

UNIVERSITY OF NAIROBI

Annual report

Directorate of Corporate Affairs

The Directorate of Corporate Affairs is a unit within the Vice-Chancellor's office. This office was established in 2016. The Public Relations arm is within this Directorate.

Functions of the Directorate of Corporate Affairs

- ✓ Provide leadership in strategic communications
- ✓ Provide leadership and support to the University's corporate functions
- ✓ Provide leadership in editorial functions of the University
- ✓ Promote the image (reputation) of the University
- ✓ Promote and maintain mutually beneficial relationships with the Government (National and County governments) and corporate Organizations
- ✓ Promote change and innovation through timely response to the needs of university community
- ✓ Facilitate protocol at the Chancellor's and the Vice-Chancellor's office
- ✓ Advise on public policy and administrative matters.
- ✓ Manage the relationship between the University and media houses
- ✓ Monitor and analyze media and report
- ✓ Monitor the implementation of the communication strategy, branding policy, social media policy and marketing policy

Public Relations Office

The Public Relations Office is responsible for handling all aspects of planned publicity campaigns and PR activities.

Other tasks include:

- ✓ Planning publicity strategies and campaigns
- ✓ Writing and producing presentations, speeches and press releases
- ✓ Dealing with enquiries from the public, the press, and related organizations
- ✓ Organizing promotional events such as open days, exhibitions, tours and visits
- ✓ Coordinating media interviews, press conferences and presentations

- ✓ Providing clients with information about new promotional opportunities and current PR campaigns progress
- ✓ Analyzing media coverage
- ✓ Monitoring the implemented communication strategy
- ✓ Commissioning or undertaking relevant market research
- ✓ Liaising with clients, managerial and journalistic staff about budgets, timescales and objectives
- ✓ Providing in-house media support
- ✓ Designing, writing and/or producing presentations, speeches, press releases, articles, leaflets, 'in-house' journals, reports, publicity brochures, and posters information for websites and promotional videos and documentaries
- ✓ Implementing the university's social media strategy
- ✓ Monitoring and managing customer feedback through E-mail, website and social media platforms

Achievements:

1. In partnership with Nation Media Group, we positioned the University as a thought leader in national and regional policy through thematic Nation Leadership Forums. The forum seeks to provoke discourse, encourage dialogue, shape opinions and policy directions, and create practical solutions on key issues critical to the development and growth of Kenya. In 2019, we held three forums:

Date	Topic
November 18, 2019	Sanitation for All
July 29, 2019	The Next Generation of Work
April 8, 2019	Securing our Future

2. Partnered with Chartered Institute of Public Relations (CIPR UK) to offered CIPR professional programmes. CIPR UK is the only professional body in the world that can grant Chartered PR practitioner status.
3. Produced two editions of the Varsity Focus magazine in September and December 2019.
4. Generated revenue by hiring facilities within the University.

5. Sustained positive image of the University through media coverage of the University's events and achievements.
6. Continued implementation of the following the policies which the Directorate is custodian of:
 - University of Nairobi Social Media Policy
 - University of Nairobi Communication Strategy
 - University of Nairobi Branding Policy
7. Planned and successfully executed the following high profile events in 2019

Topic	Speaker(s)	Date
A Crucial Engine for Rapid National Development	Dr. Sung-Chul Shin, 16 th President of Korean Advanced Institute of Sciences and Technology (KAIST)	February 13, 2019
BBC World Book Club recording of the book, A Grain of Wheat	World- renowned Kenyan writer and academic, Prof. Ngugi wa Thiong'o	February 22, 2019
French – Kenyan partnerships developing skills, knowledge and innovation	President of the French Republic, H.E. Emmanuel Macron	March 14, 2019
Beyond Nationalism: The Rise of New Patriotism	Dr. Mukhisa Kituyi, United Nations Conference on Trade and Development Secretary General	March 21, 2019
Role in innovating for better quality of life for urban communities	Mr. James Macharia, the Cabinet Secretary, Ministry of Transport, Infrastructure and Housing	May 24, 2019
Ethiopia –Kenya: 55 years of Strategic Partnership	Panelists: ✓ Prof. Karuti Kanyinga, Research Professor of Development Studies, IDS ✓ Dr. Joy Kiiru, Senior Lecturer,	June 26, 2019

