



---

**CURRICULUM INSPECTION FORM**

---

DRAFT

## 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 criteria 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 the MCK Journalism curriculum 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 curriculum specialisation (digital, broadcast, print).

## 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 Website: .....

2.3.5 E-mail: .....

2.3.7 Date of application: .....

## 3. STRATEGIC PLAN

### 3.1 Vision, Mission, Goals and Objectives

Objective: To assess the capacity of the institution to offer sustainable Journalism Training.

**Table 1: vision, mission and objectives**

	Description	0	1	2	Score
1.	Does the institution have a strategic plan that outlines the vision, mission, goals and key strategies that reflect the purpose and values of Journalism training?				
2.	Has the Institution been approved by the relevant Government authority to conduct training?				
3.	Are there specific objectives guiding the establishment, management and sustenance of Journalism training within the institution?				
4.	Has the institution developed strategies to ensure progressive growth of Journalism Training?				
5.	Has the institution supplied the Media Council of Kenya with				

	its Strategic Plan for the relevant period?				
6.	Are the objectives of the Journalism training programme and the strategies in line with Media Council's College Inspection and Curriculum Accreditation Guidelines 2020?				
	<b>TOTAL SCORE</b>				

*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.*

*Maximum score: 12*

#### 4. GOVERNANCE

Objective: To evaluate the administrative structures and systems of the institution to determine their capacity to effectively deliver the Journalism training programme.

**Table 2: Governance Structure**

	Description	0	1	2	Score
1.	Does the institution have a governance and management structure that is in line with the requirements of the applicable laws?				
2.	Has the institution developed policies and procedures to operationalise the governance and management structures?				
3.	Does the Institution have quality control mechanisms for reviewing its internal system?				
4.	Has the institution effectively decentralised its governance and management structures to allow for autonomous operation?				
	<b>TOTAL SCORE</b>				

*Key: (on a scale of 0-2, where 0-not developed 1-fairly developed and or operational structures,2- well developed and or operational structures.*

*Maximum score: 8*

#### 4. FUNDING AND RESOURCES

Objective: To assess the Institution's budgetary and resource allocation plans to ensure effective delivery of the Journalism training programme.

**Table 3: Funding and Resources**

	Description	0	1	2	Score
1.	Does the institution have policies and procedures for financial and resource allocation and management?				
2.	Does the institution have a detailed annual budget for funding and resources for its Journalism training				

	programmes?				
3.	Does the Institution have qualified staff, appropriate facilities and resources to achieve the expected learning outcomes?				
	<b>TOTAL SCORE</b>				

*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.*

*Maximum score: 6*

## 5. CURRICULUM IMPLEMENTATION

Objective: To determine the capacity of the Institution to implement the MCK curriculum.

**Table 4: Curriculum Implementation**

	Description	0	1	2	Score
1.	Does the institution have journalism activities that facilitate continuous teaching and learning				
2.	Is there evidence that learners completed the programme?				
3.	Do trainers apply methods that enable learners to acquire relevant competencies?				
4.	Are there learning activities that enable students to acquire digital and multimedia competencies?				
5.	Is there evidence of allocation of adequate course hours for each unit?				
6.	Does institution have internal systems for quality assurance?				
	<b>TOTAL SCORE</b>				

*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.*

*Maximum score: 12*

## 6. ASSESSMENT AND EVALUATION

*Objective: Regularly assess teaching and learning achievements*

*Table 5:*

	Description	0	1	2	Score
1.	Has the institution complied with the Media Council Kenya accreditation guidelines?				
2.	Is there evidence that learners have acquired the relevant knowledge and competencies (eg. Portfolio of work done)?				
	<b>TOTAL SCORE</b>				

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

*Maximum score: 4*

## 7. INDUSTRY LINKAGE

*Objective:* Ensure linkage between training and industry

*Table 6:*

	Description	0	1	2	3	Score
1.	Does the institution offer opportunities for field and industry visits? (eg. industrial visits)					
2.	Does the institution have internship programmes or student project projects?					
3.	Does the institution utilise experts in the industry to enhance teaching and learning?					
	<b>TOTAL SCORE</b>					

**KEY:** on a scale of 0-3, where 0- Inadequate, 1-Good, 2-Requires improvement, 3-Outstanding

*Maximum score: 6*

## 8. PHYSICAL RESOURCES AND UTILITIES

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

**Table 7: Physical Resources and utilities**

	Description	0	1	2	3	4	Score
1.	Does the institution have a land tenure that ensures sustainability of training?						
2.	Is the furniture in the lecture rooms, tutorial rooms and staff offices suitable and adequate for academic use?						
5.	Is there access to internet for staff and students and is the bandwidth adequate for academic purposes?						
6.	Are there studios and technical equipment for training print, broadcast and digital programmes?						
7.	Has the Institution provided adequate recreational facilities?						
8.	Does the institution have facilities for learners with disabilities?						
9.	Does the institution provide a conducive learning environment in compliance with the building code and Public Health Act?						
11.	Has the institution set aside a budget for infrastructural and development purposes?						
	<b>TOTAL SCORE</b>						

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

*Maximum score: 22*

## 9. TEACHING AND SUPPORT STAFF

**Objective: To have adequate and qualified teaching and other instructional staff.**

*Table 8: Teaching and support staff*

	Description	0	1	2	3	Score
1.	Does the institution have a staff professional development, recruitment and retention policy?					
2.	Does the institution have qualified academic staff to conduct the Journalism training?					
5.	Does the Institution have a budget for staff development?					
7.	What is the ratio of full-time to part-time staff?					
9.	Rate the staff: student ratio (recommended and ideal ratio is 1: 25)					

	<b>TOTAL SCORE</b>					
--	--------------------	--	--	--	--	--

*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:*

*Maximum score: 18*

## 10. STUDENT SUPPORT AND GUIDANCE

**Objective:** To determine whether the Institution offers student support services.

*Table 9: Student support and guidance services*

	Description	0	1	2	3	Score
1.	Does the Institution have sufficient student support services?					
2.	Does the institution have student counselling and mentorship programmes?					
3.	Does the institution have operational student organisations?					
4.	Does the institution have adequate recreational and sporting facilities?					
5.	Does the institution have mechanisms for addressing student grievances and complaints?					
6.	Does the institution have a mechanism for outreach and placement of its graduates in the labour market?					
7.	Does the Institution provide scholarships and other awards to students?					
8.	Does the Institution have a budget for student support?					
	<b>TOTAL SCORE</b>					

*Note: Institution must attain at least 50% of these guidelines to qualify for accreditation.*

*Key: on a scale of 0-2, where 0- Absent, 1- satisfactory, 2 – good, 3- very good.*

*Maximum score: 16*

## 11. POLICY AND LEGAL COMPLIANCE

**Objective:** To ensure that the institution has been legally established to deliver the Journalism curriculum

**Table 10:** Policy and legal Compliance

	Description	0	1	2	Score
--	-------------	---	---	---	-------

1.	Does the institution have all the necessary approval documents by the County and National Government?				
2.	Does the Institution have KRA Registration Certificate?				
3.	Does the Institution have all its registration documents?				
	<b>TOTAL SCORE</b>				

*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.*

*Maximum score: 6*

## 12. OVERALL ASSESSMENT

Table 11:

	Description	Final Score
1.	Strategic Plan	
2.	Governance	
3.	Funding and Resources	
4.	Curriculum implementation	
5.	Assessment and Evaluation	
6.	Industry Linkage	
7.	Physical resources and utilities	
8.	Teaching and Support Staff	
9.	Student Support and Guidance	
10.	Policy and Legal Compliance	
	<b>TOTAL SCORE</b>	