**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

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 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 |