



COMMUNICATIONS STRATEGY AND VISIBILITY PLAN

**HERI Africa Research Chair in
Mathematics Education
University of Embu**

This publication is available in print at HERI Research Chair in Mathematics Education Office-University of Embu and electronically on the website at <https://heri.embuni.ac.ke/>

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Executive Summary

Summary of the Communication Strategy for the HERI Research Chair in Mathematics Education Project

This document outlines the Communication Strategy for the HERI Research Chair in Mathematics Education Project activities, detailing the approaches and activities that will promote awareness and ensure visibility of the project initiatives throughout its implementation period.

The primary goal of the Communication Strategy is to ensure effective communication, enhanced visibility, and consistent branding of the project, while keeping key stakeholders and the public informed about the project's activities, achievements, and overall impact.

The main objective is to ensure timely and effective communication with the project's target groups, while raising awareness of the project's existence, activities, and impact in Kenya and across Africa.

This Communication and Visibility Strategy therefore provides a framework for promoting the Research Chair's activities, achievements, partnerships, and impact through coordinated communication, stakeholder engagement, and public visibility initiatives.

The communication strategy will utilize a range of communication tools, channels, and activities, which are further outlined in this document.



Communication Objectives

Highlighting key objectives

The specific objectives of the Communicative Strategy are:

- i. To establish a consistent and recognizable visual identity and communication voice for the project across all communication platforms and activities.
- i. To raise awareness of the project, its objectives and expected outputs by engaging with beneficiaries, key stakeholders and the wider public, thereby supporting the achievement of the project's intended outcomes.
- ii. To enhance the project's visibility and relevance through advocacy campaigns that stimulate media engagement and public discourse on the foundational numeracy policy agenda.
- iii. To foster communication and collaboration with related or complementary projects and initiatives.
- iv. To generate public and policy-level discussions on the importance of foundational numeracy and early years education through media engagement, advocacy campaigns, and dissemination of evidence-based findings.
- v. To communicate project milestones, lessons learned, success stories, and research findings through appropriate communication channels and materials



Introduction

About HERI-Africa and Research Chair in Mathematics at the University of Embu



About HERI-Africa Programme

The Harnessing Education Research for Impact in Africa (HERI-Africa) is a Pan-African initiative bringing together collaborators from government, universities, and civil society research organizations. HERI-Africa aims to increase the productivity and impact of education research on the continent—from the current 3% to 30% by 2050 and ensure that research meaningfully improves learning outcomes, student transitions, and lifelong opportunities.

Why HERI Africa Matters

By 2030, Africa will supply about 50% of all new entrants to the global workforce. Education systems face a critical choice: invest in evidence-based, future-ready education, or risk leaving a generation behind.

Currently, most African-led research is underfunded, with over 90% of studies lacking local resources. HERI Africa ensures research is relevant, locally grounded, and translated into actions that directly improve schools, curricula, and youth pathways.

About Research Chair at the University of Embu

The University of Embu (UoEm), in partnership with HERI-Africa has established a Research Chair in Mathematics Education to lead high-impact research, capacity development, and innovation in foundational numeracy in Kenya and across Africa. The Chair will be based at the University of Embu (UoEm), with collaboration across the HERI-Africa network which will require occasional travel.



The HERI Africa Research Chair in Mathematics Education is a research and capacity building initiative focused on improving mathematics learning outcomes in Kenya. The Chair brings together researchers, teacher educators, policymakers, and practitioners to generate evidence, strengthen mathematics teaching, and support early-career scholars. It also promotes collaboration to advance mathematics education research across Kenya and Africa

Vision

A future where all learners in Kenya and across Africa achieve strong mathematics learning outcomes at every stage of schooling, supported by innovative teaching, high-quality research, and a vibrant community of mathematics education practitioners and scholars.

Mission

To generate high-quality research that strengthens foundational numeracy in Kenya by supporting effective and context-responsive mathematics teaching practices, building the capacity of early-career scholars, and fostering collaboration between research, policy, and practice.

Strategic Focus Areas

Foundational Numeracy

Development:

Understanding how children learn mathematics in the early years.

Mathematics Teaching and Teacher Professional Development:

Promoting innovative and evidence-based teaching practices.

Assessment and Research Capacity:

Strengthening numeracy assessment and developing the next generation of mathematics education researchers.

