

9th Commencement



"Congratulations, now you are OFFICIALLY FREE!"

Sawssan Taha speaking on behalf of the the graduates

While Harvard is celebrating its 355 commencement, our dear university is rejoicing at its ninth one. With its 263 graduating students, the university is threading its way towards a new era. This initiation to the outside world ceremony aims at arming Morocco's future leaders with courage and all the praise they need to go out. The ceremony of this year has been honored with the gradu-

ation of His Highness Prince My Ismail together with His mother Princess Lamia Assolh & Prime Minister Mr Jettou, the keynote speaker. The ninth cohort were all elated at the wonderful weather that spared them running at the end of the ceremony to the reception under the heavy downpour as was the case last year. Yet the ceremony was marked by the death of one of the gradu-

ates' brother. This pushed the cohort to opt for canceling the night party in building 17.

Mrs Amina Belkhadra, the General Director of ONHYM, spoke on behalf of Mr Jouahri, the university's chancellor and thanked the president whose main concern has always been to maintain the standards of excellence for AUI. In keeping with this spirit, the Presi-

dent addressed the public and announced the launching of new programs. Mr President stressed also how much the university is ahead of its time. He ended his enlightening speech by inciting the graduates "to remember the lessons they learnt at the university, the difficulties you may have had... These challenging experience have brought the best of you 'them'"

**A concrete
Step in
E-Business
Master**

p. 3

**Will oil
price rise?**

p. 4

**Peace :
Back it up
!!**

p. 5

**New IDs
needed in
the library**

p. 7

Class 2006 Speaking

1- Concerning the job market, honestly I think that I am not ready for this experience since I still have to broaden my knowledge more by doing a master's degree.

2- AUI, I will miss my friends

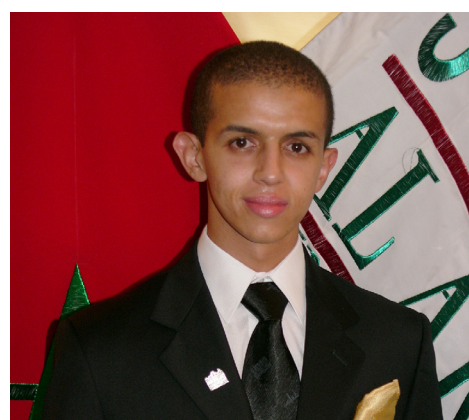
3- I think the ceremony was good and well-organized.



Do you think that you are ready for the job market ?
I guess we are somehow ready . At least we have the academic background for it, though we need less theory and more practice.

What would you miss in AUI ?
Friends and the fact of being a student.

An anecdote? Not really.
What do you think about the ceremony?
It was very neat and well organized. However, we all would have loved to have the graduation outfit and hat.



Do you think that you are ready for the job market?
If students have done enough internships before their graduation, in addition to all

what AUI offered them during their journey they will certainly be ready I think that students in general are more than ready to conquer the job market.

What would you miss in AUI ?
The goooooood quality of life: Sports facilities, fresh air free time students activities and friends living next door :)
An anecdote?
One day a friend went out without closing his room we

sneaked in , took all his stuff (TV PC clothes, food, books) and moved them to an other room. When he got back we told him that the hall director came and took everything because he was expelled He freaked out because he was doing bad things indeed, then we told him that it was only a prank. I remember we were running all over the campus that night trying to escape his punches and kicks :)

What do you think about the ceremony ?
The official ceremony is a

great way to thank our parents for all their sacrifices and make them feel proud of their daughters and sons, it's also a historic moment in our lives a formal way to end our journey at the university and to get a new start in life But personally I liked more the non official ceremonies that took place all overfraneduringtheweekend where we could meet our friends and mates without any formalities :)

Do you think that you are ready for the job market?
Personally, I think that I still need to acquire more knowledge and experience in order to successfully enter the job market. It is true, that what I got at AUI was a good academic training, but I believe that with the relatively few opportunities offered by the Moroccan job market, I still need to improve my academic and professional skills in order to meet the standards that will enable me to compete for a good job, especially in the Moroccan context.

What would you miss in AUI?

I will miss AUI life as a whole including the happy and sad moments. I will miss meeting friends all the time, the classes and professors, although we keep complaining about them while at AUI, but once we leave them, we think they were the best. I will miss especially student's activities and the significant professional and personal talents and interests they help us discover.

