The impact of customers tailored (paying) academic programmes on career development for university staff: lessons from JKUAT and Kenyatta University

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Abstract:

In order to make learning more responsive and accommodative to the increasing demand for higher education and the changing socio-economic realities and to generate income to supplement government funding, post-compulsory education institutions have designed and rolled out paying academic programmes (CTAPs). The programmes provide knowledge and skills that meet the current needs of the society, and are offered when and where the demand is viable, targeting high school leavers, employees and other qualified persons who want to up-date their knowledge and skills. The purpose of this study was to establish the impact of CTAPs as a career development strategy and tool for Kenyan non-teaching public university employees. The study was a descriptive survey, drawing its data from 77 non-teaching employees from Jomo Kenyatta University of Agriculture and Technology and Kenyatta University, who had successfully completed education/training under CTAPs and had resumed duty. Stratified Random Sampling, Purposive and Snowball Sampling methods were used to obtain the sample. Data was collected using open and close-ended survey questionnaire. The instrument was piloted and discussed with experts to determine its reliability and validity. Descriptive statistics were employed in the analysis of data. The study findings show that CTAPs have contributed greatly in improving employee work-life by (a) enhancing their qualifications, (b) increasing their knowledge and skill levels (c) enhancing development of interpersonal relationships between trained employees and their superiors, peers and juniors (d) enhancing positive job changes - proper placement, promotion, job rotation, job increment/enlargement and change of careers within the university and (e) motivating employees to embark on higher education/training. In the absence of any other development strategy for the 70-80 percent non-teaching university employees, the study recommends that universities should develop manpower development plans along CTAPs strategy to facilitate access to higher education/training and to develop internal pool of manpower talents for competitive advantage.