The Media Council of Kenya is an independent national agency established by the Media Council Act, (No 46 of 2013) for purposes of setting of media standards and ensuring compliance with those standards as set out in Article 34(5) of the Constitution. The Council through the Complaints Commission is responsible for resolving disputes arising out of non-adherence to the Code of Conduct for the Practice of Journalism and the provisions of the Act in general.

The Council ensures compliance through setting standards in consultation with relevant training institutions, for professional education and training of journalists including the maintaining a register of journalists, media enterprises and such other related registers as it may deem fit and issuance of such document evidencing accreditation with the Council as the Council shall determine.

To this end, the Council has developed a Curriculum for Diploma and Certificate in Journalism training for middle level training institutions. For these training institutions to offer the courses, they will be required to undergo inspection in order to obtain curriculum accreditation from the Council.

Relevant to this, MCK wishes to inform providers of Journalists, Media Practitioners, Stakeholders and the general public of the development of the draft College inspection and Curriculum Accreditation Guidelines 2020 which are aimed at clarifying on the processes, forms and fees payable when applying for the College Inspection and Curriculum Accreditation.

Through this notice, lecturers and trainers, journalists, media practitioners, as well as consumers and members of the public are invited to access and download the guidelines on our website on www.mediacouncil.or.ke

Comments on the guidelines should reach the Council on or before 30th October 2020 through the e-mail: info@mediacouncil.or.ke

For clarifications and enquiries please contact:

The Directorate of Regulatory Affairs
Media Council of Kenya
Ground Floor, Britam Centre, Upper Hill
P.O Box 43132-00100
Email: regulatoryaffairs@mediacouncil.or.ke
COLLEGE INSPECTION AND CURRICULUM ACCREDITATION GUIDELINES
2020
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COLLEGE INSPECTION AND CURRICULUM ACCREDITATION GUIDELINES, 2020

PART I — PRELIMINARY

1. Citation

These Guidelines may be cited as the College inspection and curriculum accreditation guidelines 2020.

2. Interpretation

In these Regulations, unless the context otherwise requires—

"accreditation" means the issuance of a certificate by the Media Council of Kenya upon application and self-assessment that the quality standards and criteria prescribed by the Council have been met;

“Act” means the Media Council Act No. 46 of 2013

“Certificate” means the authority or instrument granted under the seal of the Media Council of Kenya to a TVET College to offer the curriculum developed by the Media Council of Kenya;

“Curriculum” means approved courses and technical training issued by the Media Council of Kenya;

“Council” means the Media Council as defined in the Media Council Act No. 46 of 2013;

“Institution” means a training College or a registered educational body under the relevant government agencies offering the Council’s accredited curriculum.

3. Scope

1) These Regulations shall apply to any person who is offering or who intends to offer the Council’s curriculum.

2) No person or institution shall be eligible to apply for accreditation under these Regulations unless the person or institution is registered as an educational College by the respective government agency.

3) No person or institution shall offer the Council’s curriculum unless that person or institution has been issued with a certificate by the Council in accordance with these Regulations and the Act.

4) The Council may suspend or revoke a certificate to its curriculum in accordance with the provisions of these Regulations and the Act.
5) Where the Council has suspended or revoked the certificate, the Council shall publish a notice of the cancellation or revocation in the Kenya Gazette, the Council’s website and in at least one newspaper with nationwide circulation.

PART II — THE ACCREDITATION PROCESS

4. Application for accreditation of the Curriculum

(1) A person or institution who at the commencement of these Regulations either intends to or is offering the Council’s curriculum shall apply to the Council for accreditation.

(2) An application under paragraph (1) shall be made in Form A provided in the Council’s website.

(3) A person or institution making an application for accreditation in accordance with these regulations shall provide—

(a) Duly Filled Form A – the curriculum accreditation application available on the Council’s website;
(b) Duly filled Form B the Self-Assessment Curriculum Accreditation Form available on the Council’s website;
(c) Certified copies of registration forms;
(d) a strategic plan, highlighting specific strategies applicable to ensure sustainability and growth of the curriculum;
(e) supporting policy documents such as staff recruitment and development policy, research policy and library policy;
(f) Proof of payment of course accreditation fees for the five years to offer the curriculum;
(g) any other relevant document.

