

Updating the Website

**DIRECTORATE: COMMUNICATION AND PUBLICATIONS****Title: Updating the Website**

STEP	ACTIVITY	CONTROL MECHANISM	WHO	TIME	INPUT	OUTPUT
<i>Logical Sequence</i>	<i>Name the activity</i>	<i>Describe the control that govern the execution of the task</i>	<i>Who is responsible for executing task</i>	<i>On average how long task takes</i>	<i>What information is used</i>	<i>What forms of documentation</i>
1	Receive the request to update a document on the Website.	Communication Strategy	Director	5 min	Update request	Update document
2	Acknowledge receipt of the request and process further.	Communication Strategy	Deputy Director: Publication and Website Assistant Director: Website	5 min	Update request	Acknowledgement of the request
3	Login to the Website	Communication Strategy	Assistant Director: Website	5 min	Website Login Details	Website Username and Password
4	Locate the Site for updating with the new document.	Communication Strategy	Assistant Director: Website	5 min	Website Navigator	Web Site Map
5	Locate and remove the older material from the Site	Communication Strategy	Assistant Director: Website	5 min	Website Navigator	Web Site Map
6	Upload the new document, save the changes and update the Site.	Communication Strategy	Assistant Director: Website	5 min	Website Navigator	Updated Web Site Map
7	Exit the Website as an Administrator and re-enter as a user to view the changes.	Communication Strategy	Assistant Director: Website	5 min	Website Navigator	Updated Web Site Map
8	Advise the Client of the Changes.	Communication Strategy	Director Deputy Director: Publication and Website Assistant Director: Website	5 min	Updated Website Map	Client Update



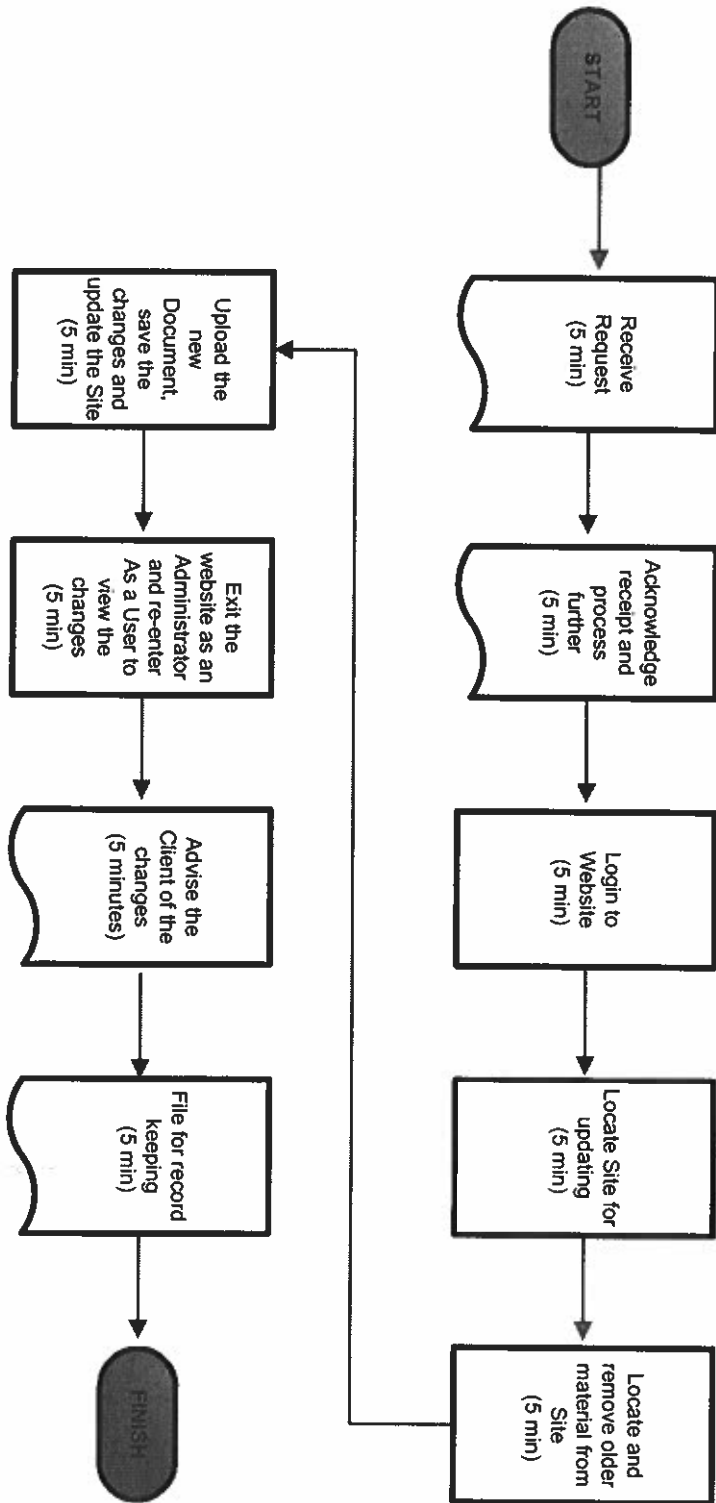
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9	File for record keeping in the Directorate.	Communication Strategy Registry Prescripts	Assistant Director: Website	5 min	Updating documents file	Filed Request documents	Updating documents
TOTAL				45 min			

