Corporate Social Responsibility Policy

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MOI UNIVERSITY PRESS

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Moi University

MU/ACD/1/60: Procedure For Developing Quality University Policies

Authorization	
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Contents

Definition of Terms

Community   means a group of people living in a common location; organized around common values and attributed with social cohesion within a shared geographical location, generally in social units larger than a household.

Corporate Social Responsibility
                   also known as corporate responsibility, corporate citizenship, responsible organization, Sustainable Responsible Business (SRB), or corporate social performance, is a form of corporate self-regulation integrated into a organizational model.Essentially it is the deliberate inclusion of public interest into corporate decision-making, and the honoring of a triple bottom line: people, planet, and profit.

Corporate Social Responsibility Policy
                   This functions as a built-in, self-regulating mechanism whereby organization would monitor and ensure its support to law, ethical standards, and international norms. Consequently, organization would embrace responsibility for the impact of its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere.

Extension: Is the process and medium of delivery of officially sanctioned and internally generated new knowledge. It also includes dissemination of information to the recipients other than members of the University

Endowment Fund: Is a fund of monies donated to an institution. This money is to be invested and only the interest made from this investment can be used.

Knowledge-Based Economy

> Is the use of knowledge technologies (such as knowledge engineering and knowledge management) to produce economic benefits as well as job creation

> The concept that supports creation of knowledge by organizational employees and helps and encourages them to transfer and better utilize their knowledge that is in line with company/organization goals.

Millennium Development Goals (MDGs)

> are eight international development goals that all 192 United Nations member states and at least 23 international organizations have agreed to achieve by the year 2015. They include Eradicate extreme poverty and hunger, Achieve universal primary education, Promote gender equality and empower women, Reduce child mortality rate, Improve maternal health, Combat HIV/Aids, malaria, and other diseases, Ensure environmental sustainability and Develop a global partnership for development.

Outreach: Means an officially sanctioned community service organized groups or an individual member of the University that employs already known technology, services, products or knowledge.

Policy: Is a set of plans or actions agreed upon by an organization or a set of ideas or principles which are sensible or wise.

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Abbreviation

CBOs	-	Community Based Organizations
CSRP	-	Corporate Social Responsibility Policy
EATEC	-	East African Tanning and Extract Company
EA	-	Environmental Audit
EIA	-	Environmental Impact Assessment
FBOs	-	Faith Based Organizations
IGAs	-	Income Generating Activities
IHRD	-	Institute for Human Resource Development
MU C.S.R.P	-	Moi University Corporate Social Responsibility Policy
MDGs	-	Millennium Development Goals
MoU	-	Memorandum of Understanding
MU	-	Moi University
NGOs	-	Non-Governmental Organizations
SASS	-	School of Arts and Social Sciences
SIFE	-	Student free Enterprise
SIS	-	School of Information Sciences

Foreward

Moi University is located in a rural setting meant to make it different from similar institutions of higher learning whose physical and social environments are dictated by the rigid urban setting which portray an ivory tower image. This setting encourages amicable interaction between the staff and students of the university with the rural populations which are rich in resources and culture. Over time it has become evident that there is a symbiosis between the community and the university, created through co existence. Living together in the same environment calls for sharing of resources, knowledge, culture while at the same time learning and borrowing from each other.

Having worked with the community, Moi University has realized the need to formalize this relationship by establishing a Corporate Social Responsibility Policy to provide for a systematic interaction between the university and the community.

The objective of Moi University Corporate Social Responsibility Policy (MUCSRP) is to formally guide the integration of the university's core activities with community concerns, through outreach and community service. Consequently and this Policy is a deliberate move to improve and concretize the institution's commitment to give outreach activities the importance that it deserves, in order to realize its mandate of giving back to the community as envisaged in the Moi University Mission and Vision. The Corporate Social Responsibility Policy provides the benchmark for systematic integration and provision of social and economic information by staff and students to the community who look upon these scholars for solution of the myriad social problems currently affecting society.

The spirit of goodwill prevailed from the community as it welcomed Moi University to its midst at inception. Many social, economic, environmental and educational gains have been realized by the community as a result of Moi University's presence. However, development brought with it developmental problems that kept on increasing with time and thus necessitating a Corporate Social Responsibility Policy as an avenue for addressing them in a sustainable manner. Extension and Outreach office has been set up under the office of Deputy Vice Chancellor Research & Extension

by Moi University to co-ordinate Extension and Outreach activities in order to meet the University's obligation to community through interactive sharing of knowledge.

