



STUDENTS' REPRESENTATIVE COUNCIL
IBHUNGA ELIMELE ABAFUNDI
STUDENTERAAD



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100
1918 - 2018

SRC 2021/22 TERMREPORT I MARKETING

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Table of Contents

Constitutional Responsibilities.....	2
Portfolio Overview.....	3
Committees/Task Teams	Error! Bookmark not defined.
Term Overview.....	4
Term I Financial report	Error! Bookmark not defined.
Plans for next term.....	6
Recommendations to improve portfolio.....	Error! Bookmark not defined.



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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



Term Overview

During my first term as an SRC member I used a dramatic change in the way we utilise our social media pages, firstly by ensuring that we repost and post more content on our stories for smaller initiatives or student activities or even projects run by societies for social impact such as UNASA's drive last year which was shared on our Instagram stories. Yet still posting SRC content on our main page with a more consistent branding technique – utilising the SRC acronym logo throughout our posters as a way of brand identification.

I set out to also change the way information is shared to our viewers and the way it is accessed in order to allow for better accessibility or referring back to. This was made possible via the establishment of a link tree : [linktr.ee : linktr.ee/stellenbosch_src](https://linktr.ee/stellenbosch_src) .

The link was utilised to host various sub-com application links in an all in one place to refer to. This helped direct traffic to our page a lot more and we have seen much greater traffic as a result we have had over 1.28k views and 1.03k clicks on our link tree since its utilisation – I hope for this number to gradually increase as the months go by.

On the matter of sub-committees, it should be noted that all SRC members were made aware that there is an internal link for poster applications for their sub-coms to be made. The Link was utilised by a number of portfolios on the SRC namely Safety, Transformation, Leadership and Development, WAQE, Social Impact, Innovation, Sustainability, and Special needs. It should be noted that some of these portfolios also decided to make their own posters and just needed help with regards to branding consistency information which I shared.

I have made use of Canva for the creation and purposing of these posters or story covers for these sub-com applications. Canva is a great tool in assisting in creating or designing content which appeals to our university demographic as engagement on Instagram has greatly increased over this short period of time by 14.1% in terms of our followers. We increased our engagements with various other accounts by 88.2% according to our Instagram analytics. Our reach also increased by 67.7% with about 5,354 accounts reached during this time of which 3,996 were non-followers and 1,358 were followers- which hints that the SRC is still an information hub for students regardless of the number of followers we receive.

I have also ensured that I set up applications for my own sub-committee in order to help with the running of my portfolio. I have since appointed two individuals from the application pool, I hope to reopen applications so that first years may also apply to be on our general sub-committee. They have since helped with the SRC videos, photography, designing posters, as well as helping out when the SRC needs it. We have also collaborated with Branding in ensuring the email signatures of the SRC were completed timely.

I have also acquired a camera as set out in my budget for the utilisation by the SRC- I hope to soon insure it. The camera should be able to be either booked out or utilised by the SRC or their sub-committee members within a reasonable timeframe. It is however up to my discretion whether or not the camera should be utilised by sub-committee members as this does pose a risk of damage.

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Budget Usage

<u>Project</u>	<u>Amount budgeted</u>	<u>Amount utilised</u>	<u>Amount available</u>
Camera	R8831	Unavailable at the time of writing	Unavailable at the time of writing



Plans for next term

Next term I hope to expand the SRC's presence on campus through presentations and engagements. This should be undertaken by myself, our communications officer, and branding manager with the help of other members. We seek to increase awareness especially towards the first years of what exactly the SRC is, does, and our mission/mandates. We want to show that there is a way to consult the SRC for various matters and should the need arise- utilising our various channels to voice their concerns as students.

By taking videos and photography more often, I want to ensure that the SRC can be seen as active and on the ground SRC which is not absent from but rather visible either in common spaces like the Neelsie, the rooiplein, and other campus events. I believe that through the utilisation of an aggressive marketing strategy we may be able to truly target students in a better fashion.

I plan to also showcase some of our portfolios this coming term through our social media pages. I want to 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.

We are going to look at establishing a few new social media pages as two is not enough for information to be properly circulated throughout the student body and we ought to utilise all resources available to us.

I will be looking at getting a Canva subscription for the year so that we may utilise it for the SRC's benefit in creating more unique posters and better editing without watermarked posters. I would also like to look into starting give-aways for the SRC soon so that we might get better traction to the SRC page.