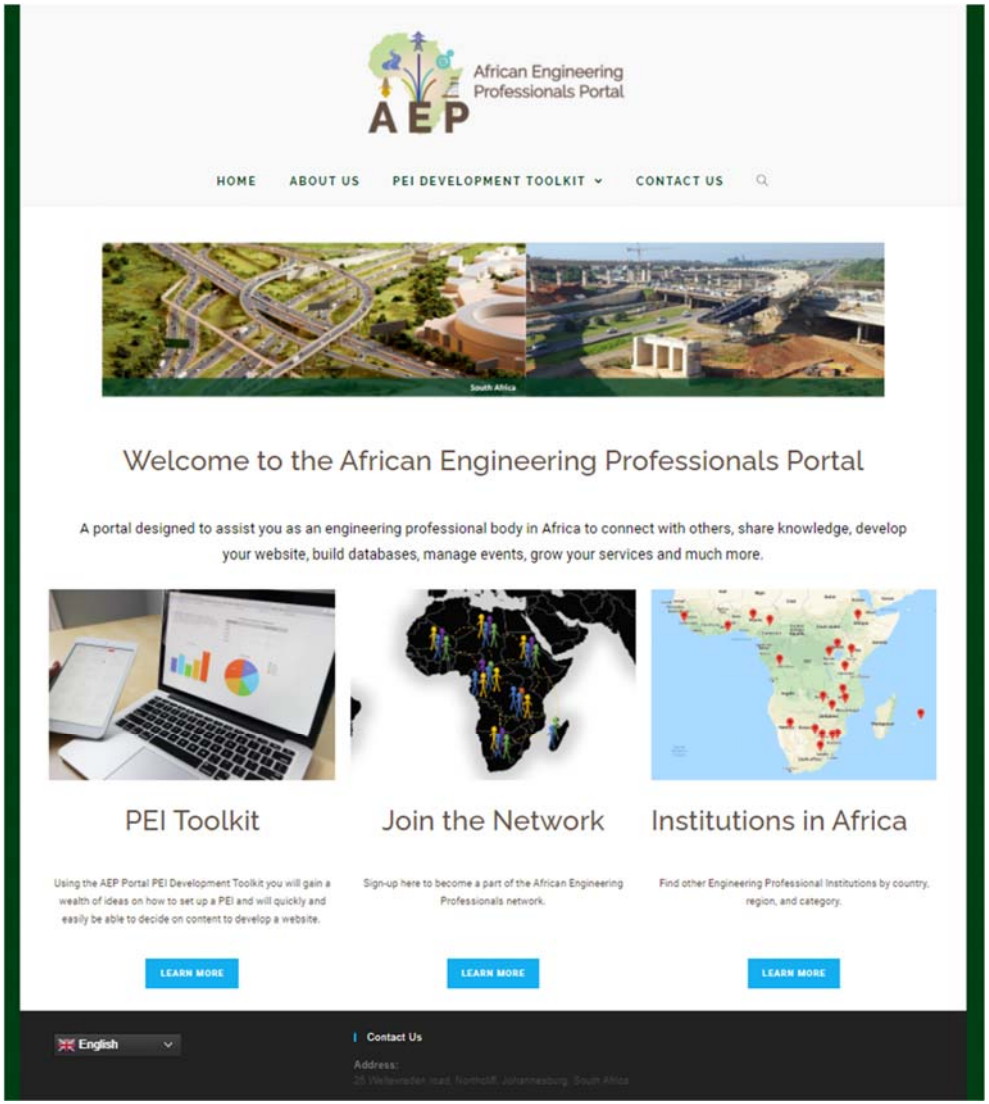
STRUCTURE OF A SITE



Page Structure	Webpage Content
Header	Organisation's Logo
	Official name of the organisation & acronym
	Images related to the profession (static or rolling)
	Links to subsequent website tabs
	Search Function – search for: • A registered person or firm • Specific website content • Certain documents or forms • Recent news and events
	Login links: • Sign-in for council or board • Sign-in for members
Body	Introductory Statement
	Services and Products
	Links connecting to documents, legislation changes or new articles
Footer	Latest news links
	Contact number and email
	Contact us link
	Links to related organisations
	Links to Social Media Pages (LinkedIn, Twitter, Facebook, etc.)

