

# eish!



NORTH-WEST UNIVERSITY  
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Staff newsletter for the NWU

Dean's world includes  
both numbers  
and people



**GREEN** is the keyword

Do you comply with  
the consumer act?

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**Front page:** Prof Susan Visser was appointed dean of the Faculty of Economic and Management Sciences on the Potchefstroom Campus at the end of 2012. Read more about her, her faculty and her love of travel, on p 10 and 11.

## Create relevant web content

Concerning the content of the websites of the 23 higher education institutions in South Africa, the NWU website has gone from sixteenth best to tenth best in the last six months. The NWU website is now also sixteenth of the 853 higher education institutions in Africa.

This is according to Webometrics, an initiative of the Spanish research institution known as CSIC that measures the quality of the web content of higher education institutions worldwide. This ranking is generally regarded as a fairly accurate barometer of the academic status of universities.

"All the contributors to the NWU's web content must therefore pay close attention to the quality of the information that they publish on the website," says Mr Cobus Steenkamp, manager of the Institutional Web Office.

In the NWU context, information destined for the web has to be relevant, correct, timeous and properly edited, and has to be translated into English, Afrikaans or Setswana, in line with the university's Language Policy. According to the guidelines for the editorial process, there are several factors – for instance the nature of the content and the intended target group – that determine the languages for translation.

Web content must also be presented in a user-friendly manner, paying attention to the more technical aspects of web publishing. Publishers must for instance present information so that internet search engines can easily find search terms entered by the user.

"Information can therefore not be published on the NWU website in a haphazard fashion – there are certain guidelines to be followed," says Cobus.

In 2013, one of the objectives of the Institutional Web Office is to assist the various campuses to ensure that their web content is user-friendly and of a high quality. They will do this by training the web publishers on the various campuses, especially in editorial skills.

**Editorial team:** Staff from Institutional Advancement, and communication officers on the campuses. **Language editing:** Clairwyn van der Merwe. **Design and layout:** Graphikos. **Printing:** Platinum Press. **Photography:** NWU colleagues and service providers. **Cartoon:** Mynderd Vosloo. **For further enquiries/correspondence:** Nelia Engelbrecht - Tel (018) 299 4937 or Internal box 260. Eish! is produced and published in English, Setswana and Afrikaans by the Institutional Advancement department in the Institutional Office of the NWU. Should you need extra copies, please contact Nelia Engelbrecht. To receive the Eish! in electronic format, kindly send an email to marelize.santana@nwu.ac.za.



## MESSAGE FROM THE VICE-CHANCELLOR

*Dear colleagues*

This is already the second edition of Eish! for 2013.

We can look back on the successful start of the year's academic activities and feel grateful for the stability with which the year commenced on all three campuses.

A glance at the 2013 registrations shows that we should reach the target of 34 710 full-time students before long. It is interesting to note that some faculties have already exceeded their targets by more than 25%, while others have

scarcely reached 60% of their enrolment targets. Although some other things can also be deduced from this, this state of affairs clearly shows that the enrolment planning process requires careful management – something that the Institutional Management is attending to.

Of great importance is the outsourced bibliometric analysis of the state of NWU research, conducted by Johann Mouton from Stellenbosch University and research fellows from the University of Leiden in the Netherlands, covering the period 2008 to 2011. The outcomes and recommendations are essential for the further planning and positioning of the NWU as a balanced teaching-learning and research institution. Thank you to Prof Frikkie van Niekerk and his team for taking the initiative with this important work.

Meanwhile, you have probably noticed that the NWU web environment has started to change before our very eyes. Thank you to the web development team and all their collaborators on all fronts. Good luck with the work that still needs to be done in this regard.

While we are all grateful that the core business is doing well, it is important to note that the

general developments on the national higher education front are cause for concern. Other vice-chancellors are also picking up a trend of overregulation bordering on interference in internal affairs from the side of the Ministry. We share all other universities' concern that the latest amendments to the Higher Education Act grant sweeping powers to the Minister.

From this we can conclude that higher education presents many challenges!

I wish you all the best for doing what we have to do to transform the North-West University so that we can make it a better place of employment.

Also, I extend my appreciation to everybody who is serious about the implementation of better processes to curb bureaucracy and unnecessary paperwork.

