



## Season's Greetings from the MACE Board of Directors



To all MACE members, thank you for contributing to the industry with so much passion and for keeping your focus during turbulent and challenging times in higher education this year. The MACE Board of Directors is looking forward to continue these conversations with each of you in 2017. Our aim is to stimulate positive thinking in all aspects of the marketing, advancement, and communication industries, but also to ensure that we benchmark ourselves and constantly strive to improve and learn from one another. We wish you a peaceful festive season, safe travels, and much joy with loved ones.

## UNIVEN MACE mini workshop 2016

Discussions about communications challenges around current state of higher-education institutions in South Africa

On Friday 3 November 2016, practitioners in Marketing, Advancement and Communication in Education (MACE), Northern Region, held their workshop at the University of Venda Council Chambers. The workshop was attended by delegates from the University of Venda (host), University of Limpopo, Mancosa, Vhembe TVET College, Sekhukhune TVET College, Waterberg TVET, and Thasululo FET College. The Director of Communications and Marketing, Mr Takalani Dzaga, said in his welcoming remarks and in outlining the purpose of MACE, "the primary purpose of the workshop is to offer practitioners in these fields the opportunity to share common challenges, especially considering the fact that higher-education institutions are currently facing #feesmustfall protests". He further indicated that the intention with the workshop was that member institutions should establish long-lasting relationships.



The Executive Director of Marketing and Communications at UL, DK Mohuba (left), and the Director of Communications and Marketing at UNIVEN, Takalani Dzaga, exchanging a token of appreciation. Mr Dzaga is also interim Chairperson of MACE in the Northern Region.

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Group photo of delegates who attended the workshop

“It is important for us as communicators to constantly communicate and get together to share common challenges, and to work closely with each other in order to find possible solutions to challenges we are confronted with,” said Dzaga. The mission of MACE is: the promotion of best practice (benchmarking), networking, and partnerships among members and relevant stakeholders.

“As a communicator, I need to know what is happening at the University of Limpopo, especially during this time of protest, so that I have a relevant answer when the media is fed information by students and I am being attacked by journalists,” said Mr Kgalema Mohuba, Executive Director: Marketing and Communications at the University of Limpopo, during his keynote address on the topic ‘Current state of higher-education institutions in South Africa: Communications Challenges.’

“It is better to be on friendly foot with the students’ political organisations and their leadership. As a communicator, you also

need to be conversant with their methods of communication, such as social media, because this is where they discuss their next move,” said Mohuba. He said at first he did not like Facebook, but because he is a communicator, he had no choice but to create an account so that he could follow the vibe.

MACE fulfils a leadership role in the higher-education sector within Southern Africa by adding value to practitioners in marketing, advancement, and communications through high-quality development programmes, facilitating networking partnerships and transformation, as well as promoting best practices among these professions at its member institutions. During the Regional MACE Mini-Congress, experts from the fields of marketing, advancement, and communications shared experiences and best practices. Participants unanimously supported the importance of involving communication practitioners in decision-making committees, including Council, so that they could have first-hand information and communicate accurate information with stakeholders.

## MACE Honorary Members



Lydia Herman, Riaan Els, Laurika du Bois, Pieter Swart, and Beverley Erickson

# MACE Excellence Awards for 2016

## Division 1

### Recipients of Excellence Awards

Institution	Division	Category	Entry Name
Cape Peninsula University of Technology	Division 1: Campaigns	12. Marketing Campaigns	FACEBOOK STUDENT RECRUITMENT ADVERTISING
University of Johannesburg	Division 1: Campaigns	12. Marketing Campaigns	#UJBETHESOLUTION

## Division 1

### Recipients of Gold Awards

Institution	Division	Category	Entry Name
University of KwaZulu-Natal	Division 1: Campaigns	30. Events: Multi-day	COLLEGE OF AES: UKULINGA HOWARD DAVIS MEMORIAL SYMPOSIUM
University of KwaZulu-Natal	Division 1: Campaigns	5. Integrated Public Relations Campaigns	SCHOLARSHIP AWARDS 2015
University of the Free State	Division 1: Campaigns	10. Internal Campaigns	SOUND [W]RIGHT UFS STUDENT TONE AND VOICE GUIDE
University of the Free State	Division 1: Campaigns	6. Issue Management Campaigns	FACILITATION OF THE REVIEW OF THE UFS LANGUAGE POLICY
University of Johannesburg	Division 1: Campaigns	12. Marketing Campaigns	UJ GRADE 9 SUBJECT CHOICE SEMINAR
UNISA	Division 1: Campaigns	2. Brand-building campaigns	DEFINE TOMORROW

