



STUDENTS' REPRESENTATIVE COUNCIL
IBHUNGA ELIMELE ABAFUNDI
STUDENTERAAD



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100
1918 - 2018

SRC 2021/22 TERMREPORT 3 [MARKETING]

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Students' Representative Council
Third Floor, Neelsie Student Centre
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[JOSIAH AIYER] – [MARKETING] – [22602062@SUN.AC.ZA]

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Constitutional Responsibilities

According to s32(1) of the Student Constitution, says that we should compile reports which are to be sent to the secretary who then reports to Student Imbizo. I am fulfilling that duty as I compile 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 since attended multiple SRC meetings in accordance with this compliance.

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Portfolio Overview

The role of the marketing manager entails the following :

- Take photos of the SRC members and their various portfolios to market towards the student population in order to grow the SRC page(s)
- Design all SRC posters that will be distributed or approve self-made posters
- Manage and improve the SRC's social media accounts via the utilisation of either a sub-comm member or myself
- Act as custodian of SRC Camera

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Committees/Task Teams

N/A

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Term Overview

In my third term as the Marketing manager, I further trained my sub-com in how to utilise Canva through weekly meetings and further taught some of them how to utilise the camera. The Executive two members have also helped in this regard and helped provide an overview of what to do regarding sensitive social media information.

I have collaborated with Sustainability portfolio holder to do an Instagram giveaway to encourage more people to attend their events, especially during Earth Week. In which case the SRCs following increased shortly afterwards on Instagram as a result.

The Marketing sub-com have helped create posters for different religious and/or national South African holidays, in order to acknowledge the intersectional and multi-faceted nature of our communities. Various other communities also acknowledge these days, but a greater recognition of these days helps create unity and tolerance within the student body.

Printing budget was utilised mainly for Kuko to print out posters and pamphlet books for judges for the Palesa festival, it was also utilised by various portfolios during the term for smaller printing like the Leadership Showcase. The Marketing sub-com also helped Kuko with its photography for Palesa both for Prelims and Finals .

Student Wellness and Branding ran an SRC Meet and Greet on both Stellenbosch and Tygerberg Campus which helped greatly in achieving more visibility for the SRC on both Twitter and Instagram.

There was one SRC Pride event this term which saw the use of a new Pride logo which was designed by Transformation and WAQE.

This term saw an unforeseen flare in systemic issues within the Stellenbosch context which students could no longer idle by while it permeates. An eruption of protests led by societies and communities led the SRC , to plan an event in the early hours of Wednesday the 18th of May for later that day. This events mandate was to allow students lived experiences to be shared and calls for considerations to be taken to institutional gatherings. It was a space to give our fellow BIPOC (Black, Indigenous and People of Colour) students a platform to raise their concerns in a manner which is impactful and safe to do so. The Marketing sub-com also volunteered to help at this event and for the rest of the week.

The Communications Officer and myself worked to ensure that statements were released as soon as possible but still keeping cognisant of the sensitivity of that week. However, there was no staff communication or communication from the CCMD to help in this regard and as such the SRCs communications team was not prepared for dealing with its overwhelming social media.

The SRC together with SU Student leaders from various faculties, communities and societies, came together to mobilise as one student body in the fight against systemic issues. This saw a huge turnout of hundreds of students who joined with , highlighting that the majority stands against racism and other systemic issues.



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Shortly afterwards Africa Day was celebrated by the SRC at the CoCreateHub , in collaboration with International Students portfolio holder I helped document this event through photography,

Budget Usage

<i>Project</i>	<i>Amount budgeted</i>	<i>Amount utilised</i>	<i>Amount available</i>
<i>Printing</i>	<i>R1000</i>	<i>R400</i>	<i>R600</i>

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Plans for next term

Next term I plan to finalise what my portfolio should do in further being handed over, to create more content in which the SRC is seen in action doing their duties. I feel that this is under documented and rather just stated, it would be good for the student body to see what SRC members do.

I also want to finalize doing giveaways to draw more attention to our pages especially since this would be our last term in office. The sub-com will mainly be managed more by the Exec on a regular basis and meetings will be held weekly to ensure that there is no miscommunication .

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