

UNIVERSITY OF THE  
WITWATERSRAND,  
JOHANNESBURG



Schools Liaison & Student Recruitment

# ACTIVITY REPORT

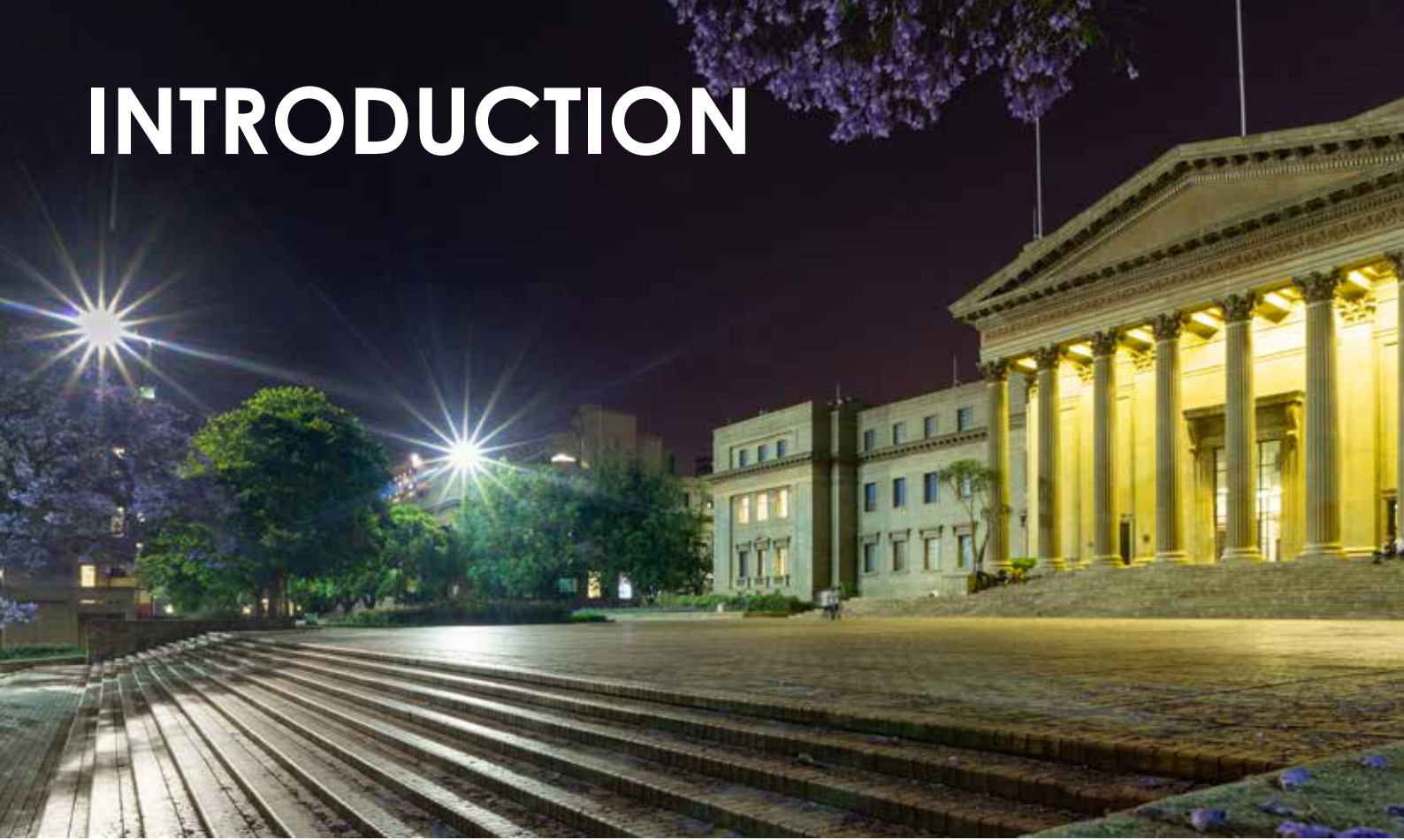
2020

# ACTIVITY REPORT

Schools Liaison  
& Student  
Recruitment

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# INTRODUCTION



The 2020 Activity Report provides a comprehensive summary of the recruitment and marketing activities undertaken by the Schools Liaison Office (SLO) in the school environment nationally. The activities are based on the strategic and operational priorities assigned to the team and are guided by the University's strategic objectives and the SLO 2020 operational plan. The SLO has been heavily impacted by the Covid-19 pandemic and this Activity Report reflects the strategic activities and innovations undertaken during a difficult year.

The SLO is a department that falls under the Registrar's Division, the department's primary mandate is to recruit academically excellent learners, liaise with various stakeholders and coordinate the delivery of effective schools information. The SLO offers learners an holistic understanding of what the academic expectations are in order to gain entrance to Wits University.

We strive, through our various interventions, to ensure that learners who intend studying at Wits University are informed of career opportunities, programme choices, admission requirements and closing dates, and to ensure that we attract and recruit learners who display high academic potential.



