Introduction

Service to humanity is one of the major components of Kenyatta University’s vision. This component is achieved through community Outreach activities organized by the Directorate of Community Outreach and Extension Programmes (COEP). The directorate was established in 2007 with the objective of mobilizing and facilitating Kenyatta University Community to reach out and touch the lives of Kenyans by extending knowledge, skills, information and other resources that would improve their quality of life. Extension of knowledge and skills is hoped to help communities identify, mobilize and utilize the resources available to them for their own development thus making the outreach activities participatory.

Kenyatta University Community has a wide range of abilities as a result of diverse areas of training and experiences. Therefore, through the Directorate of COEP every member of the University gets an opportunity to reach out and extend their services to the communities in any part Kenya based on the identified needs. This is a gesture of Kenyatta University’s Corporate Social Responsibility (CSR).

Vision
To be a leading centre in imparting communities with knowledge, skills, information and other resources in various spheres of life to improve their quality of life.

Mission
To reach out to communities through knowledge, skills, information and other resources with a view of helping them identify, mobilize and utilize resources available to them to improve their quality of life.

Motto
Use what you have, to get what you do not have.

Objectives
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 work with and facilitate the University community in identifying, developing and implementing community need- based projects.
4. Mobilizing resources from University community to mitigate against national crisis by addressing some of the basic human needs.
5. To establish and nurture collaborations with other institutions with similar mandate.

Existing programmes

a) University Response to National Crisis
Collect materials and financial donations from Kenyatta University and other willing donors depending on the nature of the crisis. The Directorate mobilizes KU community (both staff and students) to make their donations. The donations are then delivered to the affected persons. This program targets responding to National Crisis on need basis. Previous activities under this program include Kenyan for Kenyan movement, Westgate attack, Huruma building tragedy among others.

b) Community Need Based Projects
This program adopts a threefold approach;
1) Students in the clubs registered by the Directorate of students Affairs identify needs within the community an organize themselves to address the needs. The Directorate facilitates their transport. The needs could be;
   - Clean-Ups
   - Visiting the elderly and the needy
Photos of visit to Compassionate Child Development Centre in Samburu County

Photos of kiwanja medical camp

Photos of Clean-up activities at Mai Mahiu town by Mathematics club

- Planting trees
- Mentoring students and pupils

2) Members of staff in departments could identify a need in the community and organize themselves to respond to the needs. The outreach here can take many forms depending on the needs and the expertise in the department. e.g. the mentoring and counseling program at Michinda high school in Elburgon by the members of staff in Psychology department.

3) The Directorate of Community Outreach and Extension Programme may initiate outreach activities depending on identified needs through collaborations with organizations outside the university e.g EPTF, UNESCO, TER among others

Up –coming programmes

c) Adopt a Community.

This program will be aimed at ensuring that at any given time, members of Kenyatta University community are comprehensively working with an identified community for a period of time. Through diverse knowledge and skills, the community will be helped to identify and use the resources available to better their lives. This programme will ensure that Kenyatta University realizes maximum impact on the community.

d) Students’ community service programme on citizenship

This program will be aimed at exposing students of Kenyatta University to issues of Citizenship. They will then be expected to reach out to schools and train pupils and students on the same.

Others:
The directorate is open to any other community outreach programme that is innovative and that will have far reaching positive impact in the communities.

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