** to enable merit-based student recruitment from across the country.
- We are in partnership conversations with the leaders of **Kubamba**, the largest indigenous secondary school ministry and media outreach in East Africa.
- Our partnership with **The Africa Assemblies of God Children's Ministry Commission (AAGACMC)** empowers local church children and youth ministry leader certifications in collaboration with 34 African denominations. The AAGACMC certificate program is designed and optimized through an MOU and articulation agreement with EAST. AAGACMC leaders can earn university-level academic credit for their work and continue building on their educational journey.
- We are in the early stages of establishing a partnership with the **Kenya Assemblies of God Extension (KAGE) Bible School**, which trains and equips emerging pastors and ministry leaders across Africa. This partnership will allow KAGE students to transfer up to 60 course credits earned in KAGE courses to EAST, where they can be applied toward earning certificates or degrees.
- We are developing a recruitment plan in collaboration with Kenya's **Technical and Vocational Education and Training Authority (TVETA)** to support Kenyan students who did not complete high school or obtain a KCSE (Kenya Certificate of Secondary Education) — the equivalent of a U.S. high school diploma — in becoming eligible to attend EAST.
- Strategic partnerships with additional **Bible colleges and educational institutions** are in the works to better serve our community, enhance our program offerings, and provide pathways for students to transition seamlessly into EAST's degree programs.

GOAL 6: ESTABLISHING MARKETING STRATEGY

(continued)



STUDY ABROAD

We are diligently working in partnership with SEU to establish a pathway for student exchange through the development of a Study Abroad Kenya program for Christian higher education students in the United States beginning in Fall 2025 with 3-5 inaugural students.

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MARKETING

- EAST is more committed than ever in engaging our digitally connected students through social media. Our marketing team increased traffic on our Instagram social media platform from 1,600 monthly views to 3,000+ monthly views, with goals to continue the upwards trend.

INSTAGRAM MONTHLY VIEWS

Sept. 2024

1,600

Nov. 2024

3,000+

- The University is adopting other digital marketing tools such as [this promotional video](#) for our newly created National Internship which provides a full tuition scholarship for selected KAG students who will work to develop a performing arts and professional leadership program.

FOCUSED LEADERSHIP



Our new Vice Chancellor, Dr. Kyle Chalko, relocated to Kenya in September 2024 and is experiencing tremendous success

- Bolstering recruitment
- Increasing enrollment
- Implementing organizational innovation
- Enhancing the University's student-centered focus.



Dr. Chalko is building a strong University Leadership team with the recent hiring of several key positions including:

- Deputy Vice Chancellor of Academics and Student Affairs
- Human Resources Officer
- Director Media Department
- Head of Department of Education
- Director of Vocational and Training Institute



GOAL 8: BUILDING CHURCH RELATIONS



KENYA AND EAST AFRICA PARTNERS

In addition to our partnerships with KAG National Teens, KAG National Youth Ministry, Kubamba, The Africa Assemblies of God Children's Ministry Commission (AAGACMC), and Kenya Assemblies of God Extension (KAGE) Bible School, we are also actively cultivating a partnership with OneHope Kenya to deliver higher education value propositions to African students.



INTERNATIONAL PARTNERS

- We continue to engage a growing number of international consortium of partners to invest in EAST's transformation—universities, NGOs and churches across Europe and North America.
- We hosted multiple partners on visits to our Kenyan campuses including Calvary Church in Naperville, IL and Highlands College in Birmingham, AL. Upon his recent visit to EAST, International Partner, Tim Loar, Missions and Senior Adult Pastor of Calvary Church stated, "KAG EAST University is in great hands! What an amazing team that God has assembled to revitalize the university. I can't wait to see how God uses KAGEU to bless Kenya, all of Africa, and beyond!" [Watch this testimonial](#) from Tim's experience visiting EAST.
- We are partnering with SEU, Chi Alpha at The University of Hawaii and other international partner universities and churches to sponsor mission teams at EAST to support the growth and development of the local church, engage in evangelistic outreach, deepen cross-cultural understanding, all while fostering long-term partnerships for the advancement of the Gospel.



VISIT KENYA

- We'd love to host any of our partners on our EAST Partner Trip in June 2025. [Click here](#) for more information on how you can visit EAST's beautiful campuses in Kenya.

THANK YOU

Your ongoing support is vital to our mission. [Click here](#) to make your annual gift today to help us achieve even greater success.

If you'd like to be added to our Partner Update distribution list, email AmyWhitlark@OneHope.net.

