



KUC/13/ADMIN/PR/1

AUTHORIZATION: All documented information (Quality Objectives, procedures, opportunities and risk register for Public Relations Department are issued under the authority of:	
Signature: 	
Date: 26 th May, 2018	
PROCESS OWNER/HOD/DIVISIONAL HEAD	
Signature:	
Date:	26 th MAY, 2018

DOCUMENT DETAILS

1.	Section A: Quality Objectives	
2.	Section B: Procedures	
		Title
		Purpose
		Scope
		Reference
		Terminology
		Responsibility
		Input
		Methods
		Output
		Records
		Key performance Indicators
		Appendices
		Flow chart-process map
3.	Section C: Opportunities	
4.	Section D: Risks	

SECTION A: QUALITY OBJECTIVES

OBJECTIVE	ACTIVITIES	RESOURCES	RESPONSIBILITY	TIME FRAME	KEY PERFORMANCE INDICATORS
<p>To create, maintain, and protect the KUC reputation through:-</p> <p>1. Monitoring on quarterly basis the College's communication to both the internal and external stakeholders.</p> <p>2. Providing prompt information and responses to requests from other organizations /schools wishing to visit.</p> <p>3. Ensuring excellent face-to- face customer service at the reception within five minutes.</p> <p>4. Updating the College Website, Social media and Notice Boards within one day after receiving relevant information.</p>	<ul style="list-style-type: none"> - Ensuring conformity of memos, letters and emails to the approved standardized communication. 	<ul style="list-style-type: none"> - Competent Staff 	Head of PR department	Quarterly	<ul style="list-style-type: none"> - Standardized Copies of memos, letters and emails.
	<ul style="list-style-type: none"> - Responding to emails within one day. 	<ul style="list-style-type: none"> - Efficient computers - Internet - Competent Staff 	Head of PR department	Continuous	<ul style="list-style-type: none"> - Guest Comments. - Email copies.
	<ul style="list-style-type: none"> - Recording details of customer enquiries in the College. - Preparing a report on monthly basis. 	<ul style="list-style-type: none"> - Enquiries Record Book - Computer - Competent Staff 	Head of PR department	Continuous	<ul style="list-style-type: none"> - Monthly enquiries reports.
	<ul style="list-style-type: none"> - Posting of Courses/Tenders Adverts and other relevant material. - Removal of material upon its expiry. 	<ul style="list-style-type: none"> - Efficient computer/ Laptop/Ipad - Internet - Competent Staff 	Head of PR department	Continuous	<ul style="list-style-type: none"> - Emails to ICT Head to upload. - Twits/re-tweets. - Stamped notice board copies.

1.0 TITLE

PROCEDURE FOR MAINTAINING A POSITIVE CORPORATE IMAGE, ADVERTISING AND COMMUNICATION TO BOTH INTERNAL AND EXTERNAL PUBLICS

2.0 PURPOSE

The purpose of this document is to provide guidelines on how to effectively build and maintain a positive corporate image, advertise and communicate to both internal and external stakeholders.

3.0 SCOPE

This procedure applies to KUC CSR activities, Internal and External Visits, all forms of Advertisements placed in the Print, Electronic and Specialized Media bearing the name and/or logo of Kenya Utalii College as the advertiser, and all forms of communication within and outside the organization.

4.0 REFERENCES

- 4.1 ISO 9001: 2015 Quality Management System requirements.
- 4.2 Draft KUC Standardized Communication Guidelines.
- 4.3 The Public Relations Society of Kenya Constitution.

5.0 TERMS AND DEFINITIONS

- 5.1 KUC - Kenya Utalii College.
- 5.2 CSR - Corporate Social Responsibility.
- 5.3 PR - Public Relations.
- 5.4 CEO - Chief Executive Officer.
- 5.5 ICT - Information Communication Technology
- 5.5 HOD - Head of Department.
- 5.6 GAA - Government Advertising Agency.
- 5.4 Communication – Any form of information disseminated by the College to its publics.
- 5.5 Media - Print, Electronic and Online Communication channels.
- 5.6 Advertiser - Person or body paying for a specific

message to be published in the media.

