

County ICT Roadmaps Communications Strategy 2016

Project Overview

The World Bank provided financing through the Government of Kenya to the ICT Authority to support (ICT) adaptation within County Governments. The support to Counties is largely to enable Counties to work closely with the National Government to improve service delivery to citizens.

The ICT Road Maps will enable Counties to:

1. Use ICT to enable efficient, cost-effective and transparent internal operations including financial management, revenue collection, human resource management, communication and collaboration activities;
2. Provide their County residents with the best and most cost-effective ICT-enabled services and resources; and,
3. Ensure that local ICT investment is consistent with global best practice, produces maximum value, is integrated with national and neighboring County ICT infrastructure and systems, and is consistent with the philosophy of shared ICT services.

Status

Consultants contracted by the ICT Authority have so far developed the ICT roadmaps for all the 46 counties.

The road map identifies the strengths, weaknesses and opportunities in a report that guides future investments and engagements into ICT related projects in various counties.

The ICT Authority is in the process of supplying hardware & software to 46 counties. In addition, It is to provide email and web hosting, business permits & Development approvals to the counties.

The ICT Authority is a State Corporation under the State Corporations Act 446

Objectives of the County ICT Roadmaps Communications Strategy

1. Create Awareness about the project
2. Buy-in/ Goodwill from National Government
3. Encourage financial support from GoK/Partners/Donors
4. Generate Support for programmes/Projects/activities
5. Demystify ICT to the citizens

Target Audience

1. National Government
2. County Governments (Governors, County Executive Ministers for ICT, Members of County Assembly)
3. Development partners
4. ICT entrepreneurs & Investors
5. Citizens
6. Media

Target Audience	Objective	Key Message	Channel	Strategy	Tactics	Who?	When?
1. National Govt'	-Support from National government in ICT budget allocation. -create buy in	-Demystify ICT to the counties -Ensure fast & effective Govt ICT service delivery at the county level.	Face to Face	Cabinet meetings	Arrange for Cs briefings. Cabinet memos	ICTA	
				Through parliament.	Table ICT matters in the ICT parliamentary committee	County Government	
			Events	Closed door meetings. Round tables	Identify dates, invite CS's Give updates about the project	ICTA	
2. County Govts:- a) Governors	-Approval & Ownership of the roadmaps -Approve ICT policy frameworks presented to them by CEC's -Create buy in	-ICT is here to ensure effective service delivery to citizens	Letters	Engage them through the Council of governors	<ul style="list-style-type: none"> ✓ Draft letter to CEO council of governors ✓ Has to be signed off by chair ✓ Dispatch to governors. 	ICTA	
			Events	Closed door meetings Organize a forum for all governors	<ul style="list-style-type: none"> ✓ Identify a date & book venue ✓ Send invite to all governors 	ICTA	
	b) CEC for ICT -Develop strategies& frameworks to implement ICT in the counties -Integrate ICT systems	-Come up with policies to ensure adoption of ICT & effective service delivery.	Events	Workshops & Meetings to share county ICT roadmap updates.	<ul style="list-style-type: none"> ✓ Arrange for workshop dates, book venue ✓ Invite them ✓ Share updates 	ICTA- Kwame Shiroya	

c) MCA's	with other counties -Ensure citizen participation		Direct Marketing	Sending emails, newsletters	✓ Draft emails & newsletters on project update.	ICTA- Kwame Shiroya	
	Approve policies & ICT budget in the assembly.	-Lobby for an increase in ICT budget allocation.	Events	Closed door forums Workshops Retreats	✓ Identify date, venue. ✓ Invite MCAs ✓ Invite CEC's committee	ICTA CEC's committee	
					✓		
3.Development partners	Seek for funding to implement the roadmaps	-Present key findings of the ICT roadmaps. -Show what the citizens stand to benefit in, by implementing this roadmaps in-regards to ensuring effective service delivery.	Events	Stakeholder engagement forums. Workshop Closed door meetings	✓ Identify date, venue. ✓ Invite key partners. ✓ Call for sponsorship/support	-ICTA -County government	
			Media	Media Interviews	✓ Identify spokespeople from counties. ✓ Schedule interviews ✓ Run on media platforms (social media, online, T.V, Radio & print.	ICTA	
			Advertising	Write articles & features about the project	✓ Feature articles in newspapers ✓ Publications on the project.	ICTA	
				Documentaries	✓ Shoot documentary on ICT uptake in counties ✓ Air on T.V, online	ICTA	

4.ICT entrepreneurs & Investors	Showcase ICT opportunities in the counties.	Call for partnership/support	Events	ICT investors forums. Workshop Closed door meetings	<ul style="list-style-type: none"> ✓ Identify date, venue ✓ Identify ICT investors ✓ Invite them for a workshop 	ICTA	
			Media	Media Interviews Write articles about the project	<ul style="list-style-type: none"> ✓ Identify mainstream media Feature articles in newspapers/T.V ✓ Identify spokespeople & schedule interviews. ✓ 	ICTA	
				Documentaries	<ul style="list-style-type: none"> ✓ Shoot a documentary on ICT uptake in counties ✓ Run it on various media platforms. 	ICTA	
5.Citizens	ICT services are available to all at the county level	Utilize government ICT services.	Events	Open forums	<ul style="list-style-type: none"> ✓ Identify free & open forums at the county ✓ Have a representative share on all ICT services 	ICTA/County	
			Advertising	Through T.V & print	<ul style="list-style-type: none"> ✓ Identify channels on T.V ,radio & print to air these services ✓ Place adverts 	ICTA/County	

6.Media	Create awareness & disseminate information on government ICT services	Govt ICT services are being accessed by citizens at the county level.	Events	Workshops to appraise media about the project & government ICT services. Media field trips to counties	<ul style="list-style-type: none"> ✓ Come up with a date & venue ✓ Identify media to invite ✓ To document ICT services available in the counties 	ICTA	
			Media	Schedule interviews Write articles on government services	<ul style="list-style-type: none"> ✓ Interview county CEC's ✓ Run interviews on T.V, radio ✓ Feature articles in newspapers 	ICTA	