# SCHOOLS LIAISON MESSAGE

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The SLO continues to help Wits achieve its mission of being one of the leading research intensive universities in the country and on the continent. Our greatest contribution to the University is helping to recruit academically excellent learners; helping to build a pipeline of talent from undergraduate studies all the way through to postgraduate studies as well as helping the University to maintain its 50% Science, Engineering and Technology profile.

As the Coronavirus rattled the world at large this year, the education sector also had to adjust to meet various pressing academic demands. Luckily, the first quarter for the SLO was not severely impacted and we succeeded in reaching a large portion of our prospective students. However, the remaining part of the year was severely impacted and it was more important than ever for SLO to ensure we had the tools and plans to work virtually. This included using digital and online platforms to maintain our strategic marketing and recruitment objectives. SLO implemented a business continuity plan which was specifically geared at developing alternative options for career advisory and student recruitment. SLO played an important marketing and recruitment role at Wits this year, continuing to convince learners to choose Wits as their premier destination of study. Covid-19 has certainly provided an opportunity for SLO to reflect and to adapt to the ever changing times.



Appreciation goes to our Vice-Chancellor, Professor Adam Habib, and to the University Registrar, Ms Carol Crosley, for their ongoing support of the team especially in such a difficult year. We would like to acknowledge all our internal stakeholders including the Deans of Faculties, Heads of Schools, various academics as well as our colleagues in the Registrar's and Marketing Divisions who strongly support our activities and events. We would also like to thank our feeder school principals and their staff who supported all our new interventions and helped to ensure that learners received accurate information about programme choices and admission criteria. I look forward to a challenging but successful 2021, and to the continued support of all of our stakeholders.

Thank you!

**Sershin Naicker**

Student Recruitment Manager

Head: Schools Liaison

# STATISTICS

## 2020 TOP FEEDER SCHOOLS\*

\*By 1st year UG enrolments, "Top" in this context refers to the highest number of 1st year UG enrolments

\*Data obtained from Business Intelligence through AISU

\*All data was correct & accurate at the time of print

\*Quintile 6 is a Wits classification for a private/independent school

### Quintiles 4-6\*

School Quintile	Name of Feeder School	Enrolments
5	Parktown Girls High School	75
6	King David High (Linksfield)	53
5	Al Aqsa School	39
5	King Edward VII School	39
5	Northcliff High School	37
5	Greenside High School	34
6	Marist Brothers Linmeyer (Marian College)	34
4	Parktown Boys High School	32
6	Saheti School	32
5	Jeppe High School for Girls	31
5	Rand Park High School	31
6	St John's College (Johannesburg)	31
6	Crawford College (Sandton)	29
6	King David (Victory Park)	28
6	Roedeuan School	27
5	Glenvista High School	25
5	Mondeor High School	25
6	St Benedict's College	24
5	Jeppe High School for Boys	22
4	Mbilwi Senior Secondary School	22

### Quintiles 1-3

School Quintile	Name of Feeder School	Enrolments
3	Bhukulani High School	12
3	EPP Mhinga High School	12
2	Khanyisa Education Centre	11
3	Fumana High School	10
3	Raymond Mhlaba Secondary School	10
3	Thengwe High School	10
2	Tshivhase High School	10
1	Diepsloot Combined School	9
2	Eqiniswa Secondary School	9
3	Jane Furse Comprehensive School	9



## 2020 1ST YEAR UG ENROLMENTS BY FACULTY\*

\*Data obtained from Business Intelligence through AISU

\*All data was correct & accurate at the time of print

Name of Feeder School	Enrolments	*CLM	*EBE	*HS	Humanities	Science
Parktown Girls High School	75	8	6	21	28	12
King David High (Linksfeld)	53	15	8	6	12	12
Al Aqsa School	39	3	5	13	12	6
King Edward VII School	39	8	12	3	10	6
Northcliff High School	37	8	4	7	11	7
Greenside High School	34	4	3	5	17	5
Marist Brothers Linmeyer (Marian College)	34	9	6	3	7	9
Parktown Boys High School	32	8	9	0	7	8
Saheti School	32	8	3	3	7	11
Jeppes High School for Girls	31	4	2	6	13	6
Rand Park High School	31	5	5	5	10	6
St Johns College (Johannesburg)	31	10	6	5	5	5
Crawford College (Sandton)	29	11	5	1	6	6
King David (Victory Park)	28	2	6	3	8	9
Roedean School	27	5	4	4	10	4
Glenvista High School	25	5	5	2	10	3
Mondeor High School	25	7	6	2	9	1
St Benedict's College	24	7	3	2	6	6
Jeppes High School for Boys	22	7	2	0	8	5
Mbilwi Senior Secondary School	22	2	7	3	3	7
Bhukulani High School	12	0	1	2	4	5
EPP Mhinga High School	12	1	5	2	1	3
Khanyisa Education Centre	11	2	6	0	2	1
Fumana High School	10	0	2	0	3	5
Raymond Mhlaba Secondary	10	2	2	0	6	0
Thengwe High School	10	1	1	2	0	6
Tshivhase High School	10	4	3	0	1	2
Diepsloot Combined School	9	1	0	1	4	3
Eqinisweni Sec School	9	1	3	0	2	3
Jane Furse Comprehensive School	9	1	3	0	1	4
<b>Totals</b>	<b>772</b>	<b>149</b>	<b>133</b>	<b>101</b>	<b>223</b>	<b>166</b>