Thank you for the passion that I see in so many of you for your students and your research.

Regards

*Thomas Cloff*

## Eish!, we're part of the whole

“No man is an island,” wrote the English poet John Donne.

That is very true: we are connected to each other and our environment as part of a greater whole. This interconnectedness also applies to the NWU.

The three campuses and the Institutional Office comprise the greater NWU whole. We are interdependent, influence each other through our actions and have certain responsibilities towards each other. The same is true for the NWU as a whole. The institution has responsibilities towards its stakeholders – people as well as the environment.

One of these responsibilities is to ensure a continued sustainable existence for future generations and their ultimate home, the earth. Read on p 7 and 8 how the NWU is instituting measures and undertaking initiatives to shrink

its carbon footprint and encourage an environmentally friendly mindset in students and staff.

The green initiative stretches as far as the NWU's community projects – people are for instance taught to manufacture products from recycled material and sell them. In this way they not only create a sustainable existence for themselves, but they also contribute to the earth's sustainability.

On p 14 we read that the Student Rag Community Service on the Potchefstroom Campus applies the idea of sustainability by accepting the empowerment of communities as a basic principle. They also make sure that their new projects are sustainable and able to continue for many years after they themselves have left the university.

The Eish!, too, would like to contribute towards a greener NWU. We will shortly send

emails to all our readers to ask them whether they would prefer the magazine in printed format or electronically. Please participate in this survey – it could lead to a significant reduction in our carbon footprint.

May our pursuit of a greener NWU amount to more than a short-lived trend – may it become a sustainable way of life.

Happy reading,



*Marelize & Nelia*



# Facebook: facing the consequences

*You could land yourself in a lot of trouble if you make remarks or publish pictures on Twitter, Facebook or any other social network that amount to slander or hate speech.*

This much is clear after a judge in the South Gauteng High Court ruled that a woman who made slanderous remarks about a man on Facebook had to remove them and also pay the man's legal costs.

Although it has been possible for social network users in countries such as the USA to get court orders against slanderers for quite some time, this is apparently a first for South Africa.

The recent court ruling should encourage South African social network users to think twice before making ill-considered remarks.

## IN HOT WATER

According to an article published in *Huisgenoot* magazine in February, it's mainly remarks (amounting to slander or hate speech) sent to large groups of 'followers' or 'Facebook friends' that could land you in hot water.

You could even get into trouble simply by 'liking' or calling attention to somebody else's slanderous remarks. And should you decide to disregard a court order to remove the remarks in question, you could spend up to 30 days behind bars.

In a news item that appeared in *Beeld* in February, it was reported that schools are also increasingly starting to act against learners who drag their schools' name through the mud and who bully other children on social networks.

## CLOSER TO HOME

Mr Werner Coetzee, senior legal adviser from Institutional Legal Services, confirms that NWU students and staff should tread carefully when it comes to social networks.

If found guilty of slander or hate speech they can be prosecuted in several different ways. The offended person or institution could for

instance file a civil claim against them and sue for damages, or lay a charge of *crimen injuria* with the police.

The NWU could also act against them, irrespective of whether they made the remarks on their own or on the university's social network pages. It also makes no difference whether an employee's remarks were made in a private capacity or while carrying out NWU duties.

It is not the intention of the media policy to restrict the right of staff or students to freely express opinions in their private capacity as individual members of society. However, statements made in this context should not include the NWU's name or the job title of the staff member and may not bring the NWU into disrepute.

If students or staff are found guilty following a disciplinary hearing, heavy penalties could be imposed. These penalties – as set out in the university's disciplinary code – could include temporary or permanent suspension from the university or its residences, or fines.

## WHO IS ACCOUNTABLE?

According to Werner, the university cannot be held liable for slanderous remarks made by an NWU student or staff member in their private capacity against another person or institution on their own or on the NWU's social network pages.

However, it is a completely different story if the student or staff member makes the remarks in the course of executing his or her duties in the service of the university – then the student or staff member AND the university can be held liable.

The university also has a moral obligation to remove remarks or comments that are slanderous or that amount to hate speech from its Facebook pages.



## *An expert advises*

Eish! asked Mr Ewoudt Cloete, an alumnus and postgraduate student from the Potchefstroom Campus and social media manager of the digital agency Cyberkinetics, for his opinion about the activities of employees on the social networks.