An anecdote ?
During the Job Fair, I was assigned a firm to accompany. When the Job Fair started, I realized that that company did not bring any one to represent

the them and they did not even know that their company is participating. I had to wait a whole morning and part of the afternoon till the representatives came from Meknes bringing some brochures to show. I realized how difficult it is to organize big events.

What do you think about the ceremony ?
I think that the ceremony was generally good. However, the mistake in the translation of the distinctions was a big frustration for me, as well as for many others. The distinction of "très bien" was called in Arabic "bien", and you can imagine the



difference and impact of that on a happy graduating student and on the parents too.

The organization was generally good and we understand that it was a big event for the university in which much effort was made.

E-Business Management : A Concrete Step

By Karima SAADAoui

Within the framework of promoting the International Master in e-Business Management, a delegation of the Mediterranean School of Advanced Studies in e-Business Management, a joint venture between Scuola Superiore ISUFI (University of Lecce, Italy) and Al Akhawayn University (Ifrane, Morocco) visited Al Akhawayn to seek ways to refine their cooperation. The important delegation was led by Prof. Aldo Romano, CEO of the e-Business Management School (eBMS) at the ISUFI school (Advanced University Institute for Interdisciplinary Education) at Lecce University. Prof. Romano cordially accepted to share his vision of the cooperation with our newspaper reporter. Can you tell us more about the cooperation between Lecce & AUI?

We are the Advanced school of ISUFI; we have a cooperation with Al Akhawayn University. We have launched a Mediterranean School focused on e-Business Management that means a school specialized in graduate programs in innovation engineering, and in business engineering. This school has a particular DNA which is the integration between business management and technology management; the integration between the knowledge architecture coming from business administration area and engineering area. The Graduate program is aimed at developing a human capital specialized in managing change that comes with the communication technology's advance. This is very important for Morocco but also for other countries which face the challenges of the digital divide.

Why the choice of AUI and what is your evaluation of our students?

I think the evaluation is good,



but now we must implement our communication plan just to ex-

plain to the students the characteristics of our program. But the start up is good.

What prospects does Europe open for Moroccan students to get the scholarships?

I am very optimistic. I think the experience of the scientific and educational cooperation should induce mobility instead of being blindly attracted to Europe. We must create the opportunity to develop the immaterial corridor.

Didn't you think of enlarging cooperation to include the projects

that AUI is working on mainly e-gov, and e-market?

I think we must diffuse our communication plan just to explain the cooperation and the characteristics of this initiative, and the benefits for cooperation. In this meeting today we have discussed how to approach a new communication plan in order to involve either students or economic actors.

Are you planning to keep the scholarships next year for students?

Yes, yes, no problem. We plan to retain the scholarships for the best students.



President Benmokhtar trying to make the convention fruitful and beneficial with his valuable advice



Our Master students in LECCE for six months

Will the oil price rise?

A Million \$ question

By Brahim AIT OUZINEB

How many times did you ask yourself this question and how does this affect your daily consumption? Well Mr Michel De Fabiani, the specialist in energy came to AUI to elucidate the matter. He praised mostly the emerging markets and called for more joint ventures which would revamp burgeoning economies.

Is it your first time here at AUI?

It is the second time I come to the university. I was invited two years ago while I was Vice President of British Petroleum for Europe and President for the French section. I have been working with the energy, steel,

There are two areas to which AUIers should be oriented.

One touches upon developing the production of renewable energy, agricultural products...

chemicals and transportation companies. My career has been evolving round the world of energy.

What do you think of finding substitute products to oil, and is it a sound decision for third world countries?

The countries which have at their disposal renewable energies should use them. Basically, there are two sorts of them: bio-fuels from agriculture and the natural sources like solar and wind energies. I think both are valid for the countries that have them. Nuclear energy exists as well but it is a very heavy investment and calls upon a lot of infrastructure and a large population. For renewable energy based on bio fuels and other natural sources, you don't need a heavy infrastructure, hence the energy can be used

in a spread way. It is definitely a good long term bet for any country.

to import energy if you don't have it because agricultural products and minerals are sold at a higher price.



What can be done to reduce the energy gap?

The important thing is to have availability either through natural energy or bio fuels which you can produce yourself. Otherwise countries are obliged to trade imports for the raw materials. If you produce minerals or agricultural products, you can exchange them for energy. Therefore, you need to be able

What do you think should be the reaction of wealthy countries?

