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Third Term Report of the MEDIA AND COMMUNICATIONS OFFICE

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# **Introduction**

This is the term report of the Media and communications officer written in accordance with the Student Constitution and Student Parliament Constitution of the University of Stellenbosch. This report will speak of the goals achieved by the media and communications office of the Tygerberg Student Parliament in the third term and goals for the next terms, as of my appointment as Media and communications officer. This term report will, in addition, critically analyse the milestones set out and achieved by me in my official capacity and will mention the challenges faced when trying to achieve those goals.

# **Third Term**

The third term was a term where I had to work as best as possible to meet my goals. I had to work above and beyond to make the Tygerberg Student Parliament presentable and exciting to the student community. Financial challenges, time constraints and decision making were part of the heavy load that coming with the third term. Nonetheless the media and communications office had planned for the following categories to be completed, Informing the student community of sittings to be held, Special events which all had to be had online given the pandemic, branding of the Tygerberg Student Parliament, Awareness of open positions posts, Improving accessibility to students to our platforms and working hand in hand with other organisations like FVZS, tygelectUS and others in general to promote leadership and other aspects and activities happening on campus not necessarily involved to the TSP. As with most plans, we had some challenges on the way and most were due to poor communication from the student governance.

**Informing Students about Tygerberg Student Parliament Sittings**

* For the second sitting, a notice was created and sent out on the 20th of July for the 27th through all social medias and hawkers of residences were asked to forward the notice via WhatsApp and were tagged through other social media platforms, and reminder were sent out thereafter. 58 People attended the meeting of which the number of attendees increased by 18 since the 1st setting, so the aim to increase the number of attendees was successful and the office is planning on improving the numbers yet again.
* The third sitting was also sent out 21st September 2021 for the sitting held on the 27th of September, and the same procedure as the above was followed. Attendees for the third sitting were 80, of which was an improvement of 22 people since the latter sitting. This was great news and shows that we are going somewhere as the office.

# **Special Events**

 The Media and communication had planned for the following event competitions to be held, Youth day event (16th June), Post Your Queen (9 August), Heritage day photo competition (24th September

Youth Day Event

* This event was supposed to be held from the 16th of June till the end of the month.
* The Youth Day event , as planned was an online competition where student will have to share a picture of themselves in their high school uniform and sharing a story of how the people who fought for the youth have made their lives easier.
* The two winners of the competition would was supposed to win two pair of scrubs.
* A quotation from the now Maties shop, then TSR Winkel was received on the 15th of June and was immediately forwarded to the acting Financial officer, Asanda Mnyandu (Deputy Speaker). Without approval, the office could not send out posters for the competition. We received a response from student governance further requesting for an OU code from the shop and was received later on the 22nd and was then immediately forwarded and no communication was made after, therefore making our first campaign unsuccessful due to poor communication from the student governance.

Post Your Queen

* This competition was supposed to take place online where Tygerberg students were supposed to tag the TSP pages or mention us on their tags or sent us a picture of their favourite female, where winners would be chosen at random.
* The initial prize for this competition was supposed to be two Cups and Saucers R500 vouchers, but since we had a pending request of 2 scrubs awaiting for Student governance approval, we had to wait for them to see a way forward. Reminders were sent to Mr Mnyandu, and he did not receive any response from the student governance. We were not made aware of Miss Myoli’s resignation.
* As a result of poor communication, the event was unsuccessful.

Heritage Day competition

* This competition was held on September, starting from the 18th of September till the 30th.
* The students were supposed to send out pictures of themselves in a heritage attire or at least at a heritage event, and the lucky winner chosen at random would get a prize of R1 000 to buy at the Maties Shop.
* A request was made on the 4th of September, in conjunction with the other following competitions as to give the student governance time to process.
* The competition was approved by the student governance and the Speaker gave our office permission to start publicizing the competition.
* Posters of the competition were designed and immediately sent out throughout our social media platforms.
* The competition received 3 entries and the winner, Jessica Wolf was chosen and contacted. The winner was also announced on social media platforms for transparency.

**Branding**

Changing of the TSP logo

* The process to making a new logo was a long and complicated one as it required external professionals to assist with the re-branding, since they are not in the university’s database it would be a long process registering them.
* Creating a brand that represents what the TSP stands for was challenging but not difficult.
* The logo had to represent unity, health sciences campus, governance, equality, transparency. I decided to design a log myself, since they say if you want something done best, do it yourself.
* The logo was successfully completed on the 27th of August but an approval from the executive team was needed.
* I was doubting my design abilities and asked a friend from Wits University who is studying computer sciences and is good with graphic design to help me out, he then completed the touch-ups on the 16th of September and I immediately forwarded it to the Speaker, Mr Pillay for recommendation and was the sent to the whole team for approval.
* Re-branding is a long process and requires patenting which was not part of my budget but hopefully the next communications could complete the process.

Email signatures

* The first design of email signatures was created and designed by me and was voted for by the TSP members and was ready and available for the members to use. However, as the speaker had made a request to change the logo of the TSP, I had to put on hold giving them email signatures, little did I know the re-branding would take so long.
* So the initial, unbranded signatures were used for time sake.

**First-ever Website for the Tygerberg Student Parliament**

* On the 17th of May the media and communication were requested to give content of which had to be in the website, the structure and how the entire website should look like.
* I was able to add all the contents needed, information and all the necessary folders.
* All this was sent out to Miss Myoli on the 22nd of May.
* The website was successfully created, and editing access was given.
* This was a very huge achievement for not only the media and communication office but the entire Tygerberg Student Parliament.

**Awareness of Open Positions**

 Open position for replacement of Treasurer

* The selected treasurer resigned due to academic reasons.
* The Speaker, Mr Pillay requested that design posters and distribute to the student community.
* The posters were designed and made available to the student community through social media platforms and email.
* No applications were received.

Open post for new Speaker 2022

* As the new term for the Speaker for the year 2021, new posters needed to be designed to make the student community made aware of this vacancy.
* To promote viewership, a competition was also proposed, where the three most students to share this poster will each win a R500 voucher to cups and saucers.
* This competition was yet again unsuccessful due to poor communication from the side of finance, as a request and quotation were sent including a reminder, but no response was made. The posts were made, however due to time constraints.
* One application was received.

**Improving accessibility**

WhatsApp Account

* WhatsApp is by no doubt the most used form of communication before and in the beginning the pandemic. So, to make students who are not really into other forms of social medias to feel included, I created the first ever TSP WhatsApp where students could sent their complaints, suggestion and competition entries to.
* The WhatsApp number was made available on all the posters.

 WhatsApp Data Base

* The WhatsApp data base was created as something like a subscription, where those who previously communicated with us and wish to be subscribed, would be sent personal updates regarding competitions and sitting directly to their WhatsApp numbers.

Leadership improvement and other events on campus

* The media and communications officer worked well with the FVZS in terms of promoting available spaces on leadership courses to improve students.
* On our social media platforms, we shared most of the activities sent out by other committees and society , to made more student aware of the events happening on campus.

**GOAL FOR LAST TERM**

The main goal for term 4 is to keep up the good work, complete the goal of successfully achieving the Halloween competition and the Do you know the TSP competition. Furthermore, I would like to pave way for the next officer .

# **Conclusion**

It is a known fact that communication is a big problem of which cannot be solved overnight, the media and communications office is developing new forms of communications and innovating ways of communications through prize giving competitions and professional social media page promotion. The media and communications like to believe it has done above and beyond to make the Tygerberg Student Parliament is made known and presentable.