



MACHAKOS UNIVERSITY

COMMUNITY OUTREACH POLICY

OCTOBER 2022



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APPROVAL

Policy Title: Community Outreach Policy

Policy Contact: Deputy Vice Chancellor (Research, Innovation and Linkages)

Approval Authority: The University Council

Category: Division of Research, Innovation and Linkages

Reference No.: MksU/P/016

Effective Date: Date of signing

Approved by the University Council:

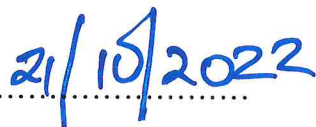
Sign: 

PROF. PETER MWITA, Ph.D.
AG. VICE-CHANCELLOR

Date: 

Sign: 

DR. CHRISTOPHER G. GAKAHU, Ph.D.
CHAIRMAN OF COUNCIL

Date: 

FOREWORD

Machakos University has a Research, Innovation and Linkages Division whose mandate includes community outreach services. The University endeavours to influence human development through research, innovation and outreach activities. This can be achieved by transferring and sharing research and innovation outputs, acquired knowledge and experiences to potential beneficiaries. In line with the corporate social responsibility requirements, the University seeks to make positive contributions to the communities around, the country as well as the world at large.

This policy guides the University on how to provide outreach services to the public and private sector. It incorporates some of the provisions of Vision 2030, Machakos University Statutes 2019 and the University Strategic Plan 2020-2024. It harmonizes the community outreach programmes and describes the strategies the University and various partners are engaged in as they work together to disseminate and share research and innovation outputs to the community. I thank everyone who was involved in the development and formulation of this policy.

Prof. Peter Mwita, Ph.D.

Ag. Vice Chancellor



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UNIVERSITY FUNDAMENTAL STATEMENTS

Vision

A Preferred University of Excellence in Scholarship and Service Delivery.

Mission

Provide Scholarly Education Through Training, Research and Innovation for Industrial and Socio-Economic Transformation of our Communities.

Machakos University Identity Statement

Machakos University is an Academic Institution Committed in Generating and Transmitting Knowledge, Skills and Attitude through Science, Technology, Research and Innovation for the Benefit of Humanity.

Machakos University Philosophy Statement

The Philosophy of Machakos University is to Provide Transformative Leadership in Teaching, Training, Research, Innovation, Industrial and Technology Transfer for Wealth Creation.

Core Values

Integrity:	To honestly deliver on our promises to our stakeholders
Accountability:	To always be accountable in the assigned duties
Professionalism:	To be committed to high standards of training and service delivery
Inclusivity:	Respect for diversity
Creativity:	Determination to continually improve
Teamwork:	To actively work together to achieve common goals
Equity:	To strive to be an equal university where meritocracy is practiced in all areas

ABBREVIATIONS AND ACRONYMS

APF:	Administration, Planning and Finance
ASA:	Academic & Student Affairs
BRITT:	Board of Research, Innovation and Technology Transfer
CSR:	Corporate Social Responsibility
DVC:	Deputy Vice Chancellor
M & E:	Monitoring and Evaluation
MksU:	Machakos University
MoA:	Memorandum of Agreement
MoU:	Memorandum of Understanding
NGOs:	Non-Governmental Organizations
RIL:	Research, Innovation and Linkages
RITT:	Research, Innovation and Technology Transfer
UMB:	University Management Board
VC:	Vice Chancellor

DEFINITIONS

For purposes of this Policy the following definitions will apply:

Collaboration: Means working together through partnerships with other institutions for mutual benefits.

Community: Means any group or organization(s) of people outside the internal University stakeholders involved in an interaction at any given moment.

Extension: Refers to an interactive sharing of research-based knowledge, information, technologies and innovations with individuals, groups, communities or organizations for purposes of developing solutions, disseminating results, and initiating action.

Outreach: Refers to a community service using knowledge, technology, products or services by members of the University in support of the University mission.

Policy: Means Community Outreach Policy.

University: Means Machakos University.