\*CLM – Commerce, Law & Management

\*EBE – Engineering & the Built Environment

\*HS – Health Sciences

## 2020 TOTAL ENROLMENTS BY FACULTY\*

\*Data obtained from Business Intelligence through AISU

\*All data was correct & accurate at the time of print

29%

HUMANITIES

22%

SCIENCE

19%

COMMERCE, LAW  
& MANAGEMENT

17%

ENGINEERING AND  
THE BUILT ENVIRONMENT

13%

HEALTH SCIENCES

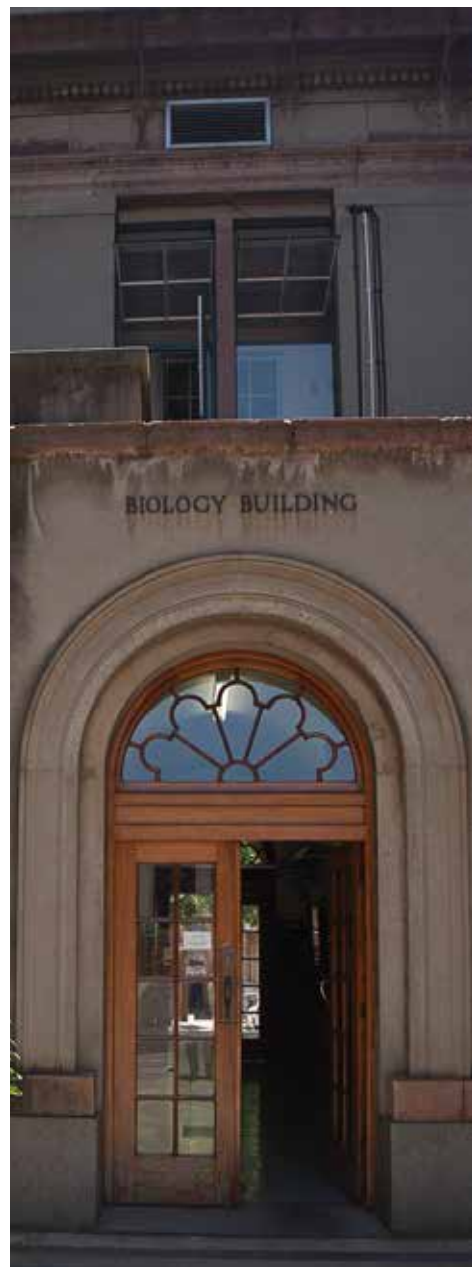
## 2020 FEEDER SCHOOLS BY TOTAL UG ENROLMENTS\*

\*Data obtained from Business Intelligence through AISU

\*All data was correct & accurate at the time of print

\*Quintile 6 is a Wits classification for a private/independent school

Name of Feeder School	Quintile	Total UG
Parktown Girls High School	5	642
King David High (Linksfeld)	6	492
Northcliff High School	5	330
St John's College (Johannesburg)	6	307
Al Aqsa School	5	289
Greenside High School	5	289
Crawford College (Sandton)	6	272
Jeppe High School for Girls	5	263
Lenasia Muslim School	6	257
Glenvista High School	5	255
King Edward VII School	5	225
Saheti School	6	223
Johannesburg Muslim School	5	219
Parktown Boys High School	4	212
Roedean School	6	211
Marist Brothers Linmeyer (Marian College)	6	205
Star Schools	4	205
UJ Metropolitan Academy	6	197
King David (Victory Park)	6	194
St Benedict's College	6	193
Rand Park High School	5	192
Mbilwi Senior Secondary School	4	188
Mondeor High School	5	182
St Mary's School	6	180
Redhill High School	6	178
<b>Total</b>		<b>6400</b>





## 2020 FEEDER SCHOOLS BY TOTAL PG ENROLMENTS\*

\*Data obtained from Business Intelligence through AISU

\*All data was correct & accurate at the time of print

\*Quintile 6 is a Wits classification for a private/independent school

Name of Feeder School	Quintile	Total PG
Parktown Girls High School	5	151
King David High (Linksfeld)	6	123
Northcliff High School	5	101
Parktown Boys High School	4	82
Greenside High School	5	79
Star Schools	4	77
Crawford College (Sandton)	6	74
St John's College (Johannesburg)	6	71
St Benedict's College	6	70
Jeppe High School for Girls	5	69
King Edward VII School	5	65
Rand Park High School	5	64
Roedean School	6	62
Glenvista High School	5	59
Sacred Heart College	6	59
King David (Victory Park)	6	58
Allen Glen High School	5	55
Jeppe High School for Boys	5	54
Bracken High School	5	51
Mondeor High School	5	49
St David's Marist Inanda	6	49
UJ Metropolitan Academy	6	48
Edenglen High School	5	46
Lenasia Muslim School	6	46
Redhill High School	6	46
<b>Total</b>		<b>1708</b>



## TOP FEEDER SCHOOLS UNIT PASS RATE\*

\*Unit Pass Rate refers to the total number of units taken (exams written) and the success rate of both undergraduate and postgraduate students from the top feeder schools in 2019.

