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Directorate of Advancement and Linkages

Building strategic partnerships for institutional excellence

DAL Newsletter | Maiden Edition

Volume 1, Issue 1



Welcome to the maiden edition of the Directorate of Advancement and Linkages Newsletter. This edition highlights key milestones, strategic engagements and activities undertaken by the Directorate in advancing the vision of the National Open University of Nigeria (NOUN).

The Directorate is committed to strengthening relationships with development partners, corporate organisations, government agencies and other stakeholders in support of the University's teaching, research, innovation and community development objectives.

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Leadership Update



Prof. Bridget A. M. Yakubu assumes office as Director

The National Open University of Nigeria (NOUN) has appointed Prof. Bridget A. M. Yakubu as the Director of the Directorate of Advancement and Linkages.

Prof. Yakubu assumes leadership of the Directorate at a time when the University is strengthening partnerships, fundraising initiatives, and institutional collaborations in support of its strategic goals.

As Director, she will provide leadership in promoting sustainable partnerships with government agencies, the private sector, development organisations, and other stakeholders, while advancing initiatives that enhance the University's visibility and growth.

The Directorate of Advancement and Linkages plays a key role in mobilizing support for the University through strategic collaborations, resource development, and stakeholder engagement.

Under Prof. Yakubu's leadership, the Directorate is expected to build on existing achievements while exploring new opportunities that contribute to NOUN's mission of expanding access to quality education.

Vision

To steer NOUN to be the foremost open and distance learning institution in teaching, research and community service through strategic partnerships and collaborations with local and international partners.

Mission

To establish, coordinate and manage NOUN's linkages with other higher educational institutions, corporate organizations and educational stakeholders at the local and international levels, by seeking support and forging partnerships towards the attainment of the objectives of the open and distance education.

Strategic Collaborations



NOUN VC, Prof. Uduma Orji Uduma, and a representative of TDRTI

NOUN partners with US institute to launch cosmetics certification programmes

The National Open University of Nigeria (NOUN) has signed a Memorandum of Understanding (MOU) with the United States-based Tropics Derma Research & Training Institute (TDRTI) to introduce professional cosmetic and skincare training programmes in Nigeria.

The MOU was signed at the University's Headquarters in Abuja and facilitated by the Directorate of Advancement and Linkages, with Elite Beauty Trends Ltd serving as the implementing partner in Nigeria.

The partnership will offer Certificate and Professional Training Programmes in areas including Professional Tropical Cosmetics Esthetics, Tropical Cosmetology and Cosmetic Science, alongside training in skincare science and dermatological research.

Speaking on the partnership, the Director, Directorate of Advancement and Linkages, Prof. Bridget A. Yakubu, described it as a significant milestone for the University. She noted that the collaboration would promote education, research and professional development in a sector with significant potential for growth in Nigeria and across Africa.

The programmes will be delivered through NOUN's Open and Distance Learning platform and electronic learning methods, making them accessible to learners across the country. TDRTI will provide the training methodologies and research frameworks, while Elite Beauty Trends Ltd will coordinate implementation in Nigeria.

Successful participants will receive professional certification after completing the required training and Computer-Based Tests (CBTs).

Capacity Building for Institutional Advancement

As part of its commitment to strengthening institutional advancement, the Directorate of Advancement and Linkages (DAL), National Open University of Nigeria (NOUN), participated in the National University Advancement Programme (NUAP) organised by the Nigeria Higher Education Foundation (NHEF) in Lagos from 25–27 June 2026.

The intensive three-day programme brought together representatives of universities across Nigeria to enhance their understanding of university advancement as a strategic function for promoting institutional growth, stakeholder engagement, and long-term sustainability.





Participants engaged in practical sessions covering communication and marketing, capital campaigns, advancement services, data management, ethics, and professional best practices.

Through interactive group activities and collaborative discussions, participants developed institutional communication strategies, donor engagement plans, and practical advancement frameworks tailored to their respective institutions.

Beyond the technical sessions, the programme provided an opportunity for universities to exchange ideas, share experiences, and explore innovative approaches to strengthening advancement operations in Nigeria's higher education sector.

For the Directorate of Advancement and Linkages, NOUN, the knowledge gained will support ongoing efforts to expand strategic partnerships, improve donor relations, and enhance institutional visibility in line with NOUN's vision for sustainable growth and development.

Minister Urges Universities to Strengthen Advancement for Sustainable Higher Education

The Honourable Minister of Education, Dr. Maruf Tunji Alausa, has stressed the importance of university advancement in strengthening the financial sustainability and long-term development of Nigerian universities.

The Minister made the call at the National University Advancement Forum 2026, organised by the Nigerian Higher Education Foundation (NHEF) for advancement offices in federal universities. The two-day Forum, held in Abuja from September 8–9, was themed “Strengthening University Advancement: Professionalization, Peer Learning, and Leadership".





The Directorate of Advancement and Linkages (DAL), National Open University of Nigeria (NOUN), participated in the Forum, which provided an opportunity for participating universities to review progress since the advancement training held in June and share experiences on resource mobilisation and institutional sustainability.

Dr. Alausa noted that government funding alone could not sustainably finance higher education and urged universities to diversify their funding sources through research grants, philanthropy, industry partnerships and other legitimate sources.

He also called on Vice-Chancellors to take ownership of university advancement and provide advancement offices with the necessary authority, resources and professional support.

The Minister further highlighted the importance of technology in advancement activities and called for a national framework for university advancement that institutions could adapt to their individual needs.

The Forum featured presentations on institutional progress, a Vice-Chancellors’ Forum on advancement leadership and funding, peer-learning sessions and discussions on priorities for implementing advancement activities.

For NOUN, participation in the Forum provided an opportunity for DAL to engage with advancement professionals from other universities, exchange experiences and gain practical insights into strengthening advancement activities and resource mobilisation.

Training Opportunities

Certificate in Professional Caregiving for the Elderly

Registration is ongoing for NOUN's Certificate in Professional Caregiving for the Elderly. The programme is designed to equip participants with practical skills in elderly care through the University's flexible Open and Distance Learning (ODL) system.



Certificate in Professional Child Care



NOUN is accepting applications for its Certificate in Professional Child Care programme, offering practical training in child care, early childhood development, safety, and professional caregiving.

Offered through NOUN's Centre for Human Resource Development (CHRD) with Supernannies Nigeria Ltd.



Areas of Need

NOUN welcomes collaboration from individuals, corporate organisations, development partners, and alumni in the following areas:

- Student scholarships and financial support
- Digital learning and ICT infrastructure
- Research and Innovation
- Teaching and Learning resources
- Staff training and Capacity development
- Infrastructure and Endowment projects
- Community development and Outreach Initiatives

Benefits to Partners and Donors

Partnering with NOUN offers opportunities to:

- Strengthen Corporate Social Responsibility (CSR)
- Gain recognition through selected University publications and events
- Enhance brand visibility with a leading ODL institution
- Build strategic partnerships in education, research and innovation
- Create lasting social impact through support for quality education



Ways to Support NOUN

Your support helps NOUN expand access to quality education, strengthen research, improve learning resources and develop programmes that benefit students and communities across Nigeria.

You can support the University through:

- Individual Donations
- Corporate Partnerships
- Sponsorship of Programmes and Projects

How to contribute

Contributions to the National Open University of Nigeria can be made through the University's approved payment channels.
Bank: Central Bank of Nigeria
Account name: National Open University of Nigeria
Account number: 0230171267029
Remita: Select Pay TSA & States → FGN → National Open University, indicate the purpose and amount of your contribution, and provide the required payer details.

Every contribution counts — strengthening our shared vision.

Contact Us

advancementandlinkages@noun.edu.ng
www.nou.edu.ng/directorate-of-advancement-and-linkages
Instagram: dalnounofficial
Facebook: Directorate of Advancement and Linkages-NOUN