



SRC 2020/2021 Term 3 Report

Almé Engelbrecht, Branding & Marketing, 21555702@sun.ac.za

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Constitutional Responsibilities

As the branding and marketing manager it is my responsibility to manage the image of the SRC, both on campus and on social media. This involves answering any questions students might have, and also directing students to the correct resources should the SRC not be able to assist. I also help promote SRC initiatives and assist with the creation of posters or other branding material members might need. I also assist on any committees the university requires my input as a representative of students. I fulfilled my constitutional responsibilities this past term.

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.

Committees / Task Teams

As the secretary of Matie to Matie, the financial assistance committee, I took over for Nomzamo regarding email communication. After each meeting, emails to approved applicants are sent. 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 Academia.

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With the upcoming Rector's Awards (RA), I also serve on the RA Branding task team. I provide input from a student perspective and offer 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. Branding and posters will be shared in the following term to help promote applicants to apply.

I also serve on the communication policy task team. There were very few meetings, with most falling during exam times being cancelled. I was only asked to provide input or make minor adjustments to the policy this past term. Most of the work is still to come in the upcoming semester and will exceed this SRC term.

Term Overview

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 is difficult to double check most posters, resulting in an inconsistency style-wise.

This semester 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.

I was able to secure branding for the SRC. I am still communicating with PPS on the terms of this sponsorship.

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.

Budget

Budget & Reasoning

With limited journal opportunities, advertising for posters and updates in Die Matie has been reallocated to the wrap up video for next term. An additional R13 000 was also requested and approved for the procurement of jackets with the SRC logo. The remaining funds for promotional clothing will be used.

Expenditure so far

None of my budget was spent in this term.

Plans for next term

Next term will be the final term. There a possible collaboration event planned with PPS. Confirmation has not yet been given by PPS, as communication is slow. The PPS sponsorship could also provide the SRC with pins. Jackets will be procured as a surprise for the team with SRC logo. There will also be wrap-up video scheduled to be posted on the social media platforms at the end of our term. In conjunction with that, photos will be taken, both individual and group photos. A date has been scheduled with the Rectorate to take the annual Rectorate and SRC photo. It will occur on 12 October. This falls outside of our term, but will occur, nonetheless.

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

Recommendations to improve portfolio

A more consistent style could definitely improve the look of posters across social media platforms, but it is incredibly hard to manage as it will involve making most of the posters myself. The use of online design software CANVA really speeds up the process of making posters, and also allows to work across platforms when using one account.

Important Contacts

As the branding and marketing manager, it is important to maintain good communication with your respective Communications Officer. For assistance with branding and marketing guidelines, Ms Yolanda Myoli can be contacted.

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