This Corporate Social Responsibility Policy comes at a time when Moi University Schools are interacting with the local community through provision of various services in various disciplines. The establishment of seven satellite campuses, five constituent colleges, and numerous collaborations entered with middle level colleges is proof of Moi University's interaction with community even before a formal Corporate Social Responsibility Policy has been put in place. The students and staff shall endeavor to undertake research from the rich social and physical environments found in the community. This will be reciprocated by the community adopting and using research findings to provide answers to their problems.

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Executive Summary

Moi University was established by an Act of Parliament in 1984. It is built on land covering over 3000 acres formally owned by the East African Tanning and Extract Company (EATEC). This piece of land is located in a rural agricultural land previously owned by white settlers who have since been bought by indigenous people. The farms have since been renamed as Kesses, Talai, Cheboiywo, Chesunet, Asurruriet, Kosirai, Tulwet and Ketiplong and form Moi University's immediate neighborhood. The communities in these farms are engaged in mixed farming comprising of wheat, maize and livestock keeping.

The Extension and Outreach activities have positively marketed the university's programmes and the presence of Moi University has been felt countrywide through the establishment of Satellite Campuses meant to take education closer to the people.

According to Moi University Act cap 210A under Section 4(1) (a) "one of the core functions of the university shall be to provide education aimed at producing mature, and conscientious graduates with the skill, ability and desire to contribute to the well being and development of the people of Kenya, in accordance with the national policy of mutual social responsibility". Subsection (e) states "to preserve, produce, process, transmit and disseminate knowledge and stimulate the intellectual life and cultural development of Kenya". The Mackay Report says 'Moi University's rural setting should integrate culturally and educationally with rural development'. These sections show the salient intention of Corporate Social Responsibility Policy to the community.

The University through Extension and Outreach Office plays a crucial role in changing the community's perception on issues that could otherwise cause conflict and dissatisfaction. The broad objective of Extension and Outreach Office is to link the University to the community for the purpose of harmonious co-existence.

Since its establishment, Moi University has stimulated educational development and changed the community's attitude to education. This has resulted in social, economic, environmental and educational

gains. It is further evidenced by the number of both government and privately sponsored students joining Moi University from the local community.

Moi University has opened up the otherwise closed rural area to national and international community's which in the course of their interactions have contributed immensely to attitude change among the population around Moi University.

The establishment of Moi University came with social amenities like piped water, tarmac road, electricity, telephone, health facilities and schools. This interaction has caused enormous impact on the community hence the need for a Corporate Social Responsibility Policy to guide the process of sharing resources and ideas between the local community and the university.

Moi University's rural setting has its unique challenges and benefits compared to other national public universities hence the phrase 'a university with a difference'. Thus Moi University has become a role model in the immediate community, especially with regard to farming, and social cultural practices.

The Moi University Corporate Social Responsibility Policy has been developed to document past and current reciprocal gestures between the university and community and as a means to contributing to the community's scientific knowledge and skills for sustainable development, on the other hand, the community is expected to share its rich cultural and social values to research and learning programmes of the university.

1.0 Introduction

The Schools as well as the Extension and Outreach Office of Moi University endeavour to contribute to the fulfillment of the local communities needs social, cultural, economic and technological, which are equally important is the exchange of knowledge.

Education as the key for knowledge-based economy is expected to accelerate social and economic transformation in society. This is achieved through the sharing of knowledge in learning situations created within the reach of local communities. The sharing of knowledge and learning is facilitated also through teaching, publications, seminars, workshops and conferences

1.1 Vision

To be the University of choice in nurturing innovation and talent in science, technology, and development.

1.2 Mission

To preserve, create and disseminate knowledge and conserve and develop scientific, technological and cultural heritage through quality and relevant teaching and research; to create a conducive working and learning environment, and work with government and private sector for the betterment of society.

1.3 Core Values

i) Promote and defend academic freedom, scholarship and relentless search for truth

ii) Foster teamwork, collaboration, creativity and innovation, effective communication, tolerance, perseverance and a culture of peace.

iii) Embrace excellence, openness, consultation and consensus building, efficiency and effectiveness

iv) Practice professionalism, meritocracy, exemplary leadership, equality, integrity and social justice

v) Maintain a sense of self respect, discipline, responsibility, institutional loyalty and national patriotism

1.4 Objectives

i)   To pursue excellence in teaching, research and Outreach
ii)   To produce well informed, practical, and self–reliant graduates capable of contributing to development in rural and urban areas
iii) To offer expertise in area of national development
iv)   To promote science and technology for national development
vi)   To participate fully in the promotion of culture and develop individuals who are responsive to the needs and well being of others
vii) To offer a range of opportunities for training through continuing education
viii) To secure and manage resources to achieve the above goals efficiently

1.5 Quality Policy Statement

Moi University is committed to providing quality education and services that meet the needs of its customers and stakeholders through quality and relevant teaching, research and community service and outreach. The university is committed to a quality work and learning environment that is grounded in intellectual and academic freedom, teamwork, quest for excellence, professionalism, discipline and continuous improvement of its products (program/activities) and service so as to achieve client/customer satisfaction. To be able to realize this commitment, the University will continually review its products and services to conform to the Quality Management Systems based on the ISO 9001-2008 Standards.