"It is important for employees to be aware that their actions on social networks can have a big effect on the image of their organisations," says Ewoudt.

He advises people to familiarise themselves with the privacy settings of their accounts on all the social media platforms where they are registered.

"If there is something that you would like to keep private, you should set your account so that the information is only shared with a very specific group of persons. This will protect you and your organisation's image," he says.

# Are you in compliance with the Consumer Protection Act?

Nine key consumer rights are enshrined in the Consumer Protection Act. These are the right to:

- Equality in the consumer market and protection against discriminatory marketing practices
- Privacy
- Choice
- Disclosure of information
- Fair and responsible marketing
- Fair and honest dealing
- Fair, just and reasonable terms and conditions
- Fair value, good quality and safety
- Accountability by suppliers



*Present at the workshop on the Consumer Protection Act are Adv Matshepe Molemane (left) and Ms Kristina Travis, both from the Mafikeng Campus.*

For the NWU and its staff members to comply fully with the Consumer Protection Act (CPA), there will have to be some changes in the way that users – the students – are treated.

This emerged during a workshop presented by Ms Carol White, a lawyer and presenter for Telos Corporate Education between 11 and 15 February 2013 to five different groups of NWU staff members.

The workshop was held at the recommendation of the Institutional Management who, on the strength of a legal opinion from Institutional Legal Services, requested that staff be trained so that the institution will comply with the Consumer Protection Act (No 68 of 2008).

Some of the people who attended the workshop are staff members concerned with academic administration, marketing and communication, teaching-learning, finances and quality, among others. The groups also included high-level administrative staff such as campus registrars or their representatives.

## POSITIVE RESPONSE

According to Ms Amanda van der Merwe, manager of Records Management and Administration, the section that organised the workshops, the overall response was very positive.

"Most people say they could at first not understand why they had been invited, but after the session they understood everything better – especially the risk for the university if we fail to comply with the CPA," she says.

## STUDENTS' RIGHTS

What became clear from the workshop is that students have certain rights which the university as service provider needs to take into account. This necessitates a new look at NWU documents, procedures and working methods. The university must for instance make sure that all documents that constitute contracts between the university and the students are clear and

consistent, and that all terms and conditions are fully disclosed in every contract.

Documents such as marketing material may also not contain anything that are unclear and that could create expectations in the students which the university cannot meet.

Some of the other NWU documents that were addressed during the workshop were admission documents, preliminary and final acceptance letters sent out to students, registration forms, agreements on accommodation and payments, and calendars with information about the various courses.

## *A valuable workshop*

There were many positive comments about the workshop, such as the following:

Ms Johanna Müller, Quality Manager: Support Services, Institutional Office: "The workshop was very insightful and I will definitely be able to follow up with all support departments – mainly to make sure that they do not unwittingly fall into a trap and that their

documentation and information to their clients are current."

Mr Koos Degenaar, Director: Marketing and Communication, Mafikeng Campus: "I think it was a good exercise. It made us think about what we are doing and made us aware of things that we'll have to consider in future. The presenter was also very good and knows her subject."



For more information about the Potchefstroom Campus shuttle service, contact Mr Jean-Marc Stidworthy at x99 2387. Comments are also welcome – send them to [pukki-pendel@nwu.ac.za](mailto:pukki-pendel@nwu.ac.za)

*Pukki, the mascot on the Potchefstroom Campus, is excited about the new shuttle service.*

# SHUTTLE SERVICE tackles parking problem

At the Potchefstroom Campus, you can get your degree before you'll find a parking spot – that's what some witty students recently wrote in the student newspaper, *Die Wapad*.

Some staff members on the Potchefstroom Campus sometimes have to defend their allocated parking spots against desperate students. This is understandable considering that many of the approximately 3 000 staff members and 18 000 contact students compete daily for parking.

What further exacerbates the problem is that a large percentage of the students who live in residences also drive to campus. About 38% of the car users on the West Campus park on campus every day, taking up more than 600 parking spots.

## MANY MAKE USE OF THE SHUTTLE SERVICE

To address the parking problem – and simultaneously reduce the number of vehicles on campus as well as the carbon footprint – an

innovative shuttle service has been started on the campus.

