



STUDENTS' REPRESENTATIVE COUNCIL
IBHUNGA ELIMELE ABAFUNDI
STUDENTERAAD



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SRC 2021/22 TERMREPORT 2 MARKETING

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Students' Representative Council
Third Floor, Neelsie Student Centre
Private Bag XI, Matieland, 7602
Tel: +27 21 808 2757 | Email: sr@sun.ac.za



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JOSIAH AIYER – MARKETING– 22602062@SUN.AC.ZA

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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 role of the marketing manager entails the following :

- Take photos of the SRC members and their various portfolios to market towards the student population in order to grow the SRC page(s)
- Design all SRC posters that will be distributed or approve self-made posters
- Manage and improve the SRC's social media accounts via the utilisation of either a sub-comm member or myself
- Act as custodian of SRC Camera

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Committees/Task Teams

N/A

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Term Overview

In my second term as the Marketing manager, I have expanded the SRCs presence on campus through presentations and engagements during the SU welcoming period. This was undertaken by the Chairperson, the ex-Communications officer, our Branding manager, and me, with the help of other members. We sought to increase awareness especially towards the first years of what exactly the SRC is, what it does and our mission/mandates. This was received varyingly across communities; this was in line with the SRCs mandate of education and positive knowledge. The SRC used this marketing opportunity to spark first year's interests in various projects within the SRC including SU Acapella, Student Wellness initiatives, the various sub-coms within the SRC structures and ex-officio portfolios like the AAC (Academic Affairs Council).

I have also since been utilising the SRCs camera for showcasing the activities of the SRC to the public and some of this will be showcased on the SRCs pages soon, they will be posted in due time. I have utilised the camera to shoot and capture the videos for KuKo's Molassesêr prelims. KuKo has also utilised the camera for their own executive pictures to market their portfolio further. Societies council had also requested for photos of the various societies to be taken; the camera was also utilised in this regard to capture their Welcoming Walkthrough.

Multiple posters were created and designed for distribution by the recently established sub-com which consists of two members; however, I have since opened up applications for the marketing sub-com again and have had numerous applications. It is therefore come to my attention that these individuals would need training for Canva to get used to the software and also further the SRCs mandate of education and positive knowledge. The sub-com has also reached a consensus on how we should run our give-aways and will be implementing them in the next term to gain more traction to the SRCs pages. We have also started filming for our TikTok page which will be up and running soon. Branding and I chair the sub-com meetings, in which we also decide on a plan of action for the social media which the various committees within the SRC make use of, except for the ex-officio portfolios. We have established a forum with the various Social Media sub-com members in an effort to standardise the pages and to better the brand identity of the SRC throughout our various portfolios.

In consultation with the head of the Prim Committee, I have since started a forum with all the Social Media HCs from the various communities – this was to ensure that information reaches the relevant communities more efficiently rather than going through two layers of trickling down information. This was done to ensure that more SRC events are better known throughout the Campuses.

The Instagram page has since January, seen a growth of about 17.5% and the page is close to 2000 followers now. We hope this growth is reflective of the newcomers on our campuses wanting to know more about what we do and the projects the SRC undertakes for students.



Budget Usage

<u>Project</u>	<u>Amount budgeted</u>	<u>Amount utilised</u>	<u>Amount available</u>
Social Media giveaways	R2400	R600	R1800



Plans for next term

Next term I aim to market more interactive events which the SRC plans, make use of printed posters to physically market events on campus instead of solely through the platforms and methods previously used. My plan is to create an awareness of what exactly the SRC does, the daily running of an SRC member and how students can utilise us.

I plan to also showcase some of our portfolios this coming term through TikTok. Push content which is not just informative but engaging – encouraging more education as it is one of our mandates but also promoting the accessibility of the SRC to students.

Creating interesting giveaways which are themed, thus shining a light on the SRC and its activities. I also plan to have forums with the Social Media HCs and more consultation with my newly formed sub-com and the previous two members who I will appoint as an “executive” in order to acknowledge their experience and differentiating between the two in later reports.