2.0 Role of Extension and Outreach Activities in the Community

Universities, the world over, play crucial roles in social, economic and political transformation of host communities. Both the communities and universities benefit from each other's interaction. A university without a community to positively influence through its research and academic programmes suffer from ivory tower syndrome and a

community that does not have a university close to it does not benefit from the intellectual discourses on issues that need solutions to be derived from research.

Moi University's three-prong approach of Academic, Research and Community Service best describes benefits a community derives from a university. The community having been deemed necessary to be included in the university's mission and strategic programmes shows that both institutions have the noble responsibility of nurturing

co-existence through mutual understanding.

Both the University and community have specific benefits to be gained from each other through interaction and co-existence.
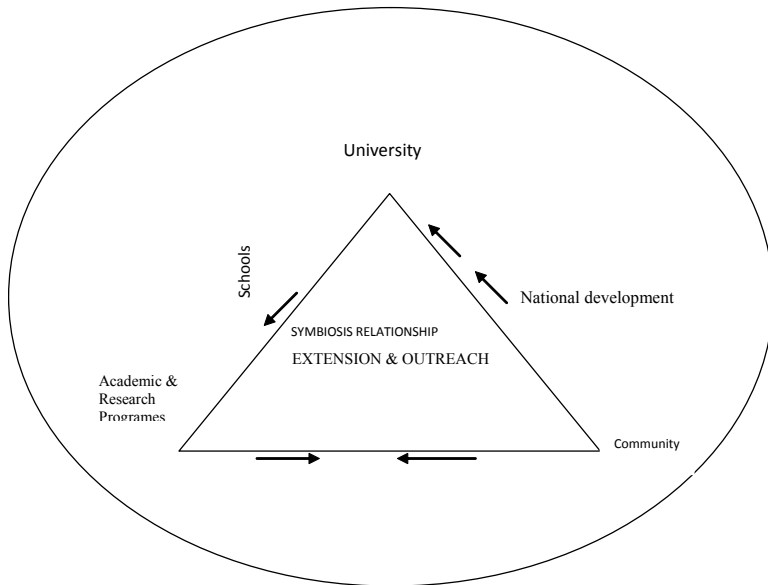

Fig. x. University- Community Symbiosis

3.0 Objectives of Moi University Corporate Social Responsibility Policy

i.   To identify areas where the university should interact with the community in carrying out its social responsibility mandate.

ii.   To provide a basis for the university to interact amicably with the local community in implementing sustainable development programs.

iii. To document best practices of reaching out to the community to improve their

iv.   Socio-economic development programs that are environmental sustainable.

v.   To plough back social and economic benefits to the community as a fulfillment of the university's Corporate Social Responsibility Policy.

vi.   To apply scientific acquired knowledge to solve social and economic problems that affect the community.

4.0 Moi University Corporate Social Responsibility Policy

Moi University Corporate Social Responsibility Policy will enable the institution to integrate its activities into those of the community. This will apply in all the satellite campuses and constituent colleges. The university needs to invest more in nurturing a conducive social and political environment in the community to enable it carry out research and disseminate findings appropriately. On the other hand the community is expected to reciprocate by providing conducive environment to sustain the interaction for the benefit of all stakeholders.

Some of the corporate social responsibilities that Moi University plans to participate in include:

i.   Provision of water and health services to the local community on a cost-sharing basis

ii.   Library services to community readership

iii. Play fields, awarding of trophies and other facilities that promote sports

iv. Sharing research findings of common interest, such as on HIV/AIDS, poverty reduction, peace building, environmental conservation and preservation

v. Preservation of positive cultural values

vi. Membership of School Boards and Committees by Moi University staff

vii. Provide scholarship to the needy and bright children from the community

viii. Employment of both skilled and unskilled personnel through the legally constituted channels when opportunities arise

ix. Act as a link between community and international institutions and organizations

x. Act as clearing house for research funds to community social groups of youth and women to undertake projects of common interest.

xi. Provide for the internal environment through facilitating the staff needs in the working areas and developing staff housing schemes.

