



SATBAYEV  
UNIVERSITY

**NON-PROFIT JOINT STOCK COMPANY  
KAZAKH NATIONAL RESEARCH TECHNICAL UNIVERSITY  
named AFTER K.I. SATBAYEV**

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## **REGULATIONS**

**with establishing the procedure and deadlines for posting the information on  
University's website**

**R029-04-01.5.01-2024**

Almaty 2024

## PREFACE

**1 DEVELOPED** by: Department of Communications and Public Development of  
NPJSC "Kazakh National Research Technical University named after K.I. Satbayev"

**2 AGREED:**

Responsible for translation  
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«11» 12 2025

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**3 APPROVED** by: Board's decision dated «12» 01 2024 № 1

**4 INTRODUCED FOR THE FIRST TIME**

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## 1 GENERAL PROVISIONS

1.1 The given Regulations on "Procedure and deadlines for posting the information on University's website" (hereinafter referred to as Regulations) of NPJSC Kazakh National Research Technical University named after K. Satbayev (hereinafter referred to as University) was developed with the purpose to:

- ensure the effective management of public awareness processes and create a positive image of University as a modern, competitive, innovative technical hub in Central Asia and their continuous improvement;
- determine the principles, procedures, rules, deadlines and requirements that should be followed by authorized employees or heads of structural divisions when posting information, as well as performing other work on/with University's website.

1.2 All work under these Regulations is supervised by the member of Management Board - Vice-Rector for Administrative, Social and Educative Work and Public Relations Center leadership.

1.3 Regulations were drawn up in accordance with ISO 9001:2015 requirements of Kazakh National Research Technical University named after K.I. Satbayev and describe Quality Management System developed and applied in practice to inform the public and update University's website.

1.4 The given Regulations are mandatory for application in all structural divisions at Satbayev University.

## 2 REGULATORY DOCUMENTS

- Constitution of the Republic of Kazakhstan dated August 30, 1995;
- Law of the Republic of Kazakhstan "On education" dated July 27, 2007.

№ 319-III LRK;

- Law of the Republic of Kazakhstan "On mass media" dated July 23, 1999

№ 451;

- Law of the Republic of Kazakhstan "On advertising" dated 12/19/2003,

№ 508-II;

- Law of the Republic of Kazakhstan "On copyright and related rights" dated June 10, 1996, № 6-1;
- Law of the Republic of Kazakhstan "On languages in the Republic of Kazakhstan" dated 07/11/1997, № 151-I;
- Law of the Republic of Kazakhstan "On computerization" dated 11/24/2015 № 418-V;
- Law of the Republic of Kazakhstan "On combating the corruption" dated 11/18/2015, № 410-V;
- Law of the Republic of Kazakhstan "On science" dated 02/18/2011, № 407-IV;
- Law of the Republic of Kazakhstan "On commercialization of the results of scientific (or) scientific and technical activities" dated 31.10.2015 №381-V;

- Charter of NPJSC Kazakh National Research Technical University named after K.I. Satbayev;
- Order of Minister of Education and Science of the Republic of Kazakhstan dated 10.12.2003 № 822 "On elaborating and implementing the quality management system in higher professional education organizations";
- International standards of ISO 9000 series;
- Quality manual for K.I. Satbayev KazNRTU;
- Decrees and orders of Board's Chairman, Rector of KazNRTU named after K.I. Satbayev.

### 3 TERMS, ABBREVIATIONS

The following terms and definitions are used in the given Regulations:

#### 3.1 Terms

- **Public awareness** - work on preparing the materials on events, degree programs, and structural divisions of University, including information collection, preparation and translation of articles and press releases, preparation of photographs, and posting materials on the website and in the media.
- **Rating** is a numerical or ordinal indicator that reflects the importance or significance of a particular object or phenomenon.
- **Image** is an image formed in the public consciousness by mass communication, PR and advertising.
- **Event** is an organized set of actions for the extracurricular organization of students' activities, aimed at the interaction of students with graduates and University partners.
- **Materials for publication** – data, text and visual documents, videos, news, articles, official documents, collections of scientific papers and other files for posting on University's website.
- **Website content** – news or descriptive materials that serve to inform the website's target audiences about University's activities, events, and degree programs, as opposed to documents posted on the website.
- **Job description** – a document that establishes the functions, rights, duties and responsibilities of Department officials (regulates the legal status of the employee).
- **Quality policy** is a document that sets out the main directions and goals of the organization in the field of quality, officially formulated by the top management.
- **Regulations on a structural unit** is a document that defines the legal status, tasks, functions, rights, duties and responsibilities of a structural unit at University.
- **Website** — the official website of University with all its subdomains, including subdomains satbayev. university, official.satbayev.university, library.satbayev.university, museum.satbayev.university, etc.
- **Website editor** – an employee who develops materials for University's website and is responsible for posting materials on the website.