6.0 RESPONSIBILITIES

- 6.1 The Principal and CEO is responsible for:-
- Authorizing participation of KUC in activities outside the College premises.
 - Approving budgets.
- 6.2 The Head of PR is responsible for:-
- Identifying and evaluating the validity of SCR activity requests.
 - Liaising with relevant departments to ensure successful implementation of the CSR activity.
 - Liaising with relevant departments to ensure successful implementation of all College activities.
 - Confirming conformity of the written information being communicated, in terms of corporate identity, language and accuracy.
- 6.3 Heads of Departments are responsible for:-
- Alerting the Head of PR of major departmental activities which may require to be covered as College events at least two days in advance.
 - Raise budgets whenever they require to advertise.

7.0 INPUTS

- 7.1 Approved Budgets.
- 7.2 Competent Personnel.
- 7.3 Standardized Memos.
- 7.4 Reliable Information Sources (Television/Newspapers)
- 7.5 Material for Website / Social Media.
- 7.5 Mobile Phone Airtime

8.0 METHODOLOGY

- 8.1 **Corporate Social Responsibility (CSR) Activities**
The Head of PR shall:-

- Receive requests from institutions in need of material or financial assistance. The Head of PR can also identify a needy disadvantaged community within the organization's locality.
- Forward the request for assistance to the Principal and CEO for authorization to participate.
- If request is authorized, compile a budget within two days and forward it to the Principal and CEO for approval. If not authorized, send a regret to the institution within two working days.
- If budget is approved, communicate with relevant departments and steer the execution of the CSR activity. If not approved, send a regret letter to the concerned institution within two working days.

8.2 **College Internal and External Visits**

The Head of PR shall:-

- 8.2.1 Receive a request letter or email from its external stakeholders, seeking to visit the institution on a familiarization/educational tour or requesting the Institution to participate in an event outside the College premises.
- 8.2.2 Approve or fail to approve the request based on the activities within the College, availability of members of staff to conduct the visit or prior visits scheduled for the respective date.
- 8.2.3 If approved, send a confirmation to the concerned institution within two working days. If not approved, send a regret letter within two working days.
- 8.2.4 Communicate with relevant departments for preparation, through memos.
- 8.2.5 Compile a budget for requests inviting the College to participate in events outside the College premises and forward it together with the request to the Principal and CEO, for approval.
- 8.2.6 If approved, liaise with relevant departments through memos, and steer the participation. If not approved, send a regret letter to the concerned institution within two

working days.

8.2.7 Guide the visitors on a tour of the Institution.

8.3.0 Advertising

8.2.8 The department seeking to advertise shall compile and approve the information they require to be advertised, on need basis and forward to the Head of PR.

8.2.9 The Head of PR shall confirm conformity of the document in terms of corporate identity, language and accuracy within one working day. If it conforms, send the draft advert to Government Advertising Agency(GAA) within one working day, for design work and also request for applicable advertising rates. If it does not conform, return it to the relevant department within one working day, for correction.

8.2.10 The Head of the advertising department shall make a budget and forward it to the Principal and CEO for approval. If approved, the budget and the approved advert shall be forwarded to the Head of PR within one working day, for advertising. If not approved, the advertising shall not take place.

8.2.11 The Head of PR shall:-

- Make all necessary correction to the Artwork in collaboration with the HOD of the advertising department within one working day.
- Compile a letter to GAA within one working day, requesting to run the advert and forward it to the Principal and CEO for approval.
- If approved, forward GAA letter and the artwork to GAA and request them to send their final artwork back for final scrutiny for accuracy and approval to run. If not approved, the advertising shall not take place.
- Approve the final artwork giving GAA authority to run the advert within one working day.

- File a copy of the Approved advert, together with copies of the actual Advert and other relevant documents. Note: The College advertises through other media outlets with authorization from GAA.

8.4 Social Media

The Head of PR shall:-

- Obtain information relevant to the Institution from the Management, Heads of department and the Institution's events.
- Organize to have photographs of the event either using the College camera or by engaging the services of a specialized photographer. If a specialized photographer is to be used, the Head of PR shall make a budget for the payment and have it approved by the Principal and CEO.
- If approved, communicate with professional photographer within one working day. If not approved, the College camera shall be used.
- Compile information pertaining to specific events and forward it to the Principal and CEO for approval.
- If approved post the message and photos, to Twitter, Facebook and/or website, depending on the importance of the event, within one working day. If not approved, make the necessary corrections.
- Monitor social media posts and respond where necessary on daily basis.