(4) The Council shall review an application made under these Regulations within thirty days and shall—

   a) notify the applicant that the application complies with these Regulations; or
   b) notify the applicant that the application does not comply with these Regulations.

(5) An applicant who has been notified by the Council that the application does not comply with these Regulations may amend the application and resubmit it to the Council within twelve months of being notified by the Council: Provided that nothing in this paragraph shall mean that an applicant may not re-apply for accreditation at any other time.

(6) The Council shall, within thirty days of notifying an applicant that the application complies with these Regulations, notify the applicant—

   a) that the Council has reviewed the application, and the supporting documentation and other materials in detail in order to determine whether or not the applicant has made a prima facie case for the inspection of the applicant’s facilities; and
(b) of the date when the Council may make an on-site visit to inspect the facilities of the applicant at
the place or places the applicant intends to offer the curriculum.

5 Inspection, accreditation and issuance of a certificate

1) The Council shall conduct an inspection of the place where the curriculum shall be offered by
the applicant after the Council has reviewed in detail the application form, the self-assessment
form, the supporting documentation and other material required for a certificate to confirm
whether or not the applicant has complied with the provisions of the Act and these
Regulations.

2) Where the Council is satisfied that an applicant which is offering its curriculum should not
have been issued with the Certificate—
a) that applicant shall suspend administration of the Council’s curriculum immediately;
b) that applicant shall furnish the Council with a closure plan for offering the curriculum within
a period of three months; and
c) that applicant shall close the administration of the curriculum within one year from the date
of the inspection.

3) Where the Council determines that an applicant continues with the curriculum, the institution
shall retain the certificate that was issued. The certificate shall be valid for a period of five years.

4) The Council shall enter the name of the College in a register of its curriculum providers and shall
publish a notice in the Gazette and the Council’s website that the College has been issued with a
certificate in accordance with the Act and these Regulations.

5) A college providing the Council’s curriculum may—
a) advertise the curriculum;
b) launch the curriculum;
c) continue to mobilize resources to support and maintain the quality standards set out in these
Regulations.

6) Procedure for renewal of Certificate

(1) The Council shall undertake an audit of the quality of training offered by College after two years
from the date of the accreditation but not later than three years from the date of the accreditation
and shall prepare and submit to the College a report of its findings and recommendations.

(2) The Council may investigate on its own motion or at the request of any person whether a college
offering the curriculum is complying with the Act or these Regulations and shall prepare and submit
to the College a report of its findings and recommendations.

(3) A College shall apply for the renewal of the certificate issued under the Act and these
Regulations at least one year before the date of the expiry of the certificate and the application shall
be in form which is available on the Council’s website.

(4) The application for the renewal of a certificate shall be accompanied by—
(a) a detailed report indicating the progress made in the maintenance of quality standards and the College's strategies;

(b) a tracer study detailing the impact of the curriculum since the date of accreditation;

(c) a report of stakeholders' engagement in the curriculum review; and

(d) the reviewed curriculum.

(5) An application for the renewal of the certificate shall be reviewed in accordance with the relevant provisions of this regulation.

PART III — QUALITY STANDARDS

7. Quality standards

(1) The quality standards to be satisfied by a College for purposes of accreditation and quality assurance set out in Form C, Curriculum Inspection Form and these Regulations.

(2) Notwithstanding the generality of paragraph (1) above, the quality standards to be met by a College offering the Council's course shall include—

(a) planning process and governance structure;

(b) admission requirements, class size and enrolment data;

(c) curriculum and modes of delivery;

(d) examinations and examination administration;

(e) academic staff qualifications and workload;

(f) research and publications;

(g) infrastructure and resources;

(h) library and library resources;

(i) student services and support;

(j) foreign qualifications and credit transfers; and

(k) open learning and distance learning.