- **Quality management system** – a management system for leadership and managing the organization in relation to quality.
- **University** – Kazakh National Research Technical University named after K.I. Satbayev.

### 3.2 Abbreviations

<b>QMS</b>	-Quality Management System
<b>US</b>	-University Standard
<b>PRC</b>	-Public Relations Center
<b>DSD</b>	-Department of Strategic Development
<b>SD</b>	-Structural Division

## 4 DISTRIBUTION OF RESPONSIBILITY

- 4.1 Head of PRC is responsible for coordinating the public information process.
- 4.2 Participants in the process of informing the public are: Rector's office and all SD at K.I. Satbayev KazNRTU.
- 4.3 Head of Department conducting the event is responsible for organizing the event coverage, including event planning, preparation of information and materials, and their translation. He/She is also responsible for non-compliance.
- 4.4 Head of Department that created the document is responsible for the preparation, editing, proofreading and translation of official documents posted on the website. He/She is also responsible for non-compliance.
- 4.5 The responsibility for covering the degree programs and SD's activities, including the preparation of information and materials, their editing, proofreading and translation, is borne by SD head developing the program or leading the covered activity. He/She is also responsible for non-compliance.
- 4.6 Head of English Language Department is responsible for verifying the English translation of all materials intended for posting on the website. The responsibility for organizing this check lies with SD head that created the document, the material for the website, or the event organizer. He/She is also responsible for non-compliance.
- 4.7 The website's editor and PRC management monitor the placement of materials on the website in order to comply with the given regulations, general concepts, design style, texts and completeness of translations.
- 4.8 Responsibility for posting materials on the website is borne by the heads of PRC and DSD, directors of institutes, and academic secretaries.

## 5 PROCESS OF UPDATING THE WEBSITE

- 5.1 The main objectives of the information posting process on University's website are:
  - maintaining and strengthening the positive image of University as a

leading technical university in the Republic of Kazakhstan, forming public opinion favorable for executing the University's strategic objectives;

- popularization of technical education among University's target audiences;
- meeting the information needs of University's target audiences, timely and comprehensive coverage of University's activities;
- promotion of the services offered by University's structural divisions in the domestic and foreign markets;
- timely planning and high-quality execution of materials, and their correct placement on the website.

5.2 The process of informing the public and updating the website includes the following steps:

- the beginning of the process: event planning, conducting exams, preparing a doctoral thesis, developing a business process, elaborating the degree program, and so on;
- information preparation for the event, informing the PRC about the upcoming event, providing the PRC with information about the event;
- preparation of text and visual materials, press releases, announcements, banners, as well as news and/or documents for posting on the website;
- text verification and translation of text materials into three languages;
- placement of materials on the website.

5.3 The information to be posted on the website should be provided electronically to the corporate email address of the employee responsible for posting information on the website:

- News and descriptive materials are posted on the website by the website editor (PRC);
- Documents for announcing the doctoral thesis defense are posted on the website by academic secretaries;
- Documents for announcing the applicants for academic titles are posted on the website by the website editor in consultation with Chief scientific secretary;
- Documented procedures and other corporate documents are transmitted and coordinated with DCD;
- Materials for filling out teacher profiles are transferred to the responsible person from the institute;
- The remaining documents are sent to the site editor (PRC) in coordination with SD responsible for these documents.

5.4 Materials should be sent from the official corporate addresses of University in the name @satbayev. university. The text of the letter should contain the contacts of the employee responsible for posting information: full name, department, position, phone number.

## **6 REQUIREMENTS FOR THE MATERIALS PROVIDED**

6.1 Website contains information mainly related to University's activities. Third-party materials may be posted if they are important to the site's audience and

affect a significant part of it. Ads from third-party organizations (individuals) are not placed.