Name of Feeder School	Enrolled Students	Courses Attempted	Courses Passed	Pass Rate %
King David High (Linksfeld)	374	2066	1874	90.71
Al Aqsa School	184	1191	1067	89.59
Parktown Girls High School	499	2556	2288	89.51
Marist Brothers Linmeyer (Marian College)	143	808	723	89.48
King David (Victory Park)	148	820	729	88.90
Northcliff High School	275	1516	1347	88.85
Saheti School	147	874	774	88.56
Diepsloot Combined School	15	120	106	88.33
Jeppe High School for Girls	204	1121	989	88.22
Glenvista High School	218	1230	1070	86.99
Khanyisa Education Centre	38	194	168	86.60
Roedean School	155	791	680	85.97
Rand Park High School	179	942	797	84.61
Greenside High School	231	1260	1065	84.52
St Benedict's College	159	970	818	84.33
King Edward VII School	213	1184	997	84.21
Fumana High School	23	136	114	83.82
St John's College (Johannesburg)	228	1300	1088	83.69
Parktown Boys High School	180	1050	864	82.29
Crawford College (Sandton)	239	1111	906	81.55
Mondeor High School	149	766	616	80.42
Jeppe High School For Boys	152	881	705	80.02
Thengwe High School	88	593	470	79.26
Mbilwi Senior Sec School	123	775	599	77.29
Eqinisweni Secondary School	44	299	230	76.92
Bhukulani High School	36	218	166	76.15
Tshivhase High School	65	416	309	74.28
EPP Mhinga High School	53	395	290	73.42
Raymond Mhlaba Secondary School	26	204	145	71.08
Jane Furse Comprehensive School	29	198	140	70.71

**SCHOOLS LIAISON AND  
STUDENT RECRUITMENT  
ACTIVITIES**

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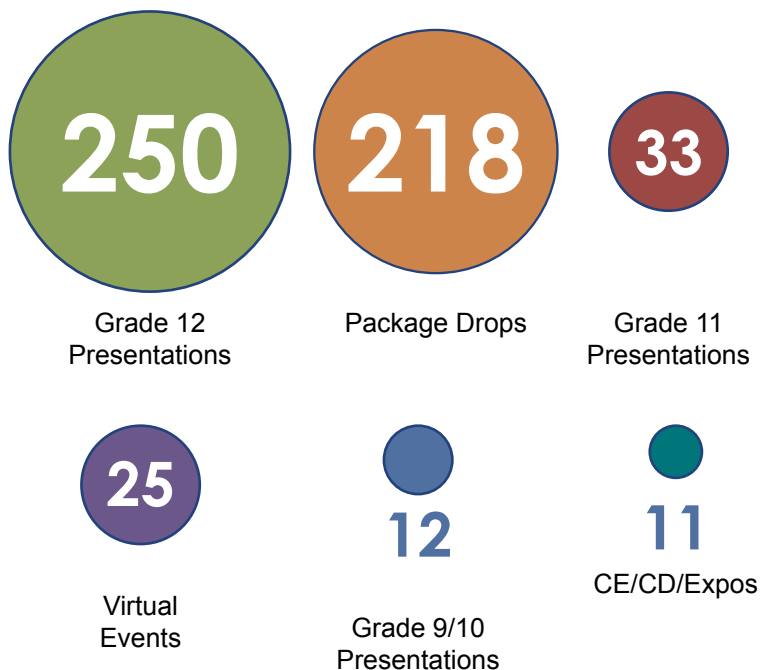
## 2020 SCHOOLS LIAISON AND STUDENT RECRUITMENT ACTIVITIES\*

\*Data obtained from Wits Student Information Management System + Wits Schools Liaison Internal records

2020 ACTIVITY SUMMARY		
ACTIVITY	Total	Total Learners
Grade 12 Presentations	250	42316
Grade 11 Presentations	33	2269
Grade 9/10 Presentations	12	480
Campus Tours	0	0
Virtual Events	25	1300
Career Exhibitions / Expos / Career Days	11	25293
Package Drops to Schools	218*	
<b>Total Events</b>	<b>549</b>	<b>71658</b>

\*Please note 183 package drops were completed in November & December 2019 after the 2019 Activity report was completed.

### REPRESENTATION OF THE 2020 ACTIVITY SUMMARY





# SUMMARY OF THE 2020 ACTIVITIES

The SLO is a dynamic team that forms the link between high school and University, narrowing the gap between university and high school by providing relevant information. Our School Liaison Officers (SLs) visit a vast number of schools and advise learners about admission requirements, career opportunities, the range of degree courses offered at Wits, fees, funding and student life on campus. This information is disseminated via presentations to Grade 9, 10, 11 and 12 learners, career exhibitions, career evenings and campus tours.

## Grade 12 Presentations

Being a matriculant can be daunting considering the number of activities that one must fulfil within a year. The Covid-19 pandemic restricted the amount of face to face interactions that SLO could undertake, so a limited number of presentations were made to the current cohort of matric learners both in Gauteng and nationally. Presentations are made to Grade 12 scholars to advise on various programme/career choices available at Wits University. Application procedures and processes are discussed, including but not limited to closing dates, financial aid, bursaries and scholarships as well as individual faculty requirements. The intention is to showcase and position Wits as the leading university in the country and on the African continent. 250 Grade 12 presentations were conducted to approximately 42 000 learners in 2020.



