THE TREND OF PUBLIC RELATIONS PRACTICE IN EDUCATION SECTOR IN KENYA: A STUDY OF ORTHODOX COLLEGE OF AFRICA.

BY

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ABSTRACT

The purpose of this study was to explore the PR in education sector in Kenya, with specific attention to strategies, roles and challenges in the management, growth and the development of middle-level colleges in Kenya.

This study was conceived by the fact that some colleges management understand the working of PR and hence incorporate it in the structure while others do not understand hence exempt PR in their management structure. Because of this, the role of PR is not well executed.

In many institutions where PR exists, it is treated with respite to the extent that it does not meet its objectives. Effective PR is a factor in the management of education institution just like other facts such as availability of finance, qualified leaders, public support etc. A survey has shown that more private colleges than public ones possess PR departments.

This study was be guided by the question on the extent to which PR was practiced in the Kenyan tertiary institutions.

It applied descriptive approach where questionaires were used to collect data from 60 respondents from Orthodox College of Africa. This institution was investigated because of its location in the cosmopolitan city and PR practices.

The data was analyzed using descriptive statistics mainly, the table and percentages. There was also a narrative reportage of the results.

The findings were that PR was a central factor in the management of institution, its activities and strategies led to the expansion of the college in terms of students number, public perception, academic achievement, employee communication and community liaison activities. The challenges that affect effective PR practice include lack of enough financial allocation, lack of management goodwill, poor planning and coordination activities of PR and confusion of PR roles with other functionalities. The
recommendations of this study were that in-house PR to be practiced, management to change their attitude towards PR activities and financial allocation to the PR department. In summary, it was advised that all colleges to practice effective PR for institution development.