

Showcasing Community Outreach

A message from the Faculty of Business and Economic Sciences

Community service through outreach and other forms of support plays an important role within Higher Education. The Faculty of Business and Economic Sciences strives to instil in our students desired graduate attributes, one of which is social awareness and responsible citizenship. Each graduate has a responsibility in building a better and more equitable community. Through engaging in community outreach our students are provided with an opportunity to grow their awareness of how they are able to play a role in this regard. Over the years our staff members have also become involved, both in facilitating outreach initiatives, and responding to public calls for involvement in community support. All of the actions by our students and staff are seen as bringing our institutional value of Ubuntu to life.

This showcase provides an important opportunity for the Faculty to create awareness of the community service and outreach initiatives that have taken place over the course of the past few years. Some of these initiatives, such as the Department of Human Resource Management's Pay-it-Forward project, the Business Management Department's Social Entrepreneurship projects, and the Marketing Management Department's community projects have taken place over a number of years. Other interventions have been of a shorter term duration and in response to urgent needs that have been brought to the attention of the Faculty. These include responding to the fires which ravaged communities in Thornhill and Knynsa in 2017. There are other less publicised initiatives which take place. We note that students carry the importance of serving communities into the workplace upon graduation. For example, graduates donate their text books to lighten the financial burden for other students. Graduates volunteer to host career days at high school's and thus create awareness of Nelson Mandela University study programmes, entry requirements and funding opportunities.

Our industry partner, Ford Motor Company, in conjunction with its philanthropic arm, the Ford Motor Company Fund, builds on a heritage of improving people's lives and making the world a better place. They work with partners to find innovative solutions to community concerns using a coordinated, strategic and sustainable approach. Their efforts are concentrated on three key areas: community life, education and safety.

As an example of their outreach Ford has "Operation Better World". This is a grassroots initiative that taps into the expertise of local Ford teams and community leaders to develop transformational programmes focused on education, safe and smart mobility, and building sustainable communities. In collaboration with the nonprofit organisation the Global Giving Foundation, the Ford Fund is improving people's lives in 49 markets around the world through a wide range of programmes. These include hunger relief and health care provision, helping drivers develop essential safety skills, and enabling education and skills development as a means of creating economic empowerment and upliftment. We are proud that Ford has collaborated with our university on many projects.

Our keynote speaker today, Dr Jeff Govender, may best be described as the epitome of what it means to give back to communities. His philosophic outlook on life is that we all come from one place but, as the world has become more materialistic, we have started to drift away from one another. His value system, based on respect and commitment, has led to his involvement in many self-initiated and collaborative community upliftment and support initiatives, including the establishment of the Famhealth Medipark medical centre in Gelvandale. Thank you Dr Govender for continuing to be a role model within our local and business communities, as well as to our young people and future leaders.

A special thank you to our industry and community partners who are present here today. Your support is invaluable in allowing us to use this showcase as an opportunity to forge future links in creating further and sustainable community service and outreach interventions.

The School of Industrial Psychology and Human Resources

High School Career Guidance



Through the hard work of staff and with the support of the SIOPSA Foundation a four hour career guidance workshop was held at Thamsanqa High School, Kwa-zakhele, Port Elizabeth. The workshop was hosted for a group of 60 Grade 11 and Grade 12 learners. It was the first career guidance session held at the school and the teachers and learners were grateful for the opportunity. Many of the learners were inspired to pursue further studies, and asked questions about the 'next steps' they should take.

The School also annually takes part in school visits and career expos on an annual basis with the aim of providing the South African youth with a clearer understanding of the career paths that we offer and more important information pertaining to university admission.

Coca-Cola Fortune Project



The Department of Industrial and Organisational Psychology received a sponsorship of R30 000 from Coca-Cola Fortune (CCF) to fund three social responsibility projects in 2016.

These projects were selected on the basis of presentations made by students in the Advanced Organisational Behaviour Honours class. Kevin Gardner and Willie van Wyk from CCF acted as mentors to the three groups and provided valuable support and information on the processes used to manage these projects in industry. The groups' aims for their projects encompassed CCFs values and met their social responsibility criteria. These projects aimed at uplifting communities through developing vegetable gardens, improving infrastructure (library and playground) and gathering donations to meet targeted needs. The department, and in particular Dr Chantel Harris, has worked with CCF for numerous years, allowing students to be exposed to how projects and budgets work in reality, and providing the opportunity to pair with excellent mentors. These projects are also valuable in terms of the service which they provide to the communities

The Knysna Fires

The School of Industrial Psychology and Human Resources, together with friend's, family and various sponsors, came together to support communities along the garden route such as Thornhill and Knysna, which were devastated by wild fires in 2017.



The School of Industrial Psychology and Human Resources

The Pay it Forward Project

Second year Human Resource Management students are the owners of the Department of Human Resource Management's Pay-it-Forward Community engagement Initiative. The purpose of this initiative is for the students to practice responsible citizenship and work-based competencies in line with desired graduate attributes.