I think it is a reality that they should accept. If we take the car or steel industry, their future is contingent upon new markets like China, Africa, Latin America or India. These new markets will exist because they have their own energies and economy. Eventually, both suppliers and consumers' fates

will intersect. This means that new companies will emerge like Argentinean or Indian companies that compete with large companies.

Does Morocco have potential as far as energy is concerned?

Well Morocco has very few fossil fuels but it enjoys agricultural and bio-fuel wealth mostly solar energy. There is a solar plant which should be a starting point and benefit eventually from the huge project of Tanger Med because it will be possible to import gas from Algeria or Latin America and use it for gas power plants.

According to you, what can AUI add to the progress in the domain in our country?

I think there should be economic projects where you need the support of international institutions. This makes of AUI a platform as it gives international knowledge about Morocco. In a way AUI sells the image of emerging Morocco and its potential to students of the world. In the future, it will interest more investors from different countries more than the past.

As a business leader, what can you say to our students at AUI?

There are two areas to which AUIers should be oriented. One touches upon developing the production of renewable energy, agricultural products. The other one is trade and financial services and operations related to trade. This benefits Morocco which is strategically located between Europe and Black Africa. Nothing should stop Morocco from manufacturing not just for Morocco but for North Africa as a whole and South Europe. You could become a manufacturing center for Africa so that it can regulate the trade flow between the two continents.-

Peace : Back it up !!

An erection of a peace pole at AUI. A recognition of the openness of our university

By Safia EL MOUATAOUAKKIL

Mrs Karen Smith, can you please talk to us about the concept of the Peace Pole?

The peace pole is an idea that was born at the world pilgrim's project in Atlanta; I think it was started right after 2001. That was the first pilgrim's trip right after 9-11 because there was such a drastic misunderstanding that had to be addressed and work for the reconciliation that had to be done. World pilgrims idea was born in an attempt to get Muslims, Christians and Jews from Atlanta together to take the pilgrim together. Basically, it is an interfaith activity from the start and they happen to go to sites that have significance for interfaith relations. I think they had four different pilgrimages going this year one of them to Morocco & Turkey. Years ago, they thought of marking their

journey by something or bring something as a gift. Accordingly, the first peace pole was planted last year at the parliament world religion in Barcelona. This is a big event in which Moroccans took part too even Minister of Islamic Affairs, Mr. Ahmed Taoufiq.

The languages that they choose to put in the peace pole depend partly on where they were going, so they put Arabic for Morocco, Spanish, English and Hebrew to represent the Jewish traditions. They always put an equal number of Muslims, Christians and Jews.

Why did they choose AUI?

Well, I am from Atlanta and involved in the interfaith network in Atlanta. They had heard about my work here and through me they have heard about AUI. So two years ago when the first group of world

pilgrims came to Morocco, I organized their itinerary for them and brought the group through AUI. Honestly, they were amazed at



student had quite a history to tell of how AUI has prepared her in her journey; given her confidence in who she was as a Muslim woman. That gave her the ability to relate in full confidence and in trust with non Muslims when she was in the US. That was a good thing for them to hear.

What do you think about the communication round the event?

How does communication runs at AUI. The email went out and the signs were all around campus. However, if I had to do it over again, I'd make sure I did the teletext as well (I haven't figured out how to use the teletext system and who to call). Certainly, I was pleased with the turn out. Honestly for a summer, because summer is a hard time to have an event. We did have a good number of people who came and were interested by this. Some of the pilgrim even promised to send their kids to AUI for a summer session. Besides they were really interested by the program of IDII which was of course happening at the same time. Such an event helped I guess put AUI more on the map in America and let them know that we are a resource here in Ifrane.

AUI and the openness that we have here. As Gilbert Friend-Jones said when he was here "we come to AUI while we were making a pilgrimage the first time and now we find that AUI has become for us a pilgrimage site." it is no longer just a stop along the way for convenience of the place. It is rather a place which we wished to honor because of the efforts that it is making towards greater tolerance, understanding, and greater honesty and openness. It does also create a safe environment where relationships can be found and trust can be developed.

How does the peace pole symbolize religions?

Well of course we have got interestingly Arabic representing Islam, Hebrew for Judaism, Spanish and English two languages which are now associated with the Christian world. The words that are written in those three languages are "May peace prevail on earth."

What were their impressions about the students & AUI in general?

This time I have a student to speak to them rather than just faculty and administration. The

What was their opinion on the country's tolerant tendency?

They are very impressed with Moroccan people. Every place they went to, they felt welcomed and appreciated. Moroccans are interested in the fact that Muslims, Christians and Jews would be traveling together. Moroccans are feeling proud to have their country be a place that would attract folks who are seeking to experience and live tolerance. The pilgrims also are certainly very aware of the stance of Mohamed VI and His Advisor Azoulay and their commitment to openness and tolerance.



Back to the Job Fair

By Zineb ADDOUM

No two can disagree on the importance of extracurricular activities and their importance. Everyone agrees that the Alumni Association is making huge efforts to make of itself a second SGA for the continuing students of AUI. A bond that ties them to AUI is hard to break and they strive to make of it a model as Late King Hassan II envisioned it. In the third edition of the job fair. We got hold of the very busy president Mr Salim Zakri.



How can you describe the transition from the life of a student to that of a business leader?

When we are students, dreams of a cosy life haunt our existence. Once the diploma is at hand, we try to turn our dreams into realities. It is the same thing that repeats itself. We never have one goal so it becomes hard to set our mind on one career.

I spoke to Dr Ouauicha about the nonchalant nature of our students and suggested finding internships for students as blue collars. This way, students would appreciate and be grateful for everything that they get.

This makes the transition hard and the workplace challenging. Basically, this initiative of the Job Fair takes this morale as guidance to our students and as a guarantee that this transition would be easy and smooth. Back to my personal experience, I was fired from my job as an employee because the company wanted to restructure its business and had to sack four employees which is totally normal in the business world. This pushed me to create my own enterprise which is thriving. As for the association, it is more of a place for meeting with old friends who share the same love for their mother university. How can you describe the Moroccan market place? It is a special market since the country as a whole is emerging and moving forward. This added to a social, economic and political context that speaks mobility yet it can be better. Recruitment strategies, work obligations, regulations and the perception of recruiters vis-à-vis the graduates have to evolve to make our country a better work environment. These days there are specialists who will give you a more detailed analysis of the job market these days.

Aren't you AUI students lucky to find such opportunities that other Moroccan institutions do not have?

First of all, I do not believe in luck which does not belong

to my vocabulary. I would rather believe in willingness and especially courage. For those who strive to find a niche in the job market, they should forget about luck and be armed with a lot of courage. It is a golden word - I leave to senior graduating students - to believe in your willingness because it is the good impression you have on the recruiter that changes everything. We prove that we're competent or ready to learn, adapt and change things which is instrumental in the recruiting process. Unluckily, some graduates who have no experience at all join a company and ask for a big salary and criticize whatever they see. Today, the big mistake that the graduates do is criticizing their employers, which is inappropriate. I would advise the senior students who get a job to work first and gain experience, then they can start criticizing others. I spoke to Dr Ouauicha about the nonchalant nature of our students and suggested finding internships for students as blue collars. This way, students would appreciate and be grateful for everything that they get. Besides they really have to work themselves to the bones and show the employers their true value and not ask for anything. I plead the students and stress on not caring about the employer whether s/he is hard-headed or ugly, all we need

to do is surrender to discipline.

As an organizer, how could you evaluate the third Job Fair Edition?

The first day was a bit hard because of many changes. Besides, the turnover is meager. The second day however saw the coming of more students and the stands are full which is encouraging. This said, I believe platforms like student newspapers are to encourage students to attend such events. What you see here is the fruit of six months of hard work. We have our own jobs; still we find time to organize events like these for you, just for our students. It is an opportunity to show their real value, hear and acquaint themselves with the job market. To my belief, this should be the event of the year as it matches the strategic goals of our institution. In fact, if the student who graduates from this university finds a job easily, this would influence positively the image of the institution. On top of this, not only do I as a President of the Alumni Association ask students to profit from such opportunities as the Job Fair, I wish the university administration would do its best to encourage students to come to such an event and not leave the gym.



Certificates of Recognition given to major sponsoring companies

Washington College

By Salma SEKKAT

When applying for the exchange program, people ask you if you are going to be able to emotionally handle leaving your family, friends and daily routine for more than 4 months; however, what they should really ask you about is whether or not you are able to go to the US, meet

extraordinary people, share unforgettable moments with them through partying, traveling and even studying, and then, after 4 months, say goodbye to those friends that you know you will probably never see again.