Extension and Outreach activities are geared towards sensitizing the community on issues that contribute towards the attainment of the Millennium Development Goals (MDGs. The communities will only achieve targets if it provides the support in terms of sensitization and training.

Communities as major stakeholders of Moi University are expected to participate through their structures such as self-help groups for youth and women, Community Based Organizations (CBOs), Faith Based Organizations (FBOs), Non Governmental Organizations (NGOs), Special Interest groups such as environmental, poverty reduction, HIV/AIDS, retrogressive cultural practices and drug and alcohol abuse.

Corporate Social Responsibility Policy

4.1   Community Engagement

For the community to benefit fully from the activities of Extension and Outreach, the University should strive to do the following:

i.   Establish a strong community partnership using existing structures: Local Provincial Administration and line ministries.

ii.   Prioritize Extension and Outreach activities at the University.

iii. Mobilize resources to support and facilitate Extension and Outreach activities.

iv.   Enter into more collaboration with Community Based Organizations (CBOs), Non-Governmental Organizations (NGOs) and Faith-Based Organizations(FBOs) to enhance understanding of community needs and expectations.

v.   Schools to design programmes that can be used to increase benefit to the youth within the community.

vi.   School of Business and Economics and Office of Deputy Vice Chancellor Research and Extension, specifically, to design entrepreneurship training for the youth to start businesses for job creation.

vii. The university to facilitate training on leadership and governance for community leaders e.g. head teachers, village elders, and youth and women leaders among others to reduce conflict and enhance harmony among the various ethnic groups in the community. This also includes training youth on job creation.

viii. Carry out socio-economic survey to identify needs and knowledge gaps in the community and recommended the same to relevant authorities for policy and decision-making.

ix.   Mandate the School of Environmental Studies to carry out Environmental Impact Assessment (EIAs) in the following areas:

   j.   Wetland areas

   k.   Environmental degradation in the neighbourhood

   l.   Pollution of water bodies

   m.   Social cultural issues

   n.   Management of solid wastes

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o. Organize Annual Environmental days to coincide with National and Environmental Calendar.

xvi. Endowment Fund -Establish an endowment fund for staff that will receive funds from the university and individual contributions.

xvii. The university to support mobilized activities by student clubs and the community. These include development of roads, infrastructure. This is to be done as per the university's council's approved budget.

xviii. The university to provide expertise to community through setting up libraries and Information Communication Technology centres at the community level.

5.0 Extension and Outreach Activities in Schools

Currently, Moi University has 11 Schools which are mandated to integrate their in academic programmes with extension and outreach activities geared towards empowering communities through research, teaching and community education and services.

A Brief Outline of the Extension Services Offered by Schools as Follows:

5.1 School of Education

The extension activities: Involvement in inter-university exhibitions, teaching practice and staff visits to primary and secondary schools to encourage students through talks and awards to excelling students.

5.2 School of Arts and Social Sciences

The extension activities: Performances by Moi University Theatre and Concert Groups. It also offers prisoners guidance and counseling.

5.3 School of Information Sciences

The extension activities: Participation in Book Fare and Exhibitions as well as the national and international shows. The school runs a radio FM station that disseminates information to the community.

5.4 School of Human Resource Development

The extension activities: Works with the Directorate of Personnel Management in curriculum review and training.

5.5 School of Business and Economics

The extension activities: Involved in workshops for communities on tourism development and Students free Enterprise (SIFE). Students are attached to the local business enterprises so as to practically apply and impart acquired knowledge to the community.

5.6 School of Environmental Studies

The extension activities: Participates in environmental issues with stakeholders, such as environmental field days including World Environmental Day June 5th each year, cleaning up exercises in slum areas, environmental quality analysis and consultancy services, water and soil samples are analyzed for farmers. The school also carries out Environmental Impact Assessment (EIA) and Environmental Audit (EA).

The school manages the University weather station which is a major learning resource on meteorological features for both primary and secondary Schools around the university.

5.7 School of Engineering

The School has a strong partnership with industry where engineering students are attached and later get employed. The linkage provides a testing ground for engineering courses.

Visits secondary schools to sensitize students, especially girls, on the various engineering courses offered. Currently, the school has a student organization, which is involved in various exhibitions, and projects, which has earned the school many awards.

5.8 School of Law

The extension activities: Participates in MOOT Court International Law competitions, Inter-university exhibitions and national and international shows and free legal clinics to the community.

5.9 Schools of Medicine and Dentistry

The extension activities: They run the Community Based Education and Service (COBES) programme in the local communities. The programme promotes community health and works with district health management teams on the running of district health services and implementation of interventions in communities among others. Provision of free clinics to the community.

