**Partnerships for Impact**

**An invitation to unlock possibilities within Basic Education**

So many of us seem to have an understanding of the current challenges facing education, and many of us are actually doing something to address some of the issues identified. But how do we create synergy? How do we get more people to move in the same direction, thereby enhancing the impact of our efforts? How do we use our success stories to position Stellenbosch University as a knowledge partner through clever branding and marketing?

Stellenbosch University’s positioning for the 21st century as an innovative, inclusive and future-focussed institution is driven by the following overarching strategic priorities, namely:

* Broadening access
* Sustaining momentum and Excellence, and
* Enhancing the societal impact

Even though these priorities are noble in their attempt to position Education as a value-add for ALL South Africans, we cannot get away from the fact that the educational landscape is not “equal”. There is currently NO guarantee that the children of the farmer and the farm worker are getting access to the same quality of education. The Centre for Student Recruitment and Career Counselling is considering relationship marketing as a vehicle to engage prospects at an earlier age. The underlying philosophy is that it is easier to maintain and build relationships, than what it is to initiate new ones. We are therefore looking at innovative ways to impact the “leaky pipeline” through our “cradle-to-grade-9” (c2g9) and “recruitment-for-success” (r4s) initiatives.

We would like to invite members of staff who are currently (or who would like to be) involved in outreach-interventions within the Basic Education Sector to a “Partnerships for Impact” session. The basic idea is to create a platform where best practices and can shared and where new collaborations can be fostered to have a greater impact. It is envisaged that this forum will become the outreach think-tank that enables us to multiply our impact through the establishment of mutually beneficial partnerships. It is furthermore envisaged that this forum will strengthen our funding applications due to the multidisciplinary nature of the forum.

**Vennootskappe met Impak**

**'n Uitnodiging om moontlikhede binne Basiese Onderwys te ontsluit**

So baie van ons blyk ŉ verstaan te hê van die huidige uitdagings wat onderwys ondervind, en baie van ons doen eintlik iets om sommige van hierdie geïdentifiseerde kwessies aan te spreek. Maar hoe skep ons sinergie? Hoe kry ons meer mense om in dieselfde rigting te beweeg en sodoende die impak van ons pogings te verbeter? Hoe gebruik ons ​​ons suksesverhale om die Universiteit Stellenbosch as 'n kennisvennoot te posisioneer deur slim bemarking?

Die Universiteit Stellenbosch se posisionering vir die 21ste eeu as 'n innoverende, inklusiewe en toekomsgerigte instelling word gedryf deur die volgende oorhoofse strategiese prioriteite, naamlik:

• Uitbreiding van toegang
• Volgehoue ​​momentum en Uitnemendheid, en
• Verbetering van die omgewingsimpak

Alhoewel hierdie prioriteite edel is in hul poging om Onderwys as 'n waardetoevoeging vir ALLE Suid-Afrikaners te posisioneer, kan ons nie wegkom van die feit dat die opvoedkundige landskap nie "gelyk" is nie. Daar is tans geen waarborg dat die kinders van die boer en die plaaswerker toegang kry tot dieselfde gehalte van onderwys nie. Die Sentrum vir Studentewerwing en Loopbaanadvies oorweeg verhoudingsbemarking as 'n voertuig om vooruitsigte op 'n vroeë ouderdom te betrek. Die onderliggende filosofie is dat dit makliker is om verhoudings te onderhou en te bou, as wat dit is om nuwes te inisieer. Ons kyk dus na innoverende maniere om die "lekkende pyplyn" te beïnvloed deur ons "krib-tot-graad-9" en "werwing-vir-sukses" inisiatiewe.

Ons wil graag personeellede uitnooi wat tans betrokke is by uitreikingsintervensies binne die Basiese Onderwyssektor (of wat graag wil wees) na 'n "Vennootskappe met Impak" -sessie. Die basiese idee is om 'n platform te skep waar beste praktyke gedeel kan word en waar nuwe samewerking bevorder kan word om 'n groter impak te hê. Daar word beoog dat hierdie forum die dink-tenk sal word wat ons in staat sal stel om ons impak te vermeerder deur die vestiging van wedersyds voordelige vennootskappe. Daar word verder beoog dat hierdie forum ons befondsingsaansoeke sal versterk weens die multidissiplinêre aard van die forum.