	<p>School of Business</p> <ul style="list-style-type: none"> ✓ Mr. Anteneh Alemu, Deputy Commissioner at the Ethiopian Investment Commission ✓ Amb. Boaz Mbaya, former Permanent Secretary, Ministry of Foreign Affairs Dr. Silvester Kasuku, Director General and CEO, LAPSSET 	
Transforming Education: ICT, Industry Linkage and Popular Culture	Jerome Ochieng, Principal Secretary, State Department For ICT	August 8, 2019
British Council's Future Leaders Connect	<ul style="list-style-type: none"> ✓ Ms Angela Rayner, MP, UK ✓ The Lord Purvis of Tweed, UK ✓ Mr. Dan Carden MP, UK ✓ Mr Christian Matheson, MP - UK 	August 8, 2019
Africa Continental Free Trade Area	Dr. Stephen Karingi, Director, Regional Integration and Trade Division, Economic Commission for Africa	August 23, 2019
Public Sector Accountability in the Eyes of the First Auditor-General under the New Kenyan Constitution	FCPA Edward Ouko, former Auditor General of the Republic of Kenya	August 27, 2019
Book launch- <i>Presidential or Parliamentary Democracy in Kenya? Choices to be Made</i> by Prof. Anyang' Nyong'o	<ul style="list-style-type: none"> ✓ Former Prime Minister and African Union Commission ✓ High Representative for Infrastructure and Development, Raila Odinga ✓ Kisumu Governor, Prof. 	September 12, 2019

	Anyang' Nyong'o	
150 years since the birth of Mahatma Gandhi and 13 th International Day of Non-Violence	The Special Envoy to the Republic of South Sudan, Hon. Kalonzo Musyoka	October 2, 2019
From Megaphones to Headphones; New Technologies for Communication Evaluation at Last	Prof. Jim Macnamara, Professor of Public Communication at the University of Technology Sydney (UTS)	November 12, 2019

8. The Directorate of Corporate Affairs offered support to the following key university events:

Event	Speaker(s)	Date
Open Day 2019	Prof. Peter Mbithi, Former Vice-Chancellor	January 17-19, 2019
5th International Conference of Global Network for Public Health Nursing	<ul style="list-style-type: none"> ✓ H.E Margaret Kenyatta, First Lady, Republic of Kenya ✓ Sicily Kariuki, Cabinet Secretary, Health ✓ Prof. George Magoha, Cabinet Secretary for Education 	May 16, 2019
41st UNCTAD Regional Course	Dr. Mukhisa Kituyi, United Nations Conference on Trade and Development Secretary General	March 25, 2019
UoN Annual Sports Day	Prof. Peter Mbithi, Former Vice-Chancellor	March 29, 2019
#HerLifeMatters night vigil	Dr. Fred Matiangi , the Cabinet Secretary for Interior and Coordination of National Government	May 30, 2019

Nairobi Innovation Week	<ul style="list-style-type: none"> ✓ Prof. George Magoha, Cabinet Secretary for Education ✓ Hon. Joe Mucheru, Cabinet Secretary for Information, Communication and Technology ✓ Prof. Margaret Kobia, Cabinet Secretary, Public Service, Gender and Youth Affairs ✓ Ms Anne Theresa, UNESCO Regional Director ✓ Prof. Githu Muigai, Former Attorney General of Kenya 	June 10- 14, 2019
61 st Graduation Ceremony	Cabinet Secretary for Education, Prof. George Magoha	September 6, 2019
Nairobi International Trade Fair	President Uhuru Kenyatta, Chair of Council, Prof. Julia Ojiambo	September 30 to October 6, 2019
Research Week 2019	13 conferences were held	October 17-25, 2019
World AIDS Day celebrations	UoN management	November 29, 2019
62 nd Graduation Ceremony	Chancellor, Dr. Vijoo Rattansi	December 20, 2019