



UNIVERSITY OF KABIANGA
ISO 9001:2015 BASED QUALITY MANAGEMENT SYSTEM
PUBLIC RELATIONS PROCEDURES MANUAL
REF: UoK/PM/MR/008

TABLE OF CONTENTS

PROCEDURE NUMBER 1: COMMUNICATION 3

PROCEDURE NUMBER 2: HANDLING OF COMPLAINTS AND COMPLIMENTS 10

PROCEDURE NUMBER 3: CUSTOMER CARE..... 13

PROCEDURE NUMBER 4: MARKETING.....17

PROCEDURE NUMBER 5 : COORDINATION OF MEETINGS..... 19

PROCEDURE NUMBER 1: COMMUNICATION**1.0 GENERAL****1.1 PURPOSE**

To ensure effectiveness, timeliness, consistency and accuracy of information from within and outside the University

1.2 SCOPE

This procedure applies to all communication in the University.

1.3 REFERENCES

- a) Quality Manual – **UoK/QM/MR/002.**
- b) Service Charter

1.4 TERMS AND DEFINITIONS

- a) PRO – Public Relations Officer
- b) DVC (A&F)– Deputy Vice Chancellor, Administration & Finance
- c) Authorized Officers – These include: Chairpersons of University Committees, Heads of Sections, Heads of Departments, Deans, Campus Coordinators, Directors, Registrars, Deputy Vice Chancellors and Vice Chancellor

1.5 PRINCIPAL RESPONSIBILITY

The Vice Chancellor shall ensure the procedure shall be adhered to.

2.0 STEPS**2.1 General**

2.1.1 The following modes shall constitute the official communication channels within and outside the University;

- | | |
|----------------------|-----------------------|
| a.) Letters | e.) Meetings |
| b.) Memos | f.) Telephone |
| c.) Notices | g.) Media |
| d.) Suggestion boxes | h.) Website and Email |

2.1.2 Each of the channels shall be used as described in the subsequent clauses

2.2 Letters

2.2.1 All letters from the University shall be on the official letterhead of the University, bear reference number and signed by the authorized Officers.

2.2.2 The outgoing mails shall be recorded in the outgoing mail register before dispatch from the mail registry.(refer to mail register in procedure xx of Registry management)

2.2.3 Incoming letters shall be received, stamped and recorded in the incoming mail register and dispatched from the mail registry. .(refer to mail register in procedure xx of Registry management)

2.2.4 All internal letters shall bear the initials of the originator and addressee and recorded in the delivery book. The letters shall bear the initials of the initiator and the officer typing them and the abbreviation (Encl.) if there are enclosures, at the bottom. **See 3.3 for a delivery book page format.**

2.3 Memos

2.3.1 All memos shall bear the originator, addressee and the subject. They shall be written and signed by the authorized officers. The Memo shall bear the initials of the initiator and the officer typing them and the abbreviation (Encl.) if there are enclosures, at the bottom.

2.3.2 The Originator shall maintain a copy of the memo as proof of communication.

2.4 Notices

2.4.1 All notices shall be signed and stamped by the Authorized Officers before posting to the designated notice boards.

2.4.2 The originator shall maintain a copy of the notice as proof of communication.

2.5 E-Suggestion and Suggestion Boxes

2.5.1 All correspondences received through the E-suggestion and suggestion boxes shall be recorded as per the QMS.

2.5.2 In case of complaints and compliments, they shall be handled according to QMS procedures.

2.5.3 The PRO shall analyze suggestions and forward to Management board for consideration.

2.6 Meetings

This shall be as per meeting procedure No. 5

2.7 Telephone

All incoming and outgoing official calls shall be recorded in the calls register.

See 3.4 for sample page format.

2.8 Media

2.8.1 The PRO shall ensure the accuracy and relevance of information before release to the media

2.8.2 Media selection and use shall be as per the procurement procedure

2.9 Website

2.9.1 Communication through the Website shall be as per the procedure on development and maintenance of Databases and information systems as per the Information Communication Technology (ICT) procedures REF/UoK/PM/MR/014.

2.10 Email

2.10.1 All official communication through Email shall be through the official email accounts.

3.2 Incoming mail register page format



UNIVERSITY OF KABIANGA OFFICE OF THE VICE CHANCELLOR INCOMING MAIL REGISTER

Date	Origin	Status	Subject	Received by	Sign

PROCEDURE NUMBER 2: HANDLING OF COMPLAINTS AND COMPLIMENTS

1.0 GENERAL

1.1 PURPOSE

To ensure effectiveness, efficiency, timeliness and consistency in handling complaints/ compliments in order to nurture, project and sustain national and international corporate image.

1.2 SCOPE

This procedure applies to handling of compliments/ complaints in the University

1.3 REFERENCES

- a) Quality Manual – UoK/QM/MR/002.
- b) UoK Strategic plan
- c) UoK Service Charter

1.4 TERMS AND DEFINITIONS

PRO-public relations officer

1.5 PRINCIPAL RESPONSIBILITY

The Vice Chancellor shall ensure adherence to this procedure

2.0 STEPS

2.1 This procedure shall start with receipt of compliment/complaint by any staff of the University as per the communication procedure.

