

Communication plan of the Stellenbosch University (SU) Transformation Office for 2020

Main objectives: To communicate and disseminate SU research on transformation and transformation-related topics, and to keep the University community informed of regional, national and international developments in the field of transformation of higher education in particular and society more broadly.

The use of the Transformation Office's communication channels (website, Facebook and Twitter) will be guided by the following four points:

1. *Communication outputs will be grounded in the Imbizo365 social engagement calendar throughout the year.*

This means that outputs will be explicitly announced at the start of each new *Imbizo365* period of engagement in line with that period's theme (e.g. the theme for March is "Social justice"). Weekly updates will also be provided throughout each engagement period.

2. *The Transformation Office's communication channels will be used to disseminate original institutional work.*

Original research will be shared and promoted from March to November. This will take the form of videos and articles in which staff and students speak and write on issues of transformation.

3. *The Transformation Office's communication channels will disseminate institutional statistics to reflect SU's progress with transformation.*

Infographics will be developed to tell SU's story of transformation in terms of race, sex, gender, class and more.

4. *The Transformation Office will share general transformation-related stories.*

Stories relating to transformation, both in higher education – locally or internationally – and in South Africa, Africa and the rest of the world, will be shared throughout the year to inform, educate and mobilise the University community.

The four points above will translate into monthly communication outputs, as follows:

The four points above provide a basic structure for how the Transformation Office's communication platforms will be used and managed throughout the year. In essence, therefore, the following is envisaged:

- The dissemination of original video clips and written pieces by both staff and students, more or less monthly from March to November
- Introductions to SU theses, journal articles and texts, accompanied by hyperlinks for further reading, to promote institutional research on transformation-related themes

- A design element presenting SU transformation-related statistics
- The communication of other outputs from Transformation Office partnerships, such as the SU Year of People with Disabilities and the Writing for Transformation project, throughout the year

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