UNIVERSITY OF EASTERN AFRICA, BARATON

Corporate Affairs and Public Relations Procedures

QUALITY MANAGEMENT SYSTEM DOCUMENTATION BASED ON ISO 9001:2015

University of Eastern Africa, Baraton

Quality Management System based on ISO 9001:2015

Marketing

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UNIVERSITY OF EASTERN AFRICA, BARATON

QUALITY MANAGEMENT SYSTEM

Approved by:	Issued by:
Sign:	Sign:
Name: Prof. Msafiri Mmamba Jackson **Vice Chancellor**	Name Prof. Moses M. Kibirango **Director, Quality Assurance**
Date: 2nd April, 2025	Date: 2nd April, 2025

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1.0	2nd April, 2025	Document creation	Director of CA&PR	DQA	VC

Prepared by: Director of CA and PR   Reviewed by: DQA   Approved by: VC

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1.0   GENERAL

1.1   Purpose

To ensure consistency and effectiveness in marketing.

1.2   Scope

This procedure applies to marketing of UEAB.

1.3   References

Document Category	Document Title
Policy	UEAB Workers Handbook, 2018

1.4   Terms and Definitions

Abbreviation/Term	Description
VC	Vice-Chancellor
AdBoard	Administrative Board
DVC – F&A	Deputy Vice Chancellor – Finance and Administration

1.5   Principal Responsibility

The Marketing Coordinator shall ensure adherence to this procedure.

1.6   Inputs

Approved Marketing Plan

1.7   Resources

a) Personnel

b) Funds

c) Hardware and software

2.0   PROCESS DESCRIPTION

2.1   Predecessor Processes

No predecessor process

2.2   Process Steps

Step	Activity	Record	Responsibility
2.2.1	This shall start with the Marketing Coordinator in the month of August each year preparing a Marketing Plan.	Draft Marketing Plan	Marketing Coordinator

Prepared by: Director of CA and PR   Reviewed by: DQA   Approved by: VC

Step	Activity	Record	Responsibility
2.2.2	In preparing the plan, the Marketing Coordinator shall consider:- a) Demographic of the students from the previous year b) Social media analytics c) Current approved University Budget d) University Strategic Plan	Draft Marketing Plan	Marketing Coordinator
2.2.3	Upon preparation, the Marketing Coordinator shall forward it to the DVC – F&A for review and input.	Reviewed Marketing Plan	DVC – F&A
2.2.4	Upon review, the Marketing Coordinator shall present the plan to the Marketing Committee for review and recommendation.	Reviewed Marketing Plan	Marketing Committee
2.2.5	The Marketing Coordinator shall share the reviewed plan to the DVC – F&A for presentation to the AdBoard approval.	Reviewed Marketing Plan	Marketing Coordinator
2.2.6	In approving, the AdBoard shall consider accuracy and completeness of information and alignment with the University's Budget.	Approved Marketing Plan	AdBoard
2.2.7	Upon approval, the DVC – F&A shall forward the approved plan to the Marketing Coordinator for implementation.	Approved Marketing Plan	DVC – F&A
2.2.8	On a monthly basis, the Marketing Coordinator shall table reports on	Marketing Reports	Marketing Coordinator

Step	Activity	Record	Responsibility
	implementation of the Plan to the Marketing Committee.		

2.3 Process Output

Implementation of Marketing Plan

2.4 Subsequent Processes

Admission of new students (PR-REG-002).

3.0 PROCESS PERFORMANCE INDICATORS

Key Performance Indicator	Monitoring and Measurement
Implementation of Scheduled Marketing activities	Percentage of marketing activities carried out in line with approved Marketing Plan

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University of Eastern Africa, Baraton

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Linkage of the University with the neighbouring churches

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1.0 GENERAL

1.1 Purpose

To ensure consistency and effectiveness in linkage of the University with the neighbouring churches.

1.2 Scope

This procedure applies to linkage of the University with the neighbouring churches of UEAB.

