



**JARAMOGI OGINGA ODINGA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

DOCUMENT : PROCEDURE FOR MANAGEMENT OF CORPORATE COMMUNICATION SERVICES

DOCUMENT NO : JOOUST/VC/CCO/OP 24

AUTHORISED BY : VICE-CHANCELLOR SIGNATURE: 

ISSUED BY : CORPORATE COMMUNICATIONS 

OFFICER

SIGNATURE:

0.1 DOCUMENT DISTRIBUTION

S.NO.	TYPE	OFFICE
i.	Master Copy	QMR
ii.	Copy	VC
iii.	Copy	CCO
iv.	Soft Copy	JOOUST Website by password

0.2 DOCUMENT CHANGES

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1.0 Purpose:

To provide professional Corporate Communication services in order to cultivate, maintain, and enhance positive relations between the University and its interested parties

2.0 Scope:

This Procedure covers all Corporate Communication matters of JOOUST.

3.0 References:

- i. ISO 9001: 2015 Standard
- ii. JOOUST Quality Manual
- iii. JOOUST Statutes
- iv. JOOUST Communication Policy 2016

4.0 Abbreviations/Acronyms and Definitions:

- i. ACCO: Assistant Corporate Communications Officer
- ii. Artwork: Text, photographs and pictures prepared for advertising.
- iii. CCO: Corporate Communications Officer
- iv. CHC: Complaints Handling Committee
- v. CHO: Complaints Handling Officer
- vi. Dummy: Draft copy of the final document.
- vii. Editing: Checking a document for accuracy; correctness of grammar, tone and typography.
- viii. Event owner: The office directly concerned with an event which requires planning and media coverage.
- ix. IAO: Information Access Officer
- x. JOOUST: Jaramogi Oginga Odinga University of Science and Technology
- xi. Mass media: The various channels used in conveying information *en-masse* to the public.
- xii. PRN: Purchase Requisition Note.

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- xiii. QMR: Quality Management Representative.
- xiv. VC: Vice Chancellor
- xv. Write up: Information compiled for purpose of advertising

5.0 Responsibility:

The Corporate Communications Officer shall be responsible for the implementation and effective supervision of this procedure.

6.0 Methods

6.1 Media Coverage

- 6.1.1 The CCO shall receive requests for media coverage from the event owner.
- 6.1.2 The CCO shall contact the event owner for details concerning the event.
- 6.1.3 The CCO shall seek advice from the VC on media coverage of the event.
- 6.1.4 The CCO shall contact relevant media houses as advised by the Vice Chancellor.
- 6.1.5 The CCO shall put together a press kit containing among others; speeches, information on JOOUST, course brochures and other promotional materials.

6.2 Placing of Advertisements in Mass Media

- 6.2.1 An officer intending to place an advertisement in the media shall seek approval from the VC and forward a write-up of the intended advertisement to the CCO one week to the intended date of placement.
- 6.2.2 The CCO shall prepare and forward a PRN and the write up to the procurement officer for the award of tender.
- 6.2.3 The CCO shall receive communication from procurement department on the selected media house.
- 6.2.4 The CCO shall edit the write-up and forward the same to the selected media house for design.
- 6.2.5 The CCO shall receive a draft copy of the designed work from the media house.
- 6.2.7 The CCO shall proof read the designed artwork from the media house and if satisfied shall approve or endorse it for publication.

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6.2.7 The ACCO shall photocopy and file the newspaper section containing the advertisement. For electronic media, the ACCO shall record the date and time the advertisement goes on air.

6.2.8 External enquiries on the advertisement shall be directed to the CCO.

6.3 Management of Crises

6.3.1 The CCO shall gather information on the crisis.

6.3.2 The CCO shall brief the VC and other relevant offices on the crisis situation.

6.3.3 The CCO, in consultation with the VC, shall disseminate information as appropriate to the affected parties.

6.3.4 As warranted by the magnitude of the crisis, the VC shall constitute and appoint a crisis management committee whose secretary shall be the CCO.

6.3.5 The VC or an officer expressly authorized by him/her shall address the media on the crisis.

6.3.6 The CCO shall compile a report on the crisis detailing the effects and necessary intervention and mitigation measures.

6.4 Production of Communication and Promotional Materials

6.4.1 The CCO shall make a proposal or forward a proposal from the relevant offices to the VC to make a publication or print materials.

6.4.2 Once the VC gives clearance, the CCO shall receive and edit all the write ups submitted for the particular publication and make a consolidated copy.

