**Process**: Management of Corporate Communication Services

**Purpose:** To provide professional Corporate Communication services in order to cultivate, maintain, and enhance positive relations between the University and its interested parties

**Output:** Publicity, communication and promotional materials

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|  | ACTIVITIES  | INPUTS | RISK | RISK LEVEL | RISK IMPACT | MITIGATION | OPPORTUNITY | ACTIONS |
|  | Media coverage and advertisement  | Corporate Communication policy 2016 | Knowledge gap | low | low | Sensitization of staff concerning the policy  |   |  |
|  | Management of crisis  |
|  | Production of communication and promotional materials |
|  | Participation in shows and exbhitions  | Financial Management Policy 2013 and Per diem Policy 2014 | Misappropriation of funds | high | high | Processing auditing | Inclusion of audit department representatives in the show committees |  |
|  | Management of visits by institutions | Request forms | Competing tasks | low | low | Delegation of tasks | retooling |  |
|  | Management of corporate social responsibility | Request forms | Negative publicity | high | high | Proper vetting | Development of Corporate social responsibility |  |
|  | Handling customer complains | Complains and Compliment policy 2017 |  Negative publicity | low | high | Prompt feedback  | Sensitization of staff on the policy |  |
| Customer complain/compliment forms | Wrong allegations | low | low | Impartial investigations |  |  |
| Customer satisfaction survey report | Insufficient data collection tools | low | high | Pre testing the tools | Training of staff on customer care |  |
| Suggestion boxes | Conflict of interest during opening of the boxes | low | high | Maintain a register  |  |  |
|  | Management of corporate events | Corporate Communication Policy 2016 |  Negative publicity | low | high | Preparation and planning | Sensitization of staff |  |
|  | Management of protocal and visits |