1.1 Logo, Name and Acronym

The organisation's name, logo and a high-resolution image file in*.jpg; *.png or similar format is required.

1.2 Introductory statement

This is a single statement of organisation's objectives/purpose/aim. The intention is to give the website visitor a brief introduction to the organisation.

1.3 Contact Details (Footer, Contact Us)

The home page provides a link to the contact information required in *Contact Details* (see section 6). Typical information in the footer includes:

- Physical location of organisation's office details
- Permanent phone numbers for organisation
- Permanent administration email address for organisation
- Links to a **Contact Us** form may be considered

1.4 Links to Social Media pages (Footer)

These are links to existing (or new) websites or social media pages to which the organisation belongs – LinkedIn, Facebook, Twitter, Instagram, WhatsApp, Skype, Google+ etc.

1.5 Links to related organisations (Footer)

Links to sister and other important organisations. Some examples are given below.

Organisation	URL
Commonwealth Engineers Council	https://www.ice.org.uk/about-ice/what-we-do/commonwealth-engineers-council
European Council of Civil Engineers (ECCE)	http://www.ecceengineers.eu/
Federation of African Engineering Organisations (FAEO)	https://faeo.org/; http://www.faoe.net/
FIDIC Group of African Member Associations	https://www.fidic.africa/fidicafrica/
International Engineering Alliance	https://www.ieagreements.org/
Mutual Recognition Agreements	http://accreditation.org/accords/mutual-recognition-agreements
World Federation of Engineering Organisations (WFEO)	https://www.wfeo.org/

2 About Us

This section provides details about the organisation. It has a website menu and provides links to the following example items:

2.1 What is [*Organisation Name*]

This is the introduction to the organisation. For registering bodies, the Engineering Profession Act under which the council was established and activities/roles in relation to the Act would be described. Voluntary Associations/Institutions describe their specific contribution to the overarching engineering discipline or sector in which they function. Discipline based voluntary associations would provide descriptions of the work that the engineering professionals within the discipline would be involved with and sector-based voluntary associations would describe the roles of engineering professionals within the sector or industry. Consulting or contracting engineering voluntary associations might describe "what consulting engineers or contractors do". In addition, the potential benefits that any services provided by the relevant voluntary association might deliver to a potential client or the society in general could be described.

2.2 Vision, mission & purpose

The organisational vision and mission statements needs to be presented. In addition, the primary purpose of the organisation could be portrayed.

- **Vision Statement**: A statement of WHERE your organisation wants to go.
- **Mission Statement**: A statement of WHAT your organisation does, HOW it delivers its services and WHO it serves.

2.3 Core values & principles

The core values within the organisation (values that are fundamentally part of the organisation) are described in this section. Key principles to which the organisation adheres might be included. Examples are provided in the different sections of the toolkit. Typical core values would include statements relating to: integrity; standards; transparency; non-discrimination; courtesy and helpfulness; team work; accountability; accessibility and professionalism.

For a comprehensive list from which to select see Core Values & Principles under **'Supporting Documents'**.

2.4 Organisational structure

Registering bodies and voluntary associations have completely different organisational structures. This section of the webpage is intended to give the visitor a clear indication of the officers within the organisation, as well as any structuring of the organisation. This would include council, the executive committee or board, chapters, divisions, branches, regions, committees, sections, student chapters and specialist forums (such as youth or women).

2.5 Policies & key documents

Links to essential policies and key documents are provided in this section of the webpage. The organisation needs to decide which documents and policies are essential to members of public, as this webpage is usually accessible to anyone accessing the website. Typical documents would include the following items.

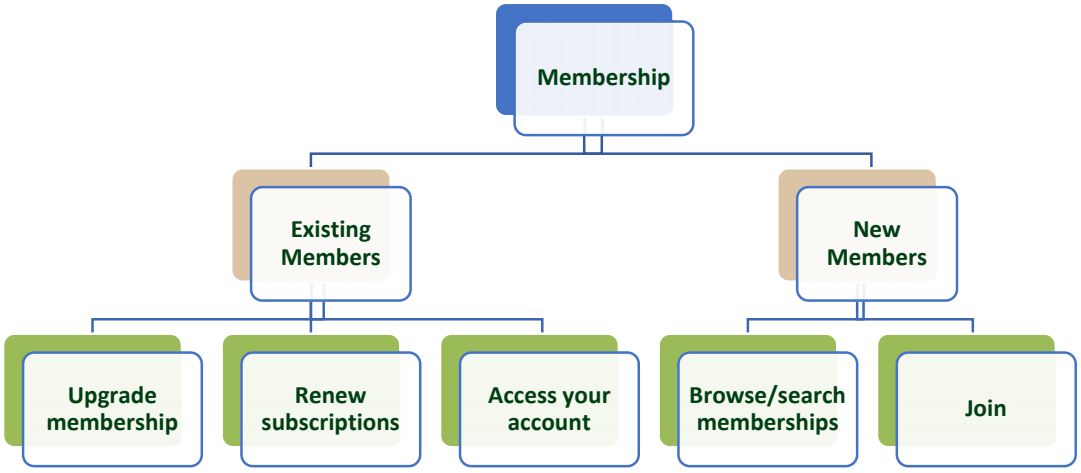
- Association's business plan
- Code of conduct
- Code of governance
- Constitution and bylaws
- Disciplinary procedures
- Documents related to reporting malpractice (and malpractice reporting procedures)
- Memorandum of incorporation
- Registration/membership policies/requirements
- Rules of the association
- Website privacy policy (protection of information)

3 Membership

There is a significant difference between membership of a registration body and a voluntary association. The details of potential membership or membership categories will be described in dedicated sections of this document.

Registering bodies have members of engineering professionals based on the stipulations of the relevant Engineering Act. Voluntary associations might have firms/organisations, individuals or a combination of individuals and organisations as members.

Membership categories, requirements & applicable fees need to be described. This website page needs to provide links to application documents for membership or registration. In addition, details of the processes for becoming a member, how to register, how to re-register, renew membership/registration and progress on relevant processes could be provided. Details on approval processes for engineering registration or membership applications need to provide. The requirements for registration or subsequent rejections for any applications need to be enhanced through website links to the requirements for membership/registration requirements. The website would provide membership information for existing and new members. The following image provides an overview of details that could be included on this webpage.



3.1 Membership benefits

Membership benefits for individuals, organisations, sponsors, funders and the public in general need to be clearly described. Statements relating to advancing the careers of membership, recognition, mentorship, international recognition, financial benefits etc are generally reflective of the advantages of belonging to the registration body or voluntary association. A comprehensive list of ideas is included in **Annexure D** under **'Supporting Documents'.**

3.2 Membership categories & fees

The organisation needs to provide a clear indication of the different categories of membership and the associated fees. These could include once off membership application fees (e.g. international register for engineering professionals), annual registration renewal fees per membership category or new membership fees. These financial aspects need to be adequately described so that members or potential members have an indication of what the membership fees would cover, such as: subscriptions to newsletters/magazines; discount on events or conferences; free workshops on changes in policies, workshops to develop skills and assessment of potential members or academic syllabi within the engineering context.

3.3 Membership requirements

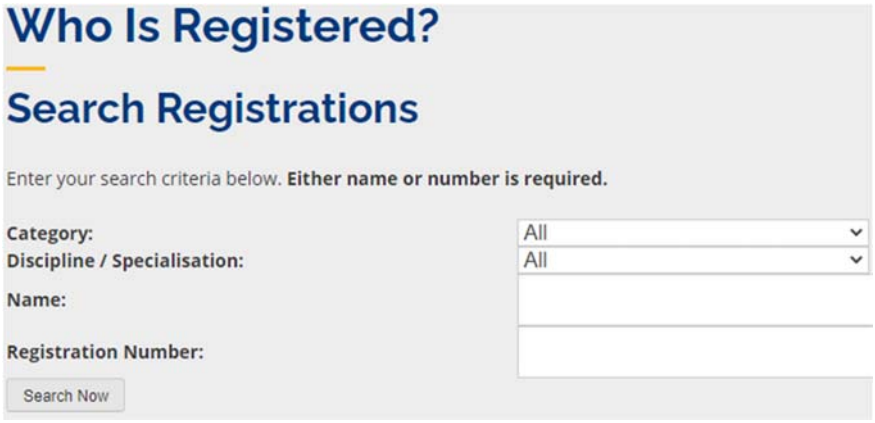
Here you will outline the type of qualifications, experience, and/or registration requirements for each category of registration.

3.4 Application forms

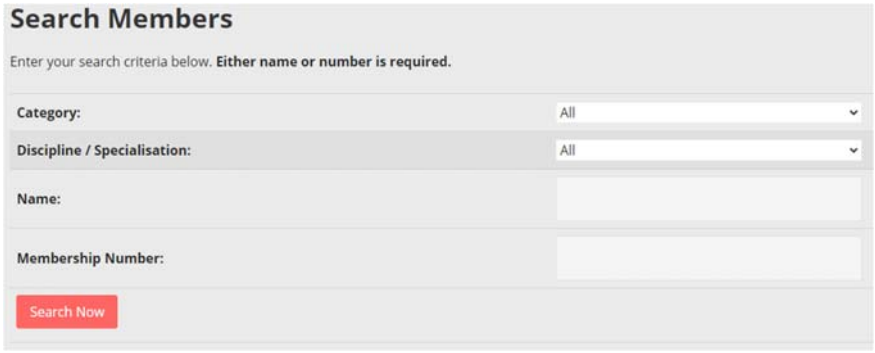
This page will contain the application forms for downloading or applying online. Supporting documentation such as ID, photo, qualification certificates and registration status will be listed.

3.5 Who is registered, or who are the members?

Search for registered professionals or registered candidates.



Search for member companies belonging to a corporate voluntary association



4 News & Events

This section of the webpage is created to promote the latest news about the organisation and to promote events.

4.1 News

Links would include media statements, news of new codes or standards, new legislation or legislation out for comment, a website gallery with photographs of attendees at events, new projects being undertaken or completed, award functions, presidential/council visits or any photographs reflecting the organisation's' involvement in the community. Any activities promoting the ideals/principles and values might be included in this section of the website.

4.2 Events including training

Events may include training, technical meetings, and site visits among others. The description and dates should be included as well as the booking process. This should ideally be an online system, where attendance can be tracked and correspondence can be automated, however this is optional and would require a greater investment into the system.

Should the organisation host (or be involved with) any conferences, the News & Events page might include specific links detailing the conference. Details could include a short description/overview/theme of the conference, links for registration, bio summaries of keynote speakers, call for papers, paper/presentation

submission details, conference programme (draft/final), networking events and information for sponsors or industry related advertisers.

5 Documents/Publications

The organisation's most current documents and information are displayed on this webpage. This may include a monthly magazine or journal, research documents, career guidance material, annuals reports, policy documents and the likes.

The organisation may also choose to sell Codes and Standards, discipline or sector specific technical books or textbooks for engineering students. These may be advertised and ordered by downloading, completing and submitting an order form, or may be purchased online if Payfast, Paygate or PayPal are set up. This online payment system could also be utilised to make payments for events and courses. The site may also include links to access digital libraries, magazines and journals.

Although not publications, the organisation may also wish to sell **memorabilia** such as branded clothing (ties, jackets, t-shirts), membership pins, pens, glasses, or other merchandise.

The site may have a members' only area for exclusive access to presentations and articles. The layout of the site depends on the documentation that is available for publication.

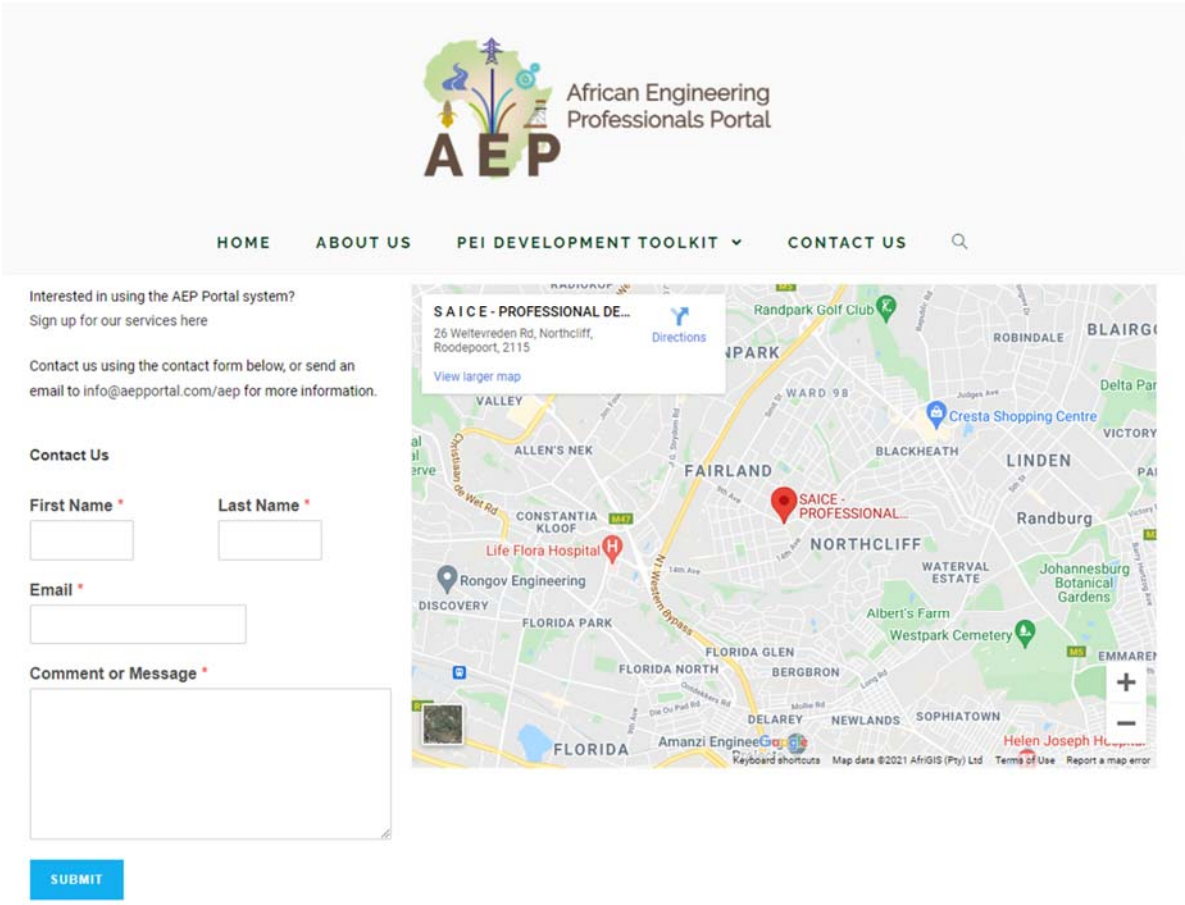
6 Sections

Sections, divisions, branches, or special interest groups within the organisation's structure may wish to have their own pages on the site, or may set up standalone websites, in which case an overview of each unit and links to their sites need to be included.

7 Contact Us

The **Contact Us** page is accessed from the menu bar. Office hours, contact and location details, a map, and online query functionality are included in this section. Typical details include:

- Details of office locations
- Maps and directions (GPS coordinates, if available)
- Physical address/Postal Address
- Email
- Telephone
- Address details for Satellite Offices
- Address details for Branches
- Embedded Google Map listing
- **Contact Us** form



8 Sign-In

The sign-in page provides access for members to the Knowledge Hub and Council officials to access documents such as business plans, budgets, agendas, memorandums, and minutes of Council meetings.