



SRC 2020/2021 Term 2 Report

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Constitutional Responsibilities

As the branding and marketing manager it is my responsibility to manage the image of the SRC, both on campus and on social media. This involves answering any questions students might have and directing students to the correct resources should the SRC not be able to assist. I also help promote SRC initiatives and assist with the creation of posters or other branding material members might need. I also assist on any committees the university requires my input as a representative of students.

Portfolio Overview

This portfolio is very flexible. There are obvious branding constraints to adhere to, like using approved logos, sticking mainly to the university and SRC colour scheme, and preserving the image of both the SRC and university. However, this portfolio still allows room for creativity and exploring different methods of marketing and branding.

Committees / Task Teams

As the branding and marketing manager, I was chosen to serve on the task team to assist in developing a communication policy. This is a task team put together by Ms. Feyt, the Senior Director for Corporate Communication and Marketing. This task team has only recently started meeting, thus there is not much feedback. My role is to represent an input from a student's perspective on how the communication policy can benefit students overall.

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I also serve on the Matie-to-Matie committee. This is the Financial Assistance committee that was created to help assist students with unforeseen financial expenses. This committee, however, is quite limited as it is currently only operation from the SRC's unbudgeted funds. We have been able to assist students with the procurement of textbooks. This committee is constructing its procedure as the new situations and guidelines presents itself.

I joined the Friend of a Cluster initiative and have been appointed to the AmaMaties cluster. I work with Lesiba Pula and Sinethemba Dlamini who represent AmaMaties cluster as cluster convenors. They have bene very cooperative, and I have enjoyed working with them. The Friend of a Cluster initiative serves as communication channel through which residences and PSO's in the cluster can communicate directly with the SRC via myself. This initiative was started in the hopes of establishing more open communication between the SRC and students. I have attended a multi-cultural dinner which was very insightful and will attend a PC meeting next term. I wanted to attend house meetings this term, but unfortunately it fell on days where I had prior plans.

I also serve on the Rectorate Award committee. My first meeting for this committee will only be next term, as it will only take place later this year.

Term Overview

The past term has been a challenge to maintain good communication with students regarding a few core issues we as the SRC addressed. The first was registration period. I received a lot of questions via the social media platforms regarding lifting the registration blocks and feedback regarding NSFAS. Most questions were sufficiently answered, and the remainder were answered with the lift in blocks via assistance with student debt. The registration period also involved the issue of an official statement regarding assistance with student debt and lifting most blocks on registration.

Another issue faced early in the term related to the language issues faced on campus and specifically in residences. A statement was released to help communicate to the students that something is being done to rectify the situation, and that we were not simply sitting silent. It is important to communicate with students that we are addressing issues, as our silence may sometimes be taken as disinterest.

I helped design a t-shirt for the sustainability portfolio. It was very satisfying to see the design printed on an actual t-shirt. I also assisted in a media release for Action4Inclusion from Prof Madonsela and the SRC chairperson, Xola Njengele.

Throughout the term I updated the social media platforms, promoted projects, sub-committee applications and donation drives. I also assisted members in making posters and advising from a graphic design perspective, as well as a marketing perspective.

Budget

Budget & Reasoning

The remaining budget will be spent on branding attire and a wrap up video.

Expenditure so far

Thus, the introduction video and blazers have been taken from my budget.

Plans for next term

The past term was spent managing registration period and answering questions that usually present itself during first term, especially with COVID-19. This coming term I want to focus on rebranding the SRC and making us more recognisable on campus. The idea is to get branded jackets, masks, and pins to establish a unified brand. I also want to host a meet-and greet with hot chocolate when the weather

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starts to get colder, just for students to get to know the faces behind the structure. I also want to arrange a photoshoot to get professional individual photos taken in our blazers which have arrived this term, well as group photos of both the SRC and with the rectorate.

Recommendations to improve portfolio

The aim is to create a more personal and approachable SRC, not just a student leadership structure working from an office on the third floor of the Neelsie. This can be achieved by posting more pictures of events and projects run by the SRC.

The use of online design software CANVA really speeds up the process of making posters and allows to work across platforms when using one account.

Important Contacts

As the branding and marketing manager, it is important to maintain good communication with your respective Communications Officer. For assistance with branding and marketing guidelines, Ms Yolanda Myoli can be contacted.

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