# Developing Effective Public Awareness Communication Strategy to Stimulate the Role of NRENs in Intra- African Collaboration Strategies

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*UbuntuNet-Connect 2017, Hilton Addis Ababa Hotel, 2 - 3 November 2017, Addis Ababa, Ethiopia*

# **Introduction**

●We present and discuss the critical aspects of the African regional education networks' (RENs) and national research and education networks (NRENs) capacity building gaps for effective intra-African regional research and education collaboration information service delivery needs for improved university, organizational, or institutional performance (productivity) outputs on the continent.

# **Objectives**

- To identify the present and projected capacity building needs for enhanced intra- African networks for institutional outputs effectiveness and efficiency;

- To discuss the role of effective communication strategy in promoting RENs strategic plan for the key stakeholders' institutional coordination success; and

- To explain the innovative deployment of relevant ICT applications, infrastructure, access and use for quality research, teaching and learning, management and community outreach performance outputs.

# Problem Statement

- There are still challenges regarding shared institutional infrastructure services, connectivity issues, innovations, operations, funding, and public awareness of the benefits of the prospects of the intra-African collaboration networks for the key stakeholders' effectiveness and efficiency.

- The role of PPPs, gender mainstreaming, 2030 SDGs, south-south, and north – south links are very critical for the strengthening of present and projected intra – African collaboration networks.

# Methodology

- In this review, we examined the current infrastructure deployments, systems and services that enable the launch of new collaborations and support ongoing collaborative activities, good practice, and some lessons learned.

- This review involved policy analysis of various data sources from government documents in tandem with NRENs/university programmes and curricula multiple disciplines or courses.

- Additional information was obtained from the internet using searches like Google with a focus on NRENs search terms.

- The key data were examined, critiqued, and documented.

- The news bulletins were reviewed and analyzed to inform this presentation. The method considered the sources of data from the documents published in English language only.

# Results 1/2

- Develop a communication strategy for internal and external partners for effective organizational information services;

- Public awareness campaigns for behaviour change;

- Promoting media advocacy communication strategies;

- Coordinating communication and information sharing among the stakeholders for mass communication targets;

- Providing a platform for developing and sharing local content and updates for enhanced dialogues or debates;

- Alignments with institutional policies and strategic plans;

- Developing innovative messages for press releases, social media, or interactive help desks.

# Results  2/2

- There is a vital need for social marketing strategies to raise awareness;

- Technicians' skills upgrades; virtual meetings; collaborative Action Research as well as retraining or re-orienting engaged engineers;

- Alignments with national development plan (NDP) and 2030 SDGs;

- Membership recruitment drives; and Gender equality mainstreaming;

- Staff Motivations / incentives for institutional staff / members;

- Unfettered ICT access and use and attracting and retaining volunteers.

- Video-conferencing for meetings,  community outreach, teaching, and research communication;

- Financial management services for collecting fees, banking or monitoring money from accounts; making payments to service providers;

- Teaching and learning services for assignments, supervision, mentoring, posting marks, posting results, adverts, and announcemebts.

# **Conclusions**

- Capacity building be enhanced by social marketing, technicians' with modern skills, internet meetings, intra-Africa collaborative research, adaptive engineers, and alignments with national policies, plan, and SDGs.

- We need targeted membership recruitment drives, gender equality mainstreaming, public awareness, motivations for members, ICT access, and volunteer promoters.

- Effective communication led by a communication strategy for internal and external clients, public awareness campaigns led by media advocacy, communication coordination and information sharing, aligning with policies and strategic plans as well as the use of social media.

# Acknowledgements

- UbuntuNet-Connect 2017, 2 - 3 November 2017, Addis Ababa, Ethiopia Conference Convenors, Coordinators, and Programme Planners,

- Chief Guests,  Keynote speakers, sponsors, and Development Partners

- Vice Chancellors, University Councils, Top Managements, Students, Technical, Support, & Administration Staff of Participating Institutions

- Ubuntu Net Secretariat Personnel  & Conference Committees;

-  Session Chairs, Press, Rapporteurs, Presenters, & Exhibitors;

- The Governments & Peoples of the Participating States;

- Hilton Addis Ababa Hotel Management, Technical, & Support staff;

- A Special Tribute to **Hastings Ndebvu** , **Beatrice Ng'ambi, Tiwonge Banda** for Total Commitment to UbuntuNet-Connect 2017 Success

- May God Bless You All.

- Thank You for Your  Kind  Attention.