5.10 School of Public Health

The extension activities: Staff provide a range of consultancy services to the Ministry of Health, other government ministries and agencies, training institutions, NGO's, bilateral and international organizations, and the private sector; disseminates information on Public Health issues among the urban and rural communities.

6.0 Other Departments Involved in Outreach Activities

6.1 University Library

The University Library has since 1985 been visiting and donating books as well as giving donations and advise on establishment and management of school libraries. In addition, library staff provide motivational talks to pupils and teachers on lifelong learning and success in educational activities.

A most popular activity is weekly visits by primary and secondary schools to the Margaret Thatcher Library, where they are shown various library services and types of resources available in the library. Students from neighbouring tertiary colleges are also allowed to do their industrial attachment in the various University Libraries.

6.2 University Farm

The University farms have activities that have become models of excellence to the community. The campus hosts annual field days on its farm. The farmers buy bulls and heifers for use in improving their breeds.

6.3 Student Affairs: Sports and Games Department

The Students Affairs Department is involved in sports activities in all campuses. The department involves community youth in organizing sports days in which they participate. It is during such occasions that talents are identified and subsequently supported. Athletes from community train on Moi University fields and competitions are conducted in these venues between community and students.

6.4 Gender Issues

The gender issues shall be integrated with outreach activities as reflected in the university curricula, governance and policy instruments.

The university through Institute of Gender Equity Research and Development collaborate and partner with institutions and organizations for gender research for information sharing and dissemination. Sensitization of gender issues are undertaken through outreach and extension services to the community.

6.5 HIV/Aids issues

The Moi University HIV/AIDS Control Unit aims to provide a healthy learning and working environment by actively promoting and implementing sustainable initiatives for the prevention of HIV transmission, providing quality care, treatment and support for infected and affected University students, staff and the surrounding community through teaching, research and extension and outreach services. The HIV/AIDS issues are clearly highlighted in the Moi University HIV AIDS Policy.

6.6 Dissemination of research at the community level

The university organizes public lectures, inaugural lectures, campus wide workshops and conferences to disseminate research findings done within and without the university by staff and students. The research findings are published in journals articles and books which are availed to the public at affordable prices through the Moi University's bookshop and put in the library. They are off loaded on the Moi University Website.

7.0 Procedure for Implementing Corporate Social Responsibility Policy

Schools are mandated to integrate Corporate Social Responsibility (CSR) activities in their curricula and implement them as academic programs.

The office of Deputy Vice Chancellor Research and Extension co-ordinates and facilitates non academic components of corporate social responsibility through the Extension and Outreach policy.

8.0 Monitoring and Evaluation

Schools monitor and evaluate CSR activities through field courses and attachments where students are examined and marks awarded. The office of Deputy Vice Chancellor Research and Extension monitor and evaluate its activities using the provision in the Extension and Outreach Policy.

9.0 Other Avenues of Community Partnership

There are many areas that the University involves the community in its programmes. This involvement promotes harmonious relationships for peaceful co-existence and reduction of conflicts.

i. Annual International Conference

The community participates in the university annual conferences where themes of mutual interest are discussed. The university uses the social hall at the community level to organize seminars and international conferences. This encourages the interaction of the intellectuals and community members.

ii Exhibitions

The communities are invited to participate in the university's exhibitions where information on academic and research publications are exhibited. Both primary and secondary schools students are invited to familiarize themselves with the academic environment at an early stage.

iii. Community Outreach Activities

The university plans to increase its participation in Extension and Outreach activities by Schools to cover new areas such as community service learning by students, summer courses for students from collaborating institutions abroad.

iv. Service to the Community

The University plans to provide services at subsidized cost such as piped water, water analysis, soil analysis, technology transfer, health services, use of library and sports ground. Moi university farm shall assist the community to access best quality seeds and animal breed in order to improve socio-economic status of the residents around the campuses.

The university plans to organize seminars for community leaders, youth and women to discuss matters of common interest such as the HIV/AIDS awareness and prevention, poverty reduction, and disaster and conflict management.

vi Network with other organizations and institutions on behalf of the community, through proposal writing, and management of project funds, monitoring and evaluation among others.

Undertaking monitoring and evaluation to strengthen its network with the Non-Governmental Organizations (NGOs) and Faith-Based Organizations (FBOs) to determine impact of its activities on the community.

vii Organize Open days by inviting the community to conduct social audit of Moi university academic and social activities to enhance community's understanding of what goes on in the University

viii We plan to educate the community on the social, economic, political and cultural issues affecting them through performances or skits by the theatre students.

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