



STREAMLINING TO GAIN SPEED

THE TURN-AROUND STRATEGY of MACE, which was implemented in 2010, has proven successful and the organisation has reached a point where we are proud of our financial stability. The next phase in the process is to streamline the activities to ensure that growth of the organisation is realised and value added to our members.

FEEDBACK ON OPERATIONAL PLANNING SESSION

THE BOARD OF DIRECTORS of Marketing, Advancement & Communication in Education (MACE) commissioned Dr Riaan C Els to facilitate an operational planning session for the newly elected governing structure of the organisation, which would also serve as their first Board meeting of the ensuing two-year tenure (2016 – 2017).

The workshop was hosted at the University of the Witwatersrand's (WITS) West Campus on 19 November 2015 and the session was well attended with only two Board members tabling apologies.

The main purpose of the session was to facilitate the annual operational planning of the organisation in relation to a number of strategic focus areas for the ensuing year. The key outcomes required in each of these areas and as agreed to by the various Board members were recorded in an action-orientated operational plan that was to be implemented during 2016, both nationally and within the various regions of the organisation.

Included in the list of topics under discussion were the following:

- Election of Office-bearers
- Governance Issues
- Annual Congress Review and Planning
- Excellence Awards Report and Planning
- Best Practice and Professional Development Programmes
- Internal Positioning and Communication
- External Relations and Partnerships
- Finance, Funding and Sustainability
- Board Meeting Arrangements for 2016

The members proceeded to table the nominations for the two positions that were being vacated by respectively the Chairperson and Deputy-Chair. Following the due procedure as required by the Memorandum of Incorporation (MOI), Ms Lacea Loader (University of the Free State) was nominated and voted into the position of Chairperson, while Ms Normah Zondo (University of KwaZulu-Natal) was nominated and voted into the position of Deputy-Chair.

In line with the strategic vision to streamline activities while adding value, the first joint session for the year was planned and will be hosted by the University of the Witwatersrand (WITS).



Ms Lacea Loader
University of the Free State



Ms Normah Zondo
University of KwaZulu-Natal

UPCOMING EVENTS

First National Workshop

- **Date:** 15 March 2016
- **Venue:** Senate Room, West Campus, University of the Witwatersrand
- **Time:** 09:00 – 15:00
- **Topic:** Implication of #FeesMustFall on the marketing, advancement and communication sector and launch of the Excellence Awards 2016 Entry Guide
- **Draft Programme:**
 - Opening and Welcome
 - Review of Annual Operational Plan
 - Presentation: Gearing for disruption: Reflection on #FeesMustFall
 - Panel Discussion: #FeesMustFall and its implication on the marketing, advancement and communication sector
 - Presentation: Excellence Awards: Objective setting, methods vs tactics – from must do to can't be without
 - Presentation: Excellence Awards: Measuring – using the right yard stick
 - Launch of the Excellence Awards 2016 Entry Guide
 - Networking Lunch and Departure