## Grade 11 Presentations

Presentations to Grade 11 learners are important as they prepare the learners for the matric year ahead. The Grade 11 results are important as provisional decisions for entry into University are made on this basis; the psychological significance of a provisional offer is important for these learners. The SLs stress the importance of the Grade 11 marks as well as how they relate to admission points and application processes. This enables learners to set their goals and objectives early on, so that they can work towards this requirement in their matric year. Unfortunately, the majority of Grade 11 interactions take place in the second half of the year and this was severely impacted by the pandemic. A total of 33 Grade 11 presentations were conducted to approximately 2200 learners in 2020.





## Grade 9 Subject Choice Presentations

The correct choice of subjects is critical to learners wanting to pursue tertiary studies and thus great significance is placed on Grade 9 subject choice presentations. The importance of correct subject choices was emphasised, as the subject selection at this stage will determine the programmes available at the undergraduate level upon entering university. Critical areas covered included but not limited to, the subject combinations and the importance of Mathematics versus Mathematical Literacy and their later impact. The subject choice presentations also include key career guidance information on viz. careers, requirements, abilities, interests, personalities and job shadowing. The number of invitations received for Grade 9 presentations in 2020 totalled 12. The majority of Grade 9 interactions take place in the second half of the year and this was severely impacted by the pandemic. SLO also created a Grade 9 subject choice brochure which was disseminated both in hard copy and soft copy format to schools.



## Campus tours to Wits

Unfortunately, campus tours did not take place this year due to the pandemic. The University implemented strict Covid-19 protocols, which prevented the general public from entering the campus.

## Career Exhibitions/Career Days/Career Evenings

These events are attended in order to facilitate information transfer to larger audiences of learners. Wits is an active member of both the Career Exhibitions and Information Association (CEIA) and the Career Guidance Programme (X2Y). X2Y did not take place at all this year due to the pandemic. Career expo's and career days are also privately arranged by the feeder schools themselves, to which Wits is invited as an exhibitor and presenter. Other career expo events are organised by private organisations, government departments and NGO's. Unfortunately, the number of career exhibitions was severely limited by the pandemic. A total of 11 events were attended in 2020. We engaged with approximately 25 000 learners at these expos.





## Package Drops

Due to the pandemic, school interactions were limited and the SLO department had to rely on package drops at schools to ensure that learners received up to date information. Multiple packages drops were conducted and this allowed us to build better and continuous relationships with schools. A total of 218 package drops were conducted.

## SLO Covid-19 Interventions and Innovations

The current competitive landscape of the Higher Education sector is characterised by high-intensity rivalry in dynamic and uncertain ways. Wits University's ability to respond swiftly and effectively to these changes was imperative to remain competitive. Innovation and agility were the pillars of success for the SLO department throughout the Covid-19 pandemic and the various challenges faced. Forces of market pressure compelled SLO to transform to remain relevant as brand ambassadors of the institution, thus a number of interventions and innovations were introduced in 2020 and are presented below.

## Department of Education – Material Couriers

Wits and the SLO had already received its full complement of guides and pocket guides for the year and was facing a situation where large volumes would have been destroyed thus resulting in huge financial losses for the University. SLO arranged for several DOE district offices to receive the material and redistribute these to schools in those regions. The couriers were made to the following districts:

1. Springs
2. City Deep
3. Pretoria
4. Randfontein
5. Sebokeng
6. Roodepoort
7. Johannesburg East
8. Johannesburg South



## School E-mailers

The SLO developed and mounted a dynamic and engaging e-mail campaign aimed at external stakeholders in schools around South Africa. A total of four Rocketseed e-mailers were sent to schools in reaching out to educators and making them aware of some of the online activities that took place at Wits.

The communicate was as follows:

1. Introduction communicate from SLO alleviating fears and concerns about possible changes to admission policies and procedures related to the Covid-19 pandemic
2. Invitation to Grade 12 webinars & changes to NBT requirements
3. Drawing attention to the revised SLO webpage and resources including new videos
4. School needs analysis – data collection from educators in order to plan ahead for 2021

## Virtual Focus Days

The Covid-19 pandemic prevented Wits from hosting a physical Focus Day this year and the Senior Executive team tasked several departments to run a virtual Focus day for each faculty. Thus, the University's Focus Days were hosted virtually for the very first time where personalised emails and SMS invitations were sent out to applicants above 42 APS. SLO was tasked with the Q&A segment and the motivational message for each event. Please see below the statistics and feedback for each Faculty's Focus Day:

### Faculty of Health Sciences: Saturday, 15 August 2020

INVITATIONS SENT	REGISTERED	CANCELLED	ATTENDED	ATTENDANCE	Q&A QUESTIONS	UNANSWERED QNS IN SESSION, ANSWERED POST EVENT
4800	1280	30	729	15%	542	183

#### Common themes from Q&A:

Applying to residence, Marks required to get into specific programmes, New admission criteria, Start dates for 2021, Curriculum Outlines, employability and practicals, Concerns about Grade 11 results, When will they receive a provisional offer, number of students in specific programmes and NBTs.