2.2 Upon receipt, the officer shall communicate the compliment /complaints to the PRO/HOD for recording and action for those compliments/complaints registered at the PRO/HOD.

2.3 On receipt, the PRO/HOD shall register the complaint (s) / compliment (s) in the complaints and compliment register. ***(See 3.1 for sample page format)***

2.4 In case of compliment, the PRO/HOD shall upon registering, acknowledge receipt and communicate to the concerned office/person.

2.5 Complaints raised at the departments shall be addressed by the respective HoDs and where complaint involves external parties, the HoD may liaise with the PRO

2.6 In case of complaints, the PRO in liaison with concerned staff / office shall within seven days as per the service charter undertake the following as appropriate;

- a) Halt service provision
 - b) Apologize to the complainant
- 2.7 Upon 2.5 above the PRO/HOD shall in liaison with the concerned party undertake a root cause analysis through investigation
- 2.8 Upon determination of the root cause, the PRO/HOD shall advise the concerned parties and the complaint shall be addressed.
- 2.9 The PRO/HOD shall then ensure addressing of the issue as per corrective action procedure number 5 in the Mandatory Procedures Manual.
- 2.10 The HODs shall prepare and submit quarterly progress report on the handling of complaints and compliments to the PRO for consolidation.
- 2.11 The PRO shall prepare and submit quarterly progress report on the handling of complaints and compliments to the top management and the concerned departments, sections and authorities.
- 2.12 In the event of a suggestion the PRO/HOD shall receive and direct to the relevant office for a consideration.

PROCEDURE NUMBER 3: CUSTOMER CARE

1.0 GENERAL

1.1 PURPOSE

To ensure effectiveness, timeliness and consistency in customer care in the University.

1.2 SCOPE

This procedure applies to customer care services in the University.

1.3 REFERENCES

- a) Quality Manual – **UoK/QM/MR/002**.
- b) UoK Service Charter.
- c) UoK Strategic plan.

1.4 TERMS AND DEFINITIONS

1.5 PRINCIPAL RESPONSIBILITY

The Vice Chancellor shall ensure the procedure shall be adhered to.

2.0 STEPS

- 2.1 This procedure shall start with the arrival of a visitor at the gate of the University and Satellite Campuses.
- 2.2 Upon arrival the security personnel on duty at the gate shall ensure the visitor identify themselves through production of nationally recognized documents
- 2.3 In the event the visitor can not adequately identify themselves, the security personnel shall seek authority to clear the visitor from the Public Relation Officer
- 2.4 On identification the security personnel shall capture the particulars of the visitor in the gate registration register. **See 3.1 for sample page format.**
- 2.5 The security personnel on duty shall inspect all visitors vehicles and register their particulars in the gate registration register before allowing them in
- 2.6 Upon clearance the visitor shall be issued with the visitor's tag and directed to the Customer Care desk.
- 2.7 At the Customer Care desk, the receptionist shall then inquire from the visitor on the purpose of the visit, fill the reception register, issue the visitor with the customer feedback form, and direct the visitor to the appropriate service point. **See 3.2 for a sample reception register page format.**

- 2.8 Upon arrival at the service point the concerned staff shall serve the visitor as per the University service delivery charter.
- 2.9 The officer shall sign on the customer feedback form as acknowledgement of the visit.
- 2.10 The receptionist shall ensure visitors comment on the customer feedback form and surrender it at the reception before leaving.
- 2.11 The security personnel shall ensure the visitor surrenders the visitor's tag at the gate before leaving the University
- 2.12 On monthly basis the PRO shall analyze all feedback by the visitors and advice the affected parties and management accordingly

PROCEDURE NUMBER 4: MARKETING

1.0 GENERAL

1.1 PURPOSE

To ensure effectiveness, efficiency, consistency and accuracy in marketing

1.2 SCOPE

This procedure shall apply to all marketing activities and strategies in the University.

1.3 REFERENCES

- a) Quality Manual – **UoK/QM/MR/002**
- b) Current UoK Strategic Plan

1.4 TERMS AND DEFINITIONS

- a) UoK – University of Kabianga
- b) PRO – Public Relations Officer
- c) DVC (A&F) – Deputy Vice Chancellor, Administration & Finance
- d) Customer – a visitor/a person seeking services at the university

1.5 PRINCIPAL RESPONSIBILITY

The PRO shall ensure the procedure shall be adhered to.

