



COMMUNICATION POLICY

Transforming Lives through Quality Education

© 2022

EGERTON UNIVERSITY

University Communication Policy

Email: dmrm@egerton.ac.ke;

info@egerton.ac.ke

www.egerton.ac.ke

Revised 2022

FOREWARD

Egerton University is committed to having a structured communication policy that will enhance an effective communication process. Effective communication builds a sense of trust among the stakeholders and enhances our standing as a reputable institution of higher learning. In addition, we appreciate that structured communication, when well harnessed, is a powerful tool for building our corporate identity. Therefore, the communication process must ensure that information reaches the target audiences through the best communication tools and technologies in the most cost-effective way.

Communication Policy (CP) of Egerton University is important to staff, students, researchers, academicians, alumni, partners, donors, county and national government, as well as other stakeholders. This Policy will guide the University and its stakeholders in communication, access to information, branding, marketing and advertising. Therefore, this Communication Policy's development and rolling out is a welcome move that will provide a timely blueprint for addressing Egerton University's diverse communication needs. The Policy seeks to create a communication culture based on a shared aspiration and a common desire to move together with all stakeholders in our development endeavours.

The Communication Policy is a management reference for the University administration, staff, students, alumni, partners and other stakeholders in the coordination and flow of communications within and outside Egerton University.

Prof. Isaac O. Kibwage

Vice Chancellor

Table of Contents

PREAMBLE	iii
Table of contents	v
1.0 Principles	6
1.1 Guiding Principles	6
1.2 Definition of Terms	6
2.0 Scope of the Policy	8
3.0 Goal of the Communication Policy	8
3.2 Objectives of the Policy	9
4.0 Policy Framework	9
5.0 Communication Channels	10
6.0 Language of Communication	11
7.0 Principles of the Communication Policy	111
7.1 Communication	11
7.2 Mass emails to staff and students	12
7.3. Information Generation and storage	12
7.4 Access to Information	133
7.5 Branding	15
7.6 Marketing and Advertising	155
8.0 Contravention of this Policy	16
9.0 Citation	166
10.0 Policy Review	166

University Context

Vision

A world class University for the advancement of humanity.

Mission

To generate knowledge and offer exemplary education and training to society for national and global development

Philosophy

Egerton University innovatively influences human development through generation, acquisition, preservation and dissemination of knowledge and skills in Agriculture and related disciplines, guided by the core values

Core Values

National unity and social fairness
Integrity, transparency and accountability
Professionalism
Internationalism
Passion for excellence and devotion to duty
Teamwork
Passion for environmental conservation
Innovativeness and creativity

1.0 Guiding principles

1.1 Overall Principles

1.1.1 The University operates under the following overall principles:

1.1.1.1 Responsible communication: Communication Policy intends to endure that all forms of University communication is available and accessible in a form that will most effectively promote its development and use for economic and social benefits and to address key national priority areas.

1.1.1.2. Public Relations and Publicity: The University recognizes that proper use of Communication Policy enhances the reputation, positive image and publicity of the University which increases its overall standing.

1.1.1.3 Branding: The University recognises its unique brands and at all times shall seek to promote branding in all its activities and programs using its products and services to optimize the economic and societal benefits.

1.1.1.4 Creative and innovative use of information technology: Egerton University encourages the use of innovative information and communication technology to enhance its teaching, research, and public service mission.

1.1.1.5. Intellectual protection: The University respects the intellectual labour and creativity of others and seeks to protect the free and peaceful expression of ideas. All members of the University share responsibility for maintaining an environment where actions are guided by mutual respect, integrity, and reason.

1.1.1.6 Protection of Rights; Users will not have their right to access denied or abridged due to the individual's race, colour, religion, sex, national origin/citizenship status, age or disability and there shall be no restrictions placed on the fundamental rights to free speech except those necessary to protect the rights of others and the University. The University cannot protect individuals against exposure to materials that they may consider offensive.

1.1.1.7 Protection of Institutional Rights: The University reserves the right to take restrictive actions in response to complaints that posted material creates a hostile environment for the University, staff, students, individuals or classes of individuals and to preserve the order necessary for the University to function as an institution of higher learning.

1.2 Definition of Terms

In this Policy, unless the context otherwise requires, the follow terms shall have the meanings defined herein.

Spokesperson: A person who speaks as the representative of the University or others often appointed to the same position of spokesperson.