Key Activities

- i. Conduct collaborative research on foundational numeracy.
- ii. Mentor and train emerging mathematics education scholars.
- iii. Facilitate policy dialogue and stakeholder engagement.
- iv. Organize research seminars, workshops, and conferences.
- v. Disseminate research through publications and practitioner resources.
- vi. Expected Impact
- vii. Improved numeracy outcomes for learners in Kenya
- viii. Stronger evidence to inform policy and practice
- ix. Increased research capacity in mathematics education
- x. Sustainable partnerships across Kenya and Africa



Communication Goals

This Communication Strategy is designed to ensure effective and efficient communication, enhanced visibility, and consistent branding of the project, while keeping key stakeholders and the public informed about the project's activities and its transformational impacts.

Its main objective is to ensure timely communication with the project's target groups, while increasing awareness of the project's existence, objectives, interventions, and outcomes in Kenya and across the wider African region

The Communication Strategy was developed with reference to intended project activities, planned interventions and expected outcomes

The goal of the communication plan is to enhance awareness, visibility, stakeholder engagement, and public understanding of the project by effectively communicating its objectives, activities, outcomes, and impact in promoting foundational numeracy and early years learning.

Communication Guidelines and Principles

To ensure consistent, professional, and impactful communication implementation throughout the three-year project, all project-related communication and visibility activities shall adhere to the following branding and visibility guideline



Quality

The communication will remain committed to producing accurate, credible, and high-quality information that is carefully developed, audience-centered, and aligned with the goals and communication needs of the project.

Consistent Use of Project Branding

All communication and visibility materials produced under the project shall maintain a unified visual identity.

Acknowledgement of Funders and Partners

All project communication materials and public engagements shall appropriately recognize and acknowledge the contribution of donors, funding agencies, institutional partners, collaborating organizations and stakeholders.

Open, Inclusive, and Accessible Communication

All project communication should be designed to ensure clarity, inclusivity,

and accessibility for diverse audiences, including researchers, educators, policymakers, students, communities, and the general public.

Friendly and Culturally Appropriate Content

Where the project engages children, pupils, schools, or community groups, communication materials must adopt child-friendly, ethical, and culturally sensitive approaches in both language and visuals.

Digital and Social Media Conduct

Project digital communication will maintain professionalism, accuracy, and responsiveness across all online platforms.

Documentation and Archiving

All communication outputs will be documented and archived for reporting, institutional memory, donor accountability, and future visibility activities

Communication Execution Plan

Detailed activities of the Communication Strategy



This Communication Strategy plays a critical role in supporting the achievement of the project objectives beyond conventional communication functions.

The framework seeks to raise awareness of the HERI Africa Research Chair project activities, objectives, outputs, and interventions by fostering effective engagement and collaboration with beneficiaries, relevant stakeholders, partners, and the wider public.

Through strategic communication and visibility efforts, the strategy aims to contribute to the realization of the transformative changes envisioned by the project. This will be done through the following:-

- i. Workshops
- ii. Conferences
- iii. seminars
- iv. Articles and publications in mainstream media
- v. Information shared through digital channels/media
- vi. traditional media (TV, radio, Print)
- vii. training
- viii. Study Visits
- ix. Information materials (guidelines, handbooks, project activity programmes etc)
- x. Research articles
- xi. Policy Briefs
- xii. School activities such as drama

A wider range of communication materials and documentation that typically include reports, publications, print materials, newsletters, briefs and other materials will be developed to support project visibility, stakeholder engagement and dissemination of project output

Target Audiences

The communication plan will focus on providing information of the project activities to the following audiences and stakeholders

The communication materials will provide visual and verbal messages to the target groups about communication activities using channels provided for each group



Funders and Partners: HERI, Imaginable Futures, Mizizi Elimu Africa, NRF-Kenya, ISSA and others.



Government ministries, departments, policymakers and agencies (Ministry of Education, CUE and other agencies)



Local government: Country government, County Education officers and local assemblies



Head of institutions/headteachers, teachers, parents and other stakeholders



Communities in the project coverage areas



Researchers, research organisations and higher learning institutions



NGOs working with schools in promoting foundational numeracy skills, media, journalists and general public





Key Messages

Specific messages for the project would be developed around issues such as:

- Foundational numeracy is critical for children's lifelong learning and success.
- Early years education strengthens cognitive and problem-solving skills.
- Collaboration among schools, communities, policymakers, and researchers improves learning outcomes.
- Evidence-based approaches can improve numeracy teaching and learning.
- Access to learning resources promote quality foundational learning opportunities.
- Some of the messages would be translated into local languages (Kisumu) to facilitate message spread and impact.



