



Kotebe University of Education

KUE's Internationalization Policy (Draft)

July, 2024

KUE, Addis Ababa, Ethiopia

Acknowledgements

1. Preamble

It seems to be indispensable that effective communication plays a crucial role in enhancing proactive global relationships for a firm to successfully function in the 21st century. This notion is equally applicable to higher education institutions. Building strong connections with global communities and ensuring consistent and precise communication are essential for the survival and prosperity of universities. Achieving their missions may demand clearly defined policy frameworks, strong connections, and meaningful and authentic interactions within the global context. Therefore, the stipulations delineated in this internationalization document aim to offer accurate guidance and direction for all international communications undertaken by Koetebe University Education.

Internationalization in the context of a university refers to the process of integrating international perspectives, experiences, and cross-cultural understanding into the core functions of the institution. It involves creating an inclusive and diverse learning environment that prepares the faculty and students for a globalized world. Internationalization can aid a university in achieving its mission by:

1. Enhancing the quality of education: Exposure to different cultures, languages, and perspectives builds the capacity of the faculty and enriches students' learning experiences and provide them with a broader understanding of global issues.
2. Increasing global visibility and reputation: By attracting international students, faculty, and partnerships, a university can enhance its global reputation and competitiveness.
3. Fostering research collaborations: Internationalization can facilitate research collaborations with institutions and scholars from around the world, leading to innovative research and knowledge sharing.
4. Developing students' global citizenship skills: Through study abroad programs, international internships, and cross-cultural exchanges, universities can help their faculty and students develop skills such as intercultural communication, adaptability, and empathy.

Internationalization can be can be promoted through various initiatives such as collaboration and integrating global perspectives into its curricula, to mention a few. I is believed to help a

university fulfill its mission of providing high-quality education, promoting research excellence, and preparing students for success in a globalized society. When disseminating information, every endeavor must be taken to prevent misrepresentation, misinterpretation, misunderstanding, or confusion. Hence, this policy document is intended to foster cohesive communication and collaboration among all stakeholders and partners of the University, ultimately enhancing its reputation and image.

The Public and International Relations Office currently holds the responsibility for overseeing all communications and partnership relations of Kotebe University of Education (KUE) with various national and international organizations, partners, and stakeholders. This Office is accountable to the Office of the President and is a part of the University's Senate. Structured into two wings, namely, Public Relations and Communications, and International teams, the Office is under the leadership of an Executive Director of Public and International Relations. Aligned with the University's recently approved structure by the FDRE Civil Service Commission, the Office comprises 18 distinct job profiles.

Introduction

2. Mission and Vision of the University

2.1. Mission

- KUE strives to produce globally competent and effective education professionals by being a center of excellence and innovation for teaching and leadership.

2.2. Vision

- KUE aspires to be a renowned university of education for producing globally competent and effective education professionals to transform the education systems of Ethiopia and beyond.

3. Policy scope and principles

3.1. Policy Scope

- 3.1.1. Realizing the vision, mission and goals of KUE embodied in this policy document.

- 3.1.2. Supporting the development of KUE curricula and graduate learning outcomes that address the need for producing graduates with globally relevant competences who can function in an international and multicultural context.
- 3.1.3. Promoting and utilizing schemes for international research collaboration global engagement and resource mobilization.
- 3.1.4. Promoting international student and staff mobility through various forms of initiatives and programs.
- 3.1.5. Creating a conducive institutional and legal environment and proper structural mechanisms for the operation and realization of KUE goals, strategies, and activities.

3.2. Principles

The development and undertaking of internationalization policies, strategies, and activities at all colleges/faculties/ institutes of KUE education system shall be guided by the following principles:

- 3.2.1 Quality: The major purpose of KUE is to promote the sustainability of national and global interests through a high quality and **multidimensional** approach to internationalization.
- 3.2.2. Equity: All KUE plans and activities must ensure that they agree with the equity goals and considerations stated in the legislations of KUE, in the Ethiopian higher education proclamation, in relevant national laws and Sustainable Development Goals (SDGs).
- 3.2.3 Accountability: All KUE activities shall be undertaken with a high sense of responsibility and defined frameworks for accountability and assessment.
- 3.2.4. Priority Focus: KUE shall give priority to national and institutional interests, missions, and values in designing its policies, strategies and activities.
- 3.2.5. Academic freedom: Without infringing national interests and regulations, the autonomy and academic freedom of KUE shall be respected in undertaking its activities.
- 3.2.6. Legal compliance: KUE's policies, regulations, strategies and initiatives shall adhere to broadly set legislative requirements in Ethiopian Higher Education Proclamation and other relevant legislations and regulations pertinent to the higher education sector in Ethiopia.

