



## SRC TERM 1 REPORT

### SRC VISIBILITY PORTFOLIO MANAGER



## Table of Contents

Constitutional Responsibilities .....	3
Portfolio Overview .....	4
Budget .....	<b>Error! Bookmark not defined.</b>
Term 1 Overview .....	6

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### Foreword

It is such an immense privilege to have been appointed to be the 2022/23 SRC Visibility Portfolio Manager and to be able to serve my fellow Stellenbosch University Students through this portfolio.

I am a firm believer in the fact that having a clear brand identity and being visible to students is the only way that the SRC can efficiently serve our student community. If you are not aware of a student governance body, their role, and the work they are doing, it becomes difficult to ensure transparency and accountability.

I hope this report reflects the attempts I have made, and hope to continue making, in collaboration with fellow SRC members to increase the visibility of the SRC on campus over the course of the past term.

I am excited for the term ahead, to learn how to better serve the student community through my portfolio and to grow as a leader through the application of my skills in this portfolio.

**Commented [SW1]:** Add your details here. This space is where you can share some words you'd like to share with the Student Body. You can see a draft example of mine here, basically sharing my journey on the SRC this far.

## Constitutional Responsibilities

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**• According to s32(1) of the Student Constitution, we are expected to compile reports which are to be sent to the secretary general of the SRC who then reports to Student Imbizo.**

I am fulfilling this duty through creating 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 attended multiple SRC meetings in accordance with this responsibility. I have attended both general SRC meetings online and in person. I have also attended the SRC camp and other training sessions where possible. For welcoming I have also attended all meetings required for my working group.

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## Portfolio Overview

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The Visibility manager is similar to, what was previously known as, the "branding and marketing manager". There are various parts to this portfolio. The manager handles the promotional and creative aspect of SRC communications. They focus on maintaining the brand of the SRC through its visual presence on campus and online and make sure that the branding is in line with that of the University as far as possible. This is to ensure a cohesive brand that can continue, despite the changing of managers. The manager is concerned with the marketing of services, events and information related to the SRC, therefore needing to be aware of what is being done in the various portfolios and ensuring that the right channels are used for marketing.

With the addition of the term "Visibility" it also becomes a duty to increase awareness of the SRC across our campuses, whether that be via online or in person engagement with students.

### Further responsibilities include:

- Helping in the use of the SRC logo, managing social media accounts, creating designs for communication (of SRC initiatives, such as registration, mass meetings, fundraisers, general events, important information, etc).
- Creating new and exciting content alongside promotional material. Other managers and SRC members can ask for assistance from the visibility manager in creating content. However, the portfolio holders are responsible for creating or sourcing their own marketing material (designs, video, photography, etc), which is then communicated to the visibility manager. The manager is then responsible for ensuring that the content is in line with the SRC branding. After approval, the manager will distribute the content.

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## Budget

Project	Amount Budgeted	Amount Utilised	Amount Available
SRC Merchandise	Unavailable at the time of writing this report	Unavailable at the time of writing this report	Unavailable at the time of writing this report

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## Term 1 **Overview**

**Commented [SW[2]]:** This is where you share anything and everything you wish to share. For example if you had projects in this term - you can share it here under a title for example: **SRC Wellness Day** and then elaborate more.

### Social Media:

**Branding:** In my first term as an SRC member it was important to me to make our social media pages, specifically our Instagram more cohesive. I did this by ensuring that we used the correct colours and branding elements that align with the University of Stellenbosch's Updated branding. I also ensured that the new SRC logo was used on all communications, I made sure covers were created for story highlights to ensure archived information could be retrieved more easily, I updated our profile pictures and made sure that the links in our link tree were updated with every new initiative.

SRC members could send information for upcoming events, mass meetings and statements to me and I created posters that aligned with our branding.

**Content:** Throughout my first term, alongside posters and statements, I made sure that photos were shared from conferences that the SRC took part in, stories when visiting our Saldanha and Tygerberg campus, as well as of SRC attendance of campus events, such as societies fair. I also created photo posts and reels of the SRC working during the registration period. I also regularly shared content from other structures on campus and commented, liked and interacted with pages from our campus communities to increase our visibility and show our interest in the activities being hosted on campus. I also attended some events, like societies fair to take photos and share on our social media to show SRC engagement.

During the welcoming period I also filmed and edited a video series in English, isiXhosa, and Afrikaans that explains what the SRC is, our role, how we fulfil our role and how students can get into contact with us. All three videos, at the time of writing this report, have been viewed over 2300 times over an 6–8-day period. This is alongside another one of my reels about our offices that has been viewed nearly 3000 times over the course of 2 days. These 4 videos/reels fall amongst the top 5 most viewed and liked reels/videos on the SRC Instagram. This correlates with our Instagram insights suggesting a rise in both followers

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and engagement over the past few months. Over the course of the past term the Instagram page has seen a growth of 455 followers.

**Other visibility initiatives:**

**'Neelsie' Screens:** I have ensured that the SRC members photos, portfolios and contact details are displayed on the screen in the 'Neelsie' to increase our visibility. I have also included a slide on the screen containing our SRC Office location, hours and contact details.

**Notice Board:** As this report is being submitted, I am in the process of completing a notice board in the 'Neelsie' for the SRC where our portfolio list, contact details, structure and purpose will be displayed.

**SRC Roadshow:** As part of the welcoming period roadshow working group, I fulfilled various duties to help with SRC visibility and awareness amongst first year students. I created a 'Roadshow Booklet' that was sent out to all newcomer to explain the SRC structure, purpose, portfolios and contact details. I also helped in the creation of a fun interactive quiz alongside 3 other SRC Portfolio Managers. Finally, I also helped to present, photograph and post daily content on social media about our roadshow to increase our visibility.



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## Plans for Next Term

I am working on a "Meet the SRC" video series alongside our Research and Data Analysis Manager. The aim will be to introduce students to the various SRC Portfolios, the people who manage these portfolios and how to get into contact with them.

I hope to attend more events on campus and share more photos on our social media as I have learned from polls I posted this past term, that people enjoy a balance of written and photo content.

I would like to find ways that the SRC can speak and engage with students in a similar manner as the SRC Roadshow as our data collected from this initiative has show that in person interaction greatly improves awareness and understanding of the SRC.

I would like to make our twitter more active and possibly create a TikTok.

I would like to post content for holidays and awareness days/months in collaboration with other SRC managers and possibly societies or committees.

I hope to complete our SRC notice board and also find at least one new method of in person marketing for the SRC before the end of my entire term as a portfolio manager.

I plan to collaborate with our Research and Data Analysis Manager to find out the best methods to increase our visibility. I hope to create feedback/suggestions form to improve the SRC's in person and social media presence.

**Commented [SW[3]:** This is where you can share your plans for the next term.