



**UNIVERSITY OF NAIROBI
MOMBASA CAMPUS**

MOMBASA CAMPUS OPEN DAY REPORT

DECEMBER 2015

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1. INTRODUCTION

In 2015, Mombasa campus proposed to host an open day instead of participating in the annual Mombasa ASK show. This was driven by the fact that our assessment of continued participation in the Mombasa show showed that the Campus and by extension the University was not getting value for their money as result of reduced numbers of show attendees. More recently most of the public universities have pulled out - hence the target of creating awareness of and support for our programmes was not being realized.

The Campus management supported the open day event as it would give the campus the recognition and the presence it deserved hence improves enrollment. The prospective students would get a one to one interaction with the staff and get more information on the courses they were interested in. The open day was also expected to help the campus collaborate and create a good relationship with the local community and industry. It was on the basis of the above objectives that the management felt compelled to initiate a Mombasa campus open day. The year's theme for the event was "Unlocking quality education and endless potential of the coastal community".

2. THE METHODOLOGY

The open day Fair was conducted as two events; The Road Show around Mombasa Island and its environs which took place for 2 days and The Open Day at uni plaza parking lot taking place for three days.

Before the Open day some promotional activities were undertaken.

2.1 Promotional Activities

To reach prospective applicants, the event should be heavily promoted throughout the University, via poster and flyers campaign, the website, Mombasa campus face book account and through direct endorsement by staff. Mailings to other organizations, e.g. local libraries, appropriate employers including Kenya Ports Authority, Kenya Revenue Authority and lastly Radio advertising via Baraka Fm a local station.

The University of Nairobi displayed buttons and banners advertising the Fair on the website, screensavers of library PCs and display posters and postcards around the

campus. In addition it posted links on social networking sites such as Twitter and Facebook and asked students and members of staff to also promote the Fair through word of mouth.

We ran a radio advertisement of the event through Baraka FM where we had 40 mentions throughout the week prior to the open day and a live call in show during the road show. The ad ran 8 times a day for 5 days.

2.2 The Road show

Our open day road show campaign went on air on 22nd August, 2015 and the road show campaign went live on 26th August, 2015 giving us only about 5 days to promote the open day Fair. Despite the short period for the campaign, the event was successful.

University of Nairobi in-conjunction with Baraka FM carried out the road show around the streets of Mombasa making stop-over's at strategic points where distribution of flyers about the open day event and programmes were distributed to the public. The crew held talks and demonstration on why people should join the University of Nairobi especially because it is the best and the biggest university in the East African region.

Baraka FM would make live mentions during the show and advertised the open day 48 times. The road show was gracefully flagged off from Uni plaza by the director CESSP at 8.00am the first route was from Uni Plaza to Mikindani while making stopover's at strategic locations and entertain people while informing them of the open day and the programs we offer. The second day the route was from Uni Plaza -Nyali Bridge-Mtwapa-back to Uni-Plaza.

2.3 The Open Day

Our marketing messages reached a wide audience in the week leading up to the open day Fair. We sent out several information-loaded messages through social media and Baraka FM a local radio station in Mombasa. The messages were sent out just before the Fair to highlight our presence in the coastal part of Kenya and the courses we have to offer and increase the open day attendance

The Open day highlighted information for prospective students and with representatives from each School and other relevant sections (e.g. ICT, Library, Assistant Dean of Students, Sports and security etc) were available to answer any queries. The AAR health

centre partnered with the University and they offered health talks and performed some checkups for the staff and students at the fair.

This event was highly supported by the Managing Director CESSP who was present personally and extremely helpful in the entire organization of the event. The event was also graced by The Principal CHSS, Principal CEES and Deans S.O.B, Arts.

The guest of honor for the open day was the governor Mombasa county who was represented by the MP Mvita; Honorable Abdulswamad Shariff who gave a very informative speech and urged the University to nurture students talent in order to promote entrepreneurship. Additionally he proposed that the campus should partner with the local secondary schools and mentor them so that they become the university students who can relate to our culture.

A small number of exhibitors were also offered the opportunity to run presentations throughout the day, which visitors could attend free of charge. We had the University bookstore exhibiting their books and services to the attendees. We also had a wide range of packed talks throughout the day, including a general health talk and how to cope with stress from the AAR group who were our partners for that day.