Students identify community organisations that they believe can benefit from an outreach initiative. The projects emphasise education and care. In 2017 the students spent time with the children at various homes and schools teaching them new games, assisting with homework, tutoring them and providing them with painting facilities. The following are a few organisations which were recipients of services related to the initiative: Jerusalem Home, Ubomi Obutsha Community Centre, Ithemba Day Care Centre, Protea Primary School, Human Dignity Centre, EP Children's Youth, MTR Smit Children's Home and Care Haven Psychiatric Centre. Students reflect that these projects make them feel humble, teach them to be content and grateful, activate more compassion for others and challenge them to solve



The School of Accounting

67 Hours Programme



In alignment with Ubuntu, it is our responsibility to encourage students to give back to their community in whichever way possible. This project provides students with the opportunity to gain leadership skills, it promotes external community involvement, and encourages students to be compassionate and care for one another.

During June and September students collected cleaning material and warm clothing and supported Ikhaya McNamee old age home. Students visited the home where they cleaned inside as well as outside the premises, made lunch, handed over the warm clothing and spent quality time talking to elders at the home. In 2016 the Department's 67 Hours Programme was awarded the NMMU Engagement Excellence Project Award, as well as the NMMU Teaching and Learning Excellence Team Award for the programme, which formed part of the Department's mentorship programme.

First Year Mentorship Programme

In 2014 the mentorship programme was implemented for the first time. In this programme senior students volunteer their time to mentor first year students. The mentorship programme has grown each year, with the number of volunteers increasing and the inclusion of second year students. The majority of mentors also form part of the 67 Hour Programme. The goal of the mentors is to provide guidance, motivation and support to first year students, either personally or academically, where possible.

This programme has brought the students in the department closer and encouraged them to be more caring for one another and concerned about each other's success. The motto for this programme is "Sipusha Ipassion", translated as "Push the Passion"

Pinnacle Leadership Programme



The Pinnacle Leadership programme is a holistic leadership development programme for top academic achievers within the school.

The Protea Child Care Centre, situated in Forest Hill, is a Government subsidised organisation that provides care to children from compromised family environments. The second year Pinnacle students decided to support this institution by collecting nonperishables, toiletries, stationary and clothing. The Pinnacle students spent the morning of Friday, 20 October, at the Centre handing over the items to the children and staff. The Pinnacle students spent the rest of their visit to the Centre playing with the children and realised that a few friendly faces and helping hands can brighten up a young child's day.



The School of Management Sciences

The Rising Sun Foundation



The Rising Sun Foundation aims to improve the quality of Education at Kwazakhele Secondary School. Ms Lumka Cube, a third year Diploma Management student, serves as one of the Founders and Chairperson of the Rising Sun Foundation.

The foundation specifically chose to focus on secondary education in the Eastern Cape because the region remains the worst performing province when it comes to the matric pass rate. Some of the programmes that the foundation facilitates in order to work towards achieving their goals are The Sanitary Towel Drive Campaign and the Stationery Drive.

The Farewell Drive Campaign collects dresses and suits for learners who are not able to afford their own. This enabled many learners who may not have had the opportunity to attend their matric farewell to do so and feel good while doing it.

Ms Cube was nominated as Herald Citizen of the Year by fellow Nelson Mandela University peers based on the work of the Rising Sun Foundation and her service as Chairperson. The Rising Sun Foundation is regarded as a stepping stone to tertiary education and greatness.

The Sunshine Project

With this project students start a simulated business in order to generate a profit. With the profits, the following are a few education-based projects that have been undertaken and successfully completed:

- Built a block of 20 toilets for Ben Sinuka Primary School.
- Built a library for Ben Sinuka Primary School.
- Supplied books for the library via a donor from Australia.
- Renovated four classrooms at Lwandlekhazi High School.
- Total donation of R25 000 for the Laphumalanga Orphanage in Zwede.
- Total donation of R60 000 to the Nelson Mandela University Alumni Association for marginalised and financially disadvantaged students.

Logistics Society Social Responsibility Event

The Logistics Society chose Khayaletu Youth Centre situated in Kragga Kamma, Port Elizabeth, as their charity organisation for 2017. On Mandela Day they donated food parcels, toiletries and clothing items provided by staff members from the Faculty of Business and Economic Sciences.



The School of Management Sciences

Marketing Society Beach Cleanup



The main purpose for the Beach cleanup was to involve students in giving back to the community through giving of their time. As the marketing society we thought that it would be a great idea to clean up the beach as this is a unique feature of the Nelson Mandela Bay.

The highlight of the event was seeing students enjoy what they were doing. We also had people passing by thanking us for cleaning up the Port Elizabeth beachfront, which we regard as a precious natural resource.