### Faculty of Science: Saturday, 15 August 2020

INVITATIONS SENT		CANCELLED	ATTENDED	ATTENDANCE	Q&A QUESTIONS	UNANSWERED QNS IN SESSION, ANSWERED POST EVENT
3776	565	24	314	12%	206	7

#### Common themes from Q&A:

Actuarial Science, Computer Science, Getting into Health Science from Science, Marks required to get into specific programmes, Start dates for 2021, Curriculum Outlines, Concerns about Grade 11 results, When will they receive a provisional offer, number of students in specific programmes, Choosing a specialisation in Science and NBTs.

### Faculty of Engineering and the Built Environment: Friday, 21 August 2020

INVITATIONS SENT	REGISTERED	CANCELLED	ATTENDED	ATTENDANCE	Q&A QUESTIONS	UNANSWERED QNS IN SESSION, ANSWERED POST EVENT
2216	534	10	265	12%	148	9

#### Common themes from Q&A:

Difference between engineering streams, Practicals, Marks required to get into specific programmes, Start dates for 2021, Curriculum Outlines, Concerns about Grade 11 results, When will they receive a provisional offer, number of students in specific programmes, Job Opportunities, Software/Programming languages and NBTs.

### Faculty of Humanities: Saturday, 22 August 2020

INVITATIONS SENT	REGISTERED	CANCELLED	ATTENDED	ATTENDANCE	Q&A QUESTIONS	UNANSWERED QNS IN SESSION, ANSWERED POST EVENT
2930	594	17	274	9%	211	14

#### Common themes from Q&A:

Digital Arts, Psychology, Law, Practicals, Marks required to get into specific programmes, Start dates for 2021, Curriculum Outlines, Concerns about Grade 11 results, When will they receive a provisional offer, number of students in specific programmes, Auditions, Portfolios and NBTs.

## Faculty of Commerce, Law and Management: Saturday, 22 August 2020

INVITATIONS SENT	REGISTERED	CANCELLED	ATTENDED	ATTENDANCE	Q&A QUESTIONS	UNANSWERED QNS IN SESSION
2667	551	18	223	8%	153	0

### Common themes from Q&A:

Accounting Science, Law, Marks required to get into specific programmes, Start dates for 2021, Curriculum Outlines, Concerns about Grade 11 results, When will they receive a provisional offer, number of students in specific programmes, Double Majors, Job Opportunities and NBTs.

### Feedback from learners included the following:

*It was a great event. I personally did not encounter any problems joining.*

*Exceptional, professional and well planned*

*It was very helpful and I was able to understand more about what the university offers to its students*

*I had considered several other universities as options but after having virtually attended these events I decided that the University of Witwatersrand is the one for me.*

*Very insightful, smooth flow*

*The event was very informative, interactive and overall creative. Despite being at home, I felt as though I was at the campus*

*I think it was presented and managed very well and I enjoyed it*

*The presentation was extremely professional and the panel members answered all questions thoroughly and completely. I became even more excited to attend Wits University in 2021*

*It was an eye opener... It was the kind of motivation that one needed after all the hardship that anyone could have encountered during the year... It really gave me enough reason to go on. The part I loved most was at the end.. That man who gave that speech to conclude everything... I can't quote directly but he said, "fast forward next year... When u get that message... U have been accepted into the university where Nelson Mandela... And all the others got their qualifications..." it was really amazing... I can't thank the University enough... Believe me... It was not in vain.. I would like to thank the University that made it all possible.*



## Social Media Campaign

SLO partnered with the Communication and Marketing teams to enhance and repackage some of our social media content and create well thought out recruitment campaigns. We created a social media schedule for admission and career advisory posts during the year. This was to negate any effects of the Covid-19 pandemic. Online platforms such as social media sites allow universities to showcase their course offerings more easily during a non-face to face contact period. Strategic SLO posts included the following:

1. Motivational matric posts that encouraged applications for high flyers and top achievers
2. NBT post reminder
3. 9 STEM posts drawing attention to electrical and information engineering, metallurgy and material science, digital arts, occupational therapy, physiotherapy, geography and archaeology, material science and geospatial science
4. Health science, architecture & the film and television application deadline reminder
5. NSFAS reminder
6. All other degrees application deadline reminder
7. Residence application deadline reminder



## 2020 SLO Webinars

Due to the Covid-19 pandemic, the Wits SLO team, like many other departments, found itself having to quickly adapt to new ways of doing business. Presentations were offered on digital platforms via Zoom, Google Meet or Microsoft Teams. A series of Wits hosted Grade 9 subject choice and Grade 11 career advisory webinars were offered nationally in the month of September.