3.2.7. Ethics: All KUE plans and undertakings shall be governed by ethical principles and codes of practice set at national and institutional levels.

3.2.8. Mutuality and complementarity: There must be mutual benefit and complementarity in undertaking KUE activities and forging links between KUE and international partner(s)

3.2.9. Value Creation: KUE's plans and activities shall be designed with the aim of creating added value for the parties involved.

3.2.10. Funding: While internationalization activities may be geared towards generating additional income, commercialization shall not be the primary reason that drives KUE.

3.2.11. Risk mitigation on brain drain: Appropriate strategies and measures shall be implemented to retain KUE staff, to make use of talent that exists outside Ethiopia and to implement initiatives that attract the Ethiopian diaspora and international talent to KUE.

4. Rationale of the Policy

The rationales of this policy document is to:

- 4.1. Frame systematic communication provisions the University for to establish strong international collaborations and interactions accomplish its missions and vision.
- 4.2. Provide clear direction and guidance in avoiding any misrepresentation, misinterpretation, misunderstanding, and/or confusion might arise in the course of communication in serving the interests of the University
- 4.3. Clearly indicate the accountability and responsibility of communicators in expressing their opinions on any situation or issue concerning their area of responsibility and overall workplace environment.
- 4.4. Affirm the right of the practitioners in expressing their thoughts without any dictation, interference, and fear of reprisal and to be heard.
- 4.5. Ensure the consistent communication and delivery of institutional messages both in emergency and non-emergency situations in the way that best serves the strategic

missions and vision appropriately and effectively and promotes the reputation and image of the University.

4.6. Channel proper and effective communications both internally and externally.

5. Objectives

5.1. General Objective

Encouraging and facilitating the active involvement of KUE colleges, faculties, and institutes, along with their respective departments, in achieving KUE's vision, mission, and policy objectives to support Ethiopia's national goals and serve stakeholders.

5.2. Specific Objectives

5.3. To enhance the University's channeled and proper relationships and communications with its partners and stakeholders both nationally and internationally.

5.4. To ensure collaborations, well-channeled and organized communications and relations that best serve the University's strategic missions and vision.

6. Definitions

6.1. Alumni mean both alumnus and alumna who once were part of the institution as a student, faculty or staff.

6.2. External communication stands for any communications to be made to parties outside the University affiliated in any way through any defined means and medium Communications means any sort of the one way or two ways information exchange both internally or externally through any official means.

6.3. Internal communication refers to any communications to be made within the University to faculty, staff and students through any working unit of the University, through all officially dedicated means and medium.

- 6.4. International Relations Office means in this document, International Relations Office stands the entity unit that is responsible for international communications and internationalization endeavor
- 6.5. University mean in this policy document, refers to Kotebe University of Education, unless stated otherwise.

7. Scope of the Policy

- 7.1. This dictates the proper and channeled internal (i.e., all faculty, staff and students and external (stakeholders and partners) communications of the University across all media on providing general information, crisis and/or emergency, scheduled/ unscheduled functions/happenings, changes to policies and/or changes or interruptions to standard operating procedures, or official messages.
- 7.2. The application of provisions of the internationalization policy shall also be applied to all faculty, staff and students working for and with the University for formal official communications.
- 7.3. All international communications will be delimited to the provisions prescribed and procedures set in this policy.

8. Communication Outlets of the University

- 8.1. The University shall use both its official channels and chartered media.
- 8.2. The University shall employ both printed and electronic media.
- 8.3. The University's communication outlets include, but not limited to, printed, broadcast, website, telephone, fax, Telegram, WhatsApp, YouTube, LinkedIn, SMS, email and post.

9. Statement of Privacy and Accountability

- 9.1. The University accomplishes its missions transparently with accountability and communicates with full authority.
- 9.2. In the course of operation of the communications, the University authorizes the communicators and trusts all parties involved in all undertakings that they act responsibly.

- 9.3. The Office of the International Relations shall be authorized and accountable for official communications to be held internationally.
- 9.4. The University promotes candidness and accessibility in its dealings with the media, whilst complying with the state laws and maintaining confidentiality when appropriate
- 9.5. The University works with media, regardless of nature, ownership, format, language, commercial or noncommercial in the way best that serve the institutional interest.
- 9.6. Any citizen or media regardless of race, color, gender, religion, educational background, political orientations, profession, or any disclaimer, or of any nature, of any sort of ownership shall enter the premises of the University with prior notification, invitation or granted access to and undertake filming, photographing, recording, interviewing, broadcasting and podcasting and disseminating information.
- 9.7. Get access to the University's premises, the media operators and visitors shall be given permission from the Office of the Executive Director of Public and International Relations or any pertinent offices backed by the proper security procedures for official communications.
- 9.8. Commercial filming and photographing may be allowed with prior consent and only when the University believes such undertakings benefit the community.
- 9.9. Any act of undertaking film or photography in the University for noncommercial purposes shall comply with the University's regulations.
- 9.10. Notwithstanding the provisions of sub-articles of 8.8. and 8.9 the University shall charge fees on commercial filming, photographing and recording projects.
- 9.11. Student dormitory, student cafeteria, laboratories with radioactive and hazardous materials, patient care areas unfinished project areas, financial documents and safe box areas and others considered as private and sensitive remain protected.
- 9.12. Notwithstanding the provisions of sub-articles of 8.11, should the need to access to the protected areas is compulsory due to force majeure, they may only be accessed with company of a concerned professional, technician and an officer and/or expert from the Office of Public and International Relations.
- 9.13. All media, of all natures, must respect the University's regulations pertinent to release of information and confidentiality and treat all information with utmost care.

10. International Communications

- 10.1. University communications shall be made in English language as appropriate.
- 10.2. All University's international communications shall refer only to official business or affairs the University.
- 10.3. All working units of the University are responsible for sharing information and news that impacts the University community in a timely manner.
- 10.4. All faculty, staff and students must adhere to the branding and regulations of the University in all communications they make.
- 10.5. Any communications made, in contrary to the regulations of the University shall not be acceptable and may lead to disciplinary measures.
- 10.6. Any banner, poster, billboards of any size, notices on boards, direction signs, light boxes, street and building names, letterheads, or any visual presentation on campus and outside, bearing insignia of the University should be in accordance with the regulations and branding elements of the University.
- 10.7. Billboards, street and building names, light boxes, direction signs, advertisements, or notifications that bear insignia and identity of the University shall be made in accordance with the branding standards of the University, and shall be verified and approved by the Office of Public and International Relations.
- 10.8. Any institutional communications undertakings shall comply with the provisions of this policy; otherwise, they shall be unacceptable and subjected to removal, and gradually to disciplinary measures.
- 10.9. All international communications of the University shall base on and reflect the missions and overall objectives vision of the University.
- 10.10. The University shall be fully responsibility to all the official communications bearing its name and insignia (logo).
- 10.11. All working units of the University can initiate, develop and execute communications with external stakeholders of the University.
- 10.12. Notwithstanding the provision of sub-article 9.11, any external communications to be made through official letter and related outlets shall bear the signature of a pertinent official and the stamps of the University.

10.13. All communications regarding alumni and official partners of the University shall be made through International Relations.

11. Electronic and Web Communications

10.1. All faculty, staff and students can use all available electronic and web resources to communicate.

10.2. Web resources could be used both for academic and personal purposes. However, the University ICT Policy governs the use of such resources.

10.3. Use of social media and its administration could happen at any unit level, but all content of messages sent and received shall with integrity and shall comply with regulations of the University and any pertinent laws of the FDRE of Ethiopia.

12. Disclosure of Information

11.1. Information and data management related to internationalization plans and activities shall assume a high priority both at national and institutional levels.

11.2. The University shall take the responsibility of setting up appropriate structures, budget, and resources for the establishment and maintenance of a national and institutional information and data management system on internationalization in consultation with pertinent governmental bodies.

11.3. The Office of the Public and International Relations shall made decision on the sort of information or news to be made open to public including the community of the University.

