



**UNIVERSITY OF NAIROBI
CENTRE FOR SELF SPONSORED PROGRAMMES
(CESSP)**

**REPORT ON THE 6TH UON OPEN DAY ON 28TH TO 30TH APRIL 2016
AT THE GREAT COURT, MAIN CAMPUS**

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TABLE OF CONTENTS

1. INTRODUCTION	2
1.1 Background	2
1.2 Justification and Significance.....	2
1.3 Objectives and Purpose.....	2
2. Planing and Organization.....	3
2.1 Preparations	3
2.2 Logistics	3
2.3 Staff Involvement	3
3. Events and Activities	4
4. External Stakeholders Involvement.....	4
5. Outcomes	4
6. Financial Input	4
7. Challenges & Lessons	5
8. Conclusion	5
9. APPENDIX I – LIST OF PARTICIPANTS.....	6

1. INTRODUCTION

1.1 Background

The University of Nairobi held the 6th UON Open Day at the Great Court Main Campus on 28th April to 30th April 2016. The theme of the Open Day was “Quality and innovative Education to Sustain Industrial Growth”.

The 3 day event, provides a platform for the Universities’ teaching and non-teaching units to meet and interact with some of the prospective students, while providing ample time for one-on-one discussions on career guidance, course selection and application procedure.

In the past, the University Open Day has had its main focus on showcasing the University to the general public, this year’s focus was

The event was planned and organized by the UON Exhibition Committee in conjunction with the Centre for Self Sponsored Programmes (CESSP), who have the mandate to promote the self-sponsored programmes.

1.2 Justification & Significance

The University of Nairobi has through the operationalization of CESSP diversified the promotion of self-sponsored programmes in the University. Avenues identified in this promotion is mounting regional open days to attract students and also inform the public of the programmes available. For this reason the UON Exhibition committee and CESSP organized the open day to drive student recruitment and improve accessibility of accurate information and awareness of University programmes in these regions.

1.3 Objective and Purpose

- The exhibitors had an exclusive opportunity to directly interact face to face with thousands of aspiring students, parents and working professionals planning to pursue further studies at the University of Nairobi
- Increase enrollment of University of Nairobi programmes offered in the region
- Collect data on possible programmes to be mounted in the region

2. PLANNING & ORGANIZATION

The planning of the Open Day was carried out by the UON Exhibition Committee in conjunction with CESSP, Advancement Office and Corporate Affairs Office. The 2014 budget with a 30% reduction was considered and approved for the Open Day. A seminar for University exhibitors was organized to ensure UON exhibitors were well versed in product knowledge and exhibit high level of courtesy and etiquette.

2.1 Preparations

The Planning committee was headed by the Chairman Dr. Fred Otieno, The Academic Registrar Mr. B.M Waweru, Director CESSP Prof. Julius Ogeng'o, Head Revenue CESSP Mr. George Ogari, Registrar Deans/Senate Mr. H.O.D Webuye, Senior Lecturer CEES Dr. Anne Assey, Marketing Officer CESSP Mr. Salvador Ogacho and the Secretariat Mrs. Lilian Odera and Ms. Susan Koskei.

2.2 Logistics

The planning committee ensured a tent for the exhibition was procured through UoN procurement Department and Units representatives branded and their stands prepared for the Open Day.

2.3 Staff Involvement

The University representatives were drawn from all Schools Faculties and Institutes and all Units from Central. This team was composed of exhibitors displaying programmes from the various sections represented.

3. EVENTS & ACTIVITIES

The most fundamental activities carried out before the exhibition was the training of the University of Nairobi Exhibitors. These exhibitors were taken through a one day seminar on key areas of university promotion to ensure uniformity in information disseminated to prospective student and parent.

Showcasing the UoN programmes at the exhibition venue

Mobilization advertisement in all Standard Group Media Platforms

4. EXTERNAL STAKEHOLDERS INVOLVEMENT

During the Open Day in Nairobi the University involved key stakeholders, the County Government of Nairobi, Secondary Schools Nairobi, Standard Group and Kenya Police Central Division. These groups were involved in one way or another to ensure the success of the Open Day.

5. OUTCOMES

The University of Nairobi has purposefully reached out to potential students and parents with information regarding their programmes and have been well received. From the 3 day exhibition the following were observed;

- a. The online application system was easy to use and popular
- b. The most sought after programmes was Master of Business Administration based on the number of enquiries received

6. FINANCIAL INPUT

The UON Open Day 2016 effectively utilized 30% saving on the 2014 budget.

7. CHALLENGES & LESSONS

The 6th UON Open Day faced the following challenges;

- i. Early notifications of the event to key stakeholders
- ii. On ground activation like road shows be incorporated in the subsequent regional Open Days
- iii. Disruption by bad weather

8. CONCLUSION

The University of Nairobi participation at the 6th UON Open Day held at the Great Court at Main Campus, was very successful.

APPENDIX

List of Participants

1. College of Health Science- All Schools and Institutes
2. College of Humanities & Social Sciences- All Schools and Institutes
3. College of Education & External Studies- All Schools and Institutes
4. College of Biological and Physical Sciences- All Schools and Institutes
5. College of Agriculture and Veterinary Sciences- All Schools and Institutes
6. College of Architecture and Engineering- All Schools and Faculties
7. Vice Chancellor's Office
8. Undergraduate Admissions
9. UoN Graduate School
10. Centre for Self-sponsored Programmes
11. All Central Administrative Units
12. Standard Group
13. KCB Bank Ltd
14. Retirement Benefit Authority
15. HELB
16. KUCCPS

Images from UON Open Day



Prospective students visits stands at the UON Open Day



College of Health Sciences Rep explaining a point to potential students



VC at the C4D lab booth with the Chairman Exhibition



Potential students at CHS desk.