2. OUTCOMES

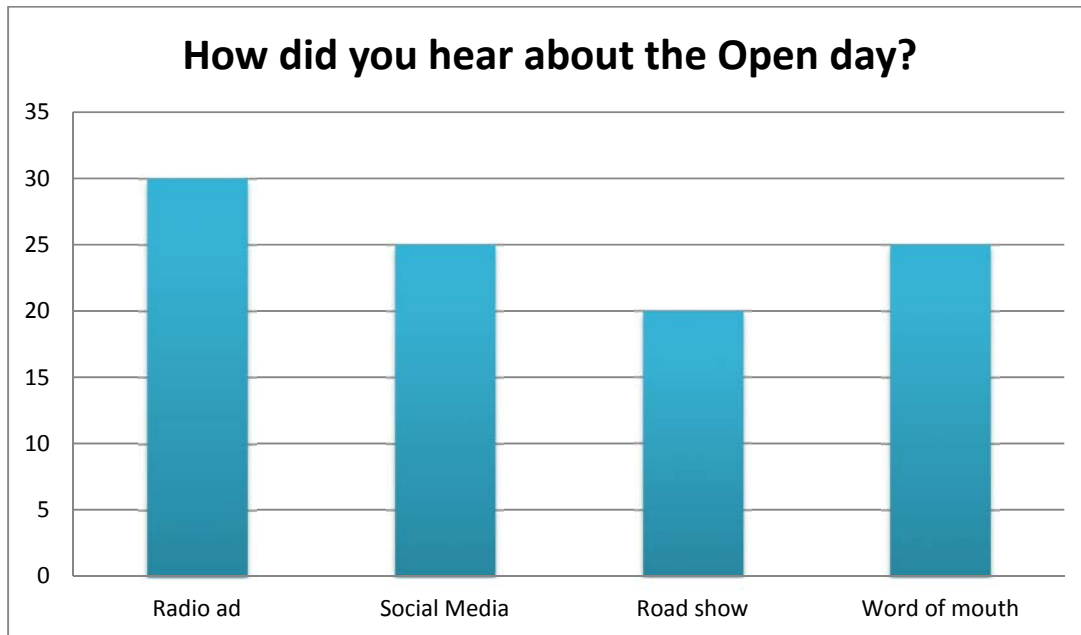
2.1 Visitors Numbers

Considering this was the first ever open day in Mombasa Campus the turnout was good and the impact was significant as represented in statistics below:

- The fair had a steady flow of visitors throughout the open day. Of those who had attended the fair; about 152 people were attended to at the reception tents with specific enquiries. About 82% were positive as to apply or to return the forms later.
- A further 1050 people were reached through the Road show
- Slightly over 150 prospective students (26th August - 30th December, 2015) applied for our programmes most of them citing the open day as a source of information or motivation. This was the period after the Open day.
- The UON Mombasa face book page received over 1,000 visits. The Visitors have applied for the different programmes offered in Mombasa Campus, some have requested information on some programmes currently not being offered in Mombasa. And some have applied for programmes in Nairobi.

2.2 How they learned of the Open Day

The staff manning the reception desks asked the respondents to indicate how they learned of the open day.



The table above shows the top marketing media based on the question “where did you hear about the open day Fair?” asked by our members of staff during the open day and to applicants and to enquirers (50 people). As expected, the road show campaign drove most of the visitors to our open day, campus and website. In addition, the local radio station was also very effective in helping to promote the open day fair to potential students.

2.3 Visitors Profiles

The highest percentage of our visitors are due to graduate this year from secondary schools or from lower level courses thus making this open day fair ideal place to seek information on impending courses. These results included our students whom were also targeted in the open day. 320 potential and current students participated in this analysis.