1.0 INTRODUCTION

1.1 Preamble

Machakos University (MksU) has positioned herself to be a world class University guided by its vision and mission. With over 10,000 students, there has been an increase of the Departments, Schools and programmes within the University. The University's core mandate as stipulated in the Universities Act No. 42 of 2012, Machakos University Statutes 2019 and the Strategic Plan 2020-2024, includes advancement of knowledge; promotion of learning; quality teaching, research and extension; gender balance and equality of opportunity among students and employees; cultural and social life of society; mainstreaming of persons with disabilities, supporting the realization of national, economic and social development; capacity building; and dissemination of research outcomes.

MksU recognises community outreach as one of the principles alongside teaching and research. The University supports community outreach activities through research, consultancy, public lectures, extension and corporate social responsibility (CSR) by availing funds and involvement of communities in a consultative manner through partnerships and collaborations.

This Policy provides the framework for providing community outreach services. The policy will provide the basis for provision of outreach services by members of the University in line with the relevant global, national and institutional policy frameworks. Specific activities shall be developed and implemented to meet the University mission of training, research and innovation for industrial and socio-economic transformation of our communities. Outreach projects shall be carried out by Departmental or School/Directorate teams and established specific centers/units and where necessary in collaboration with other government institutions, non-governmental or community-based organizations or individual communities.

The Policy recognises various communities and stakeholders with which MksU might engage with for human and social development. Schools and Departments should identify and engage with external stakeholders and communities on their discipline-specific knowledge and skills for the benefit of the communities and stakeholders to maximize developmental impact.



The MksU community outreach policy is a product of a wide participation and consultation process with various stakeholders within the University academia, reference to related MksU policies, and benchmarking against other institutions.

1.2 Machakos University Mandate

- 1) Provide directly or in collaboration with other institutions, facilities for technological, professional and scientific education.
- 2) Advance knowledge and its practical application through research, innovation extension and other means.
- 3) Disseminate the outcomes of research by various means and commercially exploit the results of such research.
- 4) Participate in technological innovation as well as in the discovery, transmission and enhancement of knowledge and to stimulate the intellectual life in the economic, social, cultural, scientific, and technological development.
- 5) Contribute to industrial and technological development of society in collaboration with industry and other organizations.
- 6) Make proposals for new programmes of study including those that culminate in degrees, diplomas and certificates.
- 7) Make proposals for the establishment of colleges, campuses, faculties, schools, institutes, departments, and other resource and administrative units as may be appropriate from time to time.

1.3 Purpose of the policy

This Community Outreach Policy seeks to improve and enhance people's quality of life, through technology transfer and information sharing between Machakos University professionals and her collaborators.

1.4 Objectives of the Policy

The objectives of this Policy are to;

- 1) Guide the University on areas in which it should engage the community in outreach services, based on community felt needs, institutional priorities as well as national and global goals.
- 2) Identify effective approaches for engaging in outreach activities.



- 3) Establish procedures for identification, submission, recommendation, approval and implementation of outreach research activities and project proposals.
- 4) Develop procedures for documentation and storage of outreach materials and products.
- 5) Develop the University framework for involving stakeholders in outreach projects.
- 6) Provide the University framework for managing, monitoring and evaluating outreach activities.

1.5 Scope of the Policy

This Policy applies to all Machakos University staff, students and their collaborators. It sets forth the principles and guidelines to be followed in implementing Community Outreach activities.

1.6 Guiding Principles of the Policy

- 1) Community outreach activities shall be guided by the principle of social responsibility.
- 2) Community outreach shall involve an exchange of knowledge and expertise between the University and her community partners for mutual benefit.
- 3) Community outreach activities shall be undertaken through collaboration, consultation, involvement and engagement of communities in a way that facilitates participation in making important empowerment programme decisions.
- 4) The community outreach and research activities shall be guided by the MksU Research Ethics Policy.
- 5) The community outreach activities shall be guided by partnerships with external stakeholders as provided for in the various Memorandum of Agreements (MoAs) and/or Memorandum of Understandings (MoUs).
- 6) Priority will be given to sustainability of projects to ensure a lasting impact on the communities and to account for the resources invested in community outreach projects.