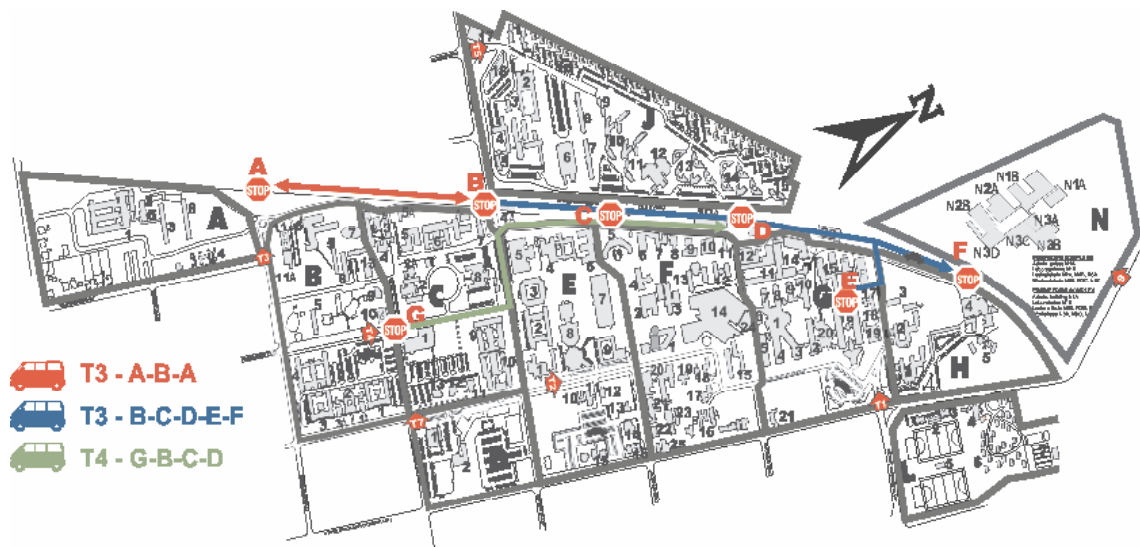
This free service seems to be a huge success – since its launch on 6 February 2013 for a three-month trial period, the minibuses have carried approximately 10 000 passengers.

According to the chairperson of the student council, Mr Janco Jordaan, they receive a lot of positive feedback from the students. "We encourage everybody to make use of this service – students and staff alike," says Janco. The same goes for visiting staff members from the Institutional Office and the other campuses.

## LET THE WHEELS ROLL

A fleet of minibuses traverse the campus' ring route continuously, in intervals of approximately 10 minutes apart. The shuttle service is operated by Midway. In the past, Midway has successfully provided transport for graduates and their parents during graduation ceremonies.

Seeing as the shuttle service also stops at the Gerrit Dekker gate (on the Natural Sciences side of the campus), students can park at the Astrovilla and then take the minibus to their destinations on the central campus. In this manner alternative parking like this is better utilised.



*NWU staff are encouraged to make use of the shuttle service. This graph shows the routes and pick-up and drop-off points.*



# Counselling for victims of harassment

*The NWU has appointed an independent ombudsperson to deal with complaints about sexual and other harassment in the university environment.*

*Ms Lizelda Goslin is a clinical psychologist who will provide counselling services to those NWU staff members who feel harassed in some way.*



**M**s Lizelda Goslin from Klerksdorp is from now on available for psychological counselling sessions with NWU staff and students who feel harassed in some way.

This includes sexual harassment and victimisation, or contending with a constantly hostile environment. Lizelda will also counsel students and staff who fall victim to sexual assault.

Staff and students who find themselves on the other side – accused of alleged harassment – can also contact her for counselling.

## **SENSITIVE MATTERS**

“The sensitivity of such matters and the fact that people are more inclined to talk to an independent person about these things, made the NWU decide to appoint an ombudsperson,” says Ms Michelle Bouwnes from Employee Relations in the Institutional Office.

“We have found that staff do not always wish to file a complaint – mostly, they just need somebody to talk to,” says Michelle.

Complainants can contact Lizelda directly via email to make an appointment with her. A special email address has been created for this: [ombud.harassment@gmail.com](mailto:ombud.harassment@gmail.com).