Communication Channels and Tools

This Strategy will use various communication outlet, channels, and tools

This outlines the communication outlets, channels, and tools that will be used throughout the Project. These will be continuously reviewed, updated, and expanded in response to emerging needs and project developments



1. Digital and Online Platforms

Project websites and other digital channels will be used to share relevant information on the Project and its progress. Materials and information to be shared include events/meetings, press releases, interviews, speeches, reports, reports/documents, Training manuals, Digitized learning content, project reports, policy guidelines, sub-grant calls, and other important project updates. These platforms will support the implementation of the Project by promoting its activities and facilitating information sharing with beneficiaries, stakeholders, the media, and the wider public.

All printed materials and reports will include links to the project website, allowing recipients to access additional information and updates about the Project.

The digital and online platforms to be used include: -

- Project website/webpage
- Social media platforms (Facebook, X/ Twitter, LinkedIn, YouTube)
- WhatsApp groups
- Email newsletters and mailing lists (internal and external)
- Blog series and online articles
- Webinars and virtual meetings
- Posters

Project Website

The website is undergoing visual and functional enhancements, including populating the required links and fine tuning the functionalities and the platform will be used to share the program resources and communication. A complete working (skeleton) version of the websites is expected to be functional by the end of May 2026, and it will be updated with information as the project activities unfold. The project website will be appended to the University of Embu main website. The project website url is: www.heri.embuni.ac.ke

Website Main and Team Pages



Social Media

Social media platforms will be used to engage with stakeholders, reach wider audiences, and interact with the general public. The Project recognizes social media as a powerful communication tool capable of amplifying intervention efforts and increasing the visibility of project activities and achievements. To support this, the Project will establish and maintain social media platforms on YouTube, X/Twitter, Facebook, LinkedIn etc.

These platforms will communicate the project goals, objectives, achievements and milestones. These platforms will be updated to maintain an active online presence and encourage continuous engagement with audiences. The content will be developed collaboratively by the lead communication office and project implementors after which the information will be shared on the social media channels. This approach is expected to enhance the visibility of project milestones, strengthen stakeholder engagement, and establish a strong and consistent project presence online.

Relevant hashtags will be used to enhance visibility, and increase audience engagement across social media platforms. The hashtags used will include those already suggested by the project partners. The social media communication plan and the hashtags to be used are also described further in the next.



Social Media communication plan

What will we do Research Chair Activities	How will we work Scaling in Action	News and Events Project Events	Nature of Posting Type of posts
Stories of transformation with pupils and teachers Videos of project activities such math clubs, interviews etc Foundation numeracy education	Success stories of project scaling Research/theory application in the field Articles of impact	Event highlights and key program activities Meet the teams and their stories	Facebook/X/LinkedIn: 1–4 posts per week (or event-based) YouTube: Monthly or event-based video uploads Live coverage during workshops, conferences, and major project events
This content will focus on the practical impact of the project activities on real foundational numeracy experiences of pupils, schools and teachers. It will highlight stories of teachers, pupils, HOIs and parents	This will showcase approaches and methods employed in the project activities such learning activities in the math clubs and math labs. Scaling up of such activities through actions and policy engagements will also be highlighted	Show the audience the research teams in action, in collaboration and sharing success stories and ideas and working together to actualize the program targets and outcomes.	This will achieve through posts, video uploads, live coverage of major events





The table below has the list of the project social media platforms and their link addresses:

Platform	Link Address
YouTube	https://www.youtube.com/@HERIResearchChairInMathematics
Facebook	https://www.facebook.com/profile.php?id=61590411067729
X/Twitter	https://x.com/herimathschair
LikedIn	

Social Media Hashtags Strategy

To enhance discoverability and visibility, where relevant and strengthen access of the project information and stakeholder engagement, and highlight the project impacts across the social media platforms, the following categories of hashtags (#) will be use. These include the branded hashtags, funding agencies and partner hashtags and context and discoverability hashtags, as indicated in the following table.