1.7 Legal Framework of the Policy

This Community Outreach Policy will be administered in compliance with the following legal documents among others:

- 1) Constitution of Kenya, 2010
- 2) Kenya Vision 2030
- 3) Universities Act No. 42 of 2012
- 4) Commission for University Education: Universities Standards and Guidelines, 2014



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- 5) National Policy on Community Development 2017
- 6) MksU Statutes
- 7) MksU Strategic Plan 2020-2024
- 8) Related MksU Policies (Collaboration and Partnership Policy, Endowment Policy, Environment, Health & Safety Policy, Industrial Attachment Policy, Research Policy, Research Ethics Policy).

2.0 ADMINISTRATION AND IMPLEMENTATION OF THE POLICY

2.1 Administration of the Policy

- 1) The Deputy Vice-Chancellor (RIL) will be responsible for policy matters that guide outreach activities, practices and procedures.
- 2) The Office of the DVC (RIL), through the Machakos University Community Outreach Committee (COC) will implement and administer this Policy.

2.1.1 Community outreach committee

There will be a COC comprising of the following members:

- a) Registrar (Research, Innovation and Linkages) – Chairperson;
- b) Dean, School of Agriculture, Environment and Health sciences;
- c) One member of Senate from the remaining Schools;
- d) Director, Research, Innovation and Technology Transfer (RITT) as Secretary;
- e) Director, TVET;
- f) Director, Quality Assurance;
- g) Chairman, Environmental and Sustainability Committee;
- h) Two student governing council representatives (To be co-opted where matters students' affairs are discussed);
- i) Dean of Students;
- j) Senior Public Relations Officer (Department of corporate affairs and public relations);
- k) University Librarian.

2.1.2 Functions of the committee

The functions of the COC shall be:

- a) To receive, consider and approve outreach activities to be undertaken throughout the year.



- b) To mobilize and allocate funds for extension and outreach for approved projects in consultation with other University Administrative offices.
- c) To carry out frequent and necessary review on extension and outreach strategy of the University in tandem with changes in the academic environment and government extension policies.
- d) To co-opt/establish sub-committees to undertake tasks related to the programmes and projects of university extension and outreach.
- e) To coordinate the development of extension or outreach proposals in the university for external funding and support.
- f) To maintain a database of all extension and or outreach projects undertaken or proposed to be undertaken and detailed reports of completed projects.
- g) To initiate, coordinate and promote information dissemination in matters that cannot be handled effectively at the Schools level, such as participation at national or international exhibitions or trade fairs, among such other fora.

2.1.3 Financing of the policy

The policy will be financed from the following:

- a) Funds set out and assigned in the University budget.
- b) Mobilized funds and donations solicited from well-wishers, fund raising activities and engagement of collaborators.

2.2 Policy Implementation

- 1) The Registrar (RIL) will put in place an implementation framework for this Policy.
- 2) This Policy shall be implemented in harmony with other MksU Policies.

2.3 Monitoring and Evaluation

- 1) The University will develop and use a Monitoring and Evaluation (M&E) framework for all Outreach projects.
- 2) All M & E reports shall be submitted to Office of the Registrar (RIL).
- 3) Each Unit involved in Outreach activities shall submit quarterly reports to the University COC and the Registrar (RIL).
- 4) The Office of the Registrar (RIL) will forward the reports to the partners/sponsors where necessary.



- 5) The MksU COC shall assist the DVC (RIL) to ensure that all recommendations in the M&E reports are fully implemented.

3.0 POLICY FOCUS AREAS

3.1 Education and Extension

The objective of Education and Extension is to guide the University in fostering sustainable development of the community through implementation of outreach programmes aimed at transferring knowledge and skills to communities.

