



EU/6/CP/2007

# EGERTON UNIVERSITY

## COMMUNICATION POLICY AND STRATEGY

2007

*Transforming Lives Through Quality Education*  
Egerton University is ISO 9001:2008 Certified

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## COMMUNICATION POLICY AND STRATEGY 2007

Published by Egerton University  
P.O. Box 536-20115 Egerton, Kenya  
Tel: +254-51-2217808 Fax: +254-51-2217942  
Email: [dvcaf@egerton.ac.ke](mailto:dvcaf@egerton.ac.ke) Website: [www.egerton.ac.ke](http://www.egerton.ac.ke)

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## **(I) introduction**

For purposes of harmony and good reputation of the University, there is need to consolidate information and communication functions. A centralised information source and communication would ensure clarity, validity and accountability for the members of staff. We appreciate the fact that structured communication, if well harnessed, is a powerful tool for the University's development agenda as well as in enhancing its public image.

This policy document is consistent with Egerton University's Strategic Plan 2005-2015, Statutes and Service Charter. For instance in the Service Charter, the University pledges: "To offer competitive client - driven academic programmes and highest quality services and products to its customers in a highly professional way. In particular, we promise to maintain the highest possible standards in respect of the following: efficient and effective quality services to all our customers at all times... clear, timely and accurate information...dealing with enquiries or complaints promptly..."

The University has also put in place a mechanism to achieve international Standards Organisation (ISO) certification in the next few months. This would change the way members of staff go about their day-to-day service delivery, which has a direct bearing in the University's public image. The flow of accurate and timely information to the staff and students is central in achieving ISO certification. This policy document, therefore, aims at enabling the University achieve its goals and objectives.

## **Vision and Mission of Egerton University**

### **a) Vision**

A world-class University for the advancement of humanity

### **b) Mission**

To generate and disseminate significant knowledge and other exemplary education to contribute and to innovatively influence national and global development

### **c) Core Values**

The University's activities and decisions will be guided by the following core values:

- Passion for excellence and devotion to duty
- Integrity
- Transparency
- Accountability
- Social fairness
- Professionalism

## **(II) BROAD POLICY STATEMENT**

### **a) Policy Objective**

The purpose of this policy is to ensure that communication across the university and the public in general is well coordinated, effectively managed and responsive to the diverse information needs.

It is therefore the policy of the University to:

- i) Provide the public with timely, accurate, clear, objective and complete information about its programmes, services and initiatives. The University has a duty to explain its policies and decisions, and to inform the University community and the public of its priorities. Information is necessary for the University community to participate actively and meaningfully in its development and other activities.
- ii) Ensure that the University is visible, accessible and accountable to the public.
- iii) Ensure that the University has clear corporate colours and logo for recognition and distinct identification.
- iv) Ensure all departments and divisions of the University work collaboratively to achieve coherent and effective communication.

### **(III) APPLICATION AND SCOPE**

- a) This policy applies to all cadres of staff and students of the University.
- b) It also covers authorised/official or written/verbal statements Press releases, speeches, presentations, e-mails and the University website and intranet

### **(IV) POLICY ADMINISTRATION**

Subject to protection, integrity, image and reputation of the University;

- (a) The Vice-Chancellor (VC) is the official spokesperson of Egerton University
- (b) Divisions, colleges, departments/sections, shall apprise the VC on developments that could require internal or external communication.
- (c) When in doubt members of staff shall seek in good time clearance from the VC -for all presentations touching on Egerton University policies intended to be made locally or abroad.

**(V) COMMUNICATING WITH THE MASS-MEDIA**

Subject to the provisions under relevant laws upholding integrity, reputation, image and staff regulations, the public shall not be unnecessarily deprived or denied access to information about Egerton University

**(VI) INTRANET AND WEBSITE**

- a) Official memos to the general staff shall be posted to the net accounts of all relevant members of staff and also the notice boards.
- b) The e.Bulletin shall also be posted to the net accounts of the staff
- c) Members of staff are prohibited from using e.mail to transmit or exchange offensive mail, containing pornographic materials and insults.

## **(VII) RESPONSIBILITY RANGE**

Being the implementing organ of this communication policy, the Public Relations Office shall be responsible to the VC for:

- a) Management of the University's reputation.
- b) Development and execution of corporate communication programmes for various target audiences.
- c) Coordination and management of corporate events and functions for the University.

## **(VIII) PRINCIPLES OF INFORMATION DISSEMINATION**

- (a) The University shall ensure:

**Equity:** Efforts would be made to ensure information is relayed at the same time to reach the target audience.

**Timeliness:** The University staff shall be given accurate and timely Information.

**Equal treatment:** The University shall not discriminate against any media house as far as sharing public information is concerned.

