The Catholic University of Eastern Africa

TITLE	AUTHOR
PROCEDURE FOR WEBSITE MANAGEMENT (CUEA/VC/CIR/04)	**HEAD OF COMMUNICATIONS AND INTERNATIONAL RELATIONS**
	NO. OF APPENDICES:
	FOUR (4) 7.1 – 7.4

AUTHORIZATION
This Standard Operating Procedure is issued under the authority of:

TITLE	**VICE CHANCELLOR**
SIGNATURE	
DATE	**4 December 2018**
ISSUEDATE	**4 December 2018**
STAMP CONTROLLED / UNCONTROLLED	CONTROLLED

NOTE:
1. Write amendments on the page provided (Clause 0.2)
2. Controlled copies of this document will be in the Communications and International Relations Office and the Vice Chancellor's Office

0. CONTENTS AND RECORD OF CHANGES

Revision	02		Date	4 Dec 2018

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0.2 Record of Changes

No.	Date	Details of Changes		Authorization
	(dd-mm-yyyy)	*Page*	*Clause, Sub-clause*	*Title*
	04-12-2018	ALL	As per the requirements of the new standard	Head CIR

0.3 Distribution / Circulation

This Standard Operating Procedure is available at relevant functions on CUEA servers for authorized users.

1.0 PURPOSE

The purpose for this procedure is to ensure effective management of the university website. It involves the correction of the content as well as uploading new content to the website.

2.0 SCOPE

This procedure shall be used by the Communications and International Relations Office and Heads of Sections for the effective management of the University website.

3.0 REFERENCES

3.1 University procedures and policies
3.2 ISO 9001:2015 Quality Management Systems Requirements

4.0 DEFINITION OF TERMS

For the purpose of this procedure the following terms shall apply in addition to those already defined in the CUEA Quality Management Manual

Website: It is a collection of information, images, videos or other digital assets that are addressed relative to a common Uniform Resource Locator (URL), often consisting of only the domain name (or, in rare cases, the IP address) and the root path ('/') in an Internet Protocol-based network. A web site is hosted on at least one web server, accessible via a network such as the Internet or a private local area network.

5.0 PRINCIPAL RESPONSIBILITIES

The principle responsibility for managing content in the website lies with the Head of Communications and International Relations while the technical support lies with Head of ICT

6.0 METHOD

6.1 The assigned person (PR Assistant) shall seek/receive information/ content to be up-loaded on the website from the mother department

6.2 PR Assistant will then edit and upload the content on the website in liaison with Head, CIR for quality assurance.

6.3 The PR Assistant will then share website links on the social media for more visibility

6.4 The Head, CIR will ensure that the website is up-dated on regular basis and that the quality is good

6.5 The Heads of sections have a responsibility to ensure that their section is fresh and upto date

6.6 The Head of ICT will ensure that the website is secure and well technically supported

7.0 APPENDICES

7.1 CONTEXT

7.1.1 External / Internal Factors

(a)	Internal Factors	Identified Risk / Opportunity
(i)	Lack of vibrancy in the current website	• Poor visibility of the brand • Opportunity to revamp the website
(ii)	Lack of proactivity by Heads of sections to ensure update content in their section	• Outdated content • Opportunity for more engagement and definition of accountabilities
(iii)	Lack of dedicated skill and capacity	• Risk of the website being peripheral to other things and not being strategic to the business • Opportunity to leverage our students
(b)	**External Factors**	**Identified Risk / Opportunity**
(i)	Intense competitive space	• Poor visibility of the brand • Opportunity to revamp the website

7.1.2 Relevant Interested Parties

	Party	Needs and Expectations
(i)	Media	Updated website/source of information
(ii)	Students/customers	Updated website/source of information
(iii)	Staff	Updated website/source of information
	Prospective clients	Updated website/source of information

7.2 RISK ANALYSIS AND CONTROL

Risk	Cause	Risk Assessment			Risk Level	Control / Treatment
		Likelihood	Impact	Likelihood / Impact		
Lack of vibrancy in the current website	Inadequate capacity	2	2	4	Medium	Revamp/get dedicated capacity
Lack of proactivity by Heads of sections to ensure update content in their section	Low engagement / education / interest	2	2	4	Medium	education/ clear accountabilities
Lack of dedicated skill and capacity	Inadequate capacity	2	2	4	Medium	Revamp/get dedicated capacity

7.3 REQUIRED ORGANIZATIONAL KNOWLEDGE

One needs to have a good understanding of the organization to ensure that it is well presented in such website content.

7.4 WORK INSTRUCTIONS

(a) Initiate and receive content.
(b) Design on what will be published.
(c) Editing of content.
(d) Uploading on the Website.
(e) Keep the website updated.