8.5 Website

8.5.1 The Head of PR shall:-

- Receive material for the website from members of Staff / Students or Newspaper cuttings.
- Check for fluency, language, accuracy and conformity of the information to the corporate identity in this website material, within one working day.
- If the website material conforms, forward it within one

day, to the Head of ICT for uploading onto the College website. If it does not conform, discard it.

- Review on monthly basis, material posted onto the website to ensure relevance and validity.
- Ensure that the website bears the College logo, name and any other logos that the institution has been authorized to use.

8.6 Internal Communication

8.6.1 The Head of Public Relations shall:-

- Receive notices, memos and other material intended to be displayed on the notice boards from Heads of concerned departments / Students.
- Confirm that the notice board material conforms in terms of Corporate identity, language and accuracy within one working day. The memos, letters and reports shall adhere to the specifications as entailed in the approved standardized format for memos, letters and reports.
- If it conforms, append signature, date, stamp and retain a copy. If it does not conform, the bearer shall make the required changes.

8.6.2 The bearer of the approved notice board material shall pin it onto the notice board.

8.6.3 The Head of PR shall:-

- Update the notice boards on daily basis to ensure validity and relevance of information posted on daily basis.
- Remove notice board material which has no expiry date after one month unless it calls for a longer period.

9.0 OUTPUT

9.1 Participation in CSR activities.

9.2 KUC Advertisements on effective media platforms.

9.3 Effective Internal and External Communication.

9.4 Positive Corporate Image.

10.0 RECORDS

10.1 Newspaper Cuttings.

10.2 Approved Budgets.

10.3 Copies of Actual Adverts.

10.4 Electronic Copies.

10.5 Photographs and Video Tapes of College Events.

11.0 KEY PERFORMANCE INDICATORS (KPI^S)

11.1 Efficient and Effective Communication to all KUC Publics.

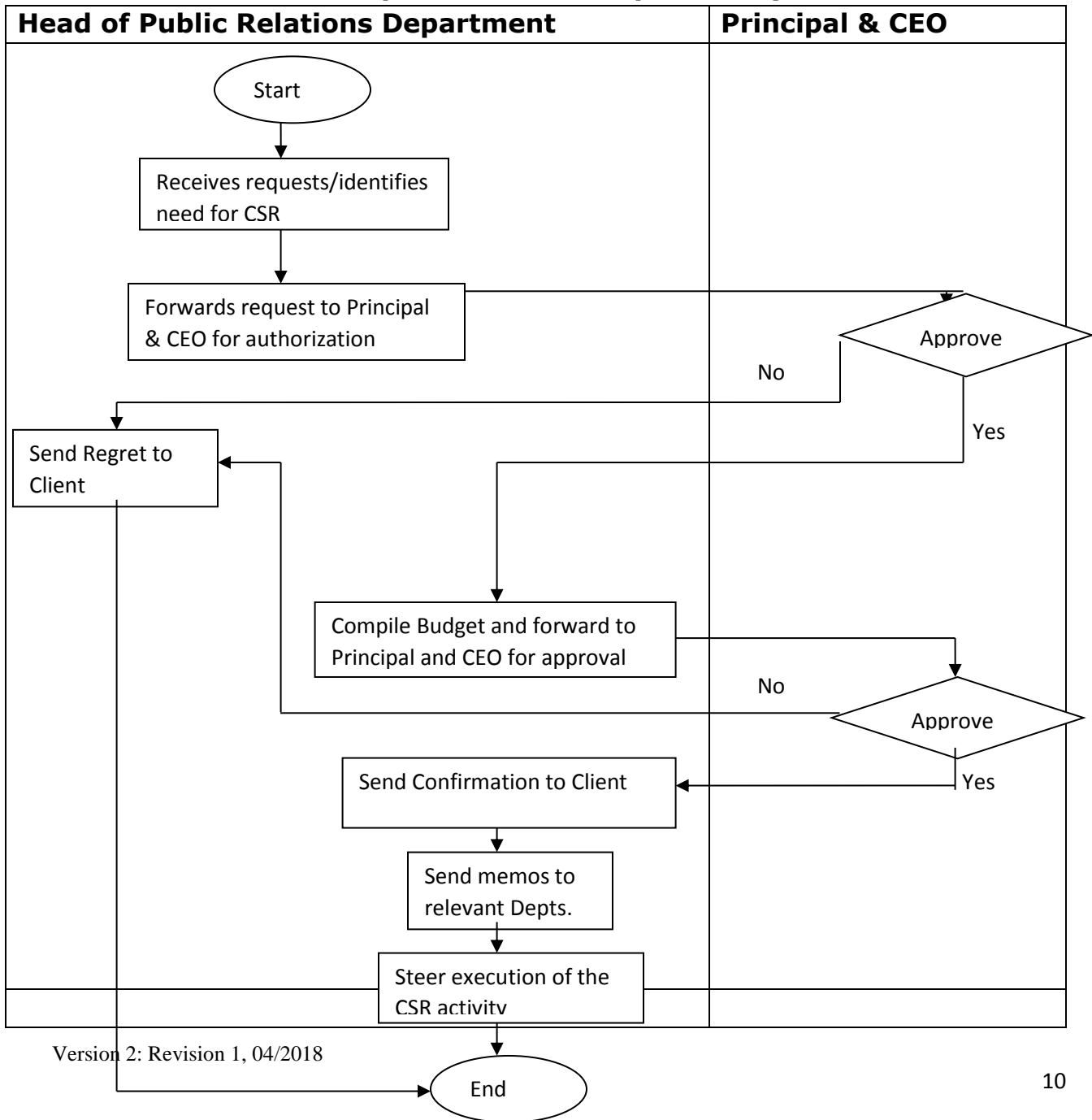
11.2 Number of applicants.