2.0 STEPS

- 2.1 This procedure shall start with the PRO advising and ensuring appointment of a marketing committee by the Vice Chancellor within the first week of the financial year
- 2.2 On appointment the PRO shall in liaison with the committee chair convene a planning meeting to develop an annual marketing schedule in line with the Strategic plan/Procurement Plan and emerging needs.
- 2.3 Upon development, the PRO shall table the schedule before management Board for approval based on;
 - a) Priority of the proposed activities
 - b) Available budget
 - c) Other planned University activities
- 2.4 In the event of disapproval, the PRO shall ensure action on the recommendations raised and resubmission
- 2.5 Upon approval, the PRO shall disseminate the schedule to the a concerned parties for implementation

- 2.6 Based on the marketing schedule, the PRO shall ensure, the concerned party (ies) develop a marketing plan and executes the same within the stipulated timelines.
- 2.7 On undertaking of any marketing activity, the PRO shall ensure the concerned party prepares and submit reports on the marketing activity (ies).
- 2.8 On quarterly basis the PRO shall prepare and submit progress marketing reports to the Management Board for review.
- 2.9 This procedure shall be deemed finalized upon the PRO ensuring action on any recommendation arising from the Management Board's review.

PROCEDURE NUMBER 5: COORDINATION OF MEETINGS

1.0 GENERAL

1.1 PURPOSE

To ensure effectiveness, consistency and orderliness in the coordination of meetings

1.2 SCOPE

Applies to the coordination of meetings in UoK

1.3 REFERENCES

- a) Quality Manual – **UoK/QM/MR/002.**
- b) UoK strategic plan (2010-2015)
- c) UoK Statutes

1.4 TERMS AND DEFINITIONS

- a) UoKMB – University of Kabianga Management Board.
- b) UoK – University of Kabianga.
- c) MR – Management Representative.
- d) Quorum – at least 50% of invited members to a meeting.

1.5 PRINCIPAL RESPONSIBILITY

The Vice Chancellor shall have the responsibility of ensuring the procedure is effectively implemented.

2.0 STEPS

2.1 General

2.1.1 There shall be three types of meetings in the University, namely;

- a) Scheduled meetings
- b) Departmental meetings
- c) Special meetings

2.1.2 The meetings shall be held as per the steps in this procedure.

2.2 Notice of meetings

2.2.1 The convener of any meeting shall circulate notice for the as outlined below

- a) For scheduled meetings the notice shall be issued at least 14 days to the date of the meetings.
- b) For departmental meetings the notice shall be issued at least seven (7) days to the date of the meeting.
- c) For special meetings the notice shall be issued at least 2 hours to the meeting

2.2.2 The convener shall inform members of rescheduling or any other changes at least three (3) days to the planned meeting date.

2.3 Circulation of the agenda

2.3.1 For the scheduled and departmental meetings the agenda shall be circulated at least seven (7) days before the date of the meeting.

2.3.2 For special meetings the agenda shall be circulated before or during the meeting.

2.4 Arrangements for the venue of the meeting

2.4.1 The meeting convener shall ensure that venue of the meeting has been booked in liaison with the committee clerk.

2.4.2 The meeting convener shall ensure that as applicable logistical arrangements (transport, tea and meals) have been put in place within reasonable time.

2.5 Execution of meetings

2.5.1 The chairperson in liaison with the secretary shall confirm the quorum of the meeting within the first 15 minutes.

2.5.2 If the quorum is not attained within the first 15 minutes, the meeting shall be adjourned by the chairperson.

2.5.3 If the meeting has quorum, the convener (Chairperson) in liaison with secretary shall guide the members through all the agenda.

2.5.4 The secretary to the meeting shall take the minutes of the proceedings.

2.5.5 Within 5 days of any meeting, the secretary shall prepare and forward the minutes of the meeting to the chairman for signing.

2.5.6 On Signing, the secretary shall circulate the minutes to the members and prepare action letters to the respective Officers/concerned persons.

2.5.7 The secretary in liaison with chairperson shall follow up to ensure that decisions made in the meeting are fully implemented.

2.5.8 This procedure shall be deemed complete with the confirmation of the minutes in the subsequent meeting and receipt of report on the decisions from the various action officers.

Note: Incase a meeting is adjourned /postponed the chair shall communicate the same to the members.



**UNIVERSITY OF KABIANGA
ANNEX INDICATING CHANGES MADE IN THE PROCEDURES**

Proc.No and clause	Date	Details of changes		Authorization - Officer Authorizing
		Changes effected		
		Initial clause details	Current approved clause details	
				approved
Clauses as applicable	18/04/13	Kabianga University College (KUC)	University of Kabianga (UoK)	Approved
	18/04/13	Principal	Vice Chancellor	Approved
	18/04/13	Deputy Principal (AP&F)	Deputy Vice Chancellor (A&F)	approved approved
	18/04/13	Deputy Principal (A&SA)	Deputy Vice Chancellor (A&SA)	approved
	18/04/13 PC guidelines circular from MOHEST by.... PC guidelines circular from Ministry in charge of University Education by....	Approved
	09/05/16		Review of clauses to capture latest development of ICT/ERP and capturing customer concerns on complaints and compliments register	Approved
Clauses as applicable	26/03/2018	ISO 9001:2008 International Standard requirements	ISO 9001:2015 International Standard requirements	Approved

Approval

I _____ the Vice Chancellor UoK, having read and understood the content of the foregoing document, do hereby approve and authorize it for use in UoK Main Campus and its' other Campuses on this _____ day of (Month) _____ (year) _____.

Signed: _____ Date: _____