140

120

100

80

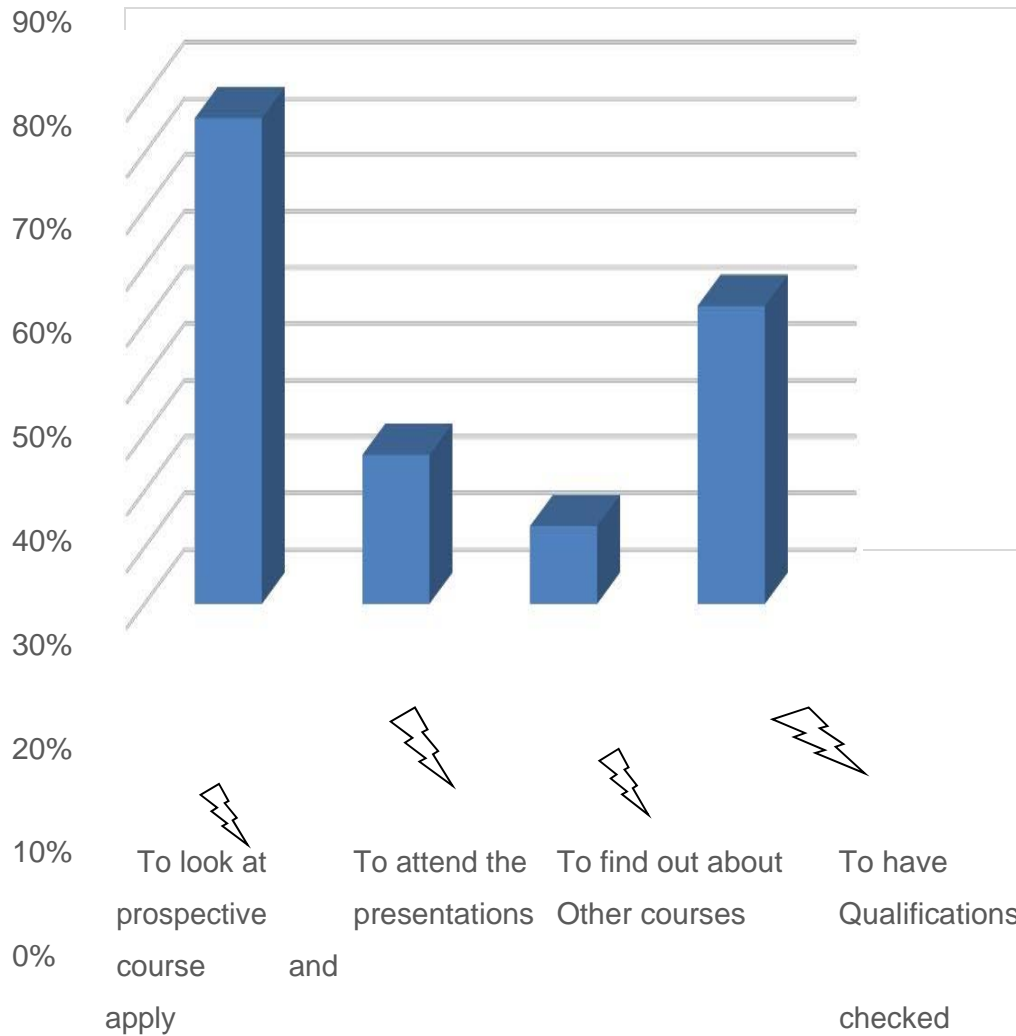
60

40

20

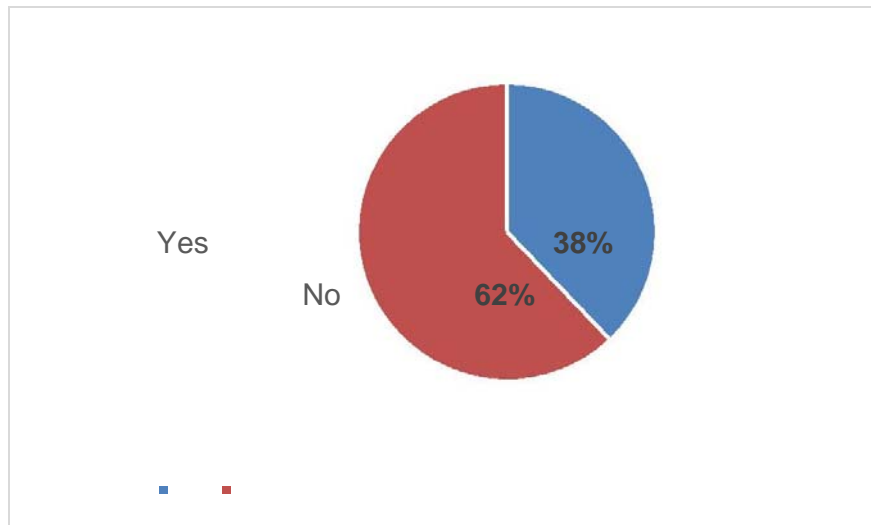
2.4 We asked our visitors why they visited the Fair

Respondents could select multiple answers to this question. Results below indicate the frequency of the 137 responses:



From the table above 86% of our visitors wanted to look at prospective courses and apply and 53% wanted to have their qualifications checked. Few visitors this year wanted to attend the fair and get information and find out about other course and have qualification checked.

We asked our visitors if they visited the UON website. Out of the 150 the visitors we have so far asked if they had visited our UON website 62% had checked out our website to have a look at our programmes and to download application forms. 38% had not but they promised to do so.



3. CHALLENGES

Despite the success of the fair the event faced challenges which included wrong timing of the event due to the closure of schools for august holidays thus turn out from secondary schools was low.

The governor and other leaders were unable to grace the occasion because the President was in town. We hope to do better planning next time.

4. WAY FORWARD

The open day fair is a foremost event which has improved our applicant numbers. We plan to make it an annual event to promote the campus programmes.

To overcome the challenges faced in the organization of the event we hope to make this event a learning experience and a point of reference to avoid any uncertainties in the future.

5. EXPENDITURE FOR THE OPEN DAY

(ADVANCE NO. 76608)

SN	ITEM	AMOUNT	AMOUNT
	Total Amount Advance		961,200
	Less:		
1	Staff Allowances	140,250	
2	Ushers Allowances	3,500	
3	Items from Unes Bookstore	106,590	
4	Participating Students' Lunch	3,000	
5	Visitors' lunch	640	
6	Visitors' tea	205	
7	Visitors' tea	140	
8	Visitors' tea	365	
9	Water	520	
10	Water	560	
11	Electrical Materials	290	
12	Blank DVDs	1,500	
13	DVD Covers	500	
14	Hire of tents & Décor	44,000	
15	Hire of Chairs & Tables	9,000	
16	Sodas	2,300	
17	Water	1,350	
18	NEEMA license	2,200	
19	County Government Permits	33,000	
20	Banners & Fliers	88,000	
21	Traditional Dancers	10,000	
22	Security Services	18,000	
23	Road show	460,000	
24	Tea & Snacks	27,000	
25	Projection Screen/White Board	7,799	
26	Transport for staff to get licenses/tuk tuk	500	
	Total Amount Expenditure	961,209	
	Balance c/f	-9	
		961,200	961,200

Signed:

Dr. Jackson Maalu
Director, Mombasa Campus

Pictorial