<b>Grade 9 : Subject Choice</b>					
	<b>Date</b>	<b>Duration</b>	<b>Registrations</b>	<b>Attendees</b>	<b>Top 3 Attending School</b>
Webinar 1	15 Sept 20	67 minutes	69	45	Marais Viljoen High - 11
					APAX -11
					Al- Aqsa Secondary School - 6
Webinar 2	17 Sept 20	50 minutes	73	48	Bracken High - 27
					Hyde Park High - 5
					Parktown Boys - 5
Webinar 3	21 Sep 20	87 minutes	226	144	OWLAG - 38
					St Barnabas College - 27
					National School of Arts - 18
<b>Grade 11 : Career Advisory</b>					
	<b>Date</b>	<b>Duration</b>	<b>Registrations</b>	<b>Attendees</b>	<b>Top 3 Attending School</b>
Webinar 1	16 Sept 20	63 minutes	68	34	Auckland Park Academy of Excellence - 10
					Hoërskool Marais Viljoen - 4
					Glenvista High School - 3
Webinar 2	17 Sept 20	52 minutes	132	63	Marist Brother Linmeyer - 20
					Sacred Heart College - 17
					Springs Muslim - 9
Webinar 3	23 Sep 20	75 minutes	230	113	Parktown Girls High - 30
					National School of the Arts - 18
					SBSM - 9

## Life Orientation (LO) Teacher Training

Covid-19 again forced the SLO department to think out of the box regarding engagement with external stakeholders. LO teachers are the gateway to high schools and learners and we are constantly trying to remind them that Wits is the best University in SA. The SLO team embarked on a teacher data collection project in preparation for 2021 planning and offered high school teachers a “free” digital training workshop. 170 teachers registered for the training.

The training covered the following topics:

- Online teaching and learning
- Digital teaching platforms (Google Classrooms, Zoom, Screencast, Google Meet)
- Blended learning
- Learner collaboration
- Overcoming digital challenges

The workshop was geared at any educator seeking to develop their digital skills. It ran over two days but teachers could only select one session: Saturday, 17 October or Thursday, 22 October. The workshop received rave reviews and many teachers were grateful for the opportunity.

## WhatsApp Campaign

In order to reach out to the more disadvantaged schools, SLO set up three WhatsApp business numbers to connect with teachers and learners. It worked very well and helped us to disseminate Wits information throughout the lock down period especially to students that could not access the internet to download information. A total of approximately 90 educators and schools are communicating via these business WhatsApp platforms currently.

## Wits SLO Videos

SLO's creative side thrived during the Covid-19 pandemic. A range of dynamic videos were created including a motivational video by Dr Smile (a Wits Dental Science alumnus), eight animated videos and three career videos. These were all made available on the Official Wits YouTube channel, the SLO webpage, via WeTransfer links to schools and via WhatsApp. One of the main platforms that is broadcasting these videos nationally is 2Enable via channel 122 on Openview HD which is a dedicated channel for the Department of Education. Both Pace Careers and the Cape Career Exhibition Association also commended us on the great videos. These videos included the following topics:

1. #Matric Motivation by Doctor Smile
2. How to Apply to Wits
3. Calculating your #Wits APS Score
4. Wits faculties and programme entry requirements
5. Residence Life & Accommodation at Wits

6. Funding your Studies
7. Sporting excellence at Wits
8. Grade 9 subject choice – Career guidance at Wits
9. South African Higher Education Institutions
10. Study Health Science at Wits in 2021
11. Study Quantum computing at Wits in 2021
12. Study Game Design at Wits in 2021

### Vice-Chancellor's Top 100 packs

The Top 100 applicants were selected using an admission score of 55 to 56 points calculated using final Grade 11 results and it is envisioned that they will produce the same results in their matric finals. There is usually an annual event that takes place at Wits University where these learners are invited to the University. As parents and guardians could not accompany matriculants to the annual event to experience the University this year, Top 100 packages were arranged and sent to the applicants to wish them well for the upcoming final exams. The packages contained a personalised message from the Vice-Chancellor and was extremely well received by learners. Some of the feedback included the following responses:

#### Feedback from learners included the following:



*I now have the privilege to communicate directly with you - as a parent. My son received his package this morning (Top 100 applicant). Obviously we are super proud of him for his achievements (and I brag shamelessly) BUT I do not only brag about my son - the package he received was SO special so I brag about Wits as well. He opened it with wide eyes, was surprised by all the goodies but most special of all the personalised message by the VC. I watched it with him and when I turned around after it finished my son had tears in his eyes - he is already a proud Witsie. I am sure you were integral in planning this and I am not sure if other parents will be able to thank someone personally. Congratulations - this was great! He said that if he had any doubt - this special touch would for sure change his mind and he would not consider going anywhere else.*

*Dear Professor Habib and the admissions team, I hereby want to thank you so much for the wonderful gift package that was sent to me as one of the top 100 applicants to your university. Thank you for the beyond inspiring and motivating video that made me feel valued and made me even more excited about the future. I and many other prospective students appreciate the amount of care that you as a university put in to make prospective students feel valued and welcome.*

*Thank you for playing such a big role in the success and well-being of our country. I am very honoured and proud to have been given the opportunity to study Medicine at the University of Witwatersrand.*



## Revamped SLO webpage

SLO completely overhauled its webpages and improved its web content offerings. A number of resources and contact details were included on the revamped webpages and this was communicated to schools on a regular basis. The improvements saw a huge web traffic increase during the Covid-19 pandemic.

