



STUDENTS' REPRESENTATIVE COUNCIL
IBHUNGA ELIMELE ABAFUNDI
STUDENTERAAD



UNIVERSITEIT
iYUNIVESITHI
STELLENBOSCH
UNIVERSITY

100
1918 - 2018

SRC 2021/22 TERMREPORT 2 BRANDING

saam vorentoe · masiye phambili · forward together

Students' Representative Council
Third Floor, Neelsie Student Centre
Private Bag XI, Matieland, 7602
Tel: +27 21 808 2757 | Email: sr@sun.ac.za



[WANDILE SEBOTHOMA] – [BRANDING] – [22663657]

Table of Contents

Constitutional Responsibilities.....	2
Portfolio Overview.....	2
Committees/Task Teams	3
Term Overview.....	4
Term I Financial report	Error! Bookmark not defined.
Plans for next term.....	7
Recommendations to improve portfolio.....	Error! Bookmark not defined.



Constitutional Responsibilities

As a SRC Manager, the constitution chapter 4, section 29 stipulates the following:

- (1) Duties of SRC members must comply with the provisions of this Constitution and the policies and regulations of the SRC.
- (2) If an SRC member contravenes s29(1), or if reasonable grounds exist to believe that a member will contravene s29(1), then – (a) The Student Court may grant an appropriate order at the request of any student, and if that order is not complied with, the member concerned can be discharged from office in terms s31(1)(h). (b) The Evaluation Panel can take this into account in its decision whether to decrease the honorarium of the member in terms of s53.



STUDENTS' REPRESENTATIVE COUNCIL
IBHUNGA ELIMELE ABAFUNDI
STUDENTERAAD



UNIVERSITEIT
iYUNIVESITHI
STELLENBOSCH
UNIVERSITY



Portfolio Overview

- Develop and improve SRC's Brand
- Maintaining the SRC's public identity
- Liaise with SU's branding department
- Educating SRC members on Institutional and SRC Branding
- Facilitate interactions with other student structures to develop the SRC's brand

saam vorentoe · masiye phambili · forward together

Students' Representative Council
Third Floor, Neelsie Student Centre
Private Bag XI, Matieland, 7602
Tel: +27 21 808 2757 | Email: sr@sun.ac.za



STUDENTS' REPRESENTATIVE COUNCIL
IBHUNGA ELIMELE ABAFUNDI
STUDENTERAAD



UNIVERSITEIT
iYUNIVESITHI
STELLENBOSCH
UNIVERSITY



Committees/Task Teams

[N/A]

saam vorentoe · masiye phambili · forward together

Students' Representative Council
Third Floor, Neelsie Student Centre
Private Bag X1, Matieland, 7602
Tel: +27 21 808 2757 | Email: sr@sun.ac.za



Term Overview

1. SRC Brand merchandise

- Gazebos and banners were ordered and delivered from SunMedia and accessible for the team from April.
- Office brochures were designed by the branding department and proof read and translated into Afrikaans by Jacolette Kloppers. The

2. SRC Virtual visibility

- Website update with Alysa-Abby Kekana and Jacolette Kloppers
- Email signatures were redesigned with Margeurite Cloete and Zenobia Davidse, the roll-out of the signatures with SRC related links is the responsibility of the IT department.

3. Events

- Collaboration with Marketing to audit all sub-committee social media platforms to comply with the new branding of the SRC
- Collaboration with Wellness to engage with students, particularly senior students we may have not engaged with during Welcoming.



Budget Usage

Project	Amount budgeted	Amount utilised	Amount available
Increasing visibility and Miscellaneous	R11790,00 and R1000,00	R 5024,06 (Gazebo)	R0
Branding events	R6034,00	R2257,38 (Banners and travel cost)	R3776,42



STUDENTS' REPRESENTATIVE COUNCIL
IBHUNGA ELIMELE ABAFUNDI
STUDENTERAAD



UNIVERSITEIT
iYUNIVESITHI
STELLENBOSCH
UNIVERSITY



Plans for next term

- Continue the SRC meet and greet initiative
- Complete the new institutional branding guidelines for the SRC

saam vorentoe · masiye phambili · forward together

Students' Representative Council
Third Floor, Neelsie Student Centre
Private Bag XI, Matieland, 7602
Tel: +27 21 808 2757 | Email: sr@sun.ac.za



STUDENTS' REPRESENTATIVE COUNCIL
IBHUNGA ELIMELE ABAFUNDI
STUDENTERAAD



UNIVERSITEIT
iYUNIVESITHI
STELLENBOSCH
UNIVERSITY



Recommendations to improve portfolio

- Allocated time to communicate with the branding department on a regular basis, emails are not always responded to timeously
- Collaboration with Matie Media to have blog posts on the SRC website

saam vorentoe · masiye phambili · forward together

Students' Representative Council
Third Floor, Neelsie Student Centre
Private Bag XI, Matieland, 7602
Tel: +27 21 808 2757 | Email: sr@sun.ac.za