6.4.4 The CCO shall contact the procurement department to procure the design and printing services.

6.4.5 The CCO shall work with the appointed printing firm to design a dummy of the publication.

6.4.6 The CCO shall forward the dummy to the VC for approval.

6.4.7 The CCO shall then forward the artwork to the appointed printer.

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- 6.4.8 The CCO shall do the final copy editing and proofreading, and approval of the artwork.
- 6.4.9 The appointed printer shall print and deliver the printed material.

6.5 Participation in Shows and Exhibitions

- 6.5.1 The CCO shall facilitate the production of all publicity materials to be used at each show or exhibition.
- 6.5.2 The CCO shall notify all departments to be involved in the exhibition to provide raw information for print exhibits.
- 6.5.3 The CCO shall receive the raw information to facilitate the designing of various print exhibits.
- 6.5.4 The CCO shall contact the procurement department to procure design and printing services.
- 6.5.5 The CCO shall contact the user departments for approval of the design for the print exhibits.
- 6.5.6 The CCO shall work with the selected design and printing firm to produce a dummy of materials to be printed.
- 6.5.7 The CCO shall discuss the dummies with respective departments and the Chairman of the Publicity Committee for their approval.
- 6.5.8 CCO shall submit the approved design to the selected firm for printing.
- 6.5.9 The selected printing firm shall print and deliver the printed materials to the JOOUST stores
- 6.5.10 CCO shall distribute the printed materials to the respective department at least three days to the departure for the show/exhibition.
- 6.5.11 ACCO or in her absence the CCO shall be in charge of all protocol matters (VIP room

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arrangement, visitors book, reception) at the Show and Exhibition stand.

6.6 Management of Visits by Institutions

6.6.1 The CCO shall be briefed by the relevant department on correspondence/requests from various schools or other institutions wishing to visit JOOUST.

6.6.2 The CCO shall discuss the proposed visit with the relevant departments and convey the decision to the requesting institution.

6.6.3 The ACCO shall assemble information kit containing information on JOOUST, course brochures and other promotional materials to be given to the visiting party.

6.6.4 The ACCO shall, together with the concerned department, arrange to receive the visiting party.

6.6.5 The department to be visited shall conduct the party on a tour of the department's facilities.

6.6.6 The ACCO shall facilitate the tour of other facilities outside the sphere of the visited department that the party may request to visit, or which the Corporate Communications Office thinks the party should tour.

6.7 Management of Corporate Social Responsibility

6.7.1 The CCO shall in individually or in collaboration with the Division on Research, Innovation and Outreach, identify appropriate endeavors in line with the University's mission and vision.

6.7.2 The CCO shall receive all requests for assistance and file them.

6.7.3 The CCO shall forward to and discuss with the VC the cases for consideration.

6.7.4 The CCO shall, in collaboration with other relevant departments, identify possible internal and/or external sources of resources necessary for implementing the identified CSR project.

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6.7.5 The CCO shall implement the project in liaison with relevant departments or institutions.

6.8 Handling of Customer Complaints

6.8.1 A customer shall lodge their complaints with the CHO.

6.8.2 The complaints handling officer shall issue the complainants with a Complaints Form where the complainant will record the matter. Where the complainant cannot write, the officer shall assist in recording the complaint.

6.8.3 The CHO shall, within 24 hours, contact the Officer/Head of Department concerned for appropriate action.

6.8.4 The CHO shall communicate the final decision on the complaints to the aggrieved party within 15 working days.

6.8.5 If the issue cannot be resolved within 15 days, the CHO shall inform the complainant accordingly and report the progress made in resolving the matter.

6.8.6 The CHO shall forward to the VC, on a weekly basis a summary of complaints.

6.8.7 Complaints that require the VC's immediate attention shall be referred to him/her within the same day of receipt of the complaint.

6.8.8 When a complaint is made directly to the Officer/Department:

- a) The department concerned shall inform the CHO not later than two days after complaint is launched
- b) CHO shall contact the complainant to acknowledge receipt of the complaint
- c) Concerned the officer/department shall handle the case in liaison with the CHO

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d) CHO shall communicate to the complainant the action taken.

6.8.8 When a complaint is made directly to the Officer/Department:

- a) The department concerned shall inform the CHO not later than two days after complaint is launched
- b) CHO shall contact the complainant to acknowledge receipt of the complaint
- c) Concerned the officer/department shall handle the case in liaison with the CHO
- d) CHO shall communicate to the complainant the action taken.