www.wits.ac.za/schoolsliasion/	Page Views	Unique page views	Avg. time on page
	758,99% increase	824,91% increase	103,23% increase
1 April 2020 – 16 Nov 2020	10076	7797	00:03:09
1 April 2019 – 16 Nov 2019	1173	843	00:01:33

## Science, Technology, Engineering & Mathematics (STEM) Events

### STEMulator

Wits University has partnered with STEMulator as part of the STEM focus, this is a partnership between the Faculties and SLO in providing the platform for learners to understand the role and the importance of STEM. STEMulator is a knowledge portal concentrating on STEM careers; it is an initiative of the National Science and Technology Forum of South Africa (NSTF). The platform aims to get more school going learners interested and engaged in STEM topics and ultimately choose careers related to STEM. The STEMulator is designed to operate on several devices to reach even the most remote areas or the most well-resourced. The STEMulator landscape includes the built world (buildings, structures, and machines), living organisms (humans, animals, and plants) and complex systems (like the natural cycle of water). As a first phase in the collaboration SLO arranged for Wits STEM videos to be loaded on to USB flash drives so that STEMulator could deliver these to disadvantaged schools.



**NATIONAL  
SCHOOL  
VISITS**

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# NATIONAL SCHOOL VISITS

Annual reports of first year enrolment statistics indicate that the majority of Wits University first year undergraduate enrolments are obtained from the Gauteng province. In pursuit of academic talent, the SLO undertakes to provide career guidance to learners in all provinces in South Africa. An important target in our strategic plan is “to increase our enrolments nationally and to attract academically excellent students from across the country”. The purpose of the national schools visits includes:

- Attract academically achieving students from top performing schools by providing them with relevant Wits information
- Promote Wits as one of the top research intensive universities in the world
- Showcase its international academic standing for its professional degrees and research
- Provide accurate information about Wits admission requirements and closing dates
- Encourage learners to apply on-line, share accurate information regarding bursaries, scholarships and other means of financial aid

## Provinces visited in 2020

### Eastern Cape – Regions: Port Elizabeth, East London and Umtata

The Eastern Cape regional trip took place over an eight-day period from the 25th February - 6th March. The first three days covered Umtata, the following two days covered East London and the last three days were spent in Port Elizabeth (PE). The first leg of the second trip the team targeted top performing feeder schools in East London and enroute to PE the team hosted an evening presentation in Grahamstown. The total number of schools visited in this region was 55, reaching approximately 8000 learners.



### **KwaZulu-Natal (KZN) – Regions: Durban, Pietermaritzburg, Vryheid, Ladysmith and Newcastle**

We continue to build on existing relationships in KZN, a province made up of a high number of top performing and Wits feeder schools. The KZN regional trip took place from 12 – 21 February 2020. Wits Sport accompanied the SLO team for this particular trip. The trip covered three regions within KZN: Durban, Pietermaritzburg (including Hilton) and the KZN interior (specifically Vryheid, Ladysmith and Newcastle). Approximately 8000 learners from 54 schools were attended to during the various interactions of this trip.





## Limpopo Region

We continue to build on existing relationships in Limpopo, a province that is recognised as high achieving in the areas of Mathematics and the Sciences. We intend to strengthen our presence and to continue to market the University to schools in the province. Approximately 8900 learners from 48 schools were visited during this trip.

### Limpopo 1 – Regions: Makhado, Capricorn, Sekhukhune, Waterberg, Giyani, Polokwane and Tzaneen

The Limpopo 1 regional trip took place from 03 – 07 February 2020. Two SLs travelled for this regional trip, visiting a total of 32 schools and approximately 6000 learners.



### **Limpopo 2 – Regions: Vhembe and Makhado**

The Limpopo 2 regional trip took place from 23 – 28 February 2020. Only one SL travelled for this regional trip, visiting 16 schools and approximately 2900 learners.

### **North West – Region: Rustenburg**

The Rustenburg career exhibition was organised by the CEIA. It took place from 24 – 28 February 2020. A total of 28 schools attended, reaching almost 4 000 learners. There are some top performing schools and feeder schools in the region. SLO intends to strategically target the dispersed top academic achievers and strengthen Wits University's presence in the province.

### **Free State – Regions: Bethlehem and Harrismith**

The Free State regional trip took place from 14 - 19 February 2020. Two separate visits were completed for the Free State regional trips. Bethlehem Rotary organized a three day exhibition for all the surrounding schools in Bethlehem, followed by a two day exhibition in Harrismith. Two SLs members travelled for this regional trip, with a total of 29 schools visiting the career exhibition and approximately 5 000 learners seen.

### **Western Cape**

Did not take place due to Covid-19

### **Mpumalanga**

Did not take place due to Covid-19



# CONTACT DETAILS

## SCHOOLS LIAISON OFFICE

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[www.wits.ac.za/study-at-wits/schoolsliaison/](http://www.wits.ac.za/study-at-wits/schoolsliaison/)

## THE SCHOOLS LIAISON TEAM



**From left to right:**  
Sershin Naicker  
Zodwa Ndebele  
Nazriena Ismail  
Kgati Nyama

[www.wits.ac.za/schoolsliaison/](http://www.wits.ac.za/schoolsliaison/)