



STUDENTS' REPRESENTATIVE COUNCIL
IBHUNGA ELIMELE ABAFUNDI
STUDENTERAAD



UNIVERSITEIT
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100
1918 - 2018

SRC 2021/22 TERM REPORT 3 [BRANDING]

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Students' Representative Council
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[WANDILE SEBOTHOMA] – [BRANDING] – [22663657]

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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.



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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

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Committees/Task Teams

[N/A]

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Term Overview

I. SRC Brand merchandise

- SRC office brochures, translated into all 3 languages and proof read by Ms Jacolette Kloppers, created for students as supportive resource explaining the SRC as a structure.
 - i. Translation services were covered by DSAF's language fund
 - ii. The design requires InDesign software and formatting approval by Corporate Communications. Therefore the final design is dependent on the corporate branding. The project has been paused due to illness on part of the Corporate Communications team.
 - iii. Brochure printing has been quoted by SUNMedia, however funding cannot be processed until the brochure design is finalised by Corporate Branding.
 - iv. The matter has been escalated by Student Governance Office as the project has been halted for 2 months.
- The SRC office stamp requires the official university logo to be customised by the manufacturing company. The only company that is capable of this is Trodat via Rubbermystamp, who are not been registered on Trodat. Ms Precious Nhamo, SRC Treasurer, has registered the company on TeraTerm as it is not feasible for I, as branding manager, to purchase the stamp and apply for reimbursement. (*Paper trail communication attached in submission)

2. SRC meet and greets

- Collaboration with wellness portfolio (communication with Mr Chris Briel) to host an opportunity for students to be communicate with SRC members in an informal setting on both Stellenbosch (8 April) and Tygerberg (26 April) campus.
- Students were encouraged to follow SRC social media platforms to encourage direct communication with more students.
- Collaboration:
 - i. The wellness portfolio utilised the opportunity to give out ice cream as a mental health initiative
 - ii. The safety portfolio and transformation portfolio also used the opportunity to give out remaining merchandise such as extra t-shirts and pepper spray

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- iii. The SRC choice for the event on Stellenbosch campus to occur on the same day as societies' fair in support of the societies' council
- General feedback from students was given in SRC meetings to the team

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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

No additional funding has been used from budget in third term. Remaining amount is still to be allocated for printing and merchandise.



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Plans for next term

- Conclude approved SRC branding guidelines
- Conclude acquiring of branding merchandise, namely SRC brochures and office stamp
- Reallocate remaining funds to acquire SRC winter jackets that can be used as SRC winter uniform alternative.

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Recommendations to improve portfolio

- Allocated time to communicate with the branding department on a regular basis, emails are not always responded to timeously
- Guidelines approved by corporate branding that do not require SRC to have third party involvement when acquiring merchandise