

University of Pretoria

Student Representative Council 2017/18

YEARLY REPORT

Drafted by: Kyle Luke Goosen

In his capacity as: Marketing, Media & Communications (MMC) Representative



Name: Kyle Goosen	Portfolio: Marketing Media & Communications		Time Frame: September 2017 – December 2018	
Project:	Timeframe	Action/Activities	Outcome/Achieved Results	Recommendations/Implications for Policy/Practice)
SRC Meetings	September 2017 to present	Attended and participated in SRC Meetings which are held every week where pertinent issues were discussed.	Success	
Mass Meeting	24 th April – 8 th May 2018	Details of the mass meeting have been marketed through posters designed and created by my office. Across campus posters have been put up. And marketed across social media platforms.	Success	
SRC & Faculty House Food Drive	23 April – 4 May 2018	Designed relevant Food Drive Posters for the Faculty Houses in collaboration with the SRC, was marketed across campus and social media platforms.	Success	Food will be distributed through the SNAP program and not by the SRC. Policies regarding the SNAP program are available from the DSA. On the Marketing front, we needed more faculty houses involved to insure a pan involvement from the student body, nonetheless it remained a success.
UP Graduation Ceremonies	4 th May 2018	Attended a graduation ceremony and congratulated students who graduated with distinction or who completed their PhD.	Success	Those who are top achievers in their faculties deserve outstanding congratulations; it is an honor to be able to do so as an SRC leader.
Institutional Forum Meetings	10 Apr 2018 6 Mar 2018 24 Oct 2017	This forum has been in recent meeting been focusing on the issues surrounding transformation at the Onderstepoort Campus. Matters discussed have been enforced and changes put forward by the IF committee.	Success	Official documents released by the Institutional Forum detail all recommendations.

Help Desk	09 – 26 January 2018	The busiest and mostly highly interactive period thus far for the SRC, students had constant communication with the SRC, via the Social media platforms and on the ground; students could readily make contact and be assisted. Information was constantly made available to the student body through the social media platforms	Success: managed to help a great number of students	More resources needed at the Help desks such as: a printer, computer, A lot of students who were not registered could not get onto campus in order to be assisted by the SRC, from a marketing point, more signage was need to direct students as to what our purpose was serving, University should have advertised in addition to our own marketing on social media.
Food Drive	October 2017	The SRC together with all the Faculty Houses ran a food drive to collect non-perishable food items for hungry students on campus. Food Drive: Posters were printed for the SRC Food Drive Initiative, which was successful in all regards, the Marketing of the event was distributed successfully across all faculties and their respective houses, which aided in creating an involved interactive and productive team in terms of student leadership structures.	Success	Food was donated to the SNAP program. (Comment on this event was the unsuccessful res involvement, something that is to be rectified in the Second Food Drive that will be happening)
Mass Meeting	November 2017	A productive interaction with the student body established to discuss the Fee Increments that the university and country were to implement. The event ran smoothly, and was well attended due to notices across campus on social media platforms and posters spread across the campus.	success	

<p>SRC Brand and Photography</p>	<p>Continuous</p>	<p>The SRC have their full formal uniform, casual uniform and Blazers. In terms of representing the Student Representative Council, this front has been a huge success.</p> <p>During all official events and meetings, uniform has been worn and the University and SRC image has been upheld in high esteem.</p> <p>Winter Jackets for SRC members have been purchased, which have be personalized, with each individual SRC respective name embroidered on their jackets.</p> <p>The New Gazebo, banner and Backdrop have been purchased and well in use for both #chooseUPday and the SRC Elections 2018.</p> <p>The SRC Official Photographs have been done, and uploaded onto the Website, the Photos will be used in the promotional posters that will be spread across all campuses of the university, in which students will be able to know and made aware of who their SRC are. This was cancelled due to the expensive nature in which it would cost to make such posters</p>	<p>Success</p>	<p>May be necessary to allocate more money to uniform for the incoming SRC MMC, as to order and pay for winter jackets before the new year.</p>
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<p>Social Media Pages</p>	<p>Continuous</p>	<ul style="list-style-type: none"> - Facebook and twitter remains a powerful tool in communication with the greater student body. It has been a valued tool insuring our students have a constant connection with their SRC. - An improvement made in terms of our social media platforms is posting minutes on Facebook as well as the Website. The Facebook platform gives the students a far greater interactive aspect in accounting for our decisions made in meetings. - Our Social Media inboxes are constantly responded too and students have a lifeline to their SRC. - The Social Media platforms have networked our events with great success. Especially our Food Drive held Last year due to the constant reach and support it resulted in huge support. - Aspects of student life, official business and all aspects of the SRC's on goings; remain transparent and readily accountable to the student body, across all media platforms 	<p>Success:</p>	<p>Possible implementation of an Instagram Page may be useful in exposing the brand of the SRC to the public more readily.</p> <p>In the coming month of October will be setting up an Instagram page for which to enable the incoming src members to further their social media presence</p>
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<p>SRC Website</p>	<p>September 2017- Until Present Continuous process</p>	<p>The website is fully up to date by my office.</p> <p>All recent events have been uploaded under the news panel by my office.</p> <p>All minutes of SRC meeting have been uploaded by my office.</p> <p>All photos of the Members of the SRC, their details, titles and offices numbers are uploaded, by my office.</p> <p>All contact information has been made available by my office.</p> <p>The Student Life Calendar has been made available by my office.</p> <p>All reminisces of the TSC have been removed and the Official SRC of 2018 information been uploaded by my office.</p> <p>News from the DSA and the SRC will be uploaded as it becomes available on this platform by my office.</p> <p>A link to the website is available on the Facebook and twitter social media to the website by my office.</p>	<p>Success:</p>	<p>More training is required from the DSA to assist in the website inner workings it requires skills that I had to develop through trial and error and for future SRC members in this portfolio it is necessary for such.</p>
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Kyle Luke Goosen
Marketing, Media & Communications

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