(4) A college that is accredited to offer the Council’s curriculum shall; —

(a) comply with the quality standards and inspection guidelines set out in these Regulations;
(b) comply with the lawful instructions issued by the Council or any other authority empowered to do so;

(c) ensure that the curriculum issued by the Council is not revised or altered in any way to prejudice learners without the approval of the Council; and

(d) submit an annual report of its activities and progress.

PART V — TERMINATION, SUSPENSION AND REVOCATION OF LICENCE

8. Termination

(1) A college accredited to offer the Council’s curriculum may, by notice in writing to the Council, terminate issuance of the curriculum.

(2) Where a college notifies the Council of its intention to terminate use of the curriculum, it shall submit a winding up plan to the Council for approval and the winding up plan shall safeguard the interests of the students and staff.

(3) The Council shall, where a college fails to apply for the renewal of its certificate in accordance with regulation 6, require the college to provide a winding up plan at least six months before the expiry of the certificate.

9. Suspension

(1) The Council shall, by notice, suspend the certificate of any College where College has failed to comply with the terms and conditions of its certificate; for a period not exceeding six months.

(2) The Council may, if it determines that an institution is not carrying out its functions in a proper manner—

(a) suspend the certificate for such a period as the Council may determine; or

(b) revoke the certificate.

(3) Where an institution has failed to comply these regulations, the Council shall issue a notice in writing requiring the institution to take corrective action that may be specified by the Council in the notice.

(4) An institution that has been issued with a notice by the Council in accordance with paragraph (3) shall on or before the notice period expires submit a recovery plan in relation to the action specified by the Council in the notice.

(5) Immediately the Council has received a recovery plan from an institution, the Council—
(a) shall schedule an audit to verify the contents of the report and if satisfied that the institution has instituted appropriate measures to remedy matters raised in the notice of suspension, lift the suspension, subject to conditions as the Council shall deem necessary; or

(b) shall, where the Council shall have determined that an institution has not remedied the matters raised in the notice of suspension after carrying out an audit, suspend the certificate.

(6) The Council shall publish a notice in the Gazette, the Council’s website and in at least one newspaper with a nationwide circulation the notice of suspension of the certificate of the institution.

10. Revocation

Where the Council, after carrying out an inspection of an institution whose certificate has been suspended in accordance with regulation 9, is not satisfied with the progress being made to comply with the provisions of the Act, these Regulations or the conditions of the Council, it shall revoke the certificate of the institution.

11. Closure plan

(1) An institution whose certificate has been revoked by the Council shall, within two months of the revocation, submit to the Council a closure plan which shall, in addition to any other matter provided for under any other written law, provide for—

(a) a management plan and process for the transfer of students to other institutions;

(b) a management plan for the staff following the closure of the institution; and

(c) the end of the academic year in which accreditation is denied or revocation of the certificate is made which shall be designated as the actual date of closure.

(2) Upon review of the closure plan, the Council may recommend—

(a) that the College shall teach out the students on such terms as may be prescribed by the Council;

(3) Where the Council determines that an institution shall teach out its students, that institution shall—

(a) not admit any new students;

(b) teach out the students within one academic year of the revocation of the certificate;

(c) facilitate the transfer of students whose programme runs beyond the academic year;

(d) maintain the library and other physical facilities required under these Regulations;

(e) maintain adequate qualified staff to manage the course programme;

(f) facilitate academic processes including graduation and attachment supervision; and
(g) ensure that the operations of the institution's administrative bodies are not disrupted.

(4) Where the Council determines that an institution shall close immediately, that institution shall—

(a) transfer all the students to other colleges; and

(b) publish a notice in a newspaper with a nationwide circulation that the institution shall no longer offer the Council's curriculum.

(5) For the purpose of these Regulations, to "teach out" students means the process of ensuring that students complete a course of study without any change in structure or content of the programme by requiring that institution whose certificate has been suspended or revoked retains adequate resources to complete the course of study.

PART VI — MISCELLANEOUS PROVISIONS

12. Miscellaneous provisions

(1) All documents submitted to the Council shall be in the English language.

(2) The Council may levy fees for any application made in accordance with the Act and these Regulations.

(3) Course accreditation fees once paid shall not be refunded in the event of course suspension, discontinuation of college closure.

(4) An institution which contravenes any of the provisions of these Regulations commits an offence.

(5) Any person who contravenes any of the provisions of these Regulations commits an offence.

(6) A member of the Council who is a member of staff or a faculty or is in any way connected to or interested in the affairs of an institution that is the subject of accreditation shall not participate in the evaluation of that institution’s programme or inspection of its facilities.
1.0 STANDARD APPLICATION FORM

A. INSTITUTIONAL DETAILS

1. Name of the institution: ...........................................................................................................

2. Physical address (location): ...................................................................................................

3. Contacts:
Postal Address: ....................................................................................................................
Telephone: ................................ Fax: ..........................................................
E-mail: ........................................... Others: ...........................................

4. Date of application ..........................................................

5. Physical Location of Programme:..........................................................................................

6. Programme Level (Certificate, Diploma, etc.):..........................................................................

7. Minimum Admission Requirements: .................................................................

8. Projected Enrolment per Year .................................................................

9. Projected staff establishment .............................................................................

10. Other university programmes on offer at the proposed physical location of the programme ......................................................................................................................

11. List of Reports and Documents attached to the application ..................................................

12. Proof of Registration ..........................................................

(Attach copies of licenses, approvals, KRA PIN Certificate and accreditation documents by relevant bodies)

On behalf of the applicant herein above mentioned, I ..................................................... the (designation) ................................................. of the applicant hereby make application for Curriculum Accreditation in Journalism education and training in Kenya under the name and style ............................................. being an institution registered as a higher education institution under the ...........................................(laws of Kenya) (attach registration certificates) and confirm payment of Kshs................. being the requisite application fee. I declare that the information given herein is correct to the best of my knowledge and belief.
Name...........................................................................................................................................
Designation.................................................................................................................................
Signature................................................................................................................................. Institution’s stamp.................................
COURSE ACCREDITATION STANDARDS
SELF ASSESSMENT
FORM
This form is applicable to training Institutions seeking accreditation to offer the Media Council Certificate and/or Diploma in Journalism. Middle level colleges seeking curriculum accreditation will be required to have TVET accreditation.

1. INTRODUCTION
Assessment is a systematic process of gathering, reviewing and using important quantitative and qualitative data and information from multiple and diverse sources about educational programs, for the purpose of improving student learning, and evaluating whether academic and learning standards are being met. On the other hand, Self-assessment is an assessment conducted by the institution to assess whether programs meet their educational objectives and outcomes with the purpose to improve program’s quality and enhancing students learning. At the core of MCK Standards 2016 is an assessment component that requires each MCK diploma institution seeking accreditation or reaccreditation to establish its own internal assessment process, which in turn will be assessed by MCK and other regulatory bodies.

1.1 Purpose of internal self-assessment
Self-assessment is a core component of the diploma in journalism training quality framework, with emphasis placed on the value to the journalism department of this analytical and self-critical process. The preparation of the Self-Assessment Report acts as a stimulus and provides opportunities for reflection and consultation, enabling the journalism department to plan and manage strategically and to align their development plans with those of the whole institution. The main emphasis in all of the self-assessment processes is on qualitative analysis. Quantitative data are also provided to support the assessment, providing a statistical overview of the size and level of activities of the journalism department under review.

The Self-Assessment Report provides the Review Group with essential information to prepare both the review visit and the final review report. Periodic external assessment provides a mechanism for monitoring the status, effectiveness and progress of academic programmes and developments with the overall aim of improving the quality of teaching and learning in journalism. The current policy adopted by MCK calls for the review of all activities related to the provision of certificate and diploma in journalism and quality of the student experience.

These reviews provide information that can be used by the Institution to:

a) Improve and maintain academic standards of training in journalism;
b) Enhance students’ learning;
c) Verify that the delivery of the diploma in journalism programs meet the objectives and goals of MCK;
d) enable the journalism department to identify future directions, needs and practices;
e) help the journalism department to recognise and respond to strengths and weaknesses, and to identify important directions in the discipline or profession;
f) assist academic and administration/support the journalism department in assessing their relationships with, and contributions to, other academic programmes and administration/support areas within the institution;
g) provide a common framework for discussion with the administration;
h) help inform the strategic plans of the journalism department and the institution; and
i) Provide feedback for internal and external quality assurance of the program.
In line with the primary objective of quality improvement, the process shall be open and supportive rather than judgmental and unduly negative.

1.2 STANDARDS SELF-EVALUATION TOOL

1.2.1 Mission and Goals

A TVET institution offering MCK Diploma in Journalism training shall have policies and practice of the department that ensure that the mission and goals define its purpose within the context and expectations of journalism training.

1.2.2 Leadership, Governance and Administration

A TVET institution offering MCK Diploma in Journalism training shall have leadership, governance, administrative structure that facilitate learning, foster quality improvement, and support autonomy in the organization.

1.2.3 Resource Planning and Funding Commitment

A TVET institution offering MCK Diploma in Journalism training shall have a budget development, resource allocation, implementation and resource allocation process that facilitate achievement of journalism training.

1.2.4 Physical Resources and Utility Services

A TVET institution offering MCK Diploma in Journalism training shall have physical resources and utility services that are adequate, accessible and meet the requirements of the curriculum and the needs of staff and students.

1.2.5 Teaching and Support Staff

A TVET institution offering MCK Diploma in Journalism training shall have adequate and qualified teaching staff and other instructional personnel for the number of programs offered and the students enrolled.

1.2.6 Curriculum Implementation and Instruction

A TVET institution offering MCK Diploma in Journalism training shall have curriculum designed so that students acquire and demonstrate proficiency, facilitate and advance student knowledge, skills and professional values to work in a diverse global and domestic society.
2. **Assessment and Evaluation of Student Learning**

A TVET institution offering MCK Diploma in journalism training shall have systematic and comprehensive assessment plan to regularly assesses teaching staff performance, student achievement, student learning and applies results to improve curriculum implementation.

2.1 **Professional Linkage with Industry**

The training course for a TVET institution offering MCK Diploma in journalism training shall have linkages that connect the theoretical and conceptual contribution of the classroom with the practice setting, fostering the implementation of evidence-informed practice.

2.2 **Student affairs and support services**

A TVET institution offering MCK Diploma in journalism training shall provide student support services reasonably necessary to promote learning and ensure timely completion of the course of study.

3. **Policy and legislative compliance**

A TVET institution offering MCK Diploma in journalism diploma training shall regularly assesses how it complies with legislation and regulatory requirements relevant to its operations and scope.
CURRICULUM INSPECTION FORM
1. INSPECTION CRITERIA AND GUIDELINES FOR CURRICULUM ACCREDITATION

The following inspection criteria and guidelines shall be applied in the assessment and evaluation of Training Institutions seeking accreditation for Diploma and Certificate in Journalism as set hereunder. Inspection Officers are advised to carefully read and supply information and data on every component covered by these criterial and guidelines. It is noteworthy that:

(i) Each Department (digital, broadcast and print) shall be assessed and evaluated individually and not as part of any other programme; and
(ii) Every institution offering Journalism education and training shall similarly be assessed and evaluated individually and MUST therefore supply independent and verifiable information and data.
(iii) The Inspection Officer MUST clearly state the area of Journalism Training (digital, broadcast, print) against which the inspection relates in each case.

2. INSTITUTIONAL DETAILS

2.1 Name of the institution: ...........................................................................................................

2.2 Physical address (location): ........................................................................................................

2.3 Contacts:

2.3.1 Postal Address: ......................................................................................................................

2.3.2 Telephone: ........................................ 2.3.4 Fax: .................................................................

2.3.5 E-mail: ........................................ 2.3.6 Others: .................................................................

2.3.7 Date of application: ..............................................................................................................

2.3.8 Date of Accreditation: .........................................................................................................

3. PLANNING PROCESS AND GOVERNANCE STRUCTURE

3.1 Vision, Mission, Goals and Strategic Objectives

Objective: To assess the preparedness of the institution in sustenance of Journalism Training and education.

Table 1: vision, mission and strategic objectives

<table>
<thead>
<tr>
<th>Description</th>
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<th>2</th>
<th>Score</th>
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<tbody>
<tr>
<td>1. Does the institution have an overall strategic plan that outlines the vision, mission, goals and key strategies that reflect the purpose and values of Journalism education and training?</td>
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<tr>
<td>2. Has the Institution been approved by relevant Government authority to conduct teaching?</td>
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<tr>
<td>3. Are there specific strategic objectives aimed at guiding the establishment, management and sustenance of Journalism</td>
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</table>
4. Has the specific department developed its own strategic plan in the context of the institution's overall plan?

5. Has the institution supplied the Media Council with its Strategic Plan for the relevant period?

6. Has the institution developed strategies to ensure incremental growth of Journalism Training and education?

7. Are the objectives of the Journalism programme and the strategies developed in line with Media Council's College Inspection and Curriculum Accreditation Guidelines 2020

**TOTAL SCORE**

Key: (on a scale of 0-2, where 0 - non-existing strategic plan, 1-fairly developed and operationalized strategic plan and 2- excellently drafted and fully operationalized strategic plan.

**Total maximum score for Vision, Mission and Strategic Objectives: 14**

### 4. ADMINISTRATION GOVERNANCE

Objective: To evaluate the governance, administrative, management structures and systems of the institution in order to determine their capacity to effectively deliver the Journalism programme.

**Table 2: Administration and Governance Structure**

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<tbody>
<tr>
<td>1. Has the institution developed an overall governance and management structure that is in line with the requirements of the applicable laws (reference to the TVET Act, 2013/etc.)?</td>
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<tr>
<td>2. Has the Institution developed a governance structure for the department that is aligned to the overall institution’s governance and management structures?</td>
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<tr>
<td>3. Has the institution developed policies and procedures to guide the operationalization of the governance and management structures? (e.g. manuals, handbooks, roles of teaching staff)</td>
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<tr>
<td>4. Does the Institution have a quality control mechanism to review its internal system? (e.g. minutes of meetings)</td>
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<tr>
<td>5. Has the institution effectively decentralized its governance and management structures to the Institution to allow for its autonomous operation?</td>
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<tr>
<td>6. Does the Institution have delegated accountability for learning? (e.g. Dean)</td>
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<td>7. What other administrative structures exist at the Institution and what are their functions?</td>
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</table>

**TOTAL SCORE**
Key: (on a scale of 0-2, where 0- undeveloped and non-operating systems and structures, 1-fairly developed and or operational structures, 2- well developed and or operational structures.

Kindly rate the institution’s effectiveness of the governance and management structures). Total maximum score for Planning Process and Governance Structure: 14

5. FUNDING COMMITMENT AND RESOURCE PLANNING

Objective: To evaluate the governance, administrative, management structures and systems of the institution in order to determine their capacity to effectively deliver the Journalism programme.

Table 3: Funding and Resource Planning

<table>
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<tbody>
<tr>
<td>1. Does the institution have a detailed itemized annual budget for allocation of funding and resources for Journalism programmes?</td>
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<tr>
<td>2. Has the Institution developed a governance structure for the department that is aligned to the overall institution’s governance and management structures?</td>
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<tr>
<td>3. Has the institution developed policies, procedures and mechanisms to guide in funding, resource allocation and review of budgets?</td>
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<tr>
<td>4. Does the Institution have strategic planning cycle, budgeting and funding formula to ensure appropriate levels of support for current and future needs?</td>
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<tr>
<td>5. Does the Institution have qualified staff, appropriate facilities, fiscal commitment and resources to achieve the expected learning outcomes?</td>
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<tr>
<td><strong>TOTAL SCORE</strong></td>
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Key: (on a scale of 0-2, where 0- undeveloped funding commitment and resource planning, 1-fairly developed funding commitment and resource planning, 2- well developed or funding commitment and resource planning.