6.2 All submitted materials must be unique – they must be completely or partially absent from search engine results. The exception is materials based on regulatory legal acts or documents that are part of or derived from them.

6.3 Requirements for text materials:

6.3.1 Information is provided in three languages: Kazakh - the state language, Russian - the official language, and English. The translation of documents and materials is carried out by the responsible person from SD.

6.3.2 Materials must be reliable and complete, formulated without gross grammatical and speech errors, comply with generally accepted moral and ethical standards and the current legislation of the Republic of Kazakhstan. Text materials must contain at least 1000 characters (without spaces) in one language.

6.3.3 The provided text materials should be available for editing. The preferred formats for providing text materials are the formats supported by Microsoft Word: .docx, .doc.

6.3.4 News materials and descriptions of SD's activities should be written in an accessible journalistic format, contain a news headline and a detailed description of the event.

6.3.5 The website contains corporate email addresses only of the type @satbayev. university (with the exception of third-party addresses)

6.3.6 If images are to be used in text materials on the final HTML page, then the material itself must explicitly indicate the images' location. The provided tabular materials must be editable. The formats in which tabular materials are provided must be formats supported by Microsoft Word and/or Excel: .docx, .doc, .xlsx, .xls.

6.4 Requirements for visual materials:

6.4.1 The images provided must be in the following formats: .jpg, .png. All images must be provided as separate files and must not be part of other files of a different format (.docx, .doc, .pdf, etc.). It is allowed to provide multiple images in the ZIP archive.

6.4.2 The images provided must have a good resolution – at least 1,500 pixels on the larger side. Also, the images provided must be of good visual quality (cloudy, blurry photos are not accepted for publication on the site).

6.4.3 When preparing materials for the profile, representatives of SD responsible for posting information can contact University's official photographer to ensure high-quality photography.

6.4.4 Videos are accepted for publication on the website pages only in the form of links to University's official YouTube channels.

6.5 Document requirements:

6.5.1 The submitted documents must be provided in pdf format in 3 languages, each language in a separate file.

6.5.2 The file name must contain the full name of the document in the language in which the document is written.

6.5.3 Documents containing the signature and seal must be written in 3 languages, signed and forwarded for posting on the website in the form of 3 scanned

copies in pdf format.

6.5.4 It is allowed to provide several documents via a download link from the cloud storage, but only from: Yandex. Disk, Google Drive, Dropbox or OneDrive. The link must be given to the root folder and be available for download.

6.6 If the submitted materials do not comply with the requirements specified in the given Regulations, this may serve as a reason for refusing to post them on the Website.

## **7 EDITING, APPROVAL, REFUSAL OF PLACEMENT**

7.1 The decision to accept or reject materials for publication, to create or delete sections on the Website is made by the website editor, considering the provisions of these Regulations. In case of significant changes and in contentious situations, these issues are coordinated with PRC head or Head of Rector's Office.

7.2 The timing of the materials placement depends on their volume and nature (usually - no later than on the third working day). After the materials publication (or refusal to publish them), the site editor notifies the employee who sent the materials by phone or email.

7.3 The website editor and PRC management reserves the right to adjust news and descriptive materials (site content) that do not lead to a semantic change in the provided material, necessary to maintain University's image and effectively convey information to the target audience of the website. The exception is materials based on regulatory legal acts or documents that are part of or derived from them.

7.4 PRC staff can edit the provided texts to correct errors, improve the convenience of perception of information, supplement missing information, eliminate information redundancy.

7.5 In order to comply with the general concepts, design style and texts, as well as the site structure, the site editor and PRC management reserves the right to refuse to place materials in the places of the site desired by SD managers, offering an alternative placement option that may require additional materials from SD.

7.6 PRC staff reserves the right to independently determine the section for the information posted in "News", "Announcements" sections, and other pages of the site.

## **8 UPDATING**

8.1 If SD's work involves posting information on the site in the format of a permanent section or block of information on the site, then the relevant department is considered responsible for keeping the given section up to date.

8.2 With the purpose to update SD section on the website, SD head should check the section's information at least once a year (preferably from August to September), contact the website editor and send relevant information to them.

## Registration sheet on changes \_\_\_\_\_

Serial number of the change	Section, item of the document	Type of the change (to replace, cancel, add)	Notification number and date	The change was made	
				Date	Surname and initials, signature, position