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STELLENBOSCH
UNIVERSITY

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1918 - 2018

forward together · saam vorentoe · masiye phambili

STAFF ASSEMBLY | PERSONEELBYEENKOMS

27 AUG 2019

Adam Small Theatre Complex | Teaterkompleks, Stellenbosch

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PROGRAMME | PROGRAM



ONLINE: www.sun.ac.za/streaming

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12:15	Welcoming: Programme Director / Verwelkoming: Programdirekteur	Prof Nico Koopman , DVC: Social Impact, Transformation & Personnel / VR: Sosiale Impak, Personeel en Transformasie
12:20	Introduction & Context / Inleiding & Konteks	Prof Wim de Villiers , Rector & Vice-Chancellor / Rektor & Visekanselier
12:30	Strategy & Planning / Strategie & Beplanning	Prof Hester Klopper , DVC: Strategy & Internationalisation / Viserektor: Strategie & Internasionalisering
12:40	SUNFin	Prof Stan du Plessis , Chief Operating Officer / Bedryfshoof
12:45	SUNStudent	Dr Ronel Retief , Registrar / Registrateur
12:50	Student communities / Studentegemeenskappe	Prof Arnold Schoonwinkel Vice-Rector: Learning & Teaching
12:55	Huis ten Bosch	Prof Stan du Plessis
13:00	Questions facilitated Vrae gefassiliteer	Prof Nico Koopman
13:10	Conclusion / Afsluiting	Prof Wim de Villiers

INTRODUCTION & CONTEXT INLEIDING & KONTEKS



Prof Wim de Villiers

Rector and Vice-Chancellor / Rektor en Visekanselier



Baie dankie, [prof] Nico [Koopman, Viserektor: Sosiale Impak, Transformasie en Personeel, and Programme Director of the Staff Assembly]. Middag, almal. Afternoon, folks. Molweni. Wamkelikile. Glad to be with you – here in the Adam Small, and virtually over the internet.

Om 'n voorkeurwerkgewer te wees, is een van die kern-temas in ons Strategiese Plan, en daarvoor is kommunikasie met personeellede van die uiterste belang. Staff is a priority for me, so I welcome this opportunity.

Contents Inhoud



1. 'The Article'
'Die Artikel'
2. School for Data Science and Computational Thinking
Skool vir Datawetenskap en Rekenaardenk
3. Optimally positioning the SU brand
Optimale posisionering van die SU-handelsmerk

We want to brief you on important developments since the last Staff Assembly (in February). There have been lots happening, so we have a full programme. Let me start by looking at the following three matters in my allocated 10 minutes:

The controversial article on race and cognition; Our new School for Data Science and Computational Thinking; and Making the most of the strength of the Stellenbosch University brand.

My kollegas gaan oor ander belangrike sake praat, insluitend kommerwekkende voorvalle in studentegemeenskappe die afgelope paar maande. Ons innige meegevoel aan die betrokkenes. Maar, laat ek vir eers hou by my onderwerpe

‘The article’ ‘Die artikel’



Aging, Neuropsychology, and Cognition
A Journal on Normal and Dysfunctional Development



ISSN: 1360-0565 (Print) 1744-4128 (Online) Journal homepage: <https://www.tandfonline.com/loi/ncn20>

RETRACTED ARTICLE: Age- and education-related effects on cognitive functioning in Colored South African women



SU RESPONSE:

- Apology
- Investigation
- Oop gesprek
 - Colloquiums
 - Senate motion
- Work in progress

In March, Stellenbosch University came under the spotlight because of the publication of an article on race and cognition by SU researchers in an international journal. The journal later retracted the article, in consultation with the authors – a step strongly supported by the University.

We issued a statement in which we acknowledged that the article caused offense and injured the human dignity of many South Africans. We also apologised unconditionally for the pain and anger caused by the article.

A comprehensive investigation into all aspects of the matter has been initiated. The outcome will be shared once all processes have been concluded.

It is important to note that this single piece of research in no way reflects the quality, ethics and values of Stellenbosch University’s stellar research programme.

But at the same time, the incident has sparked serious and critical discussion about the type of science we are practising – not only at SU, but at all South African universities and in academia generally.