1.3 References

Document Category	Document Title
Policy	Employee Handbook, 2018

1.4 Terms and Definitions

Abbreviation/Term	Description
Director of CA & PR	Director of Corporate Affairs and Public Relations
HoD	Head of Department

1.5 Principal Responsibility

The Director of CA & PR shall ensure adherence to this procedure.

1.6 Inputs

Need for support of local Churches.

1.7 Resources

a) Personnel

b) Funds

c) Hardware and software

2.0 PROCESS DESCRIPTION

2.1 Predecessor Processes

No predecessor process

2.2 **Process Steps**

Step	Activity	Record	Responsibility
2.2.1	This procedure shall start with the Director of CA & PR identifying the need for pastors to support the neighbouring churches. This need may be as a result of requests from the Churches.	Request from Churches	Director of CA & PR
2.2.2	Upon need identification, the Director of CA & PR shall communicate the list of churches to the Dean, School of Theology for action.	Evidence of communication	Director of CA & PR
2.2.3	The Dean, School of Theology shall involve the HoDs to identify the Pastors.	List of Pastors	Dean, School of Theology
2.2.4	The Dean, School of Theology shall distribute the Pastors to the identified churches and share the list with the Director of CA & PR.	Distributed list of Pastors	Dean, School of Theology
2.2.5	The Director of CA & PR shall communicate the list of Pastors to the District Pastor for allocation of churches.	Evidence of communication	Director of CA & PR
2.2.6	The Director of CA & PR shall facilitate orientation of the Pastors to the Churches.	List of attendance to orientation meeting	Director of CA & PR
2.2.7	The Director of CA & PR shall receive Progress Reports of the pastors from the District Pastor.	Progress reports	Director of CA & PR

2.3   Process Output

Progress Reports

2.4   Subsequent Processes

No subsequent process

3.0   PROCESS PERFORMANCE INDICATORS

Key Performance Indicator	Monitoring and Measurement
Effectiveness of linkages	Analysis of the Progress Reports

University of Eastern Africa, Baraton

Quality Management System based on ISO 9001:2015

Provision of Services to the community

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1.0 GENERAL

1.1 Purpose

To ensure consistency and effectiveness in provision of services to the community.

1.2 Scope

This procedure applies to provision of services to the community by UEAB.

1.3 References

Document Category	Document Title

1.4 Terms and Definitions

Abbreviation/Term	Description
Director of CA & PR	Director of Corporate Affairs and Public Relations

1.5 Principal Responsibility

The Director of CA & PR shall ensure adherence to this procedure.

1.6 Inputs

Request for service.

1.7 Resources

a) Personnel

b) Funds

c) Applicable equipment

d) Hardware and software

2.0 PROCESS DESCRIPTION

2.1 Predecessor Processes

No predecessor process

Prepared by: Director of CA and PR   Reviewed by: DQA   Approved by: VC

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2.2 Process Steps

Step	Activity	Record	Responsibility
2.2.1	This shall start with the Director of CA & PR: a) identifying a need to undertake a service to the community b) receiving a request from a department at UEAB to offer community service c) receiving a request from the community	Request from the departments/ community	Director of CA & PR
2.2.2	On receiving the request/identifying the need, the Director of CA & PR shall forward the request to the DVC – F&A for review.	Evidence of communication	Director of CA & PR
2.2.3	On receipt, the DVC – F&A shall review considering the following: a) Cost implications, if any b) Availability of the funds or support required		DVC – F&A
2.2.4	Upon review, the DVC – F&A shall present the request(s) to the AdBoard for approval.	Minutes of the AdBoard meeting	DVC – F&A
2.2.5	In approving the request(s), the AdBoard shall consider: a) Criteria in 2.2.3 b) Need or justification provided	Minutes of the AdBoard meeting	VC
2.2.6	In the event the AdBoard raises any concerns with the request(s), they shall make	Minutes of the AdBoard meeting	VC