The Education and Extension programmes will endeavor to:

- 1) Increase the capacity of the community to identify and prioritize their sustainable development needs;
- 2) Increase community involvement of the University in the generation of appropriate knowledge, skills, innovations and technologies for addressing their development challenges;
- 3) Appropriately package and disseminate appropriate knowledge, skills, innovations and technologies to communities for socio-economic development;
- 4) Improve community information, technology and financial literacy to foster understanding and adoption of appropriate innovations and technologies for sustainable development of the community;
- 5) Increase the culture of innovation for sustainable development in the community;
- 6) Increase entrepreneurial skills for income generation and poverty alleviation in the community;
- 7) Build technology and innovation partnerships that link the University and industry with the community.

To achieve the above objectives, the University will:

- a) Train the community in needs assessment and prioritization;
- b) Train the community on proposal writing for research, innovation and development grants;
- c) Train the community on generation and identification of innovative and appropriate solutions to their development challenges;
- d) Involve the community in the University research, development and innovation projects and activities;
- e) Participate and offer expertise in select community development projects;



- f) Package research and innovation results in appropriate media such as fliers, policy briefs and magazines;
- g) Disseminate research and innovation results through appropriate channels such as radio, television, University website and social media platforms;
- h) Organize forums for dissemination of research and innovation results such as field days, innovation weeks, workshops and seminars;
- i) Sensitize and train community on use of modern information and communication technology for development;
- j) Train the community on basic financial literacy;
- k) Train the community on innovative thinking;
- l) Involve the community in innovation projects and activities carried out by the University;
- m) Train the community on entrepreneurship, intellectual property rights and commercialization of innovations;
- n) Link the community to business service providers such as financial institutions;
- o) Fund and implement innovation projects jointly with the industry and community;
- p) Hold field days and innovation weeks jointly with the industry and community;
- q) Provide apprenticeship, attachment and internship opportunities to students and other members of the community in various vocational areas;

3.2 Corporate Social Responsibility

The main Corporate Social responsibility (CSR) focus areas of this Policy shall involve, ethical, philanthropic and economic activities as listed below;

- 1) The UMB will ensure that the CSR activities that are undertaken by the University should be carried out through the COC and shall be within the scope of the following activities:
 - a) Eradicating hunger, poverty and malnutrition, promoting health care including preventive health care and sanitation and making available safe drinking water;
 - b) Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly, and the differently abled and livelihood enhancement projects;
 - c) Protection of national heritage, art and culture including promotion and development of traditional arts and handicrafts;
 - d) Training to promote rural sports, nationally recognized sports, and paralympic sports;



- e) Contributions or funds shall be donated for good causes, for example, for rural development projects, youth and gender disparity as COC may recommend and approved by the DVC (RIL).
- 2) The CSR Activities will be carried out in a manner that the preference is to undertake the CSR activities in and around the local areas where the University operates. The COC shall provide recommendations to the DVC (RIL) with respect to specific CSR Activities that may be undertaken by the University.
- 3) The following details of any CSR activities to be undertaken by the University shall be presented to the DVC (RIL) by the COC along with its recommendations:
 - a) The objectives and expected results of the CSR activity;
 - b) The relevant sector and the nature of the CSR activity;
 - c) The focus area/ location for implementation of the CSR activity;
 - d) The amount to be allocated towards the CSR activity;
 - e) The indicative timelines for completion of the CSR activity;
- 4) In case any of the CSR activities to be undertaken are anticipated to be long term, then a detailed estimate on implementation schedule or milestones should be submitted by the COC to the DVC (RIL).
- 5) Based on the recommendations of the COC, the DVC (RIL) will approve the following:
 - a) The specific CSR activities that should be undertaken by the University from time to time;
 - b) The amount that should be deployed towards such CSR activity;
 - c) Whether the CSR activities will be undertaken directly by the University or through collaboration with any other institution.

3.3 Environmental Conservation

Machakos University aims to put in place various measures to enhance environmental conservation within and outside the University premises. The measures will comprise of the following:

- 1) Continually improve the University's internal and external environmental performance through various community outreach activities.
- 2) Develop and maintain environmental management programmes to minimize adverse environmental impacts on the community around.



