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Enhancement of HE research potential
contributing to further growth of the WB region



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Enhancement of HE Research Potential Contributing to Further Growth of the WB Region
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Abstract	Report on how the web-site of the University of Montenegro has been improved
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In the second half of 2016, the University of Montenegro started the accelerated development of an integrated web platform, with intention to raise the level of quality of the University information system.

The basic concept was the integration of the existing internet presentations into a consistent and comprehensive web portal of all University units, Study programmes, subjects, employees and engaged staff, Centres and projects. The main objective of this project was the improvement of mechanisms of internal and external communication of the University of Montenegro, which will lead to greater visibility of UoM. This goal envisaged creation of strategic, planned, effective and well-organized communication process, which will serve to a better relationship of the University and its publics.

Another major step forward in this process is related to the internationalization and integration of the University, cherishing of the spirit of unity and the sense of belonging to the same family, as well as the creation of a comfortable and unique platform for communication with the public at home and abroad, with all the participants and users of the business processes of the University of Montenegro. This kind of approach envisages easier monitoring of activities at all levels and in all segments of the University of Montenegro and the efficient finding of all relevant data. The system has largely been created by UoM own knowledge and resources, using modern tools and platforms that guarantee its competitiveness and sustainability in the dynamic world of information technology.

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New University web portal was created as modern and user-friendly tool, that are easily usable at mobile phones and other devices. Usage of benefits of new technologies for faster dissemination of information about the University to domestic and international public, especially to students and business partners, was therefore achieved.

After the transition phase to the new system and its stabilization in terms of functioning, the subsequent planned phases for the creation of a personalized and service oriented content, primarily for current and future students, will follow.

However, it is worth to say, that launching of the new web portal of the University of Montenegro in June 2017 was the part of the greater UoM project, which included the adoption of Communication Strategy and Communication Action Plan, creation of public relations network consisted of University staff as well as the Style Book for graphic redesign of the University unit's websites, purchasing ITC, audio and video equipment, launching English version of the University website, establishing UoM's profiles on social networks Facebook, Twitter and LinkedIn.

So far, main sections of the University website and all relevant legal documents for students and partners from high education, science, arts and business sector were translated into English and edited by English language native speaker. The content has been uploaded at new integrated web platform of the University. The new University web platform also offers in-depth view of the all educational, scientific and arts activities of the University, both for internal and external public.

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