## Division 1

### Recipients of Platinum Awards

Institution	Division	Category	Entry Name
University of the Free State	Division 1: Campaigns	Category 2: Brand-building campaigns	KOVSIEGEAR

## Division 2

### Recipients of Excellence Awards

Institution	Division	Category	Entry Name
Stellenbosch University	Division 2: Media	18. Printed: Annual Reports	RESEARCH AT STELLENBOSCH UNIVERSITY 2015
University of Johannesburg	Division 2: Media	26. Electronic: Websites	UJ LEARNER PORTAL MOBI SITE

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# Results of the 2016 MACE Excellence Awards

## Division 2

### Recipients of Gold Awards

Institution	Division	Category	Entry Name
North-West University	Division 2: Media	19. Printed: Special Publications	PROFILE 2015/2016
Stellenbosch University Medical School	Division 2: Media	22. Digital: Internal Newsletters	VIVUS DIGITAL NEWSLETTER
University of Johannesburg	Division 2: Media	24. Digital: Annual Reports	ANNUAL REPORT SERIES 2015
University of Pretoria	Division 2: Media	27. Mobile: Apps	JUNIOR TUKKIE APP
University of Cape Town	Division 2: Media	30. Events: Multi-day	JUNE 2016 GRADUATION
University of the Witwatersrand	Division 2: Media	16. Printed: External Magazines and Other Printed Media	WITS REVIEW AUGUST 2016
University of Johannesburg	Division 2: Media	28. Social Media	UJ INSTAGRAM
North-West University	Division 2: Media	18. Printed: Annual Reports	NWU ANNUAL REPORT 2014

## Division 2

### Recipients of Platinum Awards

Institution	Division	Category	Entry Name
University of the Witwatersrand	Division 2: Media	26. Electronic: Websites	WITS NEW PUBLIC WEBSITE

## Division 3

### Recipients of Excellence Awards

Institution	Division	Category	Entry Name
Stellenbosch University Medical School	Division 3: Skills	31. Design: Printed	FMHS ANNUAL PUBLICATION 2015
North-West University	Division 3: Skills	32. Design: Digital	EISH! DECEMBER 2015
University of the Free State	Division 3: Skills	41. Videography: Feature Long	STUDENT BURSARY FUND CAMPAIGN VIDEO
University of the Free State	Division 3: Skills	31. Design: Printed	EXPANDED FOOTPRINTS PUBLICATION

## Division 3

### Recipients of Gold Awards

Institution	Division	Category	Entry Name
Cape Peninsula University of Technology	Division 3: Skills	35. Writing: News Media	JANSEN PUBLIC LECTURE
UNISA	Division 3: Skills	40. Videography: Feature Short	GRATITUDE SERIES: SHORT FEATURES
University of the Free State	Division 3: Skills	41. Videography: Feature Long	SPACES AND PLACES VIDEO
North-West University	Division 3: Skills	32. Design: Digital	NWU & U JUNE 2016
Varsity College	Division 3: Skills	31. Design: Printed	IT DEGREE PROGRAMME LAUNCH POSTER
University of the Free State	Division 3: Skills	38. Photography: News	STUDENT BURSARY FUND CAMPAIGN PHOTOGRAPHS

## Division 3

### Recipients of Platinum Awards

Institution	Division	Category	Entry Name
Stellenbosch University	Division 3: Skills	39. Photography: Feature And Documentary	ANNUAL PHOTOGRAPHY

## Special Awards

- MACE Award for outstanding research: **UNISA – Define Tomorrow**
- Carl and Emily Fuchs Foundation Business Issue Award: **Stellenbosch University – Annual Photography**
- Severus Cerff Award: **University of the Free State**
- Chairperson's Award: **University of the Witwatersrand**



# 2016 MACE Congress in pictures



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Delegates with Ruda Landman



Aki Kalliatakis



Professional speed dating selfies