Communication: Is the process by which the University's information is delivered or exchanged between individuals through a common system of symbols, signs, or behaviour, where the University seeks to create a shared understanding and elicit feedback from stakeholders involved.

Information: Is the knowledge obtained from investigation, study, or instruction which include facts and data and it intends to deliver a specific message.

Communication Channel: University communication channels are methods that shall be used to ensure information reaches the targeted audience, the number of people who receive the information and the elicit desired feedback.

Marketing: A University management process responsible for identifying, anticipating and satisfying customer requirements profitably and involves use of all available resources to achieve the objective.

Branding: A brand is a name, term, sign, symbol, or design, or a combination of these elements, that identifies the institution and differentiates it from competitors. "Egerton University", "Egerton University logo", and the "green swoosh" are brands of the University. Branding is the promoting of a product or service by identifying it with a particular brand.

Advertising: Advertising is promoting of the University, its products or services through channels such as newspapers, television, radio and social media platforms like Facebook, Twitter, and whatsapp among others.

Public Relations (PR): Is a University reputation management strategy that enhances reputation, positive image and good publicity of the University to increase its overall standings.

Media: Is a collective means of mass communication which may include broadcasting, publishing, and the internet usually regarded publicized by the "media"

Publicity: Publicity is a public relations function that the University intends to use to solely draw attention about its programs, activities and actions and it does not attempt to sway public opinion in any specific direction. Instead, it simply draws the attention of the public towards University's roles and functions.

Stakeholder: A stakeholder is any person or entity that has an interest in Egerton University and they included students, staff, stakeholders including Alumni, partners, donors, county, and national governments.

2.0 Scope of the Policy

2.1 This Policy shall apply to both internal and external audiences of the University irrespective of their physical location. This Policy should be read together with any other relevant University and national policies.

2.2 The Policy shall cover official or authorised, written or verbal information communicated in the University and about the University.

2.3 Egerton University acknowledges that through this policy, there is necessity of ensuring that all the programs, research activities and knowledge, products, technologies, and inventions developed in the university are actively and widely communicated for national and global economic, social benefit and advancement of humanity.

3.0 Goal of the Communication Policy

3.1. The Policy's overarching goal is to ensure effective communication, access to information, branding, marketing, and advertising at the University.

3.2. The Communication Policy envisages a collaborative, effective, coordinated, and timely communication system for Egerton University.

3.3. This Policy applies to all Egerton University staff, students and other stakeholders including Alumni, partners, donors, county, and national governments.

3.4. The Policy seeks to ensure that the various Egerton University units effectively play their respective, but interdependent roles to provide an efficient and sustainable communication system process.

3.0 Objectives of the Communication Policy

3.1 Support Egerton University's initiatives by facilitating systematic and practical use and coordination of communication and information strategies and activities.

3.2 Preserve Egerton University's brand identity by protecting its corporate image and reputation.

3.3 Promote Egerton University's programmes, products, innovations, initiatives, and services through appropriate communication channels to the public consistently.

3.4 Ensure timely, orderly and effective communication across Egerton University students, staff and stakeholders including Alumni, partners, donors, county, and national governments

3.5 Offer guidance and ethical standards in communication, packaging and dissemination to the staff and students.

3.6 Define obligations of all stakeholders involved in communication with University on all matters related to their needs.

4.0 Policy Framework

4.1 The Policy framework established in this policy seeks to establish a cohesive and well-functioning communication system which is essential for attaining all this Policy's objectives.

4.2 The Policy seeks to ensure that all communication shall support the Vision, Mission, Strategic Plan, and Objectives of Egerton University.

4.3 The Policy envisages that both internal and external communication shall endeavour to avail timely, accurate, precise, objective, complete and straightforward information.

4.4 All communication should reinforce clarity and authenticity of internal and external communication.

4.5 The channels used in the dissemination of information should be appropriate to the target audiences and should be appropriate to generate the desired feedback and trust.

4.6 University Council, University Management Board, University Senate, Divisions, Directorates and Departments will work collaboratively to ensure there is coherent and effective communication at all times.

- 4.7 The Policy will promote the involvement of key stakeholders in generating, planning and delivering information.
- 4.8 The University shall seek to maintain open and transparent communication except when dealing with sensitive matters that may not be disclosed to the wider University community.
- 4.9 The University shall ensure ease of access to essential, useful and relevant information to both internal and external stakeholders as may be needed.
- 4.10 Information presented will be factual, balanced and impartial to ensure that the University remains visible, accessible and accountable to its public.