Branded Hashtags

#HERIResearchChairInMaths
#DEBKangaryPrimarySchoolMathLab
#mathclubs

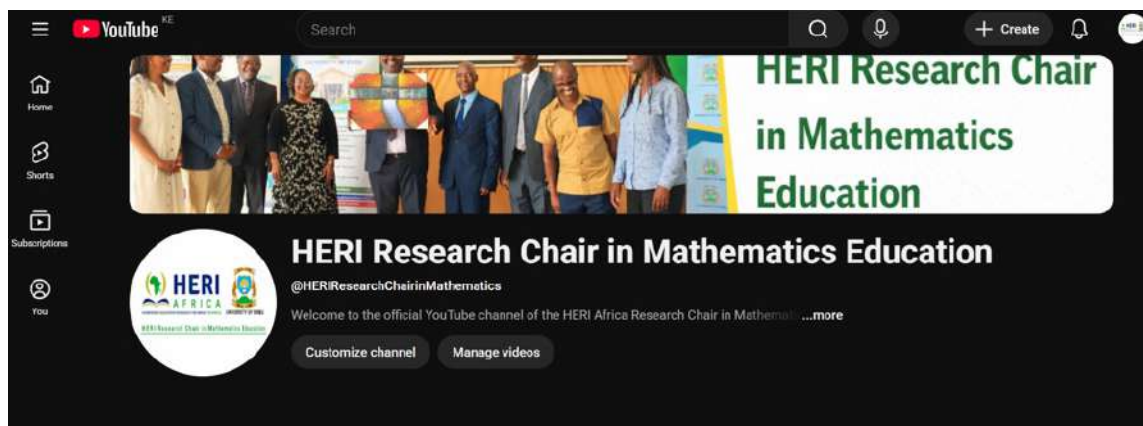
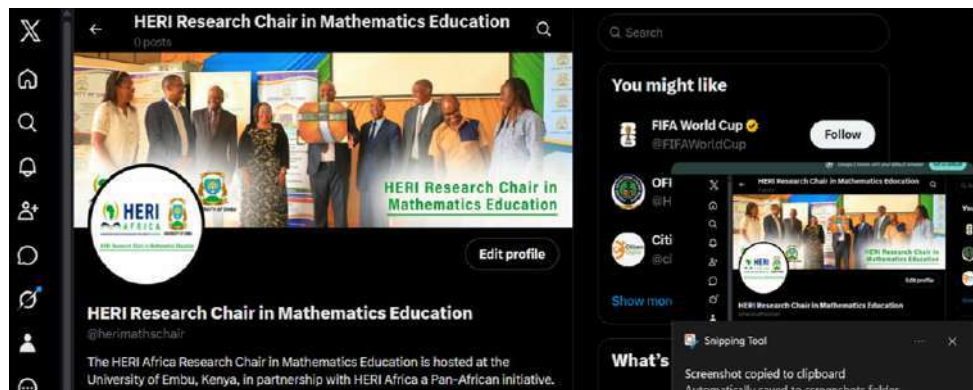
Funders/partner hashtags

#National Research Fund Kenya
#HERIAfrica
#Commission for University Education
#University of Embu
#MiziziElimuAfrika
#StrongerFoundations
#BrighterFutures

Context and discoverability hashtags

#ResearchForImpact
#KenyaEducation
#MathematicsEducation
#FoundationalNumeracy
#EducationResearch
#NumeracyForAll
#STEMEducation
#teachers

Screenshots of Social Page Media Accounts



2. Print and Branding Materials

To support the promotion and communication of the project's objectives, activities, and outcomes, interventions, a range of communication materials will be developed. The communication officer will coordinate production of these materials. Fact sheets and briefs will be designed and made available for distribution at relevant events and in digital version to enhance the project accessibility, visibility and stakeholder engagement. List of the documents to be produced, and to be shared in print and digital forms include: -

- Brochures and flyers
- Posters and banners
- Fact sheets and policy briefs
- Newsletters
- Branded document templates (for memos, presentations etc)
- Branded merchandise (T-shirts, notebooks, pens, roll-up banners)
- Project proposals
- Training manuals
- Posters and banners
- Project scale up strategy documents
- Project outcomes (reports, policy guidelines, interventions, lessons learnt)





3. Media Engagement through mass media

Mainstream media platforms, including radio, television, newspapers and online versions of these media, provide an effective means of reaching large audiences through mass communication. The Project will leverage this broad reach to communicate its goals, objectives, activities, interventions, and achievements to target stakeholders as well as the wider public. Press releases will be used to communicate the project's goals, objectives, key achievements, and major milestones at special events will be communicated to target media houses through press releases. The following media will be used

- Press releases
- Campaigns
- Radio interviews and talk shows
- Television features and documentaries
- Newspaper articles and opinion pieces and pullouts
- Media briefings and press conferences

4. Community Engagement Platforms

Participation of teachers, pupils, HOIs, parents, community members and other relevant stakeholders is crucial to the success of the communication component and successful implementation of the project. Therefore, the communications office will be engaged in the communication and dissemination of relevant information about the project activities, outcomes and interventions to these stakeholders through suitable channels and tools that could reach them. Information about activities and events in these forums will be communicated through the online, print and digital media identified above. The following forums/activities will be used in community engagement and participation: -