Kindly rate the institution’s effectiveness of funding commitment and resource planning). Total score for Planning Process and Governance Structure: 10

6. CURRICULUM AND IMPLEMENTATION AND INSTRUCTION

Objective: To determine whether the Institution has successfully implemented the Curriculum

Table 4: Curriculum Specialization Implemented

<table>
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</table>
1. Does the college have journalism narratives that facilitates continuous improvement of the course (e.g. learning activities)

2. What is the balance between theoretical, conceptual courses, professional skills courses? Has the college integrated theory and practical skills to achieve core competencies as determined by MCK?

3. Are there documented evidences of processes that ensures graduates have completed the requirements of the program?

4. What are the processes and procedures used to ensure that teaching and delivery of course materials emphasize active learning and the course learning outcomes are met?

5. What are the learning activities put in place that demonstrate students are provided with instructions to enable them acquire digital and multimedia competencies?

6. How many credit hours are allocated to each specialization?

7. What are some of the internal quality assurance activities put in place to improve and maintain institutional quality and stimulate institutional renewal?

8. What methods are used to evaluate teaching effectiveness and achievement of course mission, goals and expected outcomes?

**TOTAL SCORE**

**Key:** (on a scale of 0-2, where 0- undeveloped narratives and pedagogy approaches to delivery of the curriculum, 1- fairly developed narratives and pedagogy approaches to delivery of the curriculum, 2- well developed narratives and pedagogy approaches to delivery of the curriculum.

Kindly rate the institution’s effectiveness of funding commitment and resource planning). Total score for Planning Process and Governance Structure: 16

7. **ASSESSMENT AND EVALUATION OF STUDENT LEARNING**

Objective: Regularly assess teaching staff performance, student achievement, student learning and the results applied to improve curriculum implementation

**Table 5:**

<table>
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</tbody>
</table>
1. The college has complied with the existing accreditation regulations and guidelines set by the Media Council of Kenya

2. Has the student attained knowledge, skills and competencies consistent with the journalism core competencies

3. Does the institution define the goals for learning that students must achieve including the professional values and competencies as determined by MCK?

4. Does the institution have written assessment plan that uses multiple direct and indirect measures to assess students learning?

**TOTAL SCORE**

KEY; on a scale of 0-2, where 0- Attained less than 50%, 1- Attained 50%, 2 Attained more than 50%

8. PROFESSIONAL LINKAGE AND EXPOSURE TO INDUSTRY

**Objective:** Provide Linkages and exposure that connects the theoretical and conceptual contribution of the classroom with the practice setting, fostering implementation of evidence-informed practice.

**Table 6:**

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<tr>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>1. The institution has teaching and professional activities which include pro-active and vigorous interaction with industry and broader community? (E.g. industrial visits)</td>
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<tr>
<td>2. The institution advocates and encourages internship opportunities and other professional experiences outside the classroom and supervises and evaluates them</td>
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<td>3. The student is exposed to professional journalism practice integrated throughout their course to enable them develop journalism approach and ethos and gain an appreciation of professional journalism ethics</td>
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<td>4. There is utilization of the expertise of practicing professionals/paraprofessionals in journalism and media and related fields for guest lecturing or sessional delivery</td>
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<td>5. Are there evidence of practical experience in a journalism environment outside teaching</td>
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<td>6. The college has mandatory lectures on professional ethics and conduct</td>
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<td>7. The college have and industrial final year project with evidence of a log book in which experiences are recorded</td>
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9. PHYSICAL RESOURCES AND UTILITY SERVICES

Objective: Assess the availability and adequacy of the infrastructural resources to support the Journalism programme.

Table 7: Physical Resources/ facilities and utility services

<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>1. What is the kind of ownership of the land/ premises houses the Institution (Ideal owned land or leased premises for a period at least 10 years)?</td>
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<td>2. Are there suitable and adequate lecture rooms for Journalism programme given the current student numbers?</td>
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<td>3. Are there suitable and adequate rooms for conducting seminars, tutorials, student discussion groups and meetings?</td>
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<tr>
<td>4. Is the furniture in the lecture rooms, tutorial rooms and staff offices appropriate and adequate for academic use?</td>
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<td>5. Is there access to internet for staff and students and is the bandwidth adequate for academic purposes?</td>
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<tr>
<td>6. Are there studios and technical equipment for training print, broadcast and digital programmes?</td>
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<td>7. Has the Institution provided adequate recreational facilities?</td>
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<td>8. Are the facilities sensitive and appropriately configured to serve people with disabilities?</td>
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<td>9. Are buildings and other infrastructure in compliance with the building code and Public Health Act?</td>
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<td>10. Assess the ambience of the Institution in overall terms</td>
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<tr>
<td>11. Has the Institution set aside ten (10%) per cent of its recurrent budget for infrastructural and development purposes?</td>
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</table>

