Abstract

This study undertook to assess employee communication strategies used to address an expansive workforce in public universities using the University of Nairobi as a case of reference. The research findings reflected various communication strategies used in public universities, how the universities have addressed identified employee communication barriers and to what extent employee communication channels used meet employee communication needs. Information was collected using purposive random sampling where questionnaires were randomly distributed to reach all levels of employees in the university. This generated qualitative data which was analyzed using SPSS, pie charts, tables and bar graphs where used to present data.

The study established that most university members of staff are educated at least up to secondary school with a majority having a college diploma thus a conclusion that they can digest information disseminated through various employee communication channels in the university. Face to face communication was widely used and embraced by immediate bosses and employees respectively in the university affirming what many scholars have said that face to face communication is very important in employee communication. The research also noted that there was need to address language as a barrier of communication as it affected communication to a great extent. Higher institutions of learning should put in place communication channels which generate feedback as lack of it affects communication to a very large extend. Educational institutions are yet to fully embrace advances in employee communication technology like websites, social networks and teleconferencing among others which can propel employee communication to a whole new level. More research needs to be done to bring insight if the current employee communication strategies in higher institutions of learning have effect on the institutions’ achievement of their goals and missions of disseminating knowledge to a developing society.