5.0 Communication Channels

- 5.1. The Policy envisages use of reliable and appropriate communication channels that ensures the information reaches the targeted audience, the number of people who receive the information and the elicit desired feedback.
- 5.2. The Policy gives guidelines of the authorised communication channels for use in internal and external communication by University stakeholders
- 5.3. The channels include:
 - 5.3.1 Face-to-face meetings, including University Open Days, University events, staff meetings, student orientations, exhibitions, conferences, seminars, public lectures, and presentations.
 - 5.3.2 Written communication which is understood as communication in hard copy or by electronic mail such as minutes taken in meetings, formal letters, memos, newsletters, magazines, academic publications, mailing lists, etc.
 - 5.3.3 Electronic communication which incorporates email, the University website and related web pages, radio, television, audio and video conferencing, virtual meetings and events, podcasts, webinars, magnetic and digital media (twitter, face book, zoom, Vivo etc.).
 - 5.3.4 Other additional communication channels may include letters, memoranda, newsletters, procedures, notices, advertisements, flyers, posters, and promotional materials.
 - 5.3.5 Any staff or student interfering with virtual meetings and events held through zoom, Google teams, Vivo etc will be subjected to disciplinary measures as per this policy.
 - 5.3.6 Any other channels identified and in conformity with this Policy.

6.0 Language of Communication

- 6.1 The Policy seeks to ensure that the communication in the University shall be in the official and national languages of English and Kiswahili.
- 6.2 The University will take the necessary measures to communicate to other members of society, who may not be able to speak or understand English or Kiswahili, in their vernacular languages when the need arises.
- 6.3 The University will also communicate to people with disabilities using appropriate communication channels suitable for their needs such as assistive hearing device (hearing aid, braille for people who are visually impaired), sign language interpreter among others.

7.0 Principles of the Communication Policy

7.1. Communication

- 7.1.1. The Vice-Chancellor is the official spokesperson of the Egerton University.
- 7.1.2. The Vice-Chancellor may appoint and authorise other senior officers of the University to be spokespersons when need arise.
- 7.1.3. The University heads of sections and units shall appraise the Vice Chancellor on developments that require internal or external communication through the Deputy Vice Chancellors (DVCs).
- 7.1.4. Staff and students are not permitted to make statements on behalf of the University without authorization.
- 7.1.5. Egerton University shall provide verified, accurate and objective information to media outlets.
- 7.1.6. A channel on communication of academic, human resource and scientific or academic surveys on staff or students by outsiders must seek authority from the Vice Chancellor.
- 7.1.7. Staff and students are prohibited from disseminating information unrelated to University matters using their official email domains.
- 7.1.8. All forms of communication must adhere to the highest standards of ethical practices and professional competence.
- 7.1.9. The Egerton University domain email (@egerton.ac.ke) is part of the official communication channels.
- 7.1.10. Staff and students are personally responsible for reading and responding of official email accounts in a timely manner.

7.1.11. The Directorate of Marketing and Resource Mobilization (DMRM) shall be responsible for packaging information to make it newsworthy and current.

7.2 Mass emails to staff and students

7.1.2 Staff members who may wish to send an email to a large group of staff or students (e.g. academic staff, postgraduate students etc.) shall go through the Director, DMRM.

7.2.2 The Directorate is authorised to email the large groups of recipients on behalf of staff and students.

7.3.2 The criteria for sending mass emails shall be as follows:

7.3.1. It should be from a University Division, Directorate, Faculty, Department, unit or staff member

7.3.2. It should contain information connected to University operations

7.3.3. It should concern something that all recipients need to be aware of, and perhaps act upon and not be for commercial or personal gain.

7.3 Information generation and storage

7.3.1 The DMRM shall be the University's link with the media and all official media enquiries should therefore be directed to the Directorate.

7.3.2 All official press conferences, briefings and media visits shall be organised by the DMRM in consultation with the Office of the Vice Chancellor and the respective divisions and units as need may arise.

7.3.3 All press conferences, briefings and media visits for research and outreach, academic and administrative divisions with already established partnerships/donors through MOUs shall be organised by the concerned staff in consultation with the respective Office of the DVCs and their units.