Lizelda will see employees from the Potchefstroom Campus and the Institutional Office in the C1 building and will visit staff from the Mafikeng or Vaal Triangle Campus on their own campuses.

Apart from these face-to-face sessions, she will also consult people by email or telephone.

## **REST ASSURED**

“Lizelda will not be dispensing legal advice, just counselling. She will, however, make recommendations to our office, if necessary. Staff members may rest assured that she will keep all matters completely confidential. She will for instance not divulge any facts to our office without the complainant's consent,” says Michelle.

Students and staff members won't have to pay for counselling sessions – the NWU will pay Lizelda for her work on an ad hoc basis, but she is not employed by the university and therefore remains fully independent.

## Advocate watches over **human rights**

Adv Rehana Rawat, an advocate of the High Court and an expert on human rights, labour law and arbitration, is the new chairperson of the NWU's Human Rights Committee.

Adv Rehana has 38 years of experience in law. Since completing her undergraduate studies at the former University of Durban-Westville and her LLB degree at Wits, she has been involved with the Industrial Court and the Commission for Conciliation, Mediation and Arbitration and has acted as legal advisor for various companies.

At the recommendation of Adv Rehana, a champion for people with disabilities,

the NWU will focus on the rights of these people in 2013.

Adv Rehana has been appointed as chairperson of the NWU's Human Rights Committee for a term of one year. She succeeds Adv Solly Sithole, whose term has expired.

She sees her appointment as a huge honour, especially as the NWU is – as far as is known – the only South African university with a committee of this kind.

“This presents an invaluable leadership role in the academic world, involving not only other universities, but also all relevant education stakeholders,” she says.



*Adv Rehana says the value of the NWU's Human Rights Committee must be seen in the context of all the national and international documents, conventions and policies on human rights.*

# Go **GREEN** or go home

**G**reen is more than just a colour at the NWU – these days it also refers to an environmentally friendly mindset and an aspiration to decrease the university's carbon footprint.

To achieve these ideals, the NWU is undertaking several initiatives at an institutional and campus level.

At institutional level, the university asked the Potchefstroom Campus Centre for Environmental Management to determine to what extent the NWU complies with applicable environmental legislation.

The centre has already done an extensive audit on each campus and at the Institutional Office and published the results in separate reports for each business unit. They have also compiled a list of high-level risks and an action plan for the NWU. (More news about this will be published in future editions of Eish!)

Apart from the institution-wide initiatives, all three campuses have already launched several green projects. In some cases a particular project applies to all three campuses, and in other cases campuses have their own projects.

## **RESIDENCES COMPETE**

One of the projects being run on all three cam-

pus to a greater or lesser extent is competitions to encourage students living in residences to save electricity.

Since launching its competition last year, the Potchefstroom Campus has recorded an impressive R1 million saving in electricity at its residences.

According to Mr Koos Degenaar, Director: Marketing and Communication on the Mafikeng Campus, they plan to launch a similar competition in May.

A competition between the Vaal Triangle Campus residences is also in the works, says Prof Johann Tempelhoff, chairperson of the Vaal Triangle Campus Green Committee. According to him, the ground work for this was done during a recent visit of the group known as 49M.

The goal of the 49M team, which has also visited the other two campuses, is to inspire South Africans to save electricity. During their campus visits they encourage students to cut back 10% on their electricity consumption. The 49M project is an Eskom initiative and is backed by trade and industry and the government.

In keeping with the 49M initiative, measures have already been implemented across the NWU to save electricity. These measures range

from the use of solar geysers in the residences to the installation of energy control devices – for instance to automatically switch off air conditioners when emergency power is used.

## **STUDENTS WORK TOGETHER**

According to Prof Johann, the students on the Vaal Triangle Campus are very excited about the green projects on the campus and the Green Committee receives a lot of support from the Student Representative Council (SRC).

“The Mafikeng Campus SRC has also undertaken to cooperate with me on the green projects that are going to be launched this year,” says Koos.

Mr Janco Jordaan, chairperson of the Potchefstroom Campus SRC, says they are working closely with Mr Jean-Marc Stidworthy from Marketing and Communication on the green campus project. The part of the project that directly involves students is steered by the Current Affairs portfolio of the SRC.

As part of the green campus project the SRC launched an awareness week from 19 to 22 February 2013. One of their activities was to plant 70 trees on campus.