When coming here, I wanted to live the complete "American experience" and I think I pretty much did. I went to big cities,

saw the statute of liberty, the yellow cabs, the yellow school buses, ate Peanut butter, hot dogs, had lunch in Central Park, visited Amish village, went to Times Square, went shopping in huge malls, wore cowboy boots, danced country music, went to Starbucks coffee shop, saw a famous person (Hillary Clinton), visited many museums, went to

Harvard university... But above all this, I made friends; real friends, whom I know I will keep forever. Living in the International house of Washington College was really an interesting experience. More than 10 different countries were represented and it was amazing how ev-

ery night we met altogether to discuss, have fun and discover more about each other. I just called Air France to change my flight ticket because I am not ready to go back yet. I am not ready to wake up the morning and not find my Argentine roommate telling me that I am going to be late to class or not find my South African friend waiting for me downstairs to go and have breakfast. The last 4 months had been incredible and even when I try to describe some moments by phonetic to my family or friends, I know they will never be as excited about what I am experiencing as I am. Simply put, if you don't live it, you won't understand it. I met a lot of people, discovered a lot of places, have been exposed to many cultures, and tried a completely new academic experience. Finally, all I can say is, I definitely left a piece of my heart not only in America, but in many countries scattered around the world.



New IDs needed in the library

By Amine KAMAL

Dear patrons

Please note that because the library is implementing a new Circulation Module you now need a new University Identification Card (with a picture and a barcode) to check out library materials. Please go to the Business Office with a passport photo and 50 DH to get a new ID card.

No library materials will be checked out using the Cash wallet card after July 10, 2006.

This was the e-mail that has been sent lately to inform AUI students about the implementation of a new circulation module. It contains

three sentences, two of which begin with the word please. The verb to "please", if you look it up in the Oxford dictionary, means to make somebody happy, and the word "please" is used as a polite way of making a request or giving an order. (No need to say that this e-mail does not make me happy and that this word has not been used in the third sentence).

Therefore, as a student, the request or the order that has been politely given to me is to go and take not any photo, but a "passport photo", and then give away 50 DH. And if I'm asked why, I should answer: because "the library is implementing a new Circulation Module", and I could add, because "No library

materials will be checked out using the Cash wallet card after July 10, 2006". Am I the only one who finds this answer very short and unsatisfactory?

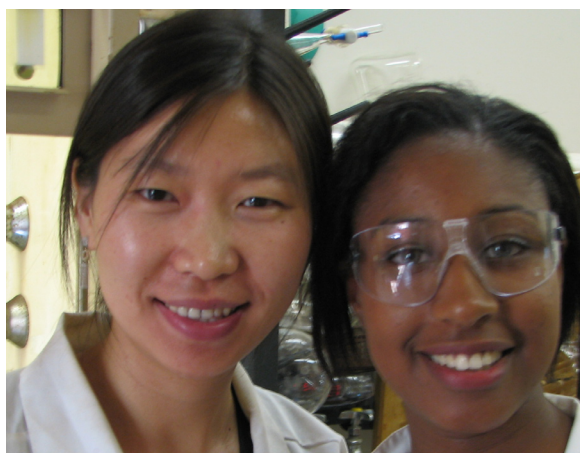
What is the benefit of this new circulation module, when everything seemed to go smoothly in the library? Pragmatism when things are going right is very important, and not making students pay for departmental projects every time someone has a new idea is even more important. In addition, one cannot expect students to pay just because they are asked to, students are one of the main assets in this university, and as such, they must be consulted anytime someone has the brilliant idea

of changing something that is working well. It is not for nothing that we use the cash-wallet to show our identity in the main gate, to buy something from the restaurant or the shop, to pay a photocopy in the copy center, or to enter the swimming pool. It doesn't make sense to hold a new card for each service offered. As a conclusion: dear managers, before asking for funds from students, and before going into implementing new projects, ask the students for their opinions, the SGA is there for that purpose.