## **(IX) INFORMATION LEAKS AND RUMOURS**

- a) The Vice-Chancellor shall determine if an untruthful publish / broadcast information on the university deserves a response
- b) Any member of staff found guilty of spreading false, damaging or malicious information against the university and its management shall be liable to disciplinary action



## **(X) EXTERNAL GUEST SPEAKERS**

In pursuit of academic excellence, the University shall encourage public for a and in that regard, members of staff and students may invite speakers of their choice to deliver public lectures

Members of staff shall not invite external guests to deliver public lectures without first consulting with the Vice-Chancellor

## **(XI) MARKETING & ADVERTISING**

- a) All marketing and advertising shall be consistent with this policy, vision and mission of the university.
- b) Departmental/Section heads shall use the university's corporate identity logos and colours in all official correspondence, information and communication materials. This shall be on colour letterheads
- c) The content, language and presentation should generally reflect positively on the university.
- d) All advertisement shall be sensitive to people with special needs and of diverse ethnic and religious backgrounds, gender, creed and political differences .
- e) All advertisement and promotional materials shall not have political content or be seen to promote certain values that are inconsistent with the Mission and Vision of the University.
- f) Advertisement shall always be timely and accurate. The intended audience shall be given sufficient notice. This would ensure no

individuals or institutions enjoy unfair advantage over others from the University's advertisement.

- g) The University shall always advertise using mainstream media houses on days and time favourable to both the university and the majority of the target audience.
- h) External advertisers shall not put up billboards to advertise their products in the University and its precincts without written authority of the Vice-Chancellor

## (XII) Three-year implementation framework of this communication policy

Strategies	Activities	Responsibilities	Timeframe	Performance	Critical assumptions
1 Identification of staff	i)Redeployment of staff ii)Appointment of trained staff in key areas in PR /marketing	UMB	Sept - Nov 2007	Availability of staff in PR office	Council will approve the idea
2 Establish PR Office	i) Allocate office space. ii)Buy appropriate furniture - Provide fixed line telephone iii)Buy computers	DVC (A & F)	October- November 2007	Establish PR office	UMB will support
3 Publish an information booklet	i) Departments to provide updated list of programmes. ii)Research & Extension to provide list of on-going research activities	PRO	November 2007- February 2008	Publish a booklet that provides information at a glance	The information will be availed by respective departments /divisions
4 Develop teaching staff database	Post teaching staff CVs on the university website	PRO	October - December 2007	Lecturers to provide their CVs , telephone, e-mail and postal addresses	All teaching staff will support the idea
5 Create an enquiries section on university website	i)Open web accounts for information access ii)enquiries to be downloaded and channeled to relevant offices	PRO	October - December 2007	On-line enquiries will be responded to appropriately	Internet connectivity will be functional

Strategies	Activities	Responsibilities	Timeframe	Performance	Critical assumptions
6 Prepare TV documentaries and newspaper supplements	Unique research projects and findings to be publicized	PRO	2007-2010	Researchers to be fully involved and take media through their research projects/ findings	UMB will allocate sufficient funds.
7 Re-launch newsletter	i) Staff and students to be encouraged to contribute ii) 4000 copies per issue	PRO	October 2007	Distribute copies to as many students and staff as possible	UMB will allocate sufficient funds
8 Organize public lectures	i) Once a month ii) Prominent personalities and experts in various disciplines to be invited	VC	2007-2010	Informative lectures given in Various disciplines and professions	UMB will be supportive and ensure allocation of resources
9 Organize guided tours for the media	Researchers to share with media their findings	PRO	2007-2010	Raise the media's interest in on-going or up-coming University research and other activities	Resources will be provided

Strategies	Activities	Responsibilities	Timeframe	Performance	Critical assumptions
10 Organize annual luncheons/ dinner for journalists	Establish and maintain media relations	PRO	2007-2010	VC, DVCs, Directors and Deans to present information on achievements, ongoing and planned projects and other activities	Resources shall be available
11 Organize staff training workshops on basic communication and	Experts in communication and PR to train staff	PRO	October December 2007	All cadres of staff to be trained in basic communicate on and PR skills	UMB will approve and allocate resources
12 Establish mainstream media contacts databank	Get to know who-is-who in the media	PRO	Immediate	Regular coverage of University activities	Media personnel will avail data
13 Administer survey instruments to gauge perception of the internal and external public of the University	i)Administer questionnaires to students and staff three times a year ii)PR staff be detailed to collate information provided in the questionnaires iii>Contact and make follow-up on action taken	PRO	October 2007	Issues raised to be acted upon by relevant offices in confidence	There shall be suggestions forthcoming

Strategies	Activities	Responsibilities	Timeframe	Performance	Critical assumptions
14 Establish communication needs of the University	Commission social science baseline survey on communication needs	PRO	August 2007-February 2008	The results to be used to refine the communication and PR strategy	UMB will support and provide resources
15 Prepare PR calendar of events	Prepare an itemized breakdown of requirements	PRO	Immediate	Calendar of events executed	UMB will approve
16 Re-organize the reception at the administration block	Re-deploy staff with relevant experience and right attitude to work as receptionists	-DVC (A&F) -Estates Manager -PRO	October-December 2007	A reorganized reception desk with appropriate staff and information	UMB will approve
17 Prepare University annual report	Collect and collate information from all University divisions	PRO	June 2007- June 2008	Annual report published in a booklet	All divisions will provide information required

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