- School program/learning activities (e.g math lab, math club activities)
- Parent learning/engagement meetings and forums
- Teacher professional development forums
- Stakeholder workshops, seminars and other forums
- Capacity building
- Educational exhibitions and public events
- Networking events
- Meetings

5. Research and Academic Knowledge Dissemination

The academic output, impacts and intervention will be disseminated through the following forums, documents, channels and events: -

- Project guidelines
- Conferences and symposiums
- Research dissemination Workshops and seminars
- Research publications and journals
- Policy briefs and dialogues and engagements
- Academic talks/presentations
- Academic discussion forums
- Blogs
- Webinars
- Scale up strategies
- Policy guidelines

Key Communication Activities

- Launch and visibility events
- Stakeholder meetings and consultations
 - Social media visibility
- Production of success stories and testimonials
 - Dissemination of research findings
 - Media advocacy campaigns
- Celebrating international education and numeracy days
- Increase public awareness of foundational numeracy issues
 - Enhance visibility and credibility of the project
- Promote stronger stakeholder engagement and collaboration
- Increase policy and community support for early years numeracy education
 - Dissemination project findings and recommendations



Advocacy Strategy

Strategies to Stimulate Key Policymakers into Action/ Scaling up

Key stakeholders in successful scaling up of this research program are funding partners, government ministries/education agencies, and national policy makers and local communities (schools, teachers, pupils, parents and local authorities and institutions, media and the general public). Therefore, the communication office of the project will disseminate information about activities, outcomes, impacts and interventions of the project using suitable channels and tools to reach out to these relevant stakeholders.

1. Government ministries and national policy makers

Communication should target policy makers through appropriate channels. Information getting to the policymakers will be inform of outcomes, impacts, recommendations and interventions.

Key Messages:

- Foundational numeracy is critical for children's lifelong learning and success.
- Early years education strengthens cognitive and problem-solving skills.
- Evidence-based approaches can improve numeracy teaching and learning.
- Access to learning resources promote quality foundational learning opportunities.

Tools/channels to enable advocacy/Scaling up:

- Meetings
- Conferences and workshops-key note speeches and attendance at conferences and workshops to disseminate findings
- Webinars-disseminate findings
- Schedule conversations
- Participation in important international days
- Media-Positive media coverage-local/national/international media (radio, TV)
- Reports
- Shared documents (recommendations, findings etc)
- Websites
- Social media

Deliverables/Products

- Success stories (documentaries)
- Videos/photos
- Reports
- Meetings
- Newsletters
- Briefs



2. Funders and implementing partners

Funders and implementing agencies of the current project and other actors interested in investing and collaborating in development of early years numeracy skills will receive information about the project outcomes, progress, impact and interventions.

Key messages:

- Collaboration among schools, communities, policymakers, and researchers improves learning outcomes.
- Evidence-based approaches can improve numeracy teaching and learning.
- Access to learning resources promote quality foundational learning opportunities.

Tools/channels to enable advocacy/ Scaling up:

- Meetings
- Reports (activities, outcomes)
- Conferences, workshops
- Webinars
- Media advocacy
- Websites
- Social media

Deliverables/Products

- Success stories (documentaries)
- Videos/photos
- Reports
- Meetings
- Newsletters
- Briefs

3. Local communities

The project communication will use advocacy messages to influence action towards promoting foundational numeracy among parents, teachers, HOIs, general public and the media.

Key messages:

- Foundational numeracy is critical for children's lifelong learning and success.
- Consensus and awareness building and support for foundational numeracy
- Early years education strengthens cognitive and problem-solving skills.
- Collaboration and dialog among schools, communities, policymakers, and researchers improves learning outcomes.
- Evidence-based approaches can improve numeracy teaching and learning.
- Access to learning resources promote quality foundational learning opportunities.

Tools/channels to enable advocacy/ Scaling up

- Training and workshops
- Special day celebrations
- Stakeholder engagements (TLCs, meetings etc)
- Media (radio, TV)
- Press releases/press conference
- Media advocacy
- Newsletters
- Websites
- Social media

Deliverables/products

- Training reports/manuals
- Success stories
- Radio programmes-discussions
- Branded materials-banners, calendars, stickers etc
- Documentaries
- Videos/photos
- Press releases and articles
- Newsletter
- Brochures
- Training materials and manuals



Action Plan

[illegible]