11.4. Labelling the status and standard of the news it produces, the Office of the Public and International Relations shall post the same on official Website, Facebook page, WhatsApp, Telegram, YouTube, LinkedIn, noticeboard and other outlets as necessary.

11.5. The media can request for and shall have access to information regarding the University activities anytime as long as the requested information does not fall under ‘confidential’.

- 11.6. The media can attend important meetings when necessary, and the University shall send timely invitations to them.
- 11.7. Any filming, photographing or taping of, meetings, events or occasions by the media must be made with prior notice to the chair of the particular meeting or event; however, the Office of Public and International Relations shall be notified of the same for awareness and archive purposes.
- 11.8. Unless any internal and external communications are deemed confidential, the Office of the Public and International Relations shall be notified with the copy of the same.
- 11.9. Events such as forums, discussions and lecture series to be held in the University or by the University on a variety of ideas in shall be communicated on the University official outlets and/or chartered media.
- 11.10. Any information provided to the media shall be objective, balanced, accurate and informative and timely.
- 11.11. The University shall maintain an updated list of media and information recipients so that they regularly receive material and electronic information, updates and ongoing business.
- 11.12. Employees of the University shall communicate to the media on matters related to the University affairs when they shall be connected through the Office of the Public and International Relations or any authorized bodies of the University.
- 11.13. No staff or students shall use official instruments including University logo, insignia and brands for personal communications or political opinions; however, as member of the University community, anyone can enjoy the University insignia on their business cards for personal use.
- 11.14. All internal and external communications shall strictly follow provisions of the policy and procedures stipulated in pertinent regulations of the University regardless of any individual or unit capability to act on own.
- 11.15. Top management like President and the vice presidents of the University can deliver speeches or hold press releases any time as needs arise.

13. Communication Strategies

- 12.1. The University shall design and develop programs/curricula based on the principle of equal partnership, mutual benefit, and the promotion of access, quality, relevance and equity.
- 12.2. The University shall offer its programs/curricula in joint/double degrees, twinning, online/virtual, distance or any other modality chosen pertaining to the regulations, standards and quality assurance parameters currently set for HEIs in Ethiopia.
- 12.3. Internationalization of the University's curricula/programs shall focus on bringing globally focused content and perspectives into the classroom and coursework as well as the learning outcomes, assessment tasks, teaching methods and support services of a given program of study.
- 12.4. The University shall ensure that the curricula develop and promote global competence and facilitate the competitiveness of graduates in the international labor market.
- 12.5. The University shall promote the use of English as a medium of instruction and the skills and competencies of staff and students in the language
- 12.6. The University shall encourage foreign language studies and the establishment of language centers/units that create additional opportunities for staff and students to learn the language and culture of other countries.
- 12.7. The University shall engage in the recruitment of international students and the creation of various institutional platforms that facilitate interaction between its own and foreign students.
- 12.8. The University shall ensure that international students and scholars feel welcome in all aspects of their lives and as fully integrated as possible into the local context.
- 12.9. The University shall ensure faculty and student appreciation of international diversity and intercultural exchange.
- 12.10. The University shall work on creating opportunities for academic exchange for its researchers, scholars and students through its international collaborations taking the substantial institutional advantages it gets to meet its mission and vision.

- 12.11. The University shall organize and mobilize its alumni and philanthropists for international networking, gaining experience, transferring technological innovative knowledge, and capacity building.
- 12.12. The University's international research collaborations and cooperation shall take place in various forms including, but not restricted to, collaborative international research projects, a joint publication schemes, co-authorship and joint intra-disciplinary publications, participation in international conferences, services in advisory/editorial boards, supervision of graduate students, joint benchmarking exercises and other related activities that promote the internationalization of research activities.
- 12.13. The University internationalization of research activities shall primarily focus on addressing national and institutional research priorities, themes and niche areas identified.
- 12.14. The University international research collaborations shall facilitate longer-term partnerships and assist in the introduction of new approaches to teaching and learning, the development of curricula, transmitting knowledge and improving the quality of education, staff training, funding opportunities, better technology linkages, the acquisition or utilization of international research facilities and equipment, and extensive connections with external entities.
- 12.15. The University's research cooperation with international universities shall enhance capacity building opportunities for Ethiopian institutions, scientists, researchers, students, and scholars.
- 12.16. The University shall use all communication tools appropriate and accessible. Information may be distributed to media via convenient and accessible medium, including but not limited to print, official Website, Facebook page, WhatsApp, Telegram, YouTube, LinkedIn, noticeboard and other outlets as necessary.
- 12.17. The University issues an electronic news release to local and international media, government agencies, non-governmental agencies, embassies and partners, and all those in its updated information recipients list when necessary. The purpose of a news release is to make the media, stakeholders and partners aware of potential stories, to provide important and impacting information or to explain the University's position on current matters.

