

2021

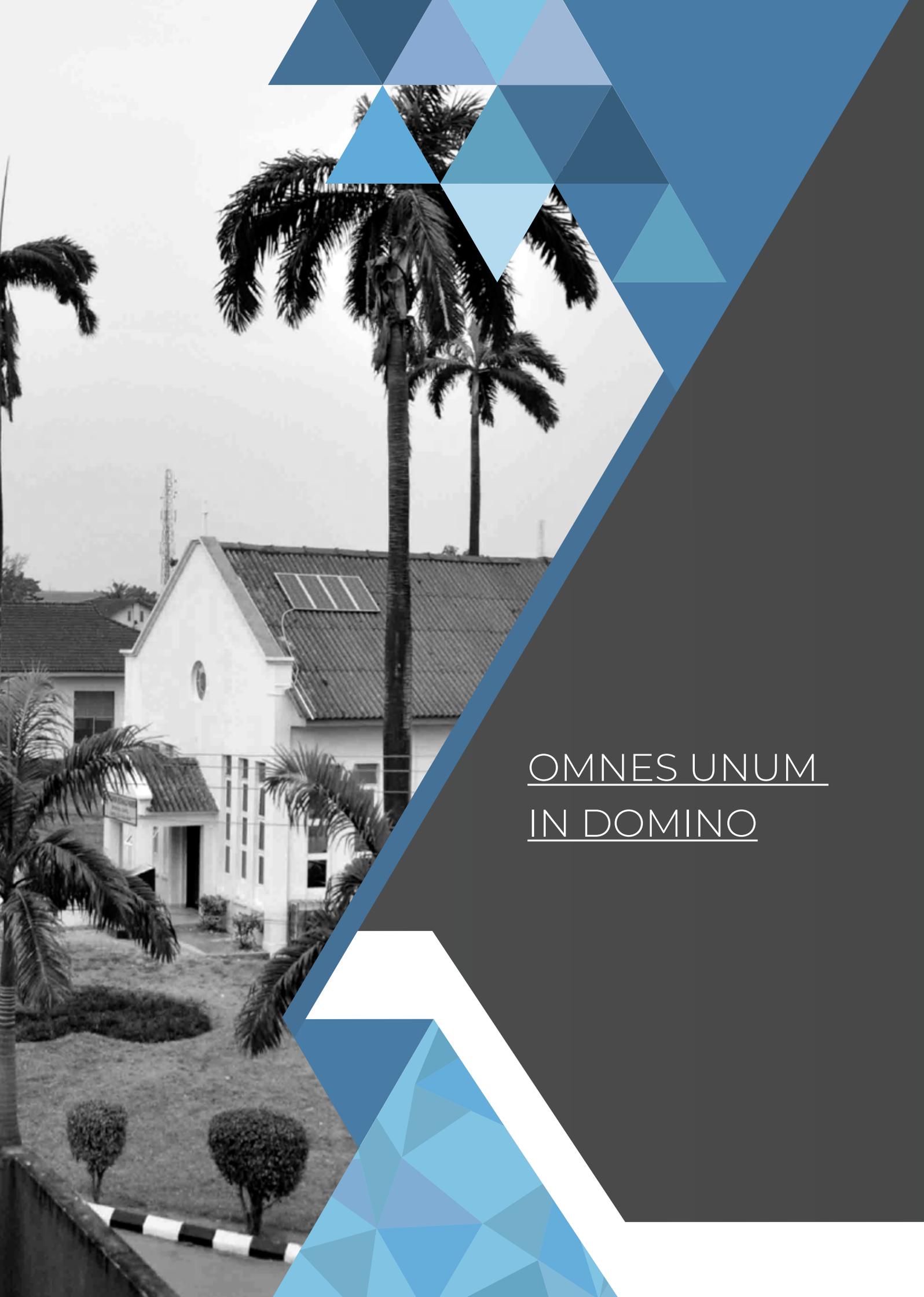
ANNUAL REPORT

ICOB A - E U R O P E . O R G



ICOB A
IGBOBI COLLEGE OLD BOYS' ASSOCIATION
EUROPE





OMNES UNUM
IN DOMINO

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EXECUTIVE COMMITTEE



Deji Okubadejo
Chairman



Tunde Joseph
Vice-Chairman



Fola Ajanlekoko
Director of Organisation



Seye Oyediran
Proctor General



Dele Osinuga
Assistant Proctor General



Jeremy Coker
Treasurer



Kunle Adeniji
Social Secretary



Segun Ifaturoti
Welfare Secretary



Revd Bunmi Fagbemi
Chaplain



Rev Tade Agbesanwa
Chaplain



Mobolaji Falase
Ex-Officio



Adelagun Abudu
Ex-Officio



Jimi Morgan
Ex-Officio



Sola Odemuyiwa
Ex-Officio



Tayo Awokoya
Ex-Officio



Soji Fagade
Ex-Officio

FROM THE CHAIRMAN



“... we are already beginning to see the shoots of the outcomes of EQM following the publication of the 2021 West African Examinations Council (WAEC) results for ICY. The results showed great performance and the best from the school in over two decades ... ”

This will be my fourth and final report as chairman of ICOBA Europe. I have now served two terms of two years each as the chairman of our Association and my second term will come to an end at the founders’ day service in February 2022 so by the time you read this report at the 2022 AGM I will be a past chairman. Leading our Association over this period has been a challenge and a privilege and I have enjoyed the journey and the opportunity to serve. I will present in this report, highlights of the year 2021.

COVID-19

2021 has indeed been a year to remember in many aspects not least concerning the pandemic that we continue to live through. We started the year in the hope that the pandemic would soon be over with the introduction of vaccination and then the booster jab later in the year, but finished the year rapidly moving towards another spike in infections with the emergence of a new variant with multiple mutations. I am thankful that although a number of us have been affected with varying degrees of severity of infection, we have had only a handful of mortalities. One death though is bad enough and our thoughts remain with members who have been affected by this. We also thank God for our members who have been through and recovered from serious health difficulties not necessarily

related to COVID-19. We all look forward to the time when we will be able to gather in person again and hug and embrace one another without worrying about some strange virus. We are particularly hopeful that we will be able to hold our biennial family retreat again in July 2022.

Founders’ Day

Our founders’ day service in 2021 was held as a completely online event as a result of the pandemic. You will remember that the last face-to-face activity that ICOBA Europe held was the 2020 founders’ day event. Moving to an online format for the founders’ day did take a significant amount of planning but I am proud to reflect that it went very well. The service was held on 7th February, hosted as usual by Holy Trinity Tottenham and officiated by our chaplains Rev’d Prebendary Bunmi Fagbemi and Rev’d Tade Agbesanwa with Pastor Agu Irukwu giving the address.

One advantage of having an on-line event was that Old Igbobians, friends and well-wishers could attend from all over the world and we indeed had attendance from Old Igbobians and spouses in Nigeria and North America. ICOBA President, Mr Olu-muyiwa Kinoshi, attended and gave a charge to the Association.



2021 saw the implementation of the enhancement to the ICOBA Europe awards with a return to our history and culture regarding award categories. Therefore at the 2021 founders’ day service, ICOBA Europe continued its practice of giving out awards to deserving members and awarded achievement award medals to the following members:

- Chief Babafemi Onabolu 55/59 set – Olatunbosun award for a lifetime of service to ICOBA Europe
- Pastor Agu Irukwu 79/81 set – Esubiyi award for service to the nation
- Mr Akintunde Coker 81/83 set – Angus award for service to ICOBA Europe.

The lifetime achievement award is a new award category and it was very fitting that the first recipient of this award is someone who has remained consistently very supportive of ICOBA and has given all of himself to the cause of the alumni association.

2021 also saw the introduction of another new ICOBA Europe mode of recognition – the ICOBA Europe Past Chairman’s lapel pin. This lapel pin is to be awarded to the outgoing chairman of the association at the handover to the new executive committee during the appropriate founders’ day service. The incoming chairman will affix the pin to the lapel of the outgoing chairman of the association.

To mark the introduction of this award, all the past chairmen of ICOBA Europe were presented with the lapel pin. The following past chairmen were therefore honoured with this award with a notification of the period that they served as chairman of the association.

- Amb. Olufemi George – 1990 to 1992
- Mr Abi Solarin – 1992 to 1994
- Mr Jimi Morgan – 1994 to 1996
- Otunba Bolaji Falase – 1996 to 2000
- Mr Lagun Abudu – 2006 to 2009
- Dr Olumide Awe – 2009 to 2013
- Dr Sola Odemuyiwa – 2013 to 2015



- Mr Tayo Awokoya – 2015 to 2016
- Mr Soji Fagade – 2016 to 2018.

Dr Olumide Awe unfortunately passed away in 2014 but it was a pleasure to see his wife receive his lapel pin and wear it with pride.

Social Activities

Our social activities were significantly affected by the pandemic and this resulted in most activities moving online. I know that some people are now tired of “Zoom” meetings but that is the new normal. In light of this, Pa Creppy’s planned 93rd birthday celebrations in January were moved to an online platform. This however did not stop us having a great celebration and his family members were particularly grateful that the old boys of Igbobi College not only remembered but also honoured their father. He did have a wonderful time including cutting a cake that was decorated with the school logo. I am personally very glad that we did this as Pa Creppy unfortunately passed away later in the year and once again ICOBA Europe was represented at his funeral in July.

It is the tradition of ICOBA Europe that we celebrate members who reach their 80th birthday. Mr Onabolu turned 80 in 2020 but the party that was planned for him was postponed due to the pandemic with a plan to have a big party in 2021 (after the pandemic). Unfortunately spring 2021 still saw us unable to gather together and so,

with his agreement, we decided to have an online celebration rather than have a second postponement. The celebrations went very well in March when he turned 81 and again his family joined Old Igbobians online to celebrate this great Igbobian.

We also held a very successful third presentation of the Dr Awe Memorial Lecture series event (DAML3) in November. This was a well-attended online event and we had 2 firsts with having female speakers and not one but two of them who spoke powerfully. Ms Ireti Bakare-Yusuf spoke on “Rape Culture – a troubling development amongst us” and Pastor Denrele Runsewe spoke on “Domestic Violence – a troubling issue affecting all ages”. I expect that you will find more details concerning DAML3 in the Director of Organisation’s report and on social activities in the Social Secretary’s report.

EQM

The Education Quality Masterplan (EQM) continues to be the flagship project of ICOBA Europe aimed at improving the quality of teaching and learning at Igbobi College Yaba (ICY) our dear alma mater. You will remem-

ber that phase 1 of this project, the two-year school turnaround aspect, began in August 2019. I am happy to report that progress continues to be made and we have received reports every term that demonstrate the continued improvement that we hoped to see. We also established very good working relationships with the new principal of ICY, Rev Adedotun Akanbi, and his senior leadership team. I can again report that they have taken EQM very seriously and are very enthusiastic and keen to see brilliant outcomes from the project. We have also engaged with the new Board of Governors (BOG) of ICY especially with the chair of the board, Mr Foluso Phillips, and the chair of the education committee of the board, Mrs Folasade Ogunnaike.

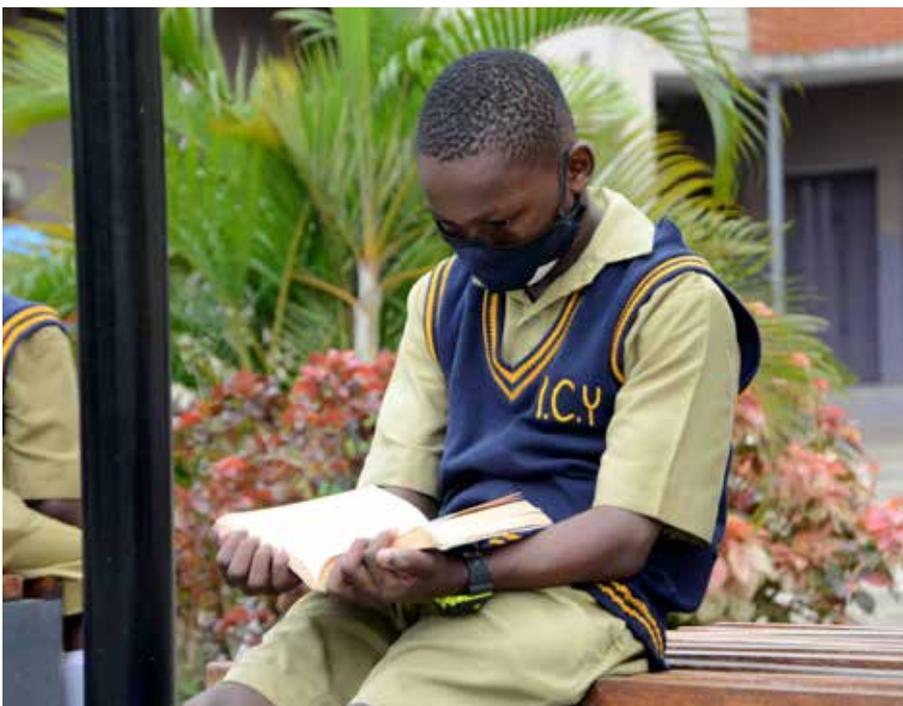
You will remember last year that I reported that we were all pleasurably surprised when the school team produced a school development plan (SDP) for the first time in generations. At the end of the 2020/21 academic session, the school team once again produced a SDP for the following year 2021/22. The comment from the education consultant, Dr Dolapo Ogunbawo, was that this SDP was “world class”. While it is important to thank the education consultant for

her sterling work in imparting knowledge, driving improvement and providing support, I should highlight that the SDP was actually produced by the school team and not simply handed over to them by the consultant. This demonstrates that the team has the ability to continue to do this going forward.

As has been said, “The team now know what to do; the important thing is to facilitate them progressing along the path of continuous improvement in the standards and practice of teaching and learning in the school”. It will be wrong at this stage if I did not acknowledge the input of Mr Oke Eleyae who has provided advise and support from the UK, helping to interpret reports and recommending what actions for us to take or questions for us to ask next. I usually joke that whereas I am not an educationist (although I am married to a school teacher), I have learnt a lot about secondary school education in the past 4 years although I still cannot explain what pedagogy means or how it works.

The first phase of the EQM project was completed in September 2021 and we now move into Phase II. In in-depth conversations with the relevant stakeholders we have agreed that EQM should be established as business-as-usual at ICY. ICOBA Europe has committed to phase 2 of the project which is the continuation of sponsorship of the continuing professional development of all of the teachers at ICY for the next 8 years. I am also very happy to share with you the news that we are already beginning to see the shoots of the outcomes of EQM following the publication of the 2021 West African Examinations Council (WAEC) results for ICY. The results showed great performance and the best from the school in over two decades with 23% of students that sat the exams having 5 or more A1s and 100% of the students with 5 or more A1 to B3 grades (compared to 2% in 2013).

The best student achieved 5 As and 2 Bs and no student failed in any one subject. A report from the BOG on this subject recognised the effort of ICOBA Europe in using EQM to drive the standard of education in the school. I have however advised the prin-



incipal that the old boys will expect even better results next year so there is more work to be done. Following the success of EQM, I am aware that at least two other schools in Lagos have borrowed the concept and materials to apply to school improvement efforts. I am glad that the gospel is spreading to improve the quality of secondary school education in Nigeria.

EQM has cost a significant amount of money and the latest estimate is that it will have cost over N17 million by the end of Phase II. We have been able to pay all of the invoices, and on time, till now and I thank you all for your generous support by making individual and set donations. I also thank the ICOBA 79/81 set for their generous donation of N5 million towards the project. We are still happy to receive donations of funds towards the project so that we can expand its scope even further so please do not stop the good work.

AGM

Our AGM occurred in May and as expected it was an online event that was well attended. This is the second time that our AGM was held online and the highlight of the AGM was the presentation of the draft new constitution of the association that had been approved by the executive committee in February and was approved and adopted by the membership at the AGM. There are significant changes in the constitution including the admission of female members who had been students at ICY. It was however clarified that the name of the association would remain ICOBA Europe. There are also some changes to the process of election of officers as well as relationships with sets and a clarification of the disciplinary process.

OBIC UK and future projects

You will remember from last year's report that ICOBA Europe began the process of launching its charitable arm by the incorporation of a company limited by guarantee – OBIC UK – with a number of directors. The directors have been active but have been hampered by the difficulty in opening an account. Account

opening has been difficult because of the pandemic. Efforts are however still continuing and the expectation is that the company will become fully active in 2022.

With the resounding success of EQM, your executive committee has been looking into the future to ascertain future projects to be considered. The project of a compilation and publication of the history of ICOBA Europe is continuing and the association's historian, Otunba Bolaji Falase, is still hard at work on this. We have however agreed to propose an even bigger project for the school and last year I shared with you the vision of developing a museum for ICY. Work has begun on this with the commissioning of a group of architects, who are all Old Igbobians, to scope the establishing of a museum in the school grounds in one of the heritage buildings on the campus. I am certain that you will hear more about this in 2022 and it will be great to not just tell the history of ICY but also house the objects and artifacts that currently reside in personal collections all over the world. A school museum will not only preserve the heritage of the school for future generations but also add value to the school.

Elections

ICOBA Europe elections are held every 2 years and so 2021 was an election year. Candidates were presented for all the positions and as there was only one candidate for each post, all of them were returned unopposed. The candidates and positions were

- Chairman – Mr Gbenga Segun
- Vice Chairman – Mr Jeremy Coker
- Director of Organisation – Mr Kaye Olule
- Proctor General – Otunba Oladele Osinuga
- Assistant Proctor General – Mr Peter Akinwunmi
- Treasurer – Mr Femi Ogidan
- Social Secretary – Mr Kunle Adeniji
- Welfare Secretary – Mr Segun Ifaturoti

The new officers of the association will be inaugurated at the founders' day service on 12th February 2022 and I am certain that you will give them your full support. I am sure that you will like me to thank the officers of the association who will be leaving the executive committee — Mr Tunde Joseph, Mr Fola Ajanlekoko and Mr Seye Oyediran. They have served meritoriously and have left their footprints on the sands of time.

ICY 90th Anniversary

You will have noticed information going round about the plans to celebrate the 90th anniversary of the founding of Igbobi College Yaba. The Anglican and Methodist missions founded the school in 1932 and so it will be 90 years old in 2022. Although it is the school's anniversary and not ICOBA's, ICOBA National is planning to celebrate this anniversary worldwide with a series of events throughout the year and the raising of N1 billion to support ICOBA projects for the improvement of the school. Otunba Falase and myself are on the ICOBA National 90th anniversary planning committee and work is picking up pace.

ICOBA Europe will engage with this celebration and we have also set up our own Europe 90th anniversary committee that is chaired by Mr Jeremy Coker. We will celebrate our usual activities — the founders' day service in February and the family retreat in July — but as these are now included in the year-long celebrations calendar, we can expect Old Igbobians from outside Europe to join us at these events. There are also plans for a gala dinner in London in September. In Europe, our 90th anniversary plan includes raising the sum of £250,000 to support the establishment of the Igbobi College museum.

Conclusion

In concluding, it has been a very interesting four years of leading our association and I

thank you for the support the members of the executive committee and myself have received. We have achieved a lot but there is still work to do. One of the pressing things to do is to increase the level of engagement of the younger generation and the millennials with the association and you will read more about this in the social secretary's report. I am particularly delighted of our stewardship of the funds of the association, as despite spending huge sums of money on your projects, we have left the association's purse in a slightly healthier state than we found it four years ago. Thank you once again for your giving out of self-denial and for paying your subscriptions.

2021 has been a great year and I hope that 2022 will be an even greater year. Some people have said that 2022 will be a second chance to have a good 2020 but I say try to enjoy each day because each one is a blessing to receive. I have appreciated my role as chairman and although that role ends in February 2022, I will continue to be a member of the ICOBA Europe executive committee as a past chairman. I will also continue my other roles in ICOBA as a member of the ICOBA National 90th anniversary committee, as co-chairman of the ICY Scholarships & Grants Advisory Board and as chair of the board of OBIC UK. Everything that has a beginning has an end and I will step down from the chair and consequently also step down from my membership of the National Executive Council of ICOBA National. The handover process to Mr Gbenga Segun has already commenced and by the time you are reading this he will be the chairman of ICOBA Europe.

Once again thank you for your support in all areas. Ce ce ce ce!

Deji Okubadejo
Chairman

AWARDS COMMITTEE

Objectives

ICOBA Europe Awards and Honours has been setup to recognise extraordinary performance and/or achievements in one or more of the below listed awards by individuals of the Association.

- ICOBA Europe achievement awards
- ICOBA Europe lifetime of service to ICOBA award
- ICOBA Europe Past Chairman lapel pin

It has to be emphasized that these activities are undertaken in Europe or undertaken outside Europe on behalf of ICOBA Europe

The achievements awards are then categorized as follows:-

- ICOBA Europe Angus award for service to ICOBA Europe
- ICOBA Europe Parker award for professional excellence
- ICOBA Europe Esubiyi award for service to the nation
- ICOBA Europe Olatunbosun award for a lifetime Service To ICOBA Europe

The ICOBA Europe achievement awards committee had the task to call on the various members of ICOBA based mainly in Europe to nominate and submit the nominations of members for any of the above categories.

In addition our remit was to receive the nominations for the eligible individuals, re-

view the nominations and make recommendations to ICOBA Europe executive committee, who in turn make the final approval of award recipients.

This year was another exceptional year due to the COVID-19 pandemic, and this produced operational challenges for a lot of people, as well as making it difficult to gather and socialize; the awards committee not being excluded. As a result the committee had no nominations submitted this year.

The committee would however report that in another year in which members hardly met physically, it is fair to say 2021 has been another extra-ordinary year. We must look on the positive side and one thing we have come to realize is the strong emergence of online communications with applications like Zoom and Meetings.

The global pandemic is here and we now need to look at how to manage the situation, meaning we all need to be more creative and use the different forms of media to jump over any obstacles.

Outlook for 2022

The Focus for the coming year is to thereby to stay positive, and continue to learn lessons from the last couple of years, and use the new media formats to encourage members to participate more and publicize the achievement of their fellow members.

Tunde Joseph
Vice-Chairman



FROM THE SECRETARIAT



ExCo and Annual General Meetings

The secretariat hosted seven ExCo meetings in 2021, all held remotely on 16th January 2021, 20th February 2021, 20th March 2021, 22nd May 2021, 25th July 2021, 18th September 2021 and 20th November 2021.

The Secretariat also hosted the 2021 Annual General Meeting remotely on 22nd May 2021.

The AGM was attended by 36 members and 2 observers who are old boys from Nigeria and the US. The meeting amongst other issues after a robust deliberation adopted the amended constitution of the Association.

The meeting also deliberated extensively on the flag ship project of the association, the Education Quality Master plan. The meeting commended ExCo for this laudable project which had run successfully for two years, the Chairman informed members there was ongoing discussion with Chairman of the Board of Governors (BOG), Igbobi College,

the Chairman of the BOG Education Committee the School Principal and the Consultant about the future of the project.

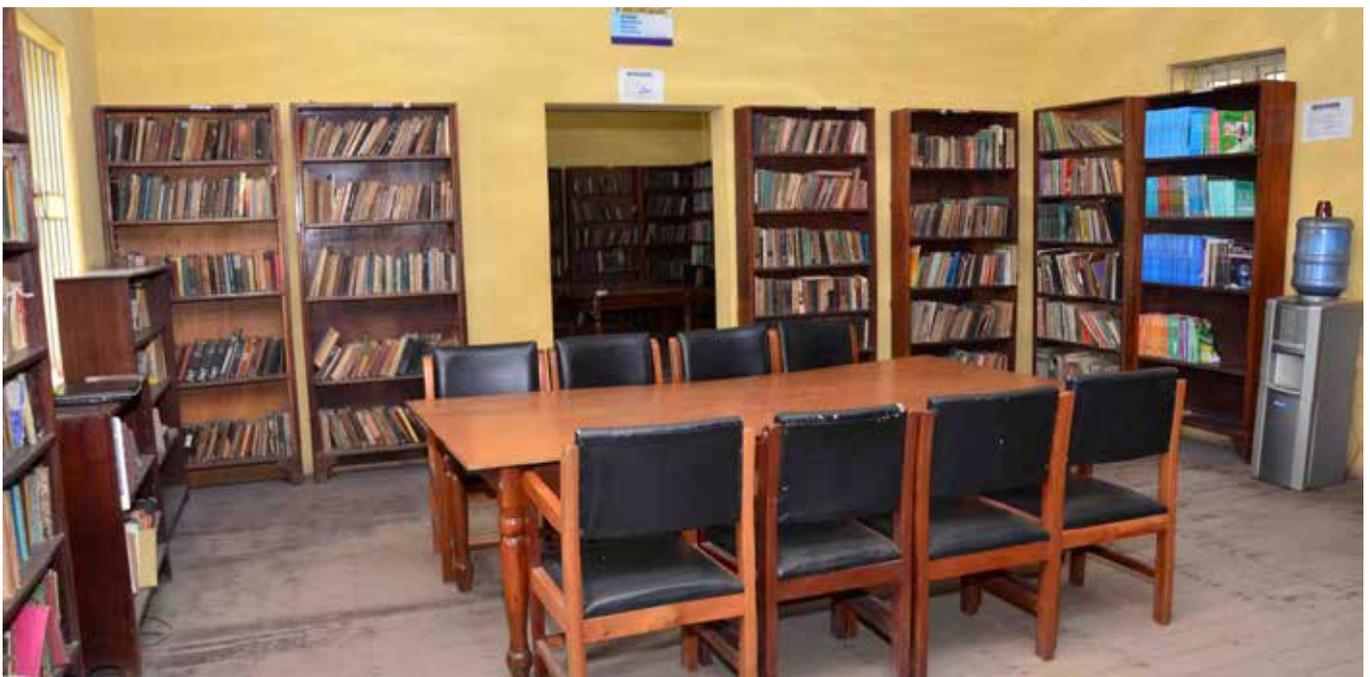
Registration of Charitable Arm of the Association

We are still exploring the opportunity to open a bank account in the name of OBIC UK.

ICOBA Europe General Elections 2021

Seye Oyediran, the Proctor General supported our Chaplains with the conduct of 2021 general elections on Google Voting Forms. The elections were held on 27th November 2021 and the results were announced on 24th November 2021.

Seye Oyediran
Proctor General



SOCIAL EVENTS

Firstly, let me say that I have enjoyed my role as Social Secretary for the past term of office.

I am very fortunate to have served the great members of the Executive Council and the members of our planning committees have provided me with some very useful guidance to continue to do so. The goal of this report is to outline the goals for offsite social events. This includes the coming events for next year and our plans for engaging millennials and older OIs.

As we focus on our efforts in supporting one another and the need to continue our social calendar, we must be effective in our responsibility to uphold Government directives and guidance on social gathering during this period.

We have considered several social options to get us back to pre-2019, but the chameleon nature of the present situation has been a huge challenge and we have mainly resorted to virtual events during the current ExCo.

We were unable to carry out following events:

- The 4-hour open roof view in London with self-catering and cocktails.
- Flight Club in Shoreditch - the home of Social Darts
- Greenwich Peninsula Golf Driving Range

- The NSF (UK) 2020 Battle of Alumni Quiz Night on the 27th March 2020.
- In-person ICOBA EUROPE AGM on the 9th of May 2020 in Birmingham.

As Social Secretary, I actively participated in most of online events held by other Alumni in the UK. Some of these virtual activities are listed below:

1. Alumni “Best Memories” competition online Event by Old Grammarians UK 19th May 2020.
2. CMS 161st Founder’s Day online celebration 12th to June 2020 - wherein I led a short invitation prayer on behalf of ICOBA EUROPE.
3. All Alumni Social Secretaries Summit Online Event 19th June 2020.
4. NSF(UK) Webinar — Staying Safe in a Digital World 25th June 2020.
5. Online “Meet and Greet” Event organised by Social Secretaries Summit 7th of August 2020.
6. NSF (UK) Virtual Family Fun Day on the 29th of August 2020.
7. First Virtual 2020 AGM ICOBA International, 26th September 2020.
8. Lagos Anglican Girls Grammar School (LAGGS Old Girls Association UK) 65th Founder’s Day, Saturday October 31,





2020. ICOBA Europe was represented by ICOBA Europe’s Social Secretary with the prayer session.

9. Online NSF (UK) Celebration Night 2020 27th of November 2020.
10. Holy Trinity Church Tottenham hosted Carol Service & Nativity Lessons the Eucharist of Christmas Virtually on 24th of December 2020.
11. The Social Activities amongst other Alumni in Europe still thrived virtually through Social Secretaries Summit which ICOBA Europe participant fully in most of their events during the lockdown since March 2020 till date.

12. NSF (UK) Based Nigeria Alumni Association Virtual Quiz Nite 30 April 2021.

We were able to deliver successful ICOBA Europe online events which were well attended.

For the rest of 2022 and beyond, we are looking forward to the upcoming events. These include the 90th Founders’ Day celebrations, the ICOBA Europe Family Reunion at the end of July, Royal Ascot attendance and the 90th Anniversary Fundraising Gala event in October.

Adekunle Adeniji
Social Secretary

WELFARE

Outreach/Support

The year started in a lockdown and with the continuation of the UK-wide COVID-19 vaccination programme which had begun on December 8, 2020.

Whilst in lockdown, 'Welfare check' calls were made to Old boys by members of the Welfare committee just as it was done during last year's lockdown.

With the use of a roadmap, the country finally went out of lockdown at the beginning of the 3rd quarter.

Though excited to go out and start mingling again, it was still with a degree of trepidation that a number of ICOBA EUROPE members attended an event in August called "Walk In The Park 2021", organised by JUST GIVE BACK UK, a charity organisation set up by mainly some Igbobi College Old Boys of the 80/82 set. The main aim of this laudable event was to make a donation as a way of giving back to the society.

With the lockdown now over, once again the opportunity to visit vulnerable members became open and a number of visits were made until the COVID-19 Omicron variant surfaced in late November, which led to the suspension of such visits.

Celebrations

Pa. Abayomi Creppy aged 93 January on January 31

ICOBA Europe organised a Zoom party for Pa. Creppy in celebration of his 93rd birthday. This successful event was largely

attended by several members of Pa Creppy's family (children, grandchildren and great grandchildren) and many old boys who logged in from Europe, Nigeria and North America.

Chief Onabolu's 80th celebrated in March deferred from last year due to COVID-19

ICOBA Europe's policy is to hold a dinner for every Old boy that attains the age of 80 years. COVID-19 robbed us of the opportunity of celebrating Chief Onabolu last year when he turned 80 as the whole country was in a lockdown at the time. We had hoped to formally celebrate this great man and a father to all this year but as more lockdowns were being imposed with the uncertainty of when it would eventually end, ICOBA EUROPE decided to hold a ZOOM party for Chief Onabolu on March 28.

It was a well organised and grand event attended by old Igbobians from Europe, EMEA, Nigeria and North America.



Otunba Falase's (71/73 set) son's traditional wedding in September Niyi Falase to Adeola Alaran

ICOBA EUROPE members rejoiced with the Falases on the purely traditional and grand wedding of their son in a "Yoruba culture" themed event.

Bereavements

Sadly, the branch experienced the following losses during the year.

Old Igbobians

Mr Segun Johnson aged 58 years old 79/81 set Townsend house in April.

Pa Abayomi Creppy aged 93 years old 1948 set Townsend house in June.

Mr Ladega Olumegbon aged 66 years old. 73/75 set. Aggrey house in September.

Close family members

Bisi and Goke Fawole (80/82 and 78/80 sets respectively) – Brother and an old Boy resident in Nigeria, **Mr Supo Fawole** aged 54 years old 81/83 set in January

Jerry Coker (79/81 set) – **Mother** aged 88 years old in December

Funsho Oluwole (79/81 set) – **Father** aged 93 years old in December

Messages of condolences were sent to family members as COVID-19 restrictions prevented physical visits.

Pa. Creppy's Zoomed funeral service which took place in July was attended virtually by Old Boys.

Jeremy Coker's Mum's funeral took place in December with many Old boys attending physically and virtually.

Looking on the Bright Side In 2022 and Beyond ...

The COVID-19 pandemic has put a big constraint on the level of interaction that we would have had over the past 2 years and it is hoped that the situation will improve in 2022 so as to enable the implementation of many ICOBA EUROPE welfare initiatives.

Happy 2022 and beyond, noble ones!

Segun Ifaturoti
Welfare Secretary

MILLENNIALS ENGAGEMENT – PROJECT STRATEGY

Membership of Igbobi College Old Boys Association (ICOBA) occurs by right and that right is gained by being registered as a student of and attending Igbobi College Yaba. Old Igbobians resident in Europe (and the Middle East) are therefore automatically members of ICOBA Europe. This project is therefore not about encouraging membership but about encouraging engagement with the Association (ICOBA Europe) from members of the Association in Europe and the Middle East.

The task of increasing the engagement of members of ICOBA Europe with the Association is a never-ending project. Every year, members of our branch are failing to engage, or just simply disengage for unknown reasons. This failure to engage is more noticeable in the generation described

as “the millenians” who attended Igbobi College between 1990 and 2015.

This paper discusses the strategies that will guide our plan for encouraging engagement from younger Old Igbobians and the plans and tactics that we will utilise to achieve our new generational membership and engagement goals?

The easy way out is recycling membership engagement tactics of the past but the most successful associations do it differently. They encourage themselves to bring their creativity to the planning table. They are willing to try out new ideas and experiment with new tactics. The world is changing, people are changing, and our membership engagement strategies must change too.



Our deliberations have identified these five under-utilised member recruitment strategies and tactics and implementing these will improve engagement with our branch. As a bonus, the practices and mind-set developed by implementing these strategies will also improve the Association experience for our currently engaged members.

1. Provide targeted, valuable content to increase lead generation.

Instead of relying on membership promotions, we will provide content that helps our branch develop relationships with membership prospects. The first and very important thing to do in any new relationship is to get to know the other person. We will therefore identify and research the different segments of our target membership group by, for example, seeking out and engaging with sets in Europe, and decade representatives of 90s and 2000s sets in the ICOBA National Executive Council as well as set chairmen in Nigeria. The objective is that this will help in identifying sets affiliates and members in Europe and the Middle East.

In doing this, we will be mindful of key questions that will need to be answered

- What do they need to know to about why they need to be involved with the Association?
- What do they need to know to improve sets memberships in general
- What do they need to know about the benefits of engaging with the Association and of networking with Old Igbobians in Europe and the Middle East?
- What issues trouble them and what challenges do they encounter?

The aim is to provide valuable content for prospects that will keep them coming back to the Association for more. They will then begin to think of the Association as a reliable source of information and a partner that helps them reach their goals.

The Association’s digital presence, including blogs, social media messaging and website content should be very vibrant, engaging and up to date as this will be key entry points for members seeking to find out more information about ICOBA Europe. Website and social media content become catalysts for converting enquiring visitors into prospects and then converting prospects into newly engaged members.

2. Simplify the path to membership engagement.

When prospects are ready to engage, no barriers should stand in their way. The process of engagement should therefore be quick, intuitive and frictionless. There should also be the option to pair newly engaged members with buddies to enable them to settle and ‘bed in’ with other members. This can be done on a one-to-one basis or as set groups. An option that can be further explored is that of pairing sets that are looking to form in Europe with established sets of a similar generation to support them through the formative “forming, storming and norming” processes.

Key questions to answer regarding this will include

- Will first-time visitors know they are in the right place?
- Can they immediately see the value in engaging with other Old Igbobians?
- Is it obvious what impact engaging with the Association and/or networking with other Old Igbobians will make on their life?
- Is it easy to figure out how to engage?

Achieving full engagement should be made as seamless as possible. Whereas there is a need to obtain data about members, this should not be made the primary objective. Payment of annual dues, although essential in the long term, should also not be made a

prerequisite for members to engage with the Association.

3. Incentivise the decision to join and engage.

Sometimes an alluring incentive breaks down the last psychological barrier to engaging. The objective should be to find this incentive and promote it. These might include offering certain extra benefits for engaging or organising specific events that will be of strategic importance or benefit to the target group. The work is identifying what these incentives might be and the best way of applying them. Simply inviting Old Igbobians to meetings is not appealing to all and the further development of the concept Special Interest Groups might provide buy-in beyond just engaging with an alumni association with established members of different generations some of whom might even be of their grandparents' generation. We must achieve a sense of community and generate feelings of inclusivity.

It may also be possible to incentivise the built-in network of existing members. For every successful membership referral they provide towards engagement, give them an incentive as a thank you and recognise their contributions in publications and at events.

4. Step up our social media interaction.

Further work on social media interactions will provide another channel for attracting the interests of prospects. However, one should avoid the situation where resources become spread too thin. It will be efficient to find out what platforms our prospects and members use and how they use them. The objective should be to develop a social

media strategy that is aligned with our Association's membership, goals and marketing strategies, and with the needs and interests of our prospects and members and let that strategy guide our efforts so that our time is invested wisely.

Social media can be used to demonstrate our value as a membership resource. We should however help followers manage information overload by being an information curator for them. In addition to sharing our own content, we should select interesting and informative content from other sources to share. It is important to let followers know about the membership experiences the Association provides – events, online learning, publications and other resources. There is also the opportunity to provide a preview of membership value – for example, snippets of online community discussions.

The Association should be differentiated from other organisation by being relevant to the needs of prospects while highlighting the benefits of association, the shared culture of being an Igbobian and the inbuilt desire to continue to support one another and our great school – Igbobi College Yaba.

5. Virtual Town hall Series

It is more important than ever that we focus on connecting with others. Considering this, we propose ICOBA Europe to launch a virtual Town Hall Series, aimed at connecting with our alumni, friends, and families to share the stories of our outstanding alumni.

Kunle Adeniji
Social Secretary

Deji Okubadejo
Chairman

FROM THE DIRECTOR OF ORGANISATION



Dr Awe Memorial Lecture 2021

The third edition of the Dr Awe Memorial Lecture was held successfully via the Zoom virtual network on Saturday 13th November 2021 from 4-5:45pm.

A big thank you to all the Planning Committee members and ExCo members for their support in making this year's edition a huge success despite being held virtually for the first time.

Judging by the number of registrants that signed up for the event and the eventual turn out, we recorded an average number of above 100 throughout the lecture. The number at some point was 116 participants.

The topic was *Eradicating a Culture of Violence* and the two Speakers were excellent choices

Feedback from the event has been positive. Going forward, we recommend support of ExCo and other Old Igbobians as they are led to support the chosen charities of the Speakers.

The sum of £100 each has already been approved by ExCo at the last meeting to support the charities of the speakers.

The chosen charity for Pastor Adenrele Runsewe is : <https://gracetograces.org/>

The chosen charities for Ms Ireti Bakare-Yusuf are:

- Mirabel center
- Stand To End Rape - @standtoendrape
- NoMore handle is: @nomore234ng.

ICOBA Europe Elections 2021

Notices went out on all platforms and media to encourage participation.

Notices of Intention to Run and the election timetable were also published.

IT Group Report

ICOBA Website Update: The website was regularly updated as and when required.

GDPR: The website project on this is currently suspended until further notice.

Hill & Vale Newsletter

On-going when required for the dissemination of significant events and activities.

Fola Ajanlekoko
Director of Organisation



FINANCE

Despite the challenges brought upon by the pandemic, and the consequent reduction in face to face events, we made an operating surplus for the year of £4,186, up from £3,039 last year. This surplus arose mainly as a result of an increase in subscriptions. Our regular expenditure was down, reflecting the said decrease in activities, but we still managed to successfully host the Dr Awe Memorial Lecture.

The main focus of our expenditure this year was on the EQM project. £8,216 was spent, financed by donations from Old Boys who generously continue to support this ICOBA Europe flagship project. £20,356 has been received to date. £12,821 was received this

year, of which £9,181 (N5m) was from the 79/81 set.

Our net assets grew to £25,216 from £21,031.

This will be my final year as Treasurer and I would like to take this opportunity to thank all previous Chairmen and members of the Exco, as well as Old Boys far and wide, for allowing me the privilege to serve. I leave confident that the Association continues to grow from strength to strength.

Jeremy Coker
Treasurer



INCOME AND EXPENDITURE

FOR THE YEAR ENDED 31 DECEMBER 2021

	Notes	2021 £	2020 £
Income		6,885	10,372
Cost of sales		(803)	(2,434)
Gross profit		6,082	7,938
Expenditure		(1,896)	(4,899)
Operating surplus	2	4,186	3,039
Interest receivable		1	11
Surplus before any transfer to reserves		4,187	3,050
Transfer to reserves		-	-
Surplus for the financial year		4,187	3,050

NOTES TO THE ACCOUNTS

FOR THE YEAR ENDED 31 DECEMBER 2021 (CONTD)

2	Operating profit	2021 £	2020 £
	This is stated after charging: Depreciation of owned fixed assets	–	333
3	Tangible fixed assets		Plant and machinery etc £
	Cost		
	At 1 January 2021		1,326
	At 31 December 2021		1,326
	Depreciation		
	At 1 January 2021		1,326
	At 31 December 2021		1,326
	Net book value		
	At 31 December 2021		–
4	Debtors	2021 £	2020 £
	Other debtors	5,555	849
5	Creditors: amounts falling due within one year	2021 £	2020 £
	Trade creditors	254	–
	Education Quality Masterplan Fund	5,991	1,385
	Other creditors	2,401	2,312
		8,646	3,697
6	Designated funds	2021 £	
	At 1 January 2021	5,009	
	At 31 December 2021	5,009	
7	Unrestricted funds	2021 £	
	At 1 January 2021	16,022	
	Surplus for the year	4,187	
	At 31 December 2021	20,209	

DETAILED INCOME AND EXPENDITURE

FOR THE YEAR ENDED 31 DECEMBER 2021

	2021 £	2020 £
Income		
Subscriptions	5,820	3,870
Other events	–	58
Donations	300	5,219
Waistcoat sales	175	1,225
Tie sales	590	–
	<u>6,885</u>	<u>10,372</u>
Cost of sales		
DAML	350	–
Direct costs	453	2,434
	<u>803</u>	<u>2,434</u>
Expenditure		
Other expenditure		
Donations	–	1,008
Organist	100	–
Awards and plaques	70	–
Bank charges	1	–
Credit card charges	63	17
Exchange differences	1,039	367
Catering at events	–	290
Printing and stationery	110	–
Octagenarian event	94	–
Subscriptions	384	402
Depreciation	–	333
	<u>1,861</u>	<u>2,417</u>
Legal and professional costs:		
Consultancy fees	8,216	2,447
EQM donations	(8,216)	–
Data protection fees ICO	35	35
	<u>35</u>	<u>2,482</u>
	<u>1,896</u>	<u>4,899</u>
Operating surplus/(deficit)	<u>4,186</u>	<u>3,039</u>

SUBSCRIPTIONS

FOR THE YEAR ENDED 31 DECEMBER 2021

No	Name	Total £	ICOBA £	WICOBA £
1	Aboaba A	100	100	
2	Adebayo S and M 7883	100	100	
3	Adeniji A 7984	120	120	
4	Adewakun Demola	100	100	
5	Agbesanwa O	100	100	
6	Ajanlekoko G	100	100	
7	Akinlade K A	100	100	
8	Akinremi A 8486	100	100	
9	Akinwunmi Peter	100	100	
10	Amokeodo A	100	100	
11	Awoba Larry Bayode 73 78	100	100	
12	Awoba Larry Bayode 73 78	100	100	
13	Awokoya Tayo	190	190	
14	Awotesu O B	120	120	
15	Bankole T B	120	120	
16	Benson Jimmy	150	100	50
17	Coker A	100	100	
18	Coker J	100	100	
19	Dauda R	100	100	
20	Eleyae O 7880	120	120	
21	Fagade Adesoji	100	100	
22	Fagbemi Bunmi	150	100	50
23	Falase Mobolaji	100	100	
24	Fawole O	120	120	
25	Ifaturoti S	100	100	
26	Isimemen Uduehi	100	100	
27	Joseph B 73 78	120	120	
28	Joseph Babatunji	100	100	
29	Kalejaiye A A 7580	100	100	
30	Kuti G Y 7378	100	100	
31	Morgan Olujimi	100	100	
32	Mosuro O 7378	120	120	
33	Obaye T	100	100	
34	Odemuyiwa O	100	100	
35	Odemuyiwa O	100	100	
36	Ogidan O 7883	100	100	
37	Okoma P 7883	100	100	
38	Okubadejo AA	100	100	
39	Okutubo A O	100	100	
40	Okutubo A O	100	100	
41	Olagbaju O E	100	100	
42	Olatunbosun O	100	100	
43	Olule O	100	100	
44	Onabanjo Adewale 8183	70	70	
45	Opeifa O 7378	100	100	
46	Osinuga O	120	120	
47	Owa A O	100	100	
48	Oyediran O	100	100	
49	Oyerinde W	100	100	
50	Sanwo C 7880	100	100	
51	Segun Olugbenga	100	100	
52	Shittu Said	100	100	
53	Sosanya Oluyomi	100	100	
54	Soyomokun J O	100	100	
55	Unidentified	100	100	
		5820	5720	100

EDUCATION QUALITY MASTERPLAN FUND

FOR THE YEAR ENDED 31 DECEMBER 2021

1	Donations to date Donations to date (GBP)	Total £	2021 £	2020 £	2019 £
	Aboaba A	75.00		75.00	
	actKIDvity	100.00	100.00		
	Adeniji A	310.00	150.00	160.00	
	Alabi Olufemi	25.00	25.00		
	Coker A	50.00	50.00		
	Coker J	770.00	320.00	275.00	175.00
	Fagbemi	100.00		100.00	
	Falase Otunba	300.00		200.00	100.00
	ICOBA 73/78 Set	1,100.00	1,100.00		
	ICOBA 78-83/85 Set	850.00			850.00
	ICOBA Europe 75/80 Set	1,001.00	1,001.00		
	Ifaturoti S	480.00	180.00	180.00	120.00
	Kuti R O Jnr	100.00		100.00	
	Obaye Tony	100.00	100.00		
	Okubadejo Oludotun	50.00	50.00		
	Olaoye O	25.00	25.00		
	Olubamibo Tayo	15.00	15.00		
	Onabanjo Adewale	290.00	50.00	240.00	
	Onabolu Chief	250.00	250.00		
	Osinuga	50.00	50.00		
	Owa A	250.00			250.00
	Oyediran O	260.00		120.00	140.00
	Quad Professional Services	50.00	50.00		
	Said Shittu	25.00	25.00		
	Sosanya Oluoyomi	25.00	25.00		
	Unidentified	25.00	25.00		
	Unidentified	50.00	50.00		
	Total	6,726.00	3,641.00	1,450.00	1,635.00
	Donations to date (Naira in Pound Sterling)		2021 £	2020 £	2019 £
	ICOBA 68/70	3,024.66		3,024.66	
	Okubadejo 79/81	819.68		819.68	
	Osinuga 85/87	201.64		201.64	
	Odemuyiwa	403.29		403.29	
	ICOBA 79/81	9,180.96	9,180.96		
		13,630.23	9,180.96	4,449.27	-
	Total	20,356.23	12,821.96	5,899.27	1,635.00
	Donations to date (Naira)		2021 N	2020 N	2019 N
	ICOBA 68/70	1,500,000.00		1,500,000.00	
	Okubadejo 79/81	406,500.00		406,500.00	
	Osinuga 85/87	100,000.00		100,000.00	
	Odemuyiwa	200,000.00		200,000.00	
	ICOBA 79/81	5,000,000.00	5,000,000.00		
		7,206,500.00	5,000,000.00	2,206,500.00	-

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