



# SRC 2020/2021 Annual Report

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## Constitutional Responsibilities

The branding and marketing portfolio does not have any specific constitutional responsibilities, but as an SRC manager, my constitutional responsibilities are as follows according to Section 30 in the Student Constitution:

(1) The SRC must appoint a minimum of two (2) and up to a maximum of ten (10) students as SRC Managers to, on behalf of the SRC, run portfolios that entail mainly organisational or administrative functions.

(2) Unless the following portfolios are selected by an SRC member, there must be an SRC Manager responsible for:

- (a) KUKO; and  
(b) Sport

(3) Each SRC Manager must be accountable to a specific SRC member and to the SRC as a whole.

(4) SRC Managers enjoy access to the same facilities as the SRC and may appoint their own committees.

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(5) The remuneration of each SRC Manager must be determined before they are appointed, after which the amount in question can be adjusted downwards by both the SRC and the Evaluation Panel on the grounds that the SRC manager did not perform their duties.

(6) SRC Managers are subject to evaluation by the Evaluation Panel.

(7) SRC Managers do not have the right to vote at and are not compelled to attend SRC meetings, with the exception that –

(a) SRC Managers must attend at least one (1) SRC meeting per academic term in order to report back to the SRC regarding their activities; and

(b) an SRC Manager must attend a SRC meeting if asked to do so by a written request from the Executive Committee.

## 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 also 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.

This portfolio mainly consists of marketing events for other SRC portfolios on several platforms, as well as creating branding opportunities like videos for social media, or meet-and-greet events when COVID restrictions are not applicable.

## Committees / Task Teams

As the secretary of Matie to Matie, the financial assistance committee, it is my responsibility to draft the agendas and minutes for the weekly meetings. Throughout the year, I took over for Nomzamo regarding email communication. After each meeting, emails to both approved and rejected applicants are sent, informing them of their application status as well as any further communication or request for information relevant to the request. Matie to Matie has helped several students procure textbooks. I could also arrange vouchers to be given to students in need of toiletries or stationery. The committee also received textbook donations from several donors. Finally, the plan is to keep the books given to students in our system by having them return the textbooks once no longer needed. A full report on this committee will be available outside of this report.

As branding and marketing manager, I served on the RA Branding task team. I provided input from a student perspective and offered advice on what would be best received by students. Initially, a promotional video was planned. It would have involved lockdown style videos from people who received the award in the past. However, with exams being moved two weeks later, limited time was available. The video idea was consequently scrapped. I helped promote the application posters via the platforms available to me.

In conjunction with the previous task team, I also served on the Student Achievement Committee. This involved discussing candidates for several categories and agreeing/disagreeing their suitability to receive an award. This involved a lengthy meeting, one I could not attend fully. However, I did provide my feedback on each candidate and their relevancy to the specific category.

I also serve on the communication policy task team. This is a task team put together by Ms. Feyt, the Senior Director for Corporate Communication and Marketing. This mostly involves the occasional meeting throughout the term. I was asked to provide input or make minor adjustments to the developing policy this past term. Most of the work is still to come in the following months and will exceed this SRC term. The current plan is for the committee to conclude in April 2022.

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## Year Overview

### Term 1

In the time of majority online learning, the role of branding and marketing has become crucial in communications. This form of informal communications between the SRC and students is more cost effective, easier, more efficient, and effective in reaching students through social media. The SRC social media pages namely Instagram and Twitter were used to communicate primarily used to communicate with students as we no longer have free use of mass emails. This included the reminders on deadlines of application and events.

Where various questions streamed in, regarding certain procedures I had liaised with the SRC group to make sure that I had the correct information to sufficiently inform students as per individual inquiry.

I had also received some administrative queries regarding RegisterAll and registering in general. These queries were forwarded with efficiency to the relevant parties on the SRC. Feedback was then given to those inquiring as far as I was informed by relevant SRC members. After the escalation of the concerns, I followed up per request of those inquiring such.

The Vice-Chair and I compiled a Google form to assist us in creating member posters that was shared on our social media platforms. I also gained access to the Facebook page early in January 2021 and have answered as many of the questions as possible and updated relevant information.

### Term 2

This term presented 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 was important to communicate with students that we are addressing issues, as our silence may sometimes have been 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.

As Friend of a Cluster, I also met with my two cluster convenors for the first time from AmaMaties cluster, Sinethemba Dlamini and Lesiba Pula. 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 explained to them what this initiative entailed as it is new, and also how I expect to work with them throughout the year. They were very receiving and cooperative. I have attended a multi-cultural dinner which was very insightful. I wanted to attend house meetings this term, but unfortunately it fell on days where I had prior plans.

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### Term 3

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. Admittedly, it was difficult to double check most posters, resulting in an inconsistency style-wise.

This term mostly required me to share posters and promote events. There were limited student queries over social media, mostly just inquiries about shared posts. There were also a few events of which I could share photos of, like the two hikes, as well as a visit to Strand and Makerspace in the library. I helped Special Needs design a t-shirt logo, as well as a logo for Transformation.

As part of the Friend of Cluster, I joined the first Cluster Prim Committee meeting. I met with all the prims and could also hear some of the issues within the cluster. However, most was just feedback, and no concerning issues that needs the SRC's intervention. I also met with the new Academic Principle of AmaMaties over lunch along with the cluster convenors and coordinator.

### Term 4

With this being the final term, it involved me mostly tying up loose ends. I organised two shoot dates for the wrap-up video that is posted on social media, as well as used in the SRC Inauguration. The first was on campus, and the second at Tygerberg for those who could not attend the first. The purpose of this video was to essentially provide feedback of the year, as well as give a word of advice to the incoming SRC.

Branded jackets were also obtained for the outgoing SRC and presented to members at the Year-End function. Throughout this term, I also provided input with regards to planning the SRC Inauguration which is scheduled for 29 September. I also joined the AmaMaties Cluster Convenor Caucus as Friend of a Cluster, and saw the two new convenors appointed.

### Year

Overall, this year has presented its challenges. Registration period was especially tough, but with dedication and persistent communication, the team survived, and also grew stronger. Besides fulfilling my role as branding and marketing manager, I also attended office duty regularly, and arranged for someone to take my place on days I could not attend. This year has also shown me details I would like to improve on, and I will make recommendations to this portfolio below. Overall, I found the experience quite fulfilling, even though at times it can be stressful and draining. I have grown so much, not only as a leader, but as a person.

## Budget

### Budget & Reasoning

Item	Budget	Reasoning
Advertising	R 5 500	Provide updates in the relevant journalism
Promotional clothing	R 5 600	Blazers for managers
Promotional videos	R 8 000	Branding for SRC

### Expenditure so far

Item	Budget	Spent	Reason for change
Advertising	R 5 500	R 0	Die Matie only allowed for updates when they felt it necessary, which was done through interview, and thus did not cost anything. Some of the funds were

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			reallocated to promotional videos, the rest returned as unbudgeted funds after midterm check-in with our treasurer.
Promotional clothing	R 5 600	R 5 381.04	Under budget
Promotional videos	R 8 000	R 9 300	The estimations for these amounts were difficult initially, as it depends on shooting time and complexity of the video, which was not known at the time of creating the budget. The amount not budgeted for was compensated by funds from advertising.

## Recommendations to improve portfolio

After managing the social media accounts for a year, I believe the best way to proceed is as follows:

- Any event posters should be shared as a post on Instagram and Facebook. And then archived once no longer relevant. The same for any application posters. Posters can just be shared on Twitter normally.
- Photos of events can be shared as a post, along with a description of the event.
- Should other portfolios hold roundtable discussions or critical engagements via MS Teams, have the meeting recorded and edited (with participants' consent) as a digestible video shared on the relevant portfolio's page. From that video, post a small trailer on the SRC's main page, linking to the original portfolio's account.

I believe it is also important for the incoming branding and marketing person to either themselves be present at as many events as possible and take photos or appoint someone with remuneration. More photos of events are required to show different events orchestrated by the SRC. Finally, allocate a certain time of day to check and answer messages, as it can become quite overwhelming at times.

## Important Contacts

As the branding and marketing manager, it is important to maintain good communication with your respective Communications Officer.

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