- 3) Comply with the existing environmental, health, and safety policy and other requirements in its various outreach activities.
- 4) Implement effective environmental pollution prevention and waste minimization programs to reduce, reuse, and recycle materials.
- 5) Ensure responsible energy and water use conservation and utilization through innovative practices and procedures.
- 6) Provide mechanisms of sharing with the community necessary knowledge on environmental conservation.

These activities will be guided by the following key principles:

- a) *Compliance with Environmental Requirements* – the University will comply with all applicable environmental laws, statutes, regulations and other requirements.
- b) *Healthy Built Environment* – the University will promote public health, workforce wellness, and quality of work-life by integrating the development of buildings and grounds with the natural environment and by promoting environmental quality.
- c) *Environmentally Responsible Facilities Operations* – the University will assess environmental implications in the design, construction and operation of infrastructural facilities and buildings to ensure environmental sustainability through resource conservation, ecologically-sound landscaping practices, sustainable building design and operation, and transportation that minimizes environmental impact.
- d) *Pollution Prevention* – the University will minimize waste generation and the potential release of pollutants into the environment through source reduction, reuse, recycling, treatment and disposal.
- e) *Environmentally Responsible Acquisition* – the University will promote environmental responsibility through its contracting and purchasing of products and services by considering life cycle environmental impacts along with cost and functional performance.
- f) *Conservation of Energy, Water and Other Resources* – the University will reduce resource consumption by eliminating wasteful practices and promoting efficient use, and implementing practical conservation measures in existing buildings, renovations, and new construction.
- g) *Green Technology* – the University will recognize the significant impacts of computing, communication, refrigeration and other technologies on human health and the environment with a view to promoting efficient and sustainable use of technology.



- h) *Environmental Education and Awareness* – the University will provide education and sensitization to all her employees, the surrounding community and visitors concerning the importance of environmental responsibility. Some of the environmental conservation activities will include environmental clean ups, tree planting, soil conservation activities, waste management and disposal, environmental conservation talks and sensitization.

3.4 Consultancy and Public Lectures

3.4.1 Consultancy

The inadequate funding of universities and other tertiary institutions has impacted heavily on quality teaching, research and community service since capital projects and salaries reportedly take a bulk of the total revenue so allocated. This has led to the University to explore other means of generating income to finance its programs and other activities through consultancy services. Staff members of the University are encouraged to undertake consultancy and other similar work provided it does not conflict with the interests of the University.

University consultancy is a professional work carried out by a member(s) of staff acting as an employee(s) of the institution. The work may be additional to normal duties for which additional payment over and above the normal salary may be made / or may be part of normal duties for which no additional payment is made. The consultancy includes all professional activities requiring the use of the University's name, services, space, facilities, equipment and intellectual property rights.

Four key principles shall guide members of staff in performing consultancy work.

- a) *Maintaining priority*: The priority activity for employees is to fulfill their employment/ contractual obligations to the University in such areas as teaching, research and community service, the core functions that further the mission of the University. Consultancy work should be approved only in those cases where the employee's performance will have no undue impact on the workload of colleagues or on the employee's contribution to the University.
- b) *Ethical standards*: In discharging their contractual obligations, an employee shall display the highest possible ethical standards.
- c) *Accountability*: Consultancy work shall occur within an accountability framework with clear requirements for approvals, recording and reporting of these activities on behalf of the University.



- d) *Legal and financial arrangements*: All legal and financial arrangements established for the purpose of participation in a private consultancy, where payment is made direct to an individual, will ensure that the University is not liable for such activities. In ordinary circumstances those engaged in a private consultancy may not use any University facility (e.g. power, space including laboratories, equipment including computers, letterhead, consumables). Where such use has been agreed, any and all costs that arise as a consequence of private use of University services and facilities will be recouped in accordance with full cost recovery principles.

This Policy considers three types of consultancies

- a) *University Consultancy*: Professional work carried out by a member(s) of staff acting as an employee(s) of the institution. The work may be additional to normal duties for which additional payment over and above the normal salary may be made / or may be part of normal duties for which no additional payment is made.
- b) *Private Consultancy*: Consultancy is carried out by a member of staff independent of the University. Such work is undertaken exclusively in the consultant's own time and makes no use of the University's resources.
- c) *Community Service Consultancy*: An arrangement for provision of professional services entirely as a contribution to the community.

3.4.2 Public Lectures

Public lectures help in engaging with the local community, alumni or students, share knowledge, inspire donors or attract future students. Public lectures are also an opportunity for MksU to engage with government, business and the public to inform and educate the community through leading open discussion of issues that confront our nation, our region and the world.

Public lectures are part of the University's efforts to contribute knowledge, thought-leadership and innovative ideas to the region. They showcase dynamic speakers through a number of community-focused talks across a range of disciplines, encouraging constructive debate on issues of regional and global relevance.

MksU will encourage its staff to present or participate in public lectures.



3.5 Promotion of Cultural and Social Activities

The UN Committee on Economic, Social and Cultural Rights (UNCESCR) defines culture as follows: Culture encompasses, inter alia, ways of life, language, oral and written literature, music and song, non-verbal communication, religion or belief systems, rites and ceremonies, sport and games, methods of production or technology, natural and man-made environments, food, clothing and shelter and the arts, customs and traditions through which individuals, groups of individuals and communities express their humanity and the meaning they give to their existence, and build their world view representing their encounter with the external forces affecting their lives.

Culture is the sum total of a people's way of life to be conserved.

Education helps in the preservation of culture or social heritage. Education maintains the continuity of culture by handing down the existing cultural experiences, values, traditions, customs from one generation to another through its various academic programs and practices. Education modifies the existing cultural patterns in the light of changes visible in the needs and demands of the society.

Culture is also the lens through which we view and interpret life and society. Culture is passed over from one generation to the next one, while incorporating new elements and discarding others.

Machakos University will endeavor to engage in the following activities in order to promote culture and social life of the staff, students and the community at large;

- 1) *Medical camp*. The University will work with hospitals to offer medical checkups on cancer screening as well as free lifestyle diseases awareness. This will be implemented in partnership with Machakos Level 5 Hospital as per the MoU.
- 2) *Career talks/Public lectures*. The University will invite inspirational and dynamic business leaders to engage with students about their career path. These will allow students to hear from real life role models who can demonstrate the relevance and connection of what is taught in the classroom.
- 3) *Talent shows, cultural events and performances*. This will be achieved by organizing an annual activity where students show case their talents and also bring out the cultural diversities among them. Activities to be show cased would include poetry, dance, music, theatre, fashion shows, comedy, acrobatics, and exhibitions on health, technology, foods and fine arts.



- 4) *Sports*. The University will host some sporting activities thereby promoting culture and social life. Sports play a vital role in enhancing cohesion among the community. Through team games, the diversity in social and cultural life among individuals and communities is enhanced. This can help to overcome differences and encourages dialogue, and thereby helps to break down prejudice, stereotypes, cultural differences, ignorance, intolerance and discrimination.
- 5) *Charity events*. This will include donations such as foods, toiletries, among others, to marginalized, needy and vulnerable groups such as Machakos prison, psychiatric patients at Machakos Level Five and children's homes within Machakos County, among others.
- 6) *Social innovation by students/Innovations week*: The University shall set aside a date during the innovation's week where the staff and students show case their innovations and exhibitions to the public. In consultation with student unions, associations and clubs, student-initiated learning projects which have a social impact shall be supported.
- 7) *University Community TV /Radio Stations*
The University will work in partnership with local radios and TV Stations. This will be used as a forum to address some of the challenges the community is facing with regards to agriculture, health, among others. Talk shows will be organized around these topics to enlighten the community on best practices and to engage with a view to suggesting solutions to the issues that affect the community.

4.0 POLICY REVIEW

This policy shall be reviewed every three (3) years or as need arises.

5.0 EFFECTIVE DATE

This Policy shall take effect from the date of its signing.