**TOTAL SCORE**

Key: (on a scale of 0-4, where 0- developed / secured, 1 -Inadequate, 2-Requires Improvement, 3-Good,4-Outstanding)

Total score for Physical resources and utility services:
10. TEACHING AND SUPPORT STAFF

Objective: Have adequate and qualified teaching staff and other instructional personnel, for the number of programmes offered and the students enrolled.

Table 8: Physical Resources and utility services

<table>
<thead>
<tr>
<th>Description</th>
<th>0</th>
<th>1</th>
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<th>Score</th>
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</thead>
<tbody>
<tr>
<td>1. Has the institution developed a staff development, recruitment and retention policy?</td>
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<td>2. Has the Institution supplied information on staff costs?</td>
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<tr>
<td>3. Are academic staff at the Institution qualified to conduct training on the Journalism programme as stipulated under Media Council’s College Inspection and Curriculum Accreditation Guidelines 2020?</td>
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<td>4. Are staff at the Institution accorded sabbatical leave with pay?</td>
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<tr>
<td>5. Has the Institution set aside a percentage of it’s recurrent budget for staff development activities?</td>
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<tr>
<td>6. Are there studios and technical equipment for training print, broadcast and digital programmes?</td>
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<td>7. What is the ratio of full-time to part-time staff? (Recommended rate should be 2:1)</td>
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<td>8. Does the Institution have adequate staff at professorial level to provide leadership to the programme?</td>
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<td>9. Rate the staff: student ratio (recommended and ideal ratio is 1:7)</td>
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<td>10. Do lecturers specializations and subjects taught match?</td>
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<td><strong>TOTAL SCORE</strong></td>
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</table>

Note: Institution must attain at least 50% of these guidelines to qualify for accreditation. Key: on a scale of 0-3, where 0- Absent, 1- satisfactory, 2- good, 3- very good. Total score for Academic Staff and Qualifications:

11. STUDENT SUPPORT AND GUIDANCES SERVICES

Objective: To determine whether the Institution has set aside adequate student support services and resources to achieve learning outcomes for the Journalism education programme.

Table 9: Student support and guidance services
### 12. POLICY AND LEGISLATIVE COMPLIANCE

Objective: To ensure that an institution has been legally established to deliver the Journalism programme.

**Table 10: Policy and legislative Compliance**

<table>
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<th>Description</th>
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<tbody>
<tr>
<td>1. Has the institution developed acquired all the necessary approvals form the County and National Government?</td>
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<td>2. Does the Institution have the KRA Registration PIN?</td>
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</table>
3. Does the institution have the necessary approvals from the Education Ministry?

4. Does the Institution have all its registration documents?

TOTAL SCORE

Institution must attain at least 50% of these policies and legislative compliance to qualify for accreditation. Key: on a scale of 0-2, where 0 - non-existent, 1 - draft stage/not updated, 2 - in existence/drafted.

13. OVERALL ASSESSMENT

Table 11:

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<th>1</th>
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<tr>
<td>1. Mission and Goals</td>
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<td>2. Administration Governance</td>
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<td>3. Funding Commitment and Resource Planning</td>
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<td>4. Physical Resources and Utility Services</td>
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<td>5. Teaching and Support Staff</td>
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<td>6. Curriculum Implementation and Instruction</td>
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<td>7. Assessment and Evaluation of Student Learning</td>
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<td>8. Professional Linkage and Exposure to Industry</td>
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<td>9. Student Support and Guidance Services</td>
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<td>10. Policy and Legislative Compliance</td>
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TOTAL SCORE