What is Applicable to Morocco

By Houda OUGADDOUM

Ok... I missed two flights and had to spend the night at New York Airport and carry my bagseverywhere...butatleastI made it safely to the university campus. The CAMPUS; that is an interesting topic to discuss: It is always enriching to make comparisonsbetweenwhatyou have and what other people have achieved. AUI is ten years old whereas Kent State University (KSU) is preparing for the centennial, so there must be something to observe and adopt in our dear campus. The firstthingthatstrikesthevisitor is that the campus of Kent State University is similar to AUI but ten times bigger. I even think that it could be the size of Ifrane city because students drive to go from a building to another. I don't have a car in Ifrane and I certainly wouldn't get one at Kent so I walk to the "centennial court" -because they have names for every building, no more 18 or 37 or "troont sees"... Once you get inside Centennial A, you find a beautifully designed office for the hall director, nothing fancy but the students decorated it themselves, because the hall directors are part time students at KSU. This could be a very nice idea for part time jobs at AUI ... Anyway, I am in my building with all my bags and I didn't sleep for two days. Two things strike my mind when the sheering hall director assigned me to room 308: One, this was my room number in bldg 37 at AUI and Two, how am I going to get my luggage into these second floor... and here I notice a shiny door that looks like a mercy when you have bags... yes; there is an elevator. The building, as in AUI has three floors plus the ground floor but the architect thought of including an elevator which could have been a blessing when you are carrying grocery from marché or coming back from the weekend with all the things



Me & my supervisor



your mom cooked and your dad packed or after Mr. Kamane almost killed you in the PedLab... or simply when you come back after a tiring day holding the Calculus book, I think you can relate. I don't know whether the new buildings (38 & 39) have elevators but it would be great. Another good thing about my room is that it had a fridge (with a freezer) and a microwave and the air conditioning, the bad thing is that unlike in AUI, the bathroom is shared between two rooms (a total of four people) which can considerably be disturbing for your morning shower, thanks God the room next to mine was empty.

I already started working on my research project. After few days, I got acquainted with the place and got to have several friends. All of them are Americans and we share stories about our respective universities. It just strikes me how AUI doesn't have a mascot! Don't smile; this is a serious matter because we -AUIers- participate in many sport activities and it would be cool to have a mascot, why not a lion? I think the SGA should

I am Houda Ougaddoum, a junior SSE student from AUI and I am currently at Kent State University in Ohio doing a research on DCDHF fluorophores at the chemistry department.

organize a general voting to design a mascot for AUI, there you go SGA you've got an activity suggestion for the fall.

At KSU they sell the mascots -furry squirrels- in the bookstore. The bookstore is like our dearest shop but it has more things to buy which is always good when you are visitors or parents and you want to have some souvenirs. Unlike our shop where the main things you find are some Xtra target-shirts and ugly hats with the logo of a club, in KSU bookstore you can find all sorts of apparel ranging from shorts to t-shirts and sweaters, they even have sections for parents and children. You can get all imaginable accessories with KSU tags on, I think that most AUIers are proud of belonging to this community so they would be more than happy to have AUI logo on different things. You should expect an upcoming article about the shop and all the goods we are eager to have in it so your ideas are more than welcome.

I wanted to point out a very important point concerning the employee/student relationships. I am not stating that it is bad in AUI but I just noticed a few positive things at KSU that I wanted to share with you, they are mainly related to the organizational level. When you go to an office, everybody smiles at you

and asks you how you are doing, then if you are in the wrong office, instead of sending you directly to another building, they call the concerned office to see if they can solve the problem by phone or at least to inform the concerned service that you are coming so they wait for you. If ever you go to an office - and you are "particularly unlucky" (that is an expression that Prof. Chaatit uses to mean that you are among the 39% who miss the bus and get late... probability and statistics for engineers ...) that is the person in charge left for a lunch break or is on vacation - you have this small box full of business cards so you can take one and keep it in case you need to phone later or send an email. I think this saves a lot of time provided that the callers would take into consideration that there might be other people waiting in line, which could be hardly applicable in Morocco where people love to tell you their life story on the phone, but we could give it a try; sending an email could be a better alternative.

I guess that these are the main things that were positively different in KSU; all the rest is better at AUI. For example, the cleanliness of the alleys is not the same as in AUI (thank you cleaning ladies and gardeners). The KSU library is bigger (13 floors) but Mohammed VI library is cute and offers a more intimate space for studying. I think that AUI still has to undergo changes, but this trip made me realize that even if I keep whining about AUI during the school year, I always miss AUI the minute I leave it because it just feels like home. So I am eager to come back to my "zouin" university to share more experiences with you. One last thing: Give me an A... Give me a U ...