- 12.18. All University wide information shall be communicated through the Office of the Executive Director of Public and International Relations or pertinent bodies such as top management like the President and the vice presidents of the University.
- 12.19. Any release of information at institutional capacity done without the priors notice and approval of the Office of the Executive Director of Public and International Relations or pertinent body shall not be valid and the releasing body shall be subjected to disciplinary actions.
- 12.20. All Working units of the University, academic and administrative shall communicate the Office of the Public and International Relations any happenings, advertisement, plans, cooperation, achievements, deliberations, changes, progress or any story worth exposure, but not limited to, via email to the address oedpir@kue.edu.et, and, in hard copies at times email fails to function.
- 12.21. The University shall run different publications as its outlets on a regular basis for both internal and external communications.
- 12.22. The University shall buy pages and airtime from media to promote its values and achieve its objectives. In doing so, the University faculty, staff and students shall be the main actors in contributing ideas and articles.
- 12.23. The University shall have publications and e-communications resources documentation services unit within the Office of the Public and International Relations so that any University working unit, faculty, staff, student or those collaborating with the University can have access to them on request when it is needed for academic, administrative or university related businesses.
- 12.24. If any University working unit, faculty, staff or students need filming and photographing services for the University related events, meetings, ceremonial gatherings or functions, they shall make requests to the Office of the Public and International Relations and get the service. However, unless emergency or unforeseen, such requests must be made in advance, with a minimum of five working days before the calendar.
- 12.25. Archiving all communicated information and documentation shall be traceable to all units involved in any sort of internal and external communications to their capacity.

13. Branding Standards

- 13.1. The blue dominated logo with white background is the insignia of the University which appears on the official website, Facebook page, letterhead, periodicals, leaflets and brochures.
- 13.2. Covers of publications and banners shall be designed in blue dominated background; however, letters appear on such outlets shall be presented in white color for readability purposes.

14. Miscellaneous

- 14.1. The International Relations Office shall have an experienced editor who shall edit outlets to be produced in English and other local languages.
- 14.2. The University's Facebook page and Website shall be administered by the President's special advisor or personnel assigned by the President and the Office of the Public and International Relations jointly for communication.
- 14.3. The Office of the Public and International Relations and the Office ICT Management initiates development of website and updates from time to time as necessary.
- 14.4. Other units of the University may initiate the cooperation and partnership agreement; however, the President or the delegate shall sign memorandum of understanding. Initiations for partnerships and exchange programs come from individuals and colleges, but, then, the Office of the Public and International Relations shall institutionalize it, checking its legality with the University's the Office of Legal Service.
- 14.5. The Office of the Public and International Relations is responsible for organizing different events based on the requests coming from the various offices of the university. In addition to this, it provides support when the need arises.
- 14.6. The University shall establish its own Community Radio, and hence the Office of the Public and International Relations shall be responsible of its operation and proper functions, that is, to inform, teach and entertain the community of the University.
- 14.7. 14When there are issues that require external media attention, the Office of the Public and International Relations shall invite the appropriate media using its strong ties with the media.
- 14.8. The University shall employ English and local language for its outlets as necessary.

14.9. An editor or an ICT experts shall be dedicated and be responsible for uploading news or other materials in the University's website and other social media platforms.

14.10. The provisions of the University legislation, ICT policy, and any relevant laws of the FDRE of Ethiopia shall prevail the provisions stipulated in this policy document.

16. Confidentiality

Any information that is believed to compromise privacy if released both internally and externally, shall be kept confidential and undisclosed. Such information could be of any sort including, but not limited to, personal and personnel issues.

17. Enforcement

This policy shall be effective starting from the date on which University Management/the Senate approves it.

18. Contact

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