



Student Parliament

Accountability, Transparency and Consultative Governance
UNIVERSITEIT | YUNIVESITHI | STELLENBOSCH UNIVERSITY

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Communications Officer Term Report 1

Preamble

The Communications Officer, according to the Student Parliament Constitution is functionally responsible for the branding and positioning of SP; ensuring that students are continuously and fully informed of the activities of Student Parliament and the Student Parliament Committee; obtaining feedback from students as far as possible; ensuring that the advice of Student Parliament reaches the Student Representative Council; also to follow up and obtain written responses from official communiqués with student representation structures; responsible for excellent marketing of all SP events; responsible for all platforms of communications with student body attend all SRC meetings where possible; attend TSP meeting at least once a semester; attend TSR meetings at least once a semester.

Projects

This term, I as the Communications of Officer for the year 2022, was able to achieve the following, as expected of my position:

- Contribute to the brand improvement of Student Parliament by making use of social media and the Student Parliament website. I believe I have been able to make an impact with the direction I have chose to create relevant content and keep the student body updated on Parliament and changing the outlook the student body has on Student Parliament. I hope to improve during the next term by working closely with the Campus Engagement Task team to better inform myself of the brand of SP.
- I have made efforts to obtain feedback from students through face-to-face informal interviews. A lot can be improved on in this and this could be achieved by using fun ways to approach students so that it not seen as an inconvenience to be asked questions by members of SP
- I have been able to attend meetings where possible

First Sitting

The First Parliament Sitting was held on 22 March 2022 on teams for the student body and in person for SPC. I took pictures for our Instagram account and shared them.

Societies Fair

The Societies Fair was held on the 8 April 2022 and was able to take pictures for our social media and interact with students.

Photoshoot

Shortly after our appointments at the SPC, I planned a photoshoot to introduce the new members of Parliament. I have decided to reconduct the photoshoot with a professional camera and our new blazers when they are ready to formally introduce SPC on the government.

Remarks

Provide detailed remarks about your term. These are observations that have been acquired during your term.

My first term in Parliament has not been easy, I underestimated the amount of work have as an Honours student and this has affected how much attention I am able to give to Parliament. This is the hardest term to do anything because we are slowly moving out of pandemic mode and things seem to be going back to normal. With more sittings and events, I assume that more people, most especially the first years of 2020 and 2021 will be able to learn about SP and the vision we have for students. I believe with the proper content creation; I will be able to reach students and position the SP to greater heights.

What I have observed is that we as the SP are not visible on campus. Our offices are not visible to students and our visibility is not promoted by other Policy Forum organs.

Recommendations

Provide detailed recommendations to resolve the observations or trouble areas that you have identified.

To be visible on campus, we have already assembled a Campus Engagement Task Team. But I suggested we have a Student Parliament Tuesdays on the Rooiplein at 13h00 and quiz students so they can win prizes, take pictures, and tag us on Instagram to tell a friend.

I also recommend regular content creation with members, and other student body structures.

With regards to other Policy Forum promoting us, this is a clever idea to see that organs co-exist, and neither is a problematic towards one another.

Conclusion

To conclude this report, I see a lot of work needs to be done on my side to produce a better report for the next term. I will continue with my plans for the following term of increasing campus visibility and producing top tier content.

X

Thuto Matuba
Communications Officer