Knysna Fire Food Collection



A collection of non-perishable food items was undertaken by staff of the Marketing Department to contribute towards as-

sisting students, their families and others who were affected by the fires in the Knysna area.

The foodstuff was sent to disaster relief operations in the area for distribution.

Career Guidance to High School Students

The Department of Marketing Management attended several career expos over the 2017 period.



Business School

Ray Mhlaba Business Simulation Course

The Business School's Corporate Social Responsibility team went to Ray Mhlaba Skills Training Centre and provided young underprivileged teenagers with an opportunity to learn basic business principles. The Ray Mhlaba Skills Training Centre is located in Glendinningvale and is affiliated with the Eastern Province Child and Youth Care Centre (EP Children's Home).

The programme was very practical with students experiencing real life business problems such as loaning money from the

bank, employees going on strike, as well as selling to and dealing with happy and unhappy customers. A student who was asked what they took away from this experience said that "Business is hard to learn but I have learnt so much today. You don't realise how efficient and creative you need to be to run a business." Another student was asked whether they thought this programme would benefit others and responded "Yes this programme could benefit a lot of people because it gives you a different understanding of the business world. You learn how to deal with many problems from finance

to selling. You also learn essential business skills like how to sell and how to calculate your selling price."

Since 2014, 109 students have completed the Basic Business Principles Workshop with the Nelson Mandela University Business School.



Business School

Columba Leadership for a Youth Connexion Programme



Columba Leadership, in association with the Department of Education, run leadership programmes at schools located in economically disadvantaged areas nationally. Their vision is one of instilling a sense of grit, purpose, determination and 21st century skills into large numbers of young leaders, through a unique peer-on-peer leadership model.

As a Business School whose core ideals lie in the development of innovative socially responsible leaders. It was our absolute delight to host students from 13 different schools across the Eastern Cape province, as well as to see an engaged, driven group of individuals being trained to become leaders for tomorrow.

MBA and PGDBA 2017 Community Engagement

Inequality and poverty remain a key challenge within South African communities. It is manifested in society by the growing number of homeless, destitute and starving people. Business in South Africa have to play their role in fighting poverty. A common approach for business to plough back into society is through well planned corporate social responsibility programmes. MBA and PDBA students were assigned the task of engaging in a social responsibility project of their choice. At a deeper level the assignment was meant to sensitise students to the needs of society, understand their role as business leaders in becoming conscious leaders, and developing a mind-set that includes multiple stakeholders including those beyond the boundaries of the organisation.

The groups of all four regions (Port Elizabeth, East London, Cape Town, Gauteng, and Kwazulu Natal) went beyond the call of duty in assisting the needy in their surrounds. In excess of 51 charities, feeding schemes, shelters, schools, crèches and environmental projects were exposed to the generosity of our students. Initiatives included providing kids with both necessities and luxuries, collections of sanitary towels and books, assisting feeding schemes and donating to animal shelters as well as cleaning the environment.

In addition to bringing home the importance of CSR the assignment succeeded in touching every student, each in their own unique way, through direct interaction with their chosen charities. The Business School celebrates our PDBA and MBA students for their generosity and commitment with which they embraced the project.



The School of Economics, Development and Tourism

Living the future in Kwazakhele



A team of community researchers from Kwazakhele township have been piloting a model of sustainable economic development. This extraordinary project is a partnership between the Department of Development Studies at Nelson Mandela University, the Amandla! Resource and Information Centre (which is an affiliate of the AIDC in Cape Town), and COPAC (the Cooperative and Policy Alternative Centre). Kwazakhele is a densely-populated township. The Community Research Team (CRT) has documented economic activity in 5 wards in the township, in particular in relation to food production. They have conducted a household survey to find out what residents spend on electricity and other energy sources, and on food, in particular fresh

vegetables. Detailed preparations are being made for the piloting of a rooftop solar energy cooperative – one which will see residents of Kwazakhele producing energy and feeding it into the grid, and generating income which can be reinvested into the local economy. Instead of being dependent on the municipality for energy and on the government for social grants, residents will create jobs and livelihoods from producing energy, producing food, and recycling waste. Other envisaged projects include the following:

- Conversion of the Swartkops power station into a ‘hub’ for new industries, in particular renewable energy and food processing, as well as service provision and cultural industries.
- Food gardens established on permaculture principles (self-sustaining in terms of inputs) which are integrated into local fresh produce markets, food preparation businesses, school nutrition programmes and other opportunities in the city
- New housing developments integrated with wetland recreational and ecotourism development.
- Cultural industries integrated with local businesses such as jazz cafes providing a platform for local performers and restaurants utilising local ingredients.

Through an integrated development approach, the above projects will constitute the elements that make a sustainable localised economy, where Kwazakhele will be the ‘hub’ of economic development in the Metro, pioneering the new economy. The vision is that residents of this working-class township will control their own resources and build their own economy, providing employment and services and making Kwazakhele a vibrant and comfortable place to live.

