

MACE National Workshop

5 May 2017, Stellenbosch

Programme

09:00-09:05	Opening and welcome by the MACE National Chairperson, Lacea Loader	
09:05-09:10	Welcoming message by Dr Phumzile Mmope, Senior Director: Corporate Communication, SU	
09:10-09:20	Executive summary of the annual MACE operational plan	
Panel discussions		
09:20-10:00	<p>Discussion 1: Current Fundraising Challenges at Higher Education Institutions within South Africa Representatives from member institutions will discuss the following: Is there a shortage of skills within the fundraising environment; the influence of the crisis in the Higher Education sector on fundraising; and effective database management Panellists: Annamia van den Heever (UFS); James Kydd (DevMan). Facilitator: Vera Adams (SU)</p>	
10:00-10:40	<p>Discussion 2: Student Recruitment: Cutting from the Same Cake? Representatives of member institutions will discuss the following: Challenges facing Higher Education institutions in student recruitment; using online and digital platforms to recruit students; strategies to attract the best students; and what are prospective students looking for in an institution of higher learning. Panellists: Marick Hornsveld (SU); Ilze Bakkes (UFS). Facilitator: Candes Keating (CPUT)</p>	
10:40-11:20	Refreshments	
11:20-12:00	<p>Discussion 3: Surviving the Protests in the Higher Education Sector: Communication Successes and Pitfalls Representatives of member institutions will discuss the following: Stakeholder engagement; crisis communication planning; and dealing with the media. Panellists: Aloy Gowne (UCT); Willa de Ruyter (TUT). Facilitator: Takalani Dzaga (UNIVEN)</p>	
12:00-12:45	Presentation:	Young Alumni Programmes: How to Capture and Maintain this important Stakeholder Group – Suzan Hlahane, UJ
12:45-13:30	Presentation:	Operation Social Media: Christine Bombal, Management Consultant and Director, Flamingo Marketing
13:30-14:00	Networking Lunch	
14:00-14:45	Let's Talk Excellence Awards	
14:45-15:00	Closing	

The MACE Board would like to thank **Stellenbosch University** for hosting this workshop.