## **MORE THAN 50 PROJECTS IN PROGRESS**

According to Jean-Marc, who is also project



*Students from the Vaal Triangle Campus pledge to support the 49M team's power-saving initiative.*



*Reuse and recycle*

manager of the Potchefstroom Campus green campus initiative, there are now more than 50 green projects on this campus.

These projects focus on waste management and energy saving and include a cycling project and a shuttle service on campus. Even the eateries on campus are reconsidering the wrapping of food products so that polystyrene can eventually be phased out.

Many of the campus community projects include a green element, for instance the project where mobile solar panels are provided to learners who don't have electricity at home. Another example is the "exchange shop project" where learners are encouraged at schools in the community to exchange their recyclable products for stationery, toys and other items.

Another community project based on the idea of greenness is the FLAGH project where women are taught to make and sell various items from recyclable materials, including glass.

#### **PAPERLESS ENVIRONMENTS**

Paperless meetings are yet another step in the direction of greener campuses. "The executive management of the Mafikeng Campus recently held their first paperless meeting and it went very well," says Koos. According to

Recycling is a matter that is being addressed on all three campuses. The Potchefstroom Campus already has several recycling stations and similar stations will be installed on the Mafikeng Campus later in the year.

In the Institutional Office provision has been made for the recycling of paper, glass and plastic, and on the Vaal Triangle Campus the Faculty of Economic Sciences and Information Technology already has its own recycling station.

In another example of an environmentally friendly mindset on the Vaal Triangle Campus, a student recently won a cat-



egory in an entrepreneurship competition on campus with an idea about recycling.

Jean-Marc, the management committee on the Potchefstroom Campus has also been holding paperless meetings and several faculties on this campus have followed their example. As a contribution to the quest for paperless environments, the Vaal Triangle Campus only publishes their student newspaper, Student 24/7, in an electronic format.

Since 2011, the Potchefstroom Campus has been issuing study guides to first years from the Faculty of Theology in electronic format only. This is part of a project where first-year

students have to buy laptops with the study guides preloaded onto them. At this stage theology students up to third-year level are involved with the project.

Although the study guides for the rest of the NWU's 15 faculties are still printed, all of them are also available electronically on eFundi.

With these numerous creative go-green ideas flowing freely across the NWU, it is clear that a consciousness of caring for the planet and its future is being established.

## Vaal is actually green

What sets the Vaal Triangle Campus apart from the other campuses is that it is situated on the banks of the Vaal River in a proclaimed nature reserve.

Along the hiking paths on the 3 km river front, a variety of game species can be seen, such as monkeys, black wildebeest and springbuck. There are also several dams with geese on the campus – they even have their own pedestrian crossing.

According to Prof Johann Tempelhoff, the Green Committee undertakes several projects and works closely with Ms Bibi Bouwman, the director of Community Engagement in the In-

stitutional Office. "Bibi helps us to address needs on campus and contribute constructively towards the national green campus initiative," says Prof Johann.

This national initiative was launched in 2012 when student leaders from universities and colleges signed a pledge about climate change.

Prof Johann says there are also staff members on the Vaal Triangle Campus who are interested in the greenness of the campus. "Ms Irene Muller from the School of Educational Sciences is currently busy with a master's degree in Environmental Studies and she focuses specifically on our campus," he says.

The Vaal Triangle Campus' Facebook page has a link to the page "Vaal go green" with information and pictures of green projects. The Potchefstroom Campus web pages and social network pages also contains information about their green projects.

In another green innovation, the Vaal Triangle Campus Green Committee launched an IT sustainability competition last year. Students had to come up with suggestions about how to make technology use more sustainable. One of the winning suggestions was to use the rating system of EPEAT, an organisation that indicates which electronic products in the marketplace are environmentally friendly.

Some of the other suggestions were: reusing old parts of computers, switching off computers and screens when they are not in use, and using solar panels to power cooling systems in computer laboratories.

# Driven by a heart for people and a head for figures

*In this edition of our series on NWU deans, we meet Prof Susan Visser, dean of the Faculty of Economic and Management Sciences on the Potchefstroom Campus since 1 December 2012.*

She has received four national awards – including an award for being one of the most influential women in South Africa – but despite her high standing in society she has remained a humble, compassionate human being.

For this dean, the quality of human relations in the faculty is just as important as the academic and research status of her faculty.

That much is clear from her answer to the question of what she views as the faculty's biggest asset. "Undoubtedly our dedicated staff – I can see that they really care about their students," she says.

Her dreams for the faculty speak of a sound work-life balance.

"I want my colleagues to have a fulfilling work environment, and I want us to deliver high-level teaching and research and expand internationalisation and commercialisation. I would also like to see greater community involvement and the realisation of our dream for distance education."

## WIDE FIELD OF RESEARCH

Prof Susan's interest in several research

topics is apparent from the scores of conference papers, chapters in books and research articles to her credit.

One topic that she finds fascinating is Accountancy training and the learning styles of students and teaching styles of lecturers.

In a comparative study about the training of accountants in South Africa and Scotland, she found that both countries' accountants have the same learning style but different skills sets. "It is a fact that the South African accountants are more technically skilled than their overseas counterparts; however, the training overseas is more research driven than ours."

To address this 'gap' in the training of South African accountants, the honours year will in future also include a research component. "In doing this, we are also meeting the requirement of the Higher Education Quality Framework," says Prof Susan.

## FAST CARS

The developments in Management Accounting and the application thereof on for instance the car manufacturing

industry in South Africa is another topic that fascinates her. Small wonder: one of the things that few people know of Prof Susan is that she loves fast cars.

"I would like to drive a Maserati, but I suspect that it would land me in trouble," she jokes. Terms like fuel consumption, revolutions and kilowatts roll easily off her tongue – she likes to read articles about cars.

Not that she gets much time for reading – her work keeps her too busy.

Because of her diligence the university became the first – and is still the only – institution to offer Forensic Accounting at undergraduate and postgraduate level.

## A HELPING HAND

During the six years that she was director of the School for Accounting Sciences she was also closely involved with the training of lecturers. "I'm still willing to mentor one lecturer – probably a novice – in each school. As when I was director, I will visit their classes and make recommendations and help them if, for example, they would like to enter for the Institutional Teaching Excellence Award."



Prof Susan boasts no fewer than seven of these awards (previously known as Verka Awards).

Because of her excellent teaching skills and good human relations she maintains contact with many of her former students. "I try to encourage those who went to work overseas to return to South Africa," she says.

#### A DIRE SHORTAGE

According to her, there is a shortage of approximately 22 000 accountants in the country and one of her priorities is to deliver more accountants to the industry.

With this in mind, the school started to host annual career days in 2007. "Up to 44 firms visit us during this event to recruit accountants." Particularly black accountants are very much in demand.

The profile of accounting students has changed in recent times. "We have many Indian, Coloured and black students, but not quite enough. These days the ratio between men and women is about fifty-fifty."

#### AN IMPULSIVE CHOICE

Had she always planned a career in Accounting? Definitely not – she wanted to become a medical doctor.

"However, my father thought the world of medicine too cut-throat for his youngest daughter, which is why I came to the former

Potchefstroom University for Christian Higher Education to study pharmacy."

These plans changed on the spur of the moment and eventually Prof Susan enrolled for BCom – something she has never regretted.

#### CONGRATULATIONS

Almost four decades after arriving on campus she can look back on many achievements – such as four national awards.

The first was an "Outstanding Accounting Educator" award from Deloitte and the Southern African Accounting Association in 2004.

Then there was an award by the South African Association of Women Graduates, followed by the KPMG Award for her contributions to research in Accounting, presented to her in 2008 by the Southern African Accounting Association.

The award that came as the biggest surprise to her was made in 2011 when the magazine CEO named her as one of the country's most influential women in the category for training and education.

"This award is very special to me because none of the judges were experts in my field of study. They hadn't met me before that and had never seen me speak – maybe to my advantage? And the judges were people of

stature – such as Judge Willem Heath," says Prof Susan.

#### THE TRAVEL BUG BITES

During her career Prof Susan's work has taken her to many countries. As a result, she has blossomed into an adventurous tourist – she has ridden an elephant in Thailand and a camel in Egypt. "I would still like to visit Eastern Europe, Iceland and Greenland," she says.

When she's not working or travelling, she likes to entertain guests. If, for instance, she were to invite the 15 NWU deans for dinner in winