**MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**CORPORATE SOCIAL RESPONSIBILITY POLICY**

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**DOCUMENT APPROVAL PAGE**

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| **MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY** | | |
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**AKNOWLEDGEMENT**

Masinde Muliro University of Science & Technology seeks to increase her visibility and impact to the community through community CSR activities. This will enable the university to claim her position in the global, regional and national rankings of higher institutions of learning. To achieve this, the university must pay keen attention to the increased competition amongst the peers and respond by embedding quality in all aspects of the teaching, learning, research, outreach and Consultancies.

The University has a mission to “provide education, training and research through integrating science, technology and innovation into quality programmes”. This is with a vision “To become a university of choice in Science, Technology & Innovation.” Therefore MMUST has to redefine the path to follow in order to arrive at the desired destination.

It is expected that the policy will guide MMUST’s efforts to address community outreach and engagement amid changes and emerging issues taking place both at national, regional and global levels. Universities are key players in a national development hence, MMUST must claim her right place by exercising the University`s mandate. This policy provides for the establishment of a University Outreach Committee whose main objective shall be to oversee MMUST outreach mission as set out in the MMUST Corporate Strategic Plan.

Implementation of this Policy shall provide for synergy among University Outreach players and partners to engage the community with activities as well as services at competitive (National, Regional and International) levels.

**DVC - Planning, Research and Innovation.**

**Masinde Muliro University of Science & Technology, Kakamega**

**February, 2022**

**ABBREVIATION**

MMUST- Masinde Muliro University of Science and Technology

ES&O - Extension Services & Outreach

DCCM- Directorate of Communication and Marketing

CSR - Corporate Social Responsibility

ES&OC - Extension Services & Outreach Committee

OC- Outreach Champions

**DEFINATION OF TERMS**

* Extension services - the activities of educating or instructing; activities that impart knowledge or skill
* Outreach - is the activity of providing services to any population that might not otherwise have access to those services.
* Corporate social responsibility – Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable—to itself, its stakeholders, and the public
* Administrative staff- A member of staff of the University who is appointed for performing duties related to general management and administration of the University.
* Employer- means Masinde Muliro University of Science and Technology
* Head of Cost Center means the staff in charge of a budget Cost Center.
* Staff- means a person who is appointed by the council; on recommendation of an Appointments Committee of Council and on such terms and conditions as provided by the Statutes and Scheme of Service.
* Teaching staff- means an employee of the university who is in terms of appointment a lecturer of the University.

1. **INTRODUCTION**

Masinde Muliro University of Science and Technology (MMUST) has a mandate to conduct teaching, research, and community outreach. Extension Services &Outreach is a broad concept that can take many forms depending on the company and industry. Through ES&O programs, philanthropy, and volunteer efforts, businesses can benefit society while boosting the university.

As important as ES&O is for the community, it is equally valuable to the University. ES&O activities can help forge a stronger bond between employees and corporations, boost morale and help both employees and employers feel more connected with the world around them. The ES&O policy encompasses a variety of activities and procedures designed to assist the university to improve its visibility and performance indicators.

Over the years Masinde Muliro University of Science and Technology (MMUST) has been involved in providing CSR and outreach activities to the community. As such the policy is designed to help accelerate the community impact. The purpose of this policy is to provide a framework for continuously reviewing Extension Services and Outreach activities to improve viability of MMUST.

## **1.1 Motto**

The University of Choice

## 

## **1.2 Philosophy**

MMUST upholds the view that education, science and technology are indispensable tools in harnessing resources of nature for sustainable development by creating an environment in which all individuals can realize their full potential.

## 

## **1.3 Vision**

The Premier University in Science, Technology and Innovation

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## **1.4 Mission**

To provide quality university education, training and research through integrating science, technology and innovation into quality programmes to suit the needs of a dynamic world.

**1.5 Quality Policy Statement**

## Masinde Muliro University of Science and Technology is committed to providing high quality education that offers intellectual, social, cultural and economic benefits through quality teaching, training, research, consultancy, extension and community service. The University is dedicated to improved service delivery by encouraging professionalism, innovativeness, teamwork and integrity to prepare scholars of high intellectual capacity relevant to societal needs. The University realizes that customers’ and stakeholders’ needs and expectations continually change. Therefore, it undertakes to continuously understand and stay ahead of the trends in this regard. The University Management undertakes to realize this goal by identifying and mitigating its risks and opportunities and periodically monitoring the institution’s performance through customer and industry surveys, annual performance contracts and implementation of an effective and efficient quality management system based on ISO 9001:2015 standard, statutory/regulatory and customer requirements. The guidance provided in this policy applies to all staff and other stakeholders.

* 1. **Policy Objectives**

The objectives of this policy are;

* + - 1. To sensitize the University community on the importance of reaching out to communities.
      2. Conduct baseline surveys on community needs and available resources for evidence based interventions.
      3. To link researchers with communities outside the University for Dissemination of research outputs that can help improve their quality of life.
      4. To establish and nurture collaborations with institutions/ organizations and /or individuals in propagating the implementation of outreach programmes.
      5. The University to identify, plan, implement and monitor community outreach projects.
  1. **Policy Rationale**

CSR is one of the core businesses of the university and forms an essential part of its mission. The university endeavours to encourage staff and students to create participate in outreach activities; to critically appraise, preserve and transmit the knowledge and values that promote and transform quality of life for society.

* 1. **Scope of the policy**

The policy will cover both outreach and corporate social responsibility activities.

**2.0** **CORE VALUES GUIDING THE POLICY**

The core values that guide this policy in line with the MMUST Strategic Plan will be:-

**2.1 Customer Focus**

We shall endeavor to ensure customer satisfaction. We shall strive to offer superior services to meet and exceed the expectations of both internal and external customers

**2.2 Accountability**

We shall act transparently in performing our duties. We shall take responsibility in all our decisions and actions

**2.3 Collegiality**

We shall uphold co-operation between academic peers and associates as a means of building interpersonal trust during interaction.

**2.4 Equity**

We shall ensure that there is equal opportunity for all irrespective of gender, status, race, creed, disability, age, religion, ethnicity or political affiliation at all times.

**2.5 Excellence**

We shall encourage excellence in research, innovation and service to the public.

**2.6 Innovativeness**

We shall endeavor to create and utilize new ideas in research. We shall seek to disseminate new knowledge and ideas in research

**2.7 Professionalism**

We shall conduct ourselves with dignity and diligence in discharging our duties. We shall observe professional competence and objectivity in performing our duties

## **3.0** **LEGAL AND POLICY FRAMEWORK**

Policy is a guide to a course of action. This policy is to be interpreted in accordance with and together with the following legal, policy, governance and management documents:

1. The Constitution of Kenya 2010
2. Republic of Kenya, Public Service Commission: A Framework for the implementation of values and principles in Articles 10 and 232 of the Constitution in the Public Service, September, 2015.
3. Universities Act No. 42 of 2012
4. Commission for University Education Standards And Guidelines 2014
5. The University Regulations 2014.
6. Science Technology & Industrial Policy
7. The MMUST Information Communication and Technology Policy
8. MMUST Research Policy
9. MMUST International , Relations and Academic Linkages Policy
10. MMUST Library Policy
11. MMUST Postgraduate Studies Policy
12. Cooperate Communication & Marketing Policy
13. MMUST Charter 2013,
14. MMUST Statutes 2020
15. MMUST intellectual property rights policy
16. Institutional Research & Ethics Policy

# **4.0 CORPORATE SOCIAL RESPONSIBILITY**

## **4.1 Goal**

Our goal is to impact communities and society indirect ways through support for community projects and initiatives while generating positive publicity for the University.

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## **4.2 Applicability**

The Policy applies to all MMUST students and staff in all our Campuses and Centres of study and all individuals acting in any capacity for or on behalf of MMUST should be made aware of the Policy.

## 

## **4.3 Sustainability**

MMUST must ensure sustainable development (i.e. that meets the needs of the present without compromising the ability of future generations to meet their own needs) through the adoption of acceptable balances between the priorities of economic development, social progress and environmental protection.

MMUST is committed to maintaining the state of the environment where social and economic goals ensure the achievement of improved quality of life whilst avoiding a scenario whereby the MMUST actions may cause environmental issues that could undermine or threaten human survival.

## **4.4 Social Responsibility**

Social responsibility refers to the activities and associated responsibilities of MUST, where an impact on society and the environment may be caused (i.e. behaviour of the MMUST staff and students concerning our impact on others and the natural environment). This includes issues relating to the environment, human rights, labour practices, organizational governance, fair business practices, community involvement and social development, and consumer issues. Social responsibility is the ability of MMUST to reach an agreement on activities that are either “right” or “wrong” and to be held accountable for activities over which MMUST has control. MMUST’s actions must be consistent with the interests of society and sustainable development, be based on sound ethical behaviour, applicable laws and governmental regulations and be integrated into the ongoing organization organizational.

**4.5 Social Responsibility**

The University must:

1. Proactively consider the interests of society at large and the economic development of host communities.
2. Enhance positive and minimize negative impacts on society;
3. Serve society in an ethical and lawful manner;
4. Contribute to a suitable world;
5. Ensure suitable development as part of our societal role;
6. Operate in an environmentally friendly manner;
7. Consider social impacts resulting from potential environmental consequences of actions;
8. Operate in conformance with international labour practices;
9. Provide a working environment which applies and conforms to recognize occupational safety and health standards;
10. Promote positive ethical behavior throughout our spheres of influence (i.e Community, customers, employees and investors);
11. Integrate social responsibilities within core management systems and decision-making processes;
12. Identify and understand material issues and respond to these issues;
13. Consider the social impacts of services/products throughout the full life cycle, including any withdrawal impacts;
14. Respect internationally recognized conventions and declarations, in addition to the widely recognized instruments derived from them;
15. Respect the rule of law;
16. Recognize the rights of stakeholders to be heard and of the MMUST’S responsibility to respond;
17. Ensure activities respect, promote and advance internationally recognized principles for organizational governance and;
18. Not indulge in any form of corruption, including extortion and bribery.

**4.6 Environmental Responsibilities**

**MMUST** must:

1. Aim to exemplify best industry practices and give high priority to the protection of the environment by ensuring our activities and initiatives respect, promote and advance internationally recognized environmental principles, commitments and responsibilities;
2. Ensure our operations complies with the letter and spirit of all relevant environmental legislation and mandatory standards and where none exist to follow good practices;
3. Consider the environmental impacts of our products and services throughout their full life cycle, including any disposal impacts;
4. Ensure resources are not wasted and that, so far as is reasonably practicable, materials and goods are reused or recycled with the disposal of any remaining waste occurring in a responsible manner;
5. Minimize the extent to which we use carbon dependent sources of energy (e.g diesel generators) and other natural resources (e.g water);
6. Identify and evaluate our business environmental effects and controls and manage those effects which have been identified as significant;
7. Communicate to our contractors and suppliers of goods and services MMUST’s Corporate Social Responsibility Policy pertaining to operations in an environmentally responsible manner;
8. Foster open communications with neighbors living and working in areas local to MMUST facilities and support appropriate environmental initiatives within the community;
9. Embrace sustainable development through good environment management and
10. Support new technology which has the potential to provide long term environmental benefits

**4.6.1Monitoring**

MMUST closely monitors and complies with all pertinent environmental legislative and regulatory requirements.

To minimize environmental impact, MMUST will continually address key environmental areas in a sustained and measured manner based on best practice. Example include:

1. Achieving optimum consumption of energy and water supplies through energy efficient process;
2. Using environmentally effective methods to reduce waste production;
3. Recycling materials where such options are available for use;
4. Ensuring non recycling materials are disposed of in an environmentally responsible manner,
5. Ensuring environmental best practices are communicated to all employees;
6. Encouraging environmental responsibility with suppliers; and
7. Committing to continuous improvement by way of monitoring the environmental impact of business activities and measuring the performance of our environmental initiatives

**4.7 Community Responsibilities**

MMUST must:

1. Invest in community affairs and functions
2. Respect cultural and social differences
3. Ensure activities respect, promote and advance internationally recognized principles for community involvement;
4. Strive to have a positive impact on people, cultures and communities in which we operate;
5. Be careful of local and indigenous people, their values, traditions and culture; and;
6. Ensure communities in which we operate are informed, in a timely manner of, and are involved in the organizational developments which affects them. MMUST is committed to supporting the community through a diverse range of initiatives such as providing sponsorships of worthy educational initiatives and offering volunteer services.

**4.7.1 Sponsorships**

MMUST will consider community requests for supporting meaningful causes which serve the interests of needy people or which benefit the community at large. The sponsorship can be in the form of cash, goods or services.

**4.7.2 Corporate Volunteer Services**

MMUST’s corporate volunteer service focus on capacity building, providing socially supportive assistance for identified groups.

**4.7.3 Donations**

MMUST will carefully consider and evaluate how we contribute to funds or causes. Such donations may be in the form of gifts or monetary support. Where MMUST provides such donations, we will not seek any form of return compensation.

**4.7.4 Education Services**

MMUST will provide financial support to different educational programmes where these programmes demonstrate a role in developing the community. Examples of education services that MMUST may contribute to include those activities associated with computer literacy and internet familiarity.

## **4.7.5 Community Requests**

Any applicant, association, institute, or organization seeking sponsorship may write to MMUST’s Community Outreach Officer for community support which need not be limited to financial sponsorship. The proposal request should outline the purpose and objectives, target beneficiaries, project implementation, plan, and breakdown of the services being requested. Criteria used to evaluate applications will include the appropriateness of the scope and nature of the project and the degree to which it benefits the people of Kenya. Applications are considered on their merits.

**4.8 Stakeholder Communication Responsibilities**

MMUST must:

1. Identify and engage our stakeholders
2. Make due provision for the interests and needs of all our stakeholders
3. Communicate our commitments and performance relating to social responsibility;
4. Ensure our activities respect, promote and advance internationally recognized principles for consumer rights and obligations;
5. Be responsible for direct and indirect impacts associated with our programmes and services;
6. Be held accountable by our stakeholders for our actions and omissions
7. Respond, whether positively or negatively, to legitimate stakeholders claim.
8. Be transparent about our actions and communicate progress made with regards our social responsibility performance and;
9. Fully accurately and in a timely and verifiable manner, consistently disclose our material information to appropriate regulators, stakeholders and the public.

MMUST has multiple different stakeholders including; customers, suppliers, shareholders, partners, governments, non-government organizations and employees, amongst a wide range of others. Stakeholder’s perspectives provide a very worthwhile form of feedback facilitating an additional channel of communication to allow MMUST to better understand and contribute to our corporate social responsibilities.

MMUST must be responsive where individuals choose to engage one of our many feedback and communication channels. At times consulting interest’s organizations may serve as proxies for group of customers.

Regular dialogue takes place with the investments community. Enquiries from individuals on matters relating to their shareholdings and the business of MMUST are welcomed and dealt with in an informative and timely manner. Shareholders are also encouraged to attend university functions

# **5.0 ADMINISTRATIVE STRUCTURE**

**4.1 Extension Services and Outreach Coordination Unit**

## **4.2 Functions of the coordination unit**

1. Management and Implementation of Outreach by participation in a wide range of outreach initiatives with varying timelines, budgets and partners.
2. Program Development: Develop programs of activities to reach target audiences
3. Develop partnerships to support outreach activities
4. Supporting teams in outreach to maximize impact and grow their professional skills and experience.
5. Provide Leadership for strategic direction for outreach efforts to achieve goals as outlined in Strategic Plan and by responding to opportunities and changing needs among partners and target audiences.

**6.0 IMPLEMENTATION FRAMEWORK**

**a)GOVERNANCE**

1. **University Outreach Committee (OUC)**

This committee will consider and approve work plans ES&O. It will also recommend policy changes where necessary to meet the changing needs in CSR and outreach. This committee will be chaired by the Registrar PR&I and its secretary will be the ES&O coordinator

1. **Outreach Champions (OCs)**

Membership of this committee will be drawn from the cost centers. The OCs will also be responsible for updates on departmental outreach activities.

1. **Student Clubs Council (SCC)**

The clubs council will harmonize and coordinate clubs and associations outreach activities.

**b) ADMINISTRATION OF POLICY**

**Role of various offices/officers /persons**

The roles and responsibilities of various officers, offices and persons to administer this policy are delineated below.

|  |  |  |
| --- | --- | --- |
| **OFFICERS/OFFICE** | **ENABLING PROVISION** | **ROLES AND RESPONSIBILITY** |
| Directorate of Corporate Communication and Marketing (DCCM) | DCCM Policy | * To publicize all activities related to CSR and outreach activities to stakeholders. |
| Directorate of ICT | ICT Policy | * Create ES&O webpage. * To update activities of ES&O profile on the website for enhancing MMUST ranking. |
| University Outreach Committee | MMUST Charter 2013,  MMUST STATUTES 2020 | * To approve work plans , procedures and activities for ES&O. |
| Cost Centres Champions | MMUST STATUTES 2020 | * Provide timely updates of activities in the cost centres. |

**7.0 MONITORING EFFECTIVENESS OF THIS POLICY**

|  |  |  |
| --- | --- | --- |
| **Item** | **Performance Indicators** | **Evidence** |
| Public knowledge shared | Number of activities) | Reports |
| Community impact | Satisfaction Survey | Report |

# **8.0 POLICY AMENDMENTS AND REVIEWS**

This policy will be reviewed in annually in line with performance contracting. Earlier review may be required in response to exceptional circumstances, organized change or relevant changes in legislation or guidelines.

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