7.3.4 Filming and photography within University grounds by external non-authorized persons for official communication or use is prohibited except with Vice Chancellor's written authorisation in consultation with DMRM.

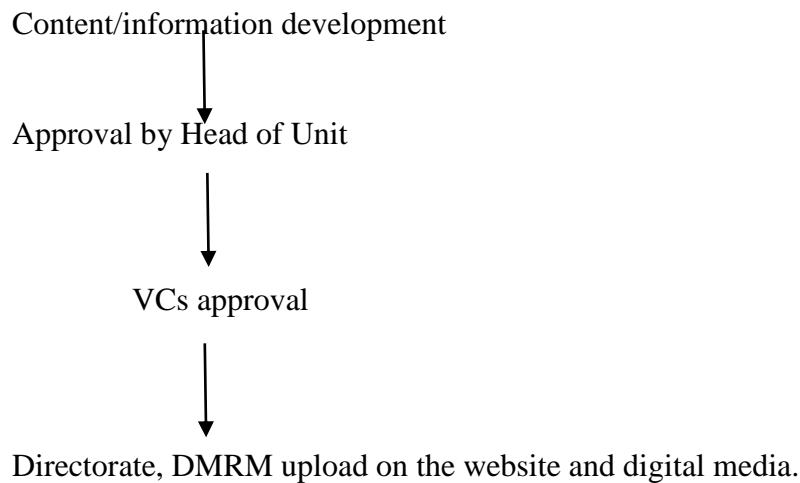
7.3.5 Filming and photography by already established partnerships/donors through MOUs for benefit of staff, students and the entire University shall be organised by the concerned staff in consultation with the respective Office of the DVCs and the respective units.

- 7.3.6 Filming and photography activities shall be allowed for students studying communication and media programmes and their academic clubs only for their practical academic activities.
- 7.3.7 The DMRM shall be responsible for maintaining a database of all University photographs, speeches in written and audio format and videos.
- 7.3.8 All Divisions through their Directorates, Faculties and units are expected to generate research, academic and administrative content materials for the University database and shall avail a copy of the above materials to the Directorate immediately after production and dissemination for wider external and internal sharing through website and social media platforms where necessary.

7.4 Access to Information

- 7.4.1. The University shall facilitate access to information in compliance with various pieces of legislation relating to the handling and use of information, specifically:
 - 7.4.1.1 The Constitution of Kenya (2010)
 - 7.4.1.2 The Data Protection Act 2019
 - 7.4.1.3 Copyright Amendment Act 2019
 - 7.4.1.4 Computer Misuse and Cybercrimes Act 2018
 - 7.4.1.5 Access to Information Act 2016
- 7.4.2. The Office of the Registrar (Academic Affairs) shall be the primary source of information on Academic matters.
- 7.4.3. The Office of the Registrar Human Capital and Administration (HCA) shall be the primary source of information on Administrative details and data of all staff.
- 7.4.4. The Office of the Director Research and Extension (R&E) shall be the primary source of information regarding research, innovations, extension and technological output.
- 7.4.5. The Office of the Dean of Students shall be the primary source of information on Students' welfare.
- 7.4.6. Information authorised for release to the public such as staff/students notices, procurement tenders, and vacancies shall be available on the University website (www.egerton.ac.ke) and copied to official University social media pages where necessary.

- 7.4.7. All University staff and students are prohibited from sharing unauthorized information through emails and digital media platforms like WhatsApp, Twitter or Facebook.
- 7.4.8. Any staff and student who share information without authorisation from the VC or respective heads of sections will be subjected to disciplinary action by the University.
- 7.4.9. The Registrar, Human Capital and Administration shall be responsible for authorizing sharing staff contact details (emails and mobile phone numbers) to third parties including bulk SMS to interested commercial companies and partners.
- 7.4.10. All information inquiries to the University shall be made through telephone contacts available on the University website: www.egerton.ac.ke/contact-us.
- 7.4.11. Information published on the University website, electronic (radio & television), print and digital media is considered copyrighted material.
- 7.4.12. Content or information to be uploaded to the University website and social media accounts shall adhere to acceptable authorization channels for effective flow and efficient delivery.
- 7.4.13. The Content or information workflow will be:



7.5 Branding

- 7.5.1. The DMRM shall develop, maintain and make routinely available for use by the University Divisions, Directorates, sections and units of the University a Brand Manual.
- 7.5.2. All staff members shall conform to the standards outlined in the Egerton University Brand Manual.
- 7.5.3. Egerton University logo, name, website, tagline and brand colours must be included in all promotional (print & digital) communications of the University.