Prepared by: Director of CA and PR   Reviewed by: DQA   Approved by: VC

Step	Activity	Record	Responsibility
	recommendations to the requesting party through the Director of CA & PR.		
2.2.7	Upon approval, the Director of CA & PR shall: a) advise the client to make payment to the Finance Office b) communicate to the requesting department to undertake the service c) communicate to the requesting party/community on the approval of the service.	Evidence of communication	Director of CA & PR
2.2.8	Upon confirmation of payment, the Director of CA & PR shall facilitate the provision of the service.		Director of CA & PR
2.2.9	On completion of service provision, the Head of the department providing the service shall administer a Customer Feedback Form to the client.	Customer Feedback Form	Head of Department
2.2.10	On quarterly basis, the Head of the department providing the service shall analyse the customer feedback forms and submit a report to the Director of CA & PR for information and action where necessary.	Customer Feedback Report	Head of Department

Prepared by: Director of CA and PR   Reviewed by: DQA   Approved by: VC

2.3 Process Output

a) Provision of services to the community

b) Customer Feedback Report

2.4 Subsequent Processes

No subsequent process

3.0 PROCESS PERFORMANCE INDICATORS

Key Performance Indicator	Monitoring and Measurement
Quality of service	Quarterly Customer Feedback Report

University of Eastern Africa, Baraton

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Management of benchmarking requests

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University of Eastern Africa, Baraton

Quality Management System based on ISO 9001:2015

Management of benchmarking requests

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1.0 GENERAL

1.1 Purpose

To ensure consistency and effectiveness in the management of benchmarking requests.

1.2 Scope

This procedure applies to the management of benchmarking requests received by UEAB.

1.3 References

Document Category	Document Title
Policy	The University Charter
Guidelines	The University Standards and Guidelines, 2014

1.4 Terms and Definitions

Abbreviation/Term	Description
VC	Vice-Chancellor
Director of CA & PR	Director of Corporate Affairs and Public Relations

1.5 Principal Responsibility

The Director of CA & PR shall ensure adherence to this procedure.

1.6 Inputs

Request for benchmarking from external stakeholders

1.7 Resources

a) Personnel

b) Hardware and software

2.0 PROCESS DESCRIPTION

2.1 Predecessor Processes

No predecessor process

2.2 Process Steps

Step	Activity	Record	Responsibility
2.2.1	This shall start with the Director of CA & PR receiving a request for a benchmarking visit by an Institution through the VC's office.	Evidence of communication	Director of CA & PR
2.2.2	On receipt, the Director of CA & PR shall ensure that all enquiries are acknowledged.	Evidence of communication	Director of CA & PR
2.2.3	The Director of CA & PR shall review the request for feasibility guided by: - a) consultations with the respective Departments b) the objective of the visit	Request received	Director of CA & PR
2.2.4	If the visit is not feasible, the Director of CA & PR shall, within 3 working days, from the date of receipt of the visitation letter, advise the requesting party through the VC's Office accordingly.	Evidence of communication	Director of CA & PR
2.2.5	If the visit is feasible, the Director of CA & PR shall, within 3 working days, from the date of receipt of the visitation letter: a) respond to the requesting party, and b) liaise with the relevant HoD(s) to make the necessary preparations for the visit	Evidence of communication	Director of CA & PR

Step	Activity	Record	Responsibility
2.2.6	The Director of CA & PR shall follow up with the relevant HoD(s) scheduled to receive the visitors at least a week before the visit, and prepare a programme for the visit.	Visit programme	Director of CA & PR
2.2.7	The Director of CA & PR shall ensure: a) introduction of the visitors to the relevant University Staff b) coordination of the visit in line with the programme c) the Benchmarking Attendance Form is signed	Visit programme	Director of CA & PR
2.2.8	The Director of CA & PR shall, within 3 days of the visit, prepare and submit a report to the VC for information and necessary action.	Visit Report	Director of CA & PR

2.3 Process Output

Benchmarking conducted

2.4 Subsequent Processes

No subsequent process.

3.0 PROCESS PERFORMANCE INDICATORS

Key Performance Indicator	Monitoring and Measurement
Implementation of the Visit Programme	Review of the Visit Report

Prepared by: Director of CA and PR   Reviewed by: DQA   Approved by: VC