‘The article’ ‘Die artikel’



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Senate – at its meeting on 31 May 2019 – threw its weight behind a focused and concerted long-term institutional response to the issues brought to the fore by the article.

A motion that was passed unanimously proposed interventions to address relevant themes, such as dealing with the notion of “race” in scientific research; and the transformation of the institutional culture of SU.

I can report back that that faculties and all relevant structures are being consulted.

Earlier this month, the Research Committee recommended that the University adopts the “Global Code of Conduct for Research in Resource-poor Settings”. This is receiving attention, along with other suggestions.

Kollegas, dis belangrik dat vertroue in die Universiteit herstel word. Ons wil nie hê so iets moet ooit weer gebeur nie; as daar tekortkominge in ons prosesse is, moet ons dit regstel.

We are holding ourselves accountable to our highest values – because we are an academic community committed to research integrity, social justice and excellence in everything we do.

School for Data Science and Computational Thinking
Skool vir Datawetenskap en Rekenaardenke



- Launched on 29 July 2019
- Staan langs fakulteite en werk interdisiplinêr met almal saam
- Will span the entire academic project,
from under- and postgraduate training to research
and specialist consultation



The world is changing fast – especially in relation to the gathering, sharing and exploitation of data – and the new School is SU's stake in the unfolding future. The School is unique because it is not restricted to a single academic discipline only, but operates across all ten of our faculties with interdisciplinary collaboration. Why is this important? Because we have to prepare our students for the new world of work where the discovery of useful knowledge from data will be integral to what they do. But that does not mean everyone should now study computer science and do coding. Because we want to produce graduates who lead and excel in a diverse world. And we want them to become engaged 21st-century citizens, agents of change who make a positive societal impact wherever they go.

VISIE 2040

Die Universiteit Stellenbosch sal
Afrika se voorste navorsingsintensiewe
universiteit wees wat wêreldwyd as
uitnemend, inklusief en innoverend
erken word en waar ons kennis tot
diens van die samelewing bevorder.

VISION 2040

Stellenbosch University will be Africa's
leading research-intensive university,
globally recognised as excellent,
inclusive and innovative,
where we advance knowledge
in service of society.

The Stellenbosch University School for Data Science and Computational Thinking is a tangible expression of our Vision 2040 and Strategic Plan 2019–2024, which came into effect at the beginning of the year. In it, we state unequivocally that we want to become more agile, adaptive and responsive as an institution. We also say that we want to make meaningful contributions of the highest calibre that will take humanity forward.



This is the Stellenbosch University we are building, a strong brand that is universally recognised and respected.
But we face competition... from ourselves.



Kollegas, wat julle hier sien, is maar net 'n paar van die 170 handelsmerke wat gebruik word in ons verskillende omgewings. Hulle is almal aan die Universiteit verbonde, maar mens sal dit nooit sê nie.

It's a bit of a mess, to put it mildly, colleagues. We are diluting our own brand, weakening our ability to make sense of who we are as an institution and our aspiration to build an impeccable reputation.

This is the message we got from detailed analysis conducted for us by one of the world's leading independent consultancies in this field [Brand Finance]. They say Stellenbosch University is perceived as strong in South Africa, but not as the best. And part of the reason, they proffer, is that we are a confused "house of brands". This is proven by the fact that our Centenary logo was the only logo 100% recognised by the staff, students and alumni who were surveyed.



There is only one
Stellenbosch University

So, we should move towards a monolithic brand architecture. What does that mean for us?

So there can only be one
Stellenbosch University
BRAND

Strategic brand positioning plays a critical role in facilitating mission attainment for institutions of higher learning. We operate in a highly competitive environment, simultaneously dealing with national and global challenges. How successfully we manage our brand, plays a decisive role in attracting the best staff and students. We need to have a congruent and consistent narrative.



So, after careful consideration, the Rectorate has decided that Stellenbosch University will migrate from our current fragmented “house of brands and logos” to a unified monolithic brand architecture. A process of reviewing our visual identity will now unfold. In the meantime, our existing visual identity, linked to our Centenary, remains in place. Please colleagues, no new logos!

CONCLUSION | AFSLUITING



Prof Wim de Villiers

Rector and Vice-Chancellor | Rektor en Visekanselier