11.3 Guest Feedback

APPENDICES

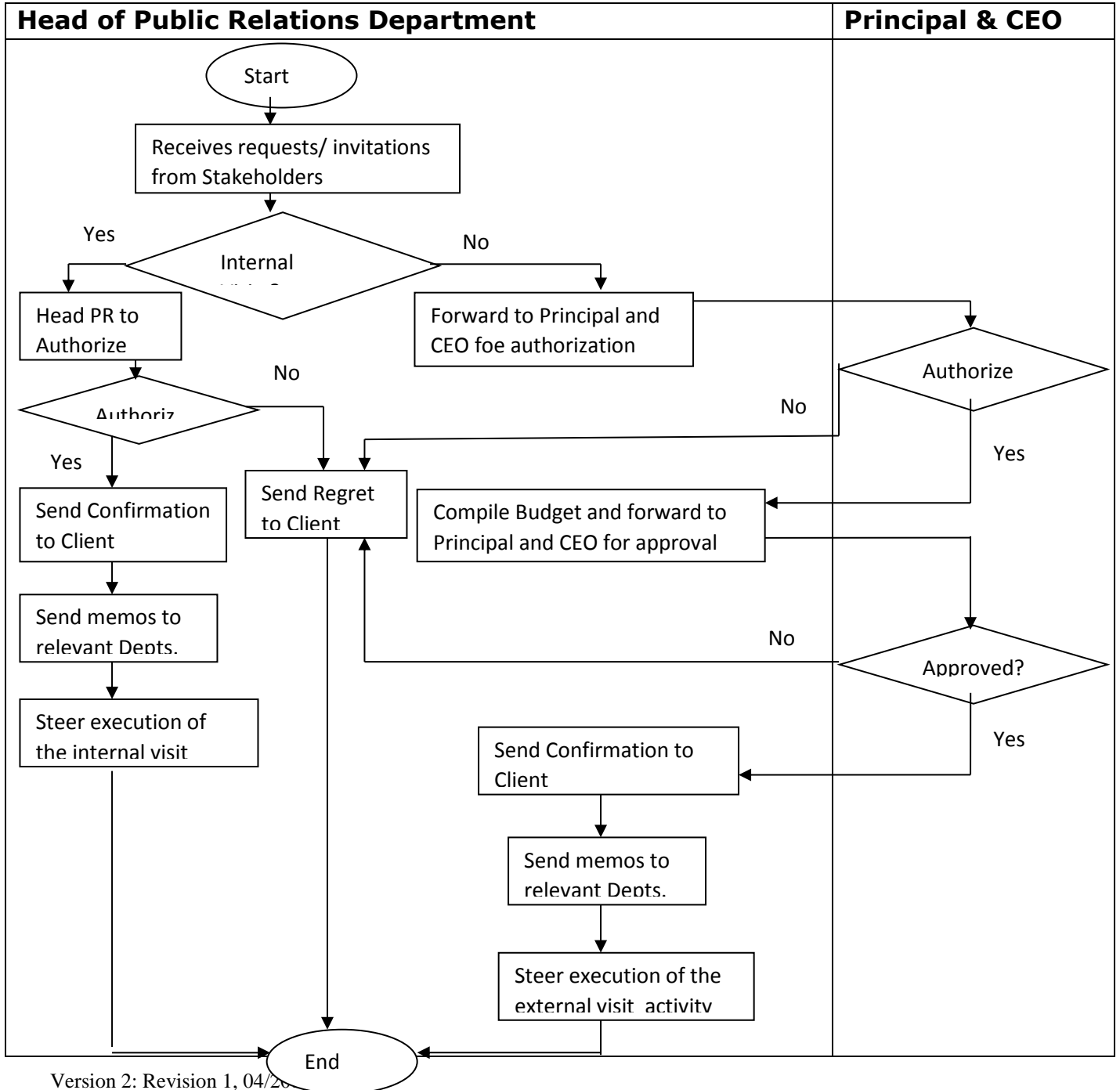
12.1 Flow Charts

12.1.1 Corporate Social Responsibility



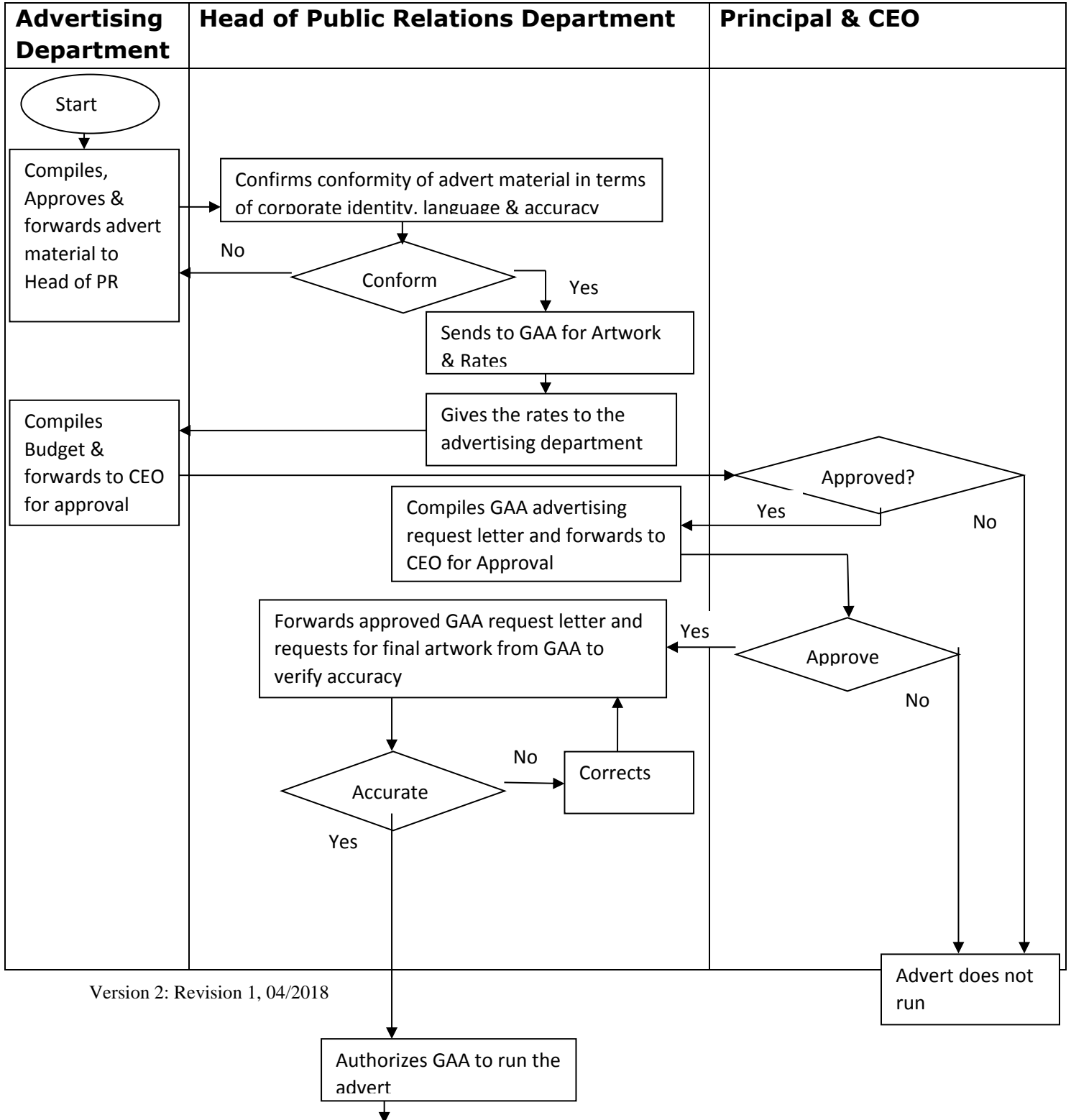
--	--

12.1.2 College Internal and External Visits



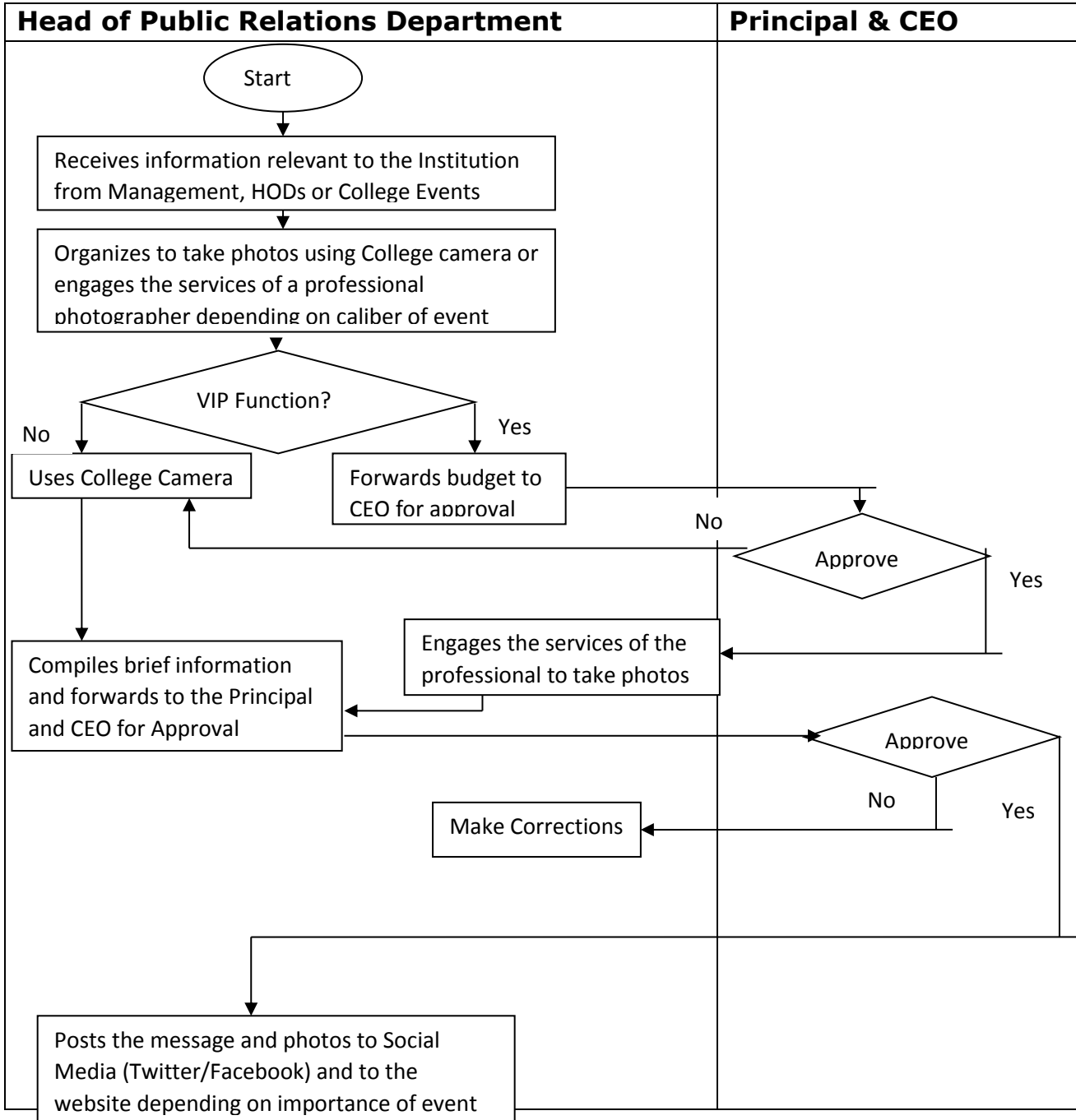
--	--

12.1.3 Advertising



--	--	--

12.1.4 Social Media



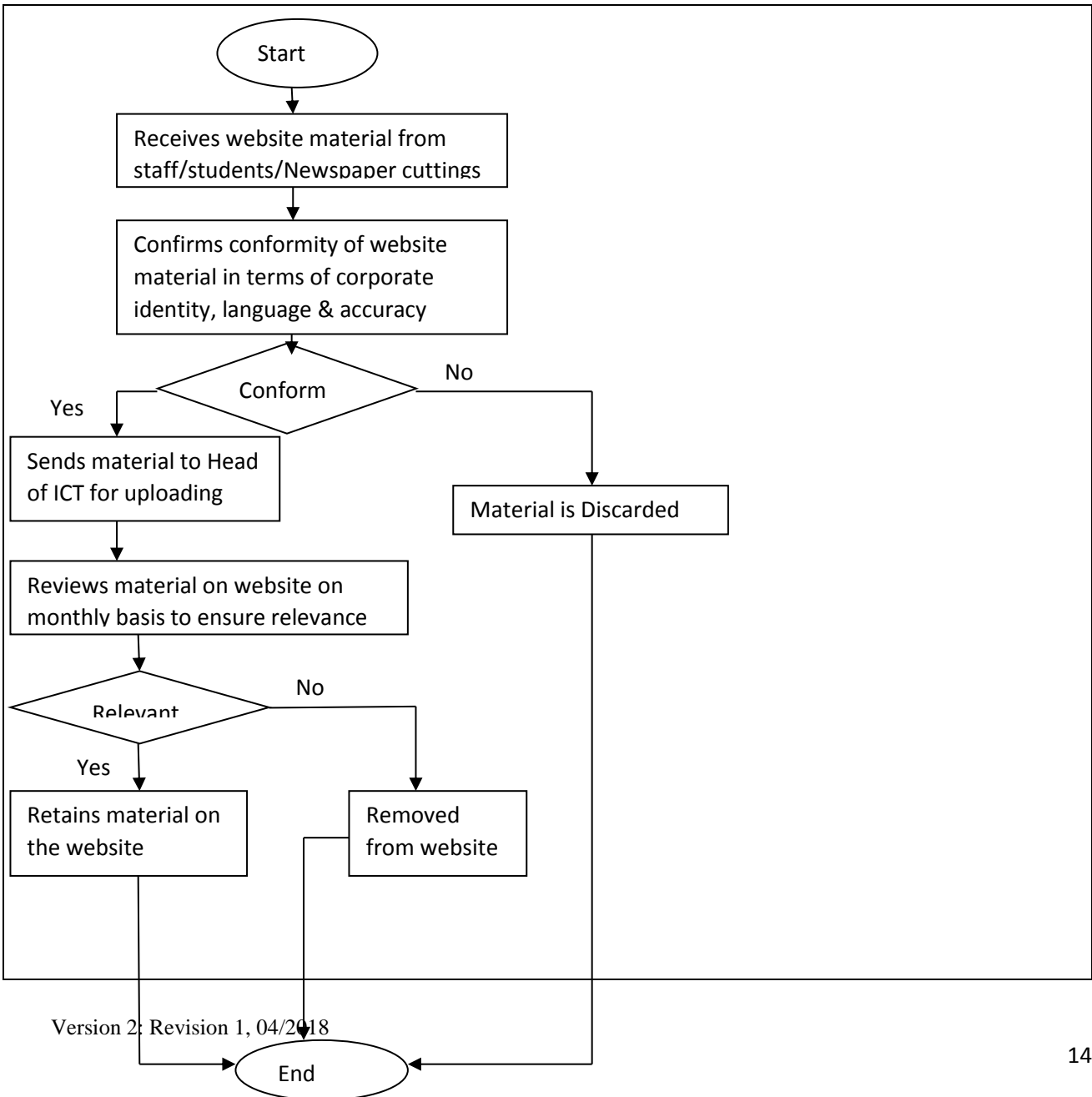
Version 2: Revision 1, 04/2018

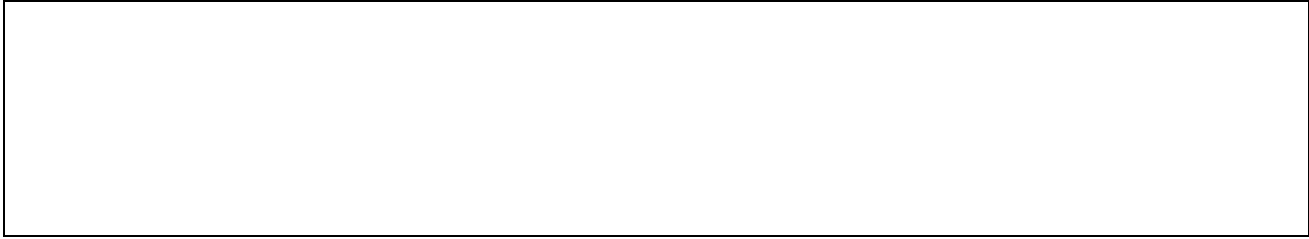
Monitor on daily basis, social media posts and respond where necessary

--	--

