



STUDENTS' REPRESENTATIVE COUNCIL
IBHUNGA ELIMELE ABAFUNDI
STUDENTERAAD



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100
1918 - 2018

SRC 2021/22 TERM REPORT I BRANDING

saam vorentoe · masiye phambili · forward together

Students' Representative Council
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Constitutional Responsibilities

According to s32(1) of the Student Constitution, says that we should compile reports which are to be sent to the secretary who then reports to Student Imbizo. I am fulfilling that duty as I compile this report. S36(8) states that an SRC Manager ought to attend at least one SRC meeting or any which they have been notified in writing to attend I have since attended multiple SRC meetings in accordance with this compliance

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Portfolio Overview

The Branding portfolio's role is to:

- Develop and improve SRC's Brand
- Maintaining the SRC's public identity
- Liaise with SU's branding department
- Educating SRC members on Institutional and SRC Branding
- Facilitate interactions with other student structures to develop the SRC's brand

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Term Overview

During this term, the following items was dealt with:

- The SRC branding guidelines were established basically refining the marketing media that was already in place ensuring that it was a gradual transition. However the guidelines will be updated by the university branding/marketing team who will ensure cohesion between the SRC brand and the new SU rebranding.
- Clothing merchandise has been purchased, however office and visibility equipment is yet to be approved and awaiting designs from the university.
- Collaboration with marketing to create a subcommittee that will help release and create SRC media content. I also help with the designs of social media imaging.
- A forum has been established to link the marketing managers of the other portfolios, residence communities and societies has been established to set precedence for collaboration. This will be the main channel for educating on institutional policy on media and marketing.



Budget Usage

<u>Project</u>	<u>Amount budgeted</u>	<u>Amount utilised</u>	<u>Amount available</u>
Increasing Visibility	R 11,790.00	8,652.44	R31 38.56



Plans for next term

General Operations

- Liase with Cheresse from Tygerberg TSRC to mirror merchandise given at events.
- Order remaining merchandise from MatiesShop and SUNcom and Trodat
- Finalise the institutional branding to the SRC and marketing structures.
- Create SRC information booklets to sit in the office and other campus offices

Events

- Marketing workshop
 - Institutional leadership development collaboration to collaboration with the social media/marketing forum
 - Summarise university social media policy and institutional branding
- Meet and Greet
 - Contact a sponsor/pop-up for a Juice stall
 - Order giveaway merchandise from MatiesShop, order question box
 - Liase with Alme to organise members of the team availability and what will be said