6.8.9 When a complaint is made directly to the VC, he/she shall:

- a) Either; refer the case to CHO
- b) Or handle the case with the officer concerned and contact the aggrieved party giving details on the action taken, and thereafter inform the CHO for record

6.9: Lodging complaints with the CHO

6.9.1 The complaints handling officer shall issue the complainants with a Complaints Form where the complainant will record the matter. Where the complainant cannot write, the officer shall assist in recording the complaint

6.9.2 The CHO shall, within 24 hours, contact the Officer/Head of Department concerned for appropriate action.

6.9.3 The CHO shall communicate the final decision on the complaints to the aggrieved party within 15 working days.

6.9.4 If the issue cannot be resolved within 15 days, the CHO shall inform the complainant accordingly and report the progress made in resolving the matter.

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- a) The department concerned shall inform the CHO not later than two days after complaint is launched
- b) CHO shall contact the complainant to acknowledge receipt of the complaint
- c) Concerned the officer/department shall handle the case in liaison with the CHO
- d) CHO shall communicate to the complainant the action taken.

6.9.8 When a complaint is made directly to the VC, he/she shall:

- a) Either; refer the case to CHO
- b) Or handle the case with the officer concerned and contact the aggrieved party giving details on the action taken, and thereafter inform the CHO for record

6.10 Complaints Box

6.10.1 The CHO shall place Boxes labeled “COMPLAINTS/SUGGESTIONS BOX” within open and easily accessible areas of the University.

6.10.2 Clients with complaints shall fill in the Complaints Form, stating clearly the nature of complaint and office/officer involved, and drop it into the box.

6.10.3 The Complaints Form shall be made available to customers online through the JOOUST website, at the customer complaints desk, and in all departmental offices.

6.10.4 The CHO, together with other members of the CHC shall open the Complaints Box and collect the forms.

6.10.5 The CHO shall contact the complainant to acknowledge receipt of the complaints.

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- 6.10.6 The CHO shall contact the Officer/Head of Department concerned within 24 hours for appropriate action.
- 6.10.7 The CHO shall communicate the final decision to the aggrieved party within 15 working days. If the issue cannot be resolved within this time, the CHO shall inform the complainant accordingly and report the progress so far made in resolving the matter.
- 6.10.8 The CHO shall forward to the VC a summary of all complaints. Matters that require the VC's immediate attention shall be referred to him/her within the same day of complaint.

6.11 Management of Corporate Events

- 6.11.1 The CCO shall receive notification from the event owner concerning the upcoming event.
- 6.11.2 The CCO shall contact the event owner for details concerning the event.
- 6.11.3 The CCO shall liaise with the VC and other relevant departments to organize the event.
- 6.11.4 The CCO shall notify media houses for coverage where necessary or and/or organize in-house coverage.
- 6.11.5 The CC department shall liaise with Central Service and Head of Catering for preparation of venue and catering services respectively

6.12 Management of Protocol and VIP Visits

- 6.12.1 The VC shall brief the CCO on the visits.
- 6.12.2 The CCO shall receive details on the visit from the VC or Deputy Vice-Chancellors.
- 6.12.3 The CCO shall work with relevant officers i.e. departments related to the visit, to facilitate reception and where necessary, accommodation for the visitor
- 6.12.4 The CCO shall, in consultation with the VC and other officers, prepare the itinerary for the visitors.

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6.12.5 The ACCO shall facilitate procurement/processing of giveaways where necessary

6.13 Management of Access to information requests

6.13.1 An application to access information shall be made in writing in English or Kiswahili and the applicant shall provide details and sufficient particulars for the public officer or any other official to understand what information is being requested.

6.13.2 The IAO shall acknowledge receipt of the request for information within two (2) days upon receipt.

6.13.2 The IAO shall advise the applicant how to access the access information form and guide on how to fill it; alternatively for information requested for through the designated email address, the IAO shall guide the applicant as appropriate.

6.13.3 The IAO shall process urgent requests within 48hours upon receipt.

6.13.4 The IAO shall process ordinary requests and notify the requester within twenty-one (21) working days.

6.13.5 If it is not possible to handle a request within the above time limits, the IAO shall inform the requestor of the reason why it needs more time and the estimated date for communicating the information concerned.

6.13.6 Request for Access to Information that is considered as confidential in nature, must be approved by the Chief Executive Officer before the disclosure of confidential information.

6.13.7 If the requestor is dissatisfied with information provided, he/she can appeal to Commission on Administrative Justice (Office of the Ombudsman), who would be able to conduct investigations and make decision or conclusion. The decision made by Office of Ombudsman would be binding.

6.13.8 The IAO shall prepare a report and submit to the Commission on Administrative Justice (Office of the Ombudsman) on a quarterly basis using the prescribed forms from CAJ.

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