

**ADDRESS BY THE VICE-CHANCELLOR, PROF. ERIC OPOKU MENSAH
AT THE 4TH MATRICULATION CEREMONY HELD ON 13TH FEBRUARY
2026 AT THE UniMAC AUDITORIUM, SOUTH LEGON CAMPUS**

✚ Salutations

The Pro Vice-Chancellor,

The Ag. Registrar,

Rectors of UniMAC's Constituent Institutes

Deans, Directors and Heads of Department,

Esteemed Faculty and Staff, Proud Parents, Guardians,

and Most Importantly, Our Matriculating Students,

Good Morning

✚ Opening

Today, we formally usher you into the UniMAC family, a new generation of scholars, innovators, future leaders, and change-makers. This matriculation ceremony is not merely a formal ritual; it is the sacred beginning of an academic journey that would shape your intellect, character, and contribution to our nation and the world, so participate with pride.

✚ The Essence of Matriculation

Today, through this matriculation ceremony, you now have gained access to the full rights and privileges of university life: participation in academic programmes, use of libraries and laboratories, engagement in research and creative work, and eligibility for graduation, among others are now legitimised.

Without matriculation, no student can be recognised as a bona fide member of the University or be awarded a degree at the end of their studies. Hence, it is essential that we formally matriculate you.

Your matriculation signals your formal admission *in statu pupillari* “in the status of a student,” a phrase that carries power and responsibility. You are now entrusted with the tools of inquiry and the freedom to question, explore, and create. You have entered a world where knowledge is abundant, but wisdom remains rare.

Dear Matriculants, know that from today, you carry the name, reputation, and legacy of the UniMAC wherever you go. Your conduct, scholarship, and character will reflect not only on you as individuals, but on UniMAC as an institution of excellence.

Therefore, I implore you, as you matriculate today, remember that this ceremony is both a beginning and a commitment to learning, to ethical conduct, to intellectual rigour, and to service to society.

2026 Matriculation Statistics

This year, UniMAC received 3,604 applications from qualified prospective students across Ghana and beyond, a testament to the trust placed in our mission and the aspiration to join a community of scholarship and innovation. From this pool, 2,803 candidates were offered admission, representing our selective standards and commitment to quality education. Of those admitted, we have 1,685 undergraduate students and 345 post graduate students for programmes spanning the Communications, creative Arts, languages, Business. We have indeed come far as a university and we must be proud of our achievements and be inspired to do more for this unique university.

Who we are as UniMAC

UniMAC is a university defined by identity, purpose, and impact. With our vision “to become a first-rate University that pursues excellence in research and professional education and training in the broad fields of Communication and the Creative Arts; for societal transformation’, what sets us apart is not imitation, but originality, excellence and impact.

UniMAC stands tall as Ghana's intellectual nerve-centre for thought leadership and creative power. If you know the likes of these persons: Joyce Bawa Mogtari (Presidential Adviser and Special Aide to H.E John Dramani Mahama) Shamina Muslim (Deputy Presidential Spokesperson) Godwin Asediba (Award-Winning Journalist and the Winner of the GJA Journalist of the Year 2025 and the BBC Komla Dumor Award) Richard Kweku Asante, aka Kalybos (A celebrated Ghanaian Actor, Comedian and Movie Producer), Ivan Quashigah (An International Film Director and Producer and CEO for Farmhouse Productions) Amasha Blankson (A Ghanaian Event Host and Digital Marketer) among many others, you can have a glimpse of what your future hold.

So, remember that, you have not merely gained admission into a university, you have earned your place in the only public University set up to train Media, Arts and Communication education. UniMAC is not just another University, it is THE University of Choice and creativity.

You, our new students, must therefore walk with pride but also with responsibility. Pride, because you belong to the best university in Ghana. Responsibility, because excellence demands discipline, integrity, and relentless commitment to learning.

The Reality of 21st Century Education: Use of Internet, and AI

As a communication University, I am fully aware of the power of the internet and advancements in Artificial Intelligence (AI). I urge you all to make strategic and ethical use of the internet and AI tools. These technologies are powerful allies: they can accelerate your learning, open doors to collaboration across continents, and equip you to solve real-world problems. Yet remember this: technology is a tool, not a substitute for your own reasoning, creativity, and judgement. Do not let AI become a crutch that dulls your curiosity or weakens your capacity to think autonomously.

Our expectation is that UniMAC graduates will be AI-literate and human-centred thinkers: individuals who harness digital intelligence to augment human insight, not replace it.

Let your studies develop your capacity to question assumptions, evaluate evidence, think critically, and act ethically to be better humans for a technologically-driven world.

Conclusion

To the UniMAC Class of 2026, I say: *Be courageous. Be curious. Be compassionate.* Carry forward the legacy of scholarship, integrity, and innovation that defines this great institution. Let your years here be marked by achievements that matter, discoveries that inspire, and service that transforms.

With that, I have the honour to pronounce you formally matriculated into the academic community of UniMAC. Go forth, learn boldly, and make your mark on the world.

Thank you, and Congratulations!