12.1.5 Website

Head of Public Relations Department





12.1.6 Internal Communication



--

12.2 Amendment Sheet

No.	Date	Details Of Change		Authorization
	<i>dd-mm-yy</i>	Page	Clause/sub-clause and comment	Name and signature

12.3 List of Copy Holders

COPY NO.	COPY HOLDER
0	Principal and CEO
1	Management Representative
2	Quality Assurance Department
3	Head of Public Relations Department

SECTION C: OPPORTUNITIES

OPPORTUNITY	ACTIONS	RESOURCES	RESPONSIBILITY	TIMELINES	KPI

DOCUMENTED INFORMATION FOR PUBLIC RELATIONS DEPARTMENT

Faster, widespread Communication via Social Media	<ul style="list-style-type: none"> - Twit all relevant information within the same day. - Re-twit all relevant tweets within the same day. 	<ul style="list-style-type: none"> - Ipads - Efficient computer - Competent Staff 	Head of PR	Continuous	No. of Tweets
Devolution	<ul style="list-style-type: none"> - Visit and exhibit in at least one county in every quarter. 	<ul style="list-style-type: none"> - Budget - Competent Staff 	Head of PR	Continuous	Event Photos

SECTION D: RISKS

No	DESCRIPTION OF RISK	TYPE OF RISK	PROBABILITY OF OCCURANCE			SEVERITY HIGH-3 MEDIUM-2 LOW-1	IMPACT	MITIGATION	RESPONSIBILITY	KPI
			HIGH	MEDIUM	LOW					
1	Negative Publicity	Social / Financial	✓	-	-	2	<ul style="list-style-type: none"> - Fewer Applicants 	<ul style="list-style-type: none"> - Monitoring of the website, social media & notice boards material. 	<ul style="list-style-type: none"> - Principal & CEO - Head of PR 	<ul style="list-style-type: none"> - Approved material
2	Negative Corporate Image	Social / Financial	✓	-	-	2	<ul style="list-style-type: none"> - Reduced Stake holders' confidence. 	<ul style="list-style-type: none"> - Aggressive publicity through Social media. 	<ul style="list-style-type: none"> - Head of PR 	<ul style="list-style-type: none"> - No. of Tweets
3	Poor community relations	Social	✓	-	-	2	<ul style="list-style-type: none"> - Theft - Arson attacks 	<ul style="list-style-type: none"> - CSR Activities 	<ul style="list-style-type: none"> - Head of PR 	<ul style="list-style-type: none"> - Pictures