- 7.5.4. Staff and students shall not develop variations of the Egerton University brand elements (logo, name, tagline and flag) without prior authorisation from the University Council through the office of VC.
- 7.5.5. Request to use the University logo and tagline in promotional materials, press releases, video content, and digital content must be directed to the Vice Chancellor in consultation with DMRM.
- 7.5.6. The use of Egerton University brand in a manner that implies endorsement of programmes, products, and services of any entity not directly associated or approved in writing by the University is prohibited.
- 7.5.7. University units participating in events such as shows and exhibitions shall brand the events in collaboration with DMRM to ensure that the University image and visibility is maintained at all times.

7.6 Marketing and Advertising

- 7.6.1. The University shall utilise print, electronic (radio & television) and all social media platforms (face book, WhatsApp, twitter) for marketing and advertising.
- 7.6.2. All University marketing and advertising shall be coordinated by DMRM in consultation with heads of Divisions, Directorates, Faculties, sections and units.
- 7.6.3. All advertisements to the media shall be executed by DMRM in consultation with heads of Divisions, Directorates, faculties, sections and units to ensure consistency with the University's corporate identity.
- 7.6.4. Production of promotional items shall be done in collaboration with DMRM to ensure that they meet the University's branding requirements.
- 7.6.5. Distribution of non-University advertising materials through the website, digital media, and in-person shall require authorization by the Vice Chancellor in consultation with office of DMRM.
- 7.6.6. All Divisions, Directorates, faculties, sections and units organising University events must forward to the Director DMRM event details at least two weeks in advance for sharing with wider University community.
- 7.6.7. The DMRM shall upload the information on the University Web calendar of events for ease access and planning by the staff, students and collaborators/partners to attend and participate in the event.

- 7.6.8. An up to date Web calendar of events will provide timely information on events happening at the University.
- 7.6.9. Students wishing to hold events at University grounds must seek, through the Dean of Students office, written approval from the Director of DMRM at least two weeks before indicating the name of the event, date, partner/sponsor organisation (if any) and the key speakers/guests for sharing with wider University community.
- 7.6.10. Events and publications by other third party organisations may be held or advertised at University grounds provided they promote and contribute to the University vision, mission and financial benefit.
- 7.6.11. The events and adverts must comply with standards and regulations outlined in this Policy and any other relevant University policy.

8.0 Contravention of this Policy

- 8.1.1 The University will take disciplinary measures against any staff or student contravening this policy.
- 8.1.2. Due process and University's administrative procedures will be followed in cases of discipline resulting from rules violations or criminal act, including immediate temporary suspension of access by any user allegedly involved in the violation or breach of this policy.

9.0 Citation

This Policy shall be cited as the Egerton University Communication Policy No **EU/VC/POL/01COM** of 2022.

10.0 Policy Review

This Policy shall be reviewed after every five (5) years or earlier if deemed necessary.

Published by
The Directorate of Marketing and Resource Mobilisation
Egerton University
P. O. Box 536 - 20115, Egerton, Kenya
Tel:+254-51-2217808;
Email: info@egerton.ac.ke
dmrm@egerton.ac.ke
www.egerton.ac.ke

Printed by
Egerton University Press
eupress@egerton.ac.ke

COMMITTEE TO REVIEW THE EGERTON UNIVERSITY COMMUNICATION POLICY

The following are the members of the Committee to review the Egerton University Communication Policy:

- | | | | |
|----|-----------------------|-------------|-------|
| 1. | Prof. Paul K. Kimurto | Chairperson | _____ |
| 2. | Prof. George Ogendi | Member | _____ |
| 3. | Prof. Isabel Wagara | Member | _____ |
| 4. | Prof. Phylis Bartoo | Member | _____ |
| 5. | Dr Patriciah Wambugu | Member | _____ |
| 6. | Dr Hillary Chakava | Member | _____ |
| 7. | Ms Susan Mbanda | Member | _____ |
| 8. | Mr Kioko Kivandi | Member | _____ |
| 9. | Ms Agnes Mwangi | Member | _____ |