HEAD OFFICE

UPDATING THE WEBSITE



Access to Information Request



DIRECTORATE: COMMUNICATION AND PUBLICATIONS

Title: Access to Information Request

STEP	ACTIVITY	CONTROL MECHANISM	WHO	TIME	INPUT	OUTPUT
<i>Logical Sequence</i>	<i>Name the activity</i>	<i>Describe the control that govern the execution of the task</i>	<i>Who is responsible for executing task</i>	<i>On average how long task takes</i>	<i>What information is used</i>	<i>What forms of documentation</i>
1	Recieve the request for information from the Requester.	Communication Strategy Promotion of Access to Information Act (PAIA)	Director	5 min	Request for Information	Request for Information Document
2	Acknowledge receipt of the request and process further.	Communication Strategy Promotion of Access to Information Act (PAIA)	Deputy Director: Access to Information Officer Assistant Director: Access to Information	5 min	Request for Information	Acknowledgement of the request
3	Submit the request to the relevant Section to respond to.	Communication Strategy Promotion of Access to Information Act (PAIA)	Deputy Director: Access to Information Officer Assistant Director: Access to Information	15 min	Request for Information Document	Referral to the relevant Section
The Responding Section prepares the response and submits it to the Directorate: Communication and Publication						
4	Receive a response from the responding section and submit to Legal Services to check compliance.	Communication Strategy Promotion of Access to Information Act (PAIA)	Deputy Director: Access to Information Officer Assistant Director: Access to Information	15 min	Draft Response	Referral to the relevant Legal Services
Legal Services confirms compliance of the response to the Directorate: Communication and Publication						
5	Response is prepared.	Communication Strategy Promotion of Access to Information Act (PAIA)	Deputy Director: Access to Information Officer	15 min	Draft Response	Prepared Response

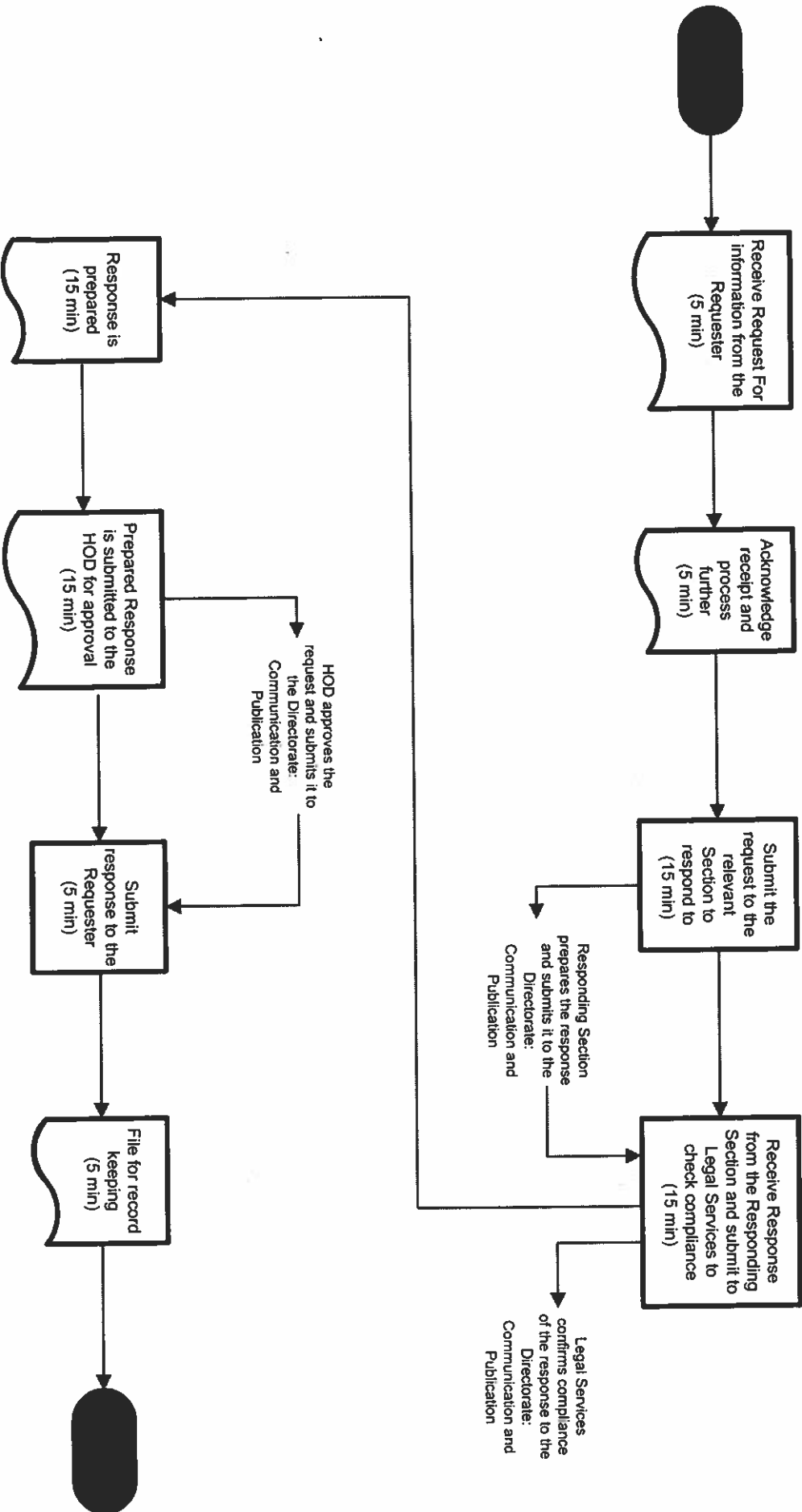
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		Information Act (PAIA)	Assistant Director: Access to Information			
6	Prepared Response is submitted to the HOD for approval.	Communication Strategy Promotion of Access to Information Act (PAIA)	Deputy Director: Access to Information Officer Assistant Director: Access to Information	15 min	Prepared Response	Approved Response
HOD approves the request and submits it to the Directorate: Communication and Publication						
7	Submit the response to the Requester.	Communication Strategy Promotion of Access to Information Act (PAIA)	Deputy Director: Access to Information Officer Assistant Director: Access to Information	5 min	Approved Response	Response documents released to Requester
8	File for record keeping in the Directorate.	Communication Strategy Promotion of Access to Information Act (PAIA) Registry Prescripts	Assistant Director: Access to Information	5 min	Request for Access to Information documents filed	Filed Access to Information documents
TOTAL				80 min		

ACCESS TO INFORMATION REQUEST

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Call Centre Inbound Client Enquiry



DIRECTORATE: COMMUNICATION AND PUBLICATIONS

Title: Call Centre Inbound Client Enquiry

STEP	ACTIVITY	CONTROL MECHANISM	WHO	TIME	INPUT	OUTPUT
<i>Logical Sequence</i>	<i>Name the activity</i>	<i>Describe the control that govern the execution of the task</i>	<i>Who is responsible for executing task</i>	<i>On average how long task takes</i>	<i>What information is used</i>	<i>What forms of documentation</i>
1	Receive a telephonic inquiry from a Client for information	Communication Strategy	Call Centre Officer	1 min	Telephonic Request for Information	Telephonic Request for Information
2	Establish the nature of the Clients inquiry and capture the Clients details on the Computer Database	Communication Strategy	Call Centre Officer	2 min	Telephonic Request for Information	Telephonic Acknowledgement of the request Computerised log generated from data captured on system
3	Information for a Basic Enquiry obtained and provided to the Client immediately	Communication Strategy	Call Centre Officer	1 min	Telephonic Request for Information	Accessing information via Computer System
4	Inquiry Closed and filed	Communication Strategy	Call Centre Officer	1 min	Computer Database updated	Logged call closed out on Computer System
5	Complex requests for information submitted to the relevant Section to respond to.	Communication Strategy	Deputy Director: Internal Communication and Language services Assistant Director: Call Centre Call Centre Officer	2 min	Request for Information Document	Referral to the relevant Section
Responding Section prepares the response and submits it to the Directorate: Communication and Publication						
6	Receive a Response from the Responding Section and provide the information to the Client.	Communication Strategy	Deputy Director: Internal Communication and Language services	5 min	Draft Response	Telephonic communication of information to client

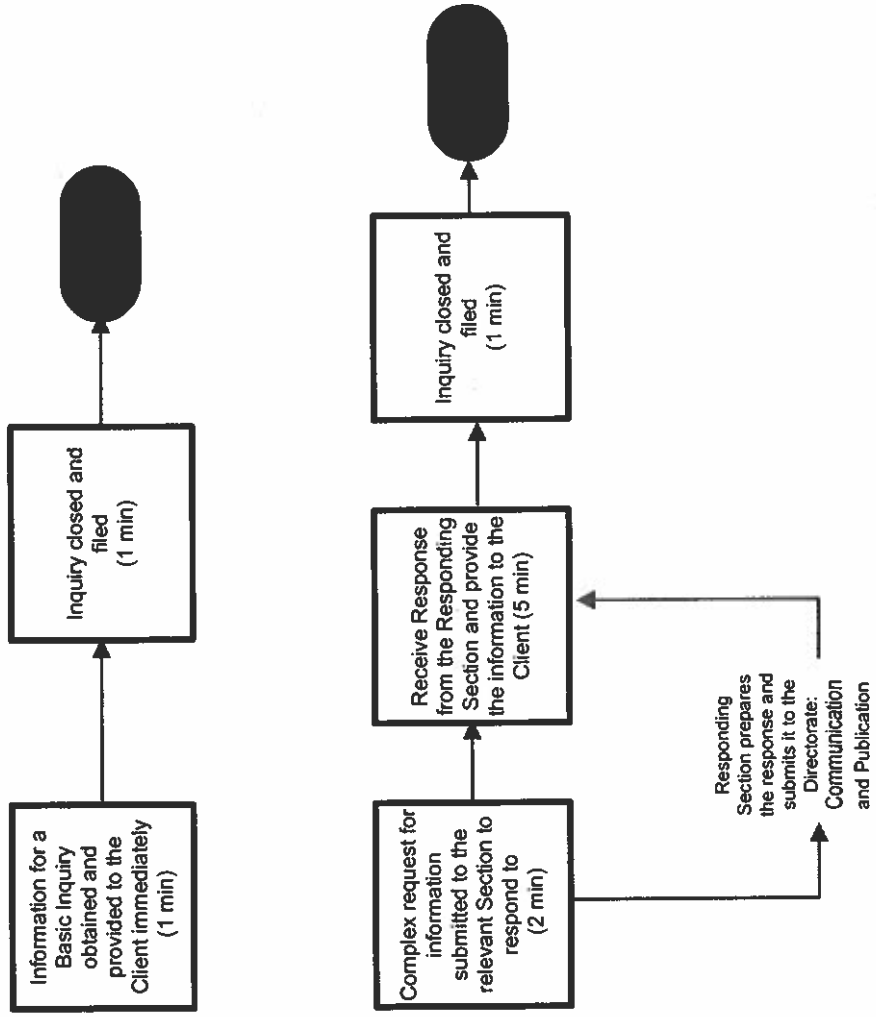


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			Assistant Director: Call Centre Call Centre Officer			
7	Inquiry Closed and filed	Communication Strategy	Call Centre Officer	1 min	Computer Database updated	Logged call closed out on Computer System
TOTAL				13 min		

CALL CENTRE IN-BOUND CLIENT ENQUIRY



Issuing of a Media Statement

Event Management



DIRECTORATE: COMMUNICATION AND PUBLICATIONS

Title: Event Management

STEP	ACTIVITY	CONTROL MECHANISM	WHO	TIME	INPUT	OUTPUT
<i>Logical Sequence</i>	<i>Name the activity</i>	<i>Describe the control that govern the execution of the task</i>	<i>Who is responsible for executing task</i>	<i>On average how long task takes</i>	<i>What information is used</i>	<i>What forms of documentation</i>
1	Recieve the request for an Event to be held.	Communication Strategy Annual Events Calendar	Director: Communication and Publications	5 min	Request for Event	Request for Event Document
2	Acknowledge receipt of the request and process further.	Communication Strategy Annual Events Calendar	Deputy Director: Publication and Website Assistant Director: Marketing and Exhibitions	5 min	Request for Event	Acknowledgement of the request
3	Convene an Event Management Team meeting	Communication Strategy Annual Events Calendar	Director: Communication and Publications Deputy Director: Publication and Website Assistant Director: Marketing and Exhibitions	10 min	Request for Event Document	Event Mandate
4	Develop the Event Objective/s	Communication Strategy Annual Events Calendar	Director: Communication and Publications Deputy Director: Publication and Website Assistant Director: Marketing and Exhibitions	10 min	Request for Event Document Event Mandate	Event Objectives
5	Create a Master Plan to manage the Events activities	Communication Strategy Annual Events Calendar	Deputy Director: Publication and Website	15 min	Request for Event Document	Event Master Plan



			Assistant Director: Marketing and Exhibitions Senior Communication Officer: Corporate Communication and Marketing Communication Officer: Communications Research Communication Officers: Community Outreach and Liaison		Event Mandate Event Objectives	
<p>Before, during and After the Events, utilise an Event Management Checklist to guide the execution of the Master Plan activities:</p> <ul style="list-style-type: none"> -Obtain authorisation for the Event -Conduct Risk Assessment -Conduct Research into community dynamics -Arrange Logistics *Source and pay suppliers for venue, catering, transport, cleaning, water tanks, power generators, gas, videography, photography, recording, permits and insurance matters *Arrange security, traffic, cleaning, crowd and noise control *Deal with Media Management, Guest Management, invitations, Speakers and Entertainment. *Source sponsorship, partners and donors *Deal with Marketing and Publicity of the Event using social and print media to publicize the event in advance. *Source sufficient volunteers, greeters and staff available to work at the Event. 						
6	Compile a Report on the Event for Media and Management	Communication Strategy Annual Events Calendar	Deputy Director: Publication and Website Assistant Director: Marketing and Exhibitions	15 min	Event Minutes, Photo's, Videos and Records	Event Report
7	Release Event Report to Management and Media	Communication Strategy Annual Events Calendar	Assistant Director: Marketing and Exhibitions Communication Officer:	5 min	Event Report	E-mail



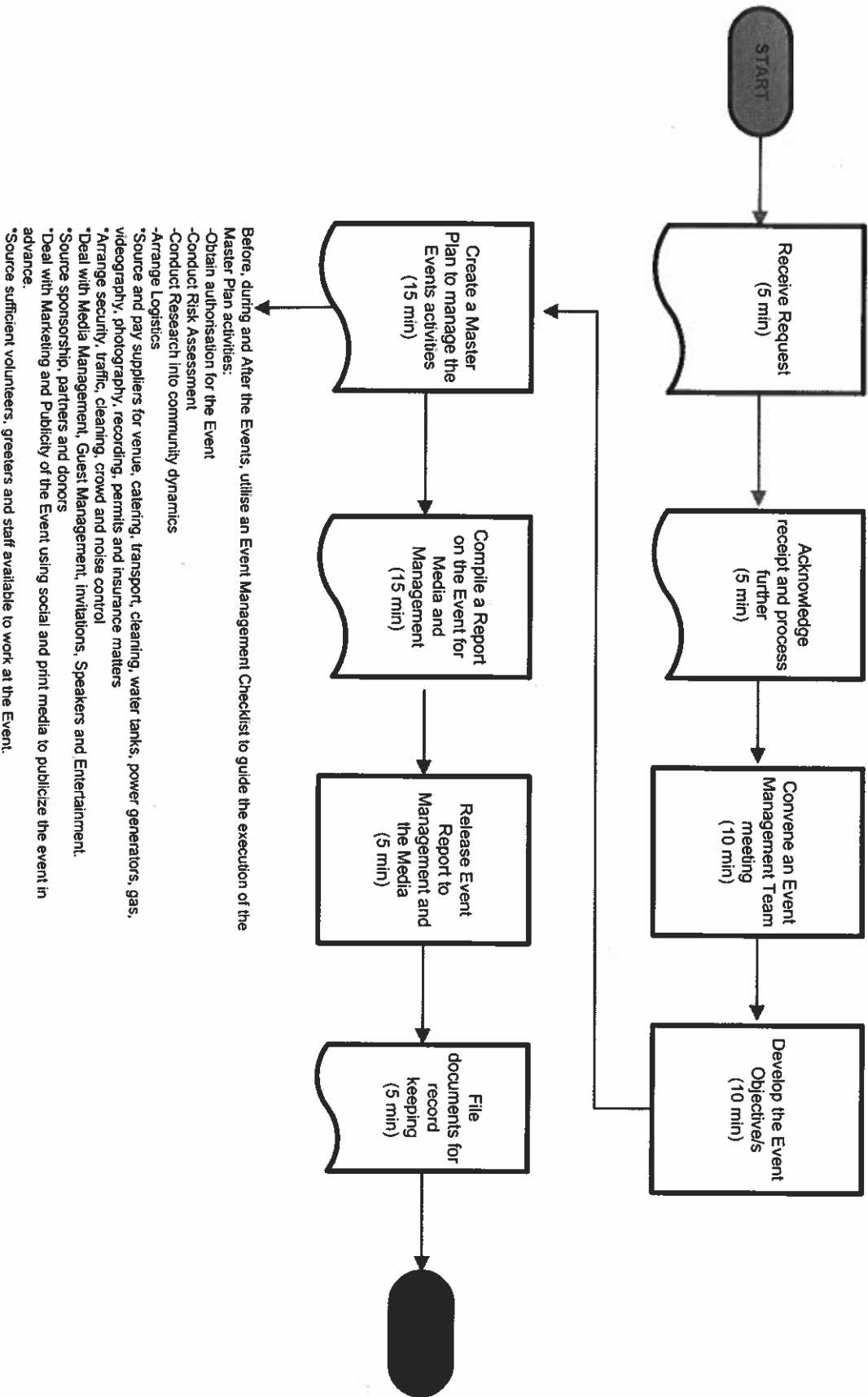
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			Corporate Communication and Marketing			
8	File for record keeping in the Directorate.	Communication Strategy Annual Events Calendar Registry Prescripts	Communication Officer: Corporate Communication and Marketing	5 min	Event documents filed	Filed Event documents
TOTAL				70 min		

EVENT MANAGEMENT

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Media Monitoring



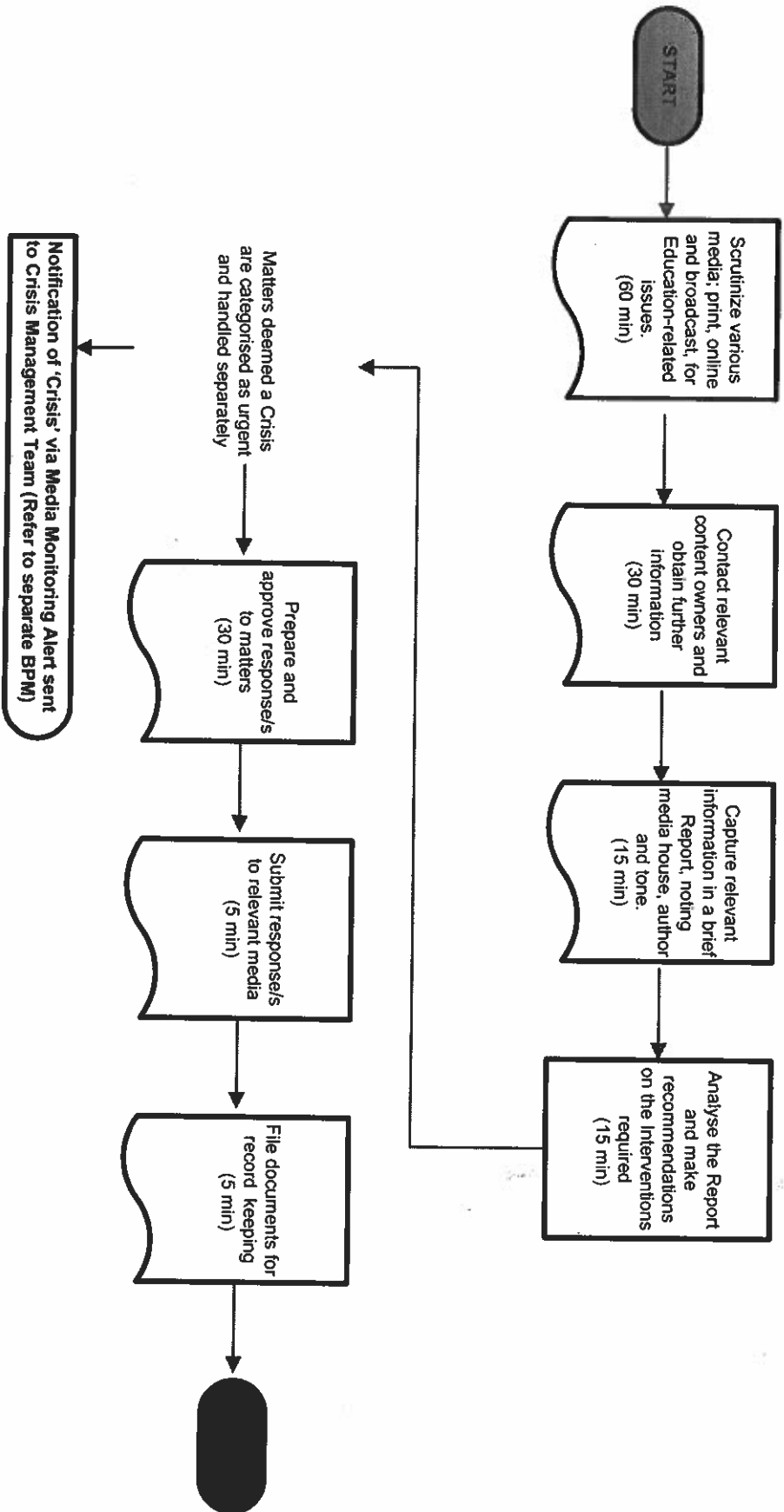
DIRECTORATE: COMMUNICATION AND PUBLICATIONS

Title: Media Monitoring

STEP	ACTIVITY	CONTROL MECHANISM	WHO	TIME	INPUT	OUTPUT
<i>Logical Sequence</i>	<i>Name the activity</i>	<i>Describe the control that govern the execution of the task</i>	<i>Who is responsible for executing task</i>	<i>On average how long task takes</i>	<i>What information is used</i>	<i>What forms of documentation</i>
1.	Scrutinize various media; print, online and broadcast for Education-related issues	Communication Strategy	Assistant Director: Marketing and Exhibitions Senior Communications Officer: Corporate Communication and Marketing Senior Communications Officer: Community Outreach and Liaison Senior Communications Officer: Publications	60 min	Print, online and broadcast media	Newspapers, Twitter, Facebooks, Radio and Television
2.	Contact relevant content owners and obtain further information	Communication Strategy	Assistant Director: Marketing and Exhibitions Senior Communications Officer: Corporate Communication and Marketing Senior Communications Officer: Community Outreach and Liaison Senior Communications Officer: Publications	30 min	Newspapers, Twitter, Facebooks, Radio and Television Education-related articles	Content owners information



			n Officer: Publications			
3.	Capture relevant information in a brief Report, noting the media house, author and tone.	Communication Strategy	Assistant Director: Marketing and Exhibitions Senior Communications Officer: Corporate Communication and Marketing Senior Communications Officer: Community Outreach and Liaison Senior Communication Officer: Publications	15 min	Media Analysis	Media Analysis Report
4.	Analyse the Report and make recommendations on the interventions required	Communication Strategy	Deputy Director: Publication and Website	15 min	Media Analysis Report	Recommended Interventions document
Matters deemed a Crisis are categorised as urgent and handled separately.						
Notification of 'Crisis' via media Monitoring Alert sent to Crisis Management Team (refer to spate BPM)						
5.	Prepare and approve response/s to matters	Communication Strategy	Director: Communication and Publication	30 min	Recommended Interventions document	Response documents
6.	Submit response/s to relevant media	Communication Strategy	Communication Officer: Corporate Communications and Marketing	5 min	Response document	Response document e-mail
7.	File for record keeping in the Directorate.	Communication Strategy Registry Prescripts	Communication Officer: Corporate Communications and Marketing	5 min	Updating database documents file	Filed Reports.
TOTAL				160 min		





DIRECTORATE: COMMUNICATION AND PUBLICATIONS

Title: Issuing of a Media Statement

STEP	ACTIVITY	CONTROL MECHANISM	WHO	TIME	INPUT	OUTPUT
<i>Logical Sequence</i>	<i>Name the activity</i>	<i>Describe the control that govern the execution of the task</i>	<i>Who is responsible for executing task</i>	<i>On average how long task takes</i>	<i>What information is used</i>	<i>What forms of documentation</i>
1	Receive the request for a Media Statement from a Requester.	Communication Strategy	Director	5 min	Request for Information	Request for Information Document
2	Acknowledge receipt of the request and process further.	Communication Strategy	Deputy Director: Publication and Website	5 min	Request for Information	Acknowledgement of the request Document
3	Conduct desk-top research on the topic to inform the content of the Media Statement appropriately.	Communication Strategy	Deputy Director: Publication and Website Senior Communication Officer: Communications Research Senior Communication Officer: Corporate Communications and Marketing	30 min	Request for Information Document	Researched Draft Media Statement Document
4	Develop the Media Statement, proof-read and finalise any changes.	Communication Strategy	Deputy Director: Publication and Website Senior Communication Officer: Communications Research Senior Communication Officer: Corporate Communication	30 min	Draft Media Statement Research document	Final Media Statement Document



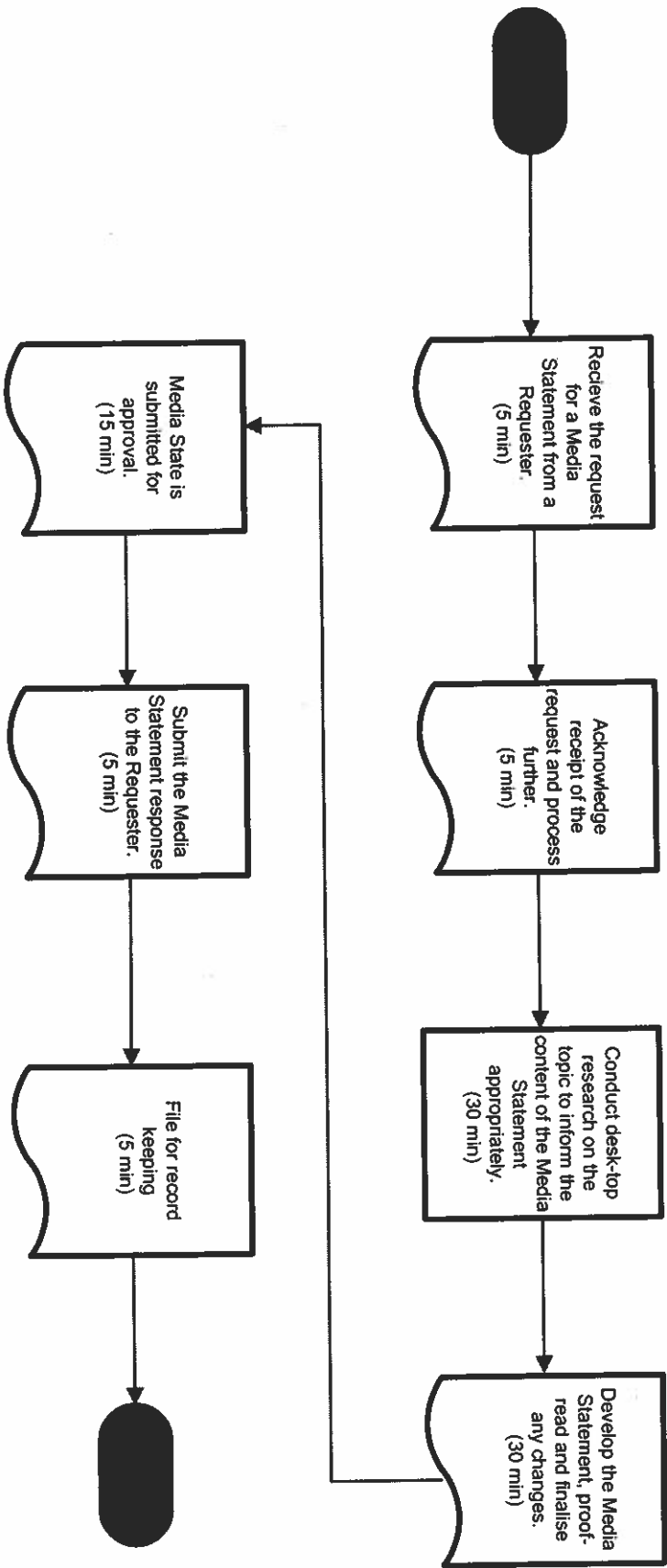
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5	Media Statement is submitted for approval.	Communication Strategy	Director: Communication and Publication Deputy Director: Publication and Website Senior	15 min	Prepared Media Statement Response	Approved Media Statement Response Document
6	Submit the Media Statement response to the Requester.	Communication Strategy	Communication Officer: Corporate Communications and Marketing	5 min	Approved Media Statement Response	Approved Media Statement Response Documents released to Requester e-mail
7	File for record keeping in the Directorate.	Communication Strategy	Communication Officer: Corporate Communications and Marketing	5 min	Media Statement Documents filed	Filed Media Statement Documents
TOTAL				95 min		

ISSUING OF A MEDIA STATEMENT

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Audio Visual Segment Recording



DIRECTORATE: COMMUNICATION AND PUBLICATIONS

Title: Audio Visual Segment Recording

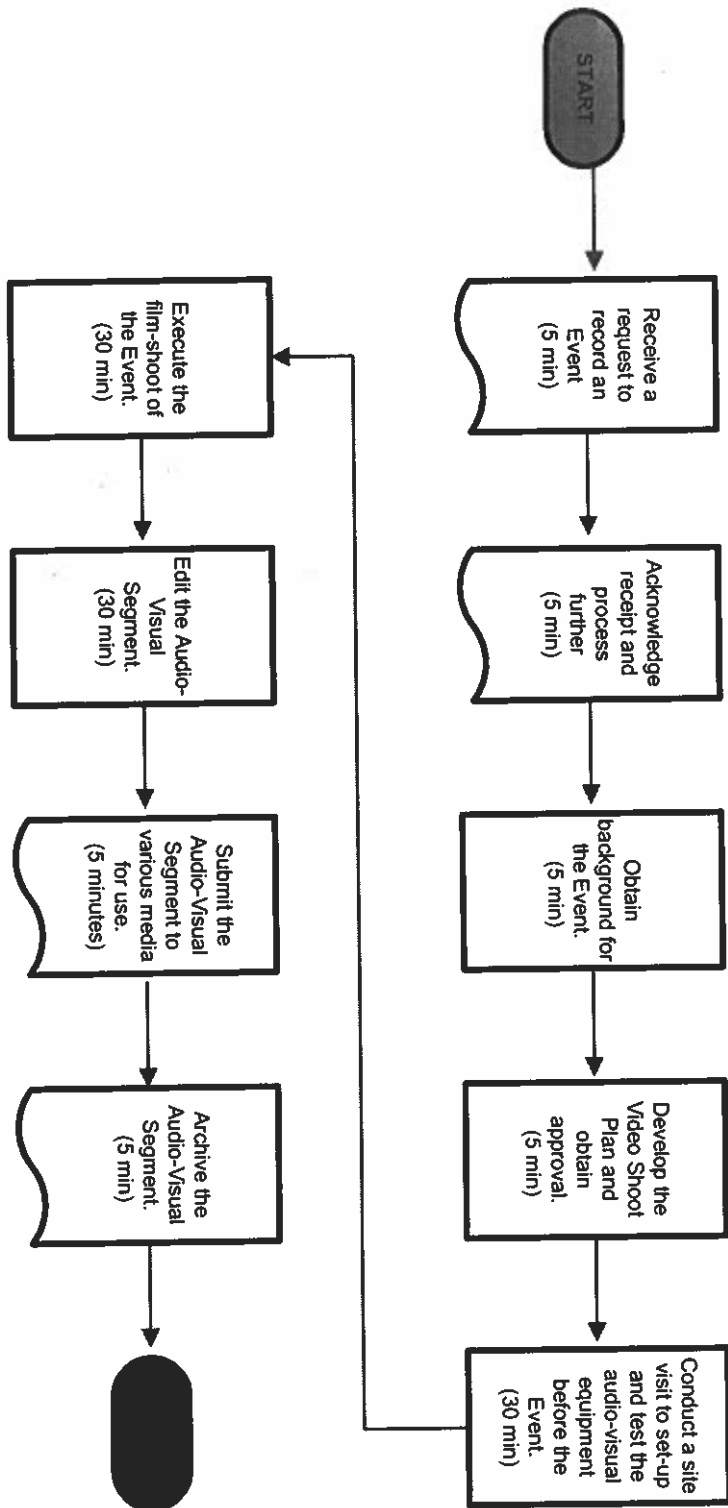
STEP	ACTIVITY	CONTROL MECHANISM	WHO	TIME	INPUT	OUTPUT
<i>Logical Sequence</i>	<i>Name the activity</i>	<i>Describe the control that govern the execution of the task</i>	<i>Who is responsible for executing task</i>	<i>On average how long task takes</i>	<i>What information is used</i>	<i>What forms of documentation</i>
1	Recieve the request to record an Event.	Communication Strategy	Director: Communication and Publication	5 min	Event request	Event request document
2	Acknowledge receipt of the request and process further.	Communication Strategy	Deputy Director: Publication and Website Senior Communications Officer: Audio Visual Media	5 min	Event request	Acknowledgement of the request
3	Obtain background for the Event.	Communication Strategy	Director: Communication and Publication Deputy Director: Publication and Website Senior Communications Officer: Audio Visual Media	5 min	Event Brief	Event Brief Submission
4	Develop the Video Shoot Plan and obtain approval.	Communication Strategy	Director: Communication and Publication Deputy Director: Publication and Website Senior Communications Officer: Audio Visual Media	5 min	Video Plan	Video Plan approval submission



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5	Conduct a site visit to set-up and test the audio-visual equipment before the Event.	Communication Strategy	Deputy Director: Publication and Website Senior Communications Officer: Audio Visual Media	30 min	Role players from Event request and requirements from the Video Plan	Event request and Video Plan approval submission
6	Execute the film-shoot of the Event.	Communication Strategy	Deputy Director: Publication and Website Senior Communications Officer: Audio Visual Media	30 min	Role players from Event request and requirements from the Video Plan	Event request and Video Plan approval submission
7	Edit the Audio-Visual Segment.	Communication Strategy	Deputy Director: Publication and Website Senior Communications Officer: Audio Visual Media	30 min	Raw footage of the Audio-Visual Segment	Finalised Audio-Visual Segment
8	Submit the Audio-Visual Segment to various media for use.	Communication Strategy	Director: Communication and Publication Deputy Director: Publication and Website Senior Communications Officer: Audio Visual Media	5 min	Finalised Audio-Visual Segment	Media correspondence
9	Archive the Audio-Visual Segment.	Communication Strategy Registry Prescripts	Senior Communications Officer: Audio Visual Media	5 min	Archive database documents file	Filed Event request documents
TOTAL				120 min		



Rapid Response Crisis Management



DIRECTORATE: COMMUNICATION AND PUBLICATIONS

Title: Rapid Response Crisis Management

STEP	ACTIVITY	CONTROL MECHANISM	WHO	TIME	INPUT	OUTPUT
<i>Logical Sequence</i>	<i>Name the activity</i>	<i>Describe the control that govern the execution of the task</i>	<i>Who is responsible for executing task</i>	<i>On average how long task takes</i>	<i>What information is used</i>	<i>What forms of documentation</i>
Notification of 'Crisis' via Media Monitoring alert						
1.	Conduct an initial assessment by determining what happened and collecting data and facts available.	Communication Strategy	Director: Communication and Publications Deputy Director: Publication and Website Senior Communications Officer: Corporate Communication and Marketing Senior Communications Officer: Community Outreach and Liaison	30 min	Media Monitoring Crisis Alert Notification	Notification of Crisis
2.	Notify the MEC, DG and Crisis Management Team vis SMS alerts	Communication Strategy	Director: Communication and Publications Deputy Director: Publication and Website Senior Communications Officer: Corporate Communication and Marketing Senior Communications Officer:	5 min	SMS messages	Notification of Crisis alert



			Community Outreach and Liaison MEC, DG and Crisis Management Team members			
3.	Compile a Media Analysis Report and outline the nature and level of the Crisis.	Communication Strategy	Communication and Publications Deputy Director: Publication and Website Senior Communications Officer: Corporate Communication and Marketing Senior Communications Officer: Community Outreach and Liaison	30 min	Media Analysis	Media Analysis Report
4.	Meet the Crisis Management Team as part of remedial and contingency planning in order to coordinate and allocate roles and activities.	Communication Strategy	Director: Communication and Publications Deputy Director: Publication and Website Senior Communications Officer: Corporate Communication and Marketing Senior Communications Officer: Community Outreach and Liaison	30 min	Media Analysis Report	Remedial and Contingency Plan with roles and activities



			Crisis Management Team members			
5.	Identify the Crisis story angles and consult with Advisors to develop, approve and release messages to different audiences and groups in order to mitigate the effects of the Crisis.	Communication Strategy	Director: Communication and Publications Deputy Director: Publication and Website Senior Communications Officer: Corporate Communication and Marketing Senior Communications Officer: Community Outreach and Liaison Crisis Management Team members	30 min	Media Analysis Report Remedial and Contingency Plan with roles and activities	Approved Messages
6.	Prepare the Rapid Response Report and brief the MEC and DG.	Communication Strategy	Director: Communication and Publications Deputy Director: Publication and Website MEC and DG	30 min	Rapid Response Report	Briefing Report
<p>Throughout the day employ one or more of the following mechanisms:</p> <ul style="list-style-type: none"> - Follow-up on recommendations from the MEC, Dg and Crisis Management Team - Provide on-going Media Statements - Engage in Community meetings - Conduct Radio and Media interviews - Undertake Public Participation Programmes - Monitor and Evaluate the handling of the Crisis Coverage 						
7.	File for record keeping in the Directorate.	Communication Strategy Registry Prescripts	Communication Officer: Corporate Communication	5 min	Updating database documents file	Filed Reports.



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TOTAL				160 min		

RAPID RESPONSE CRISIS MANAGEMENT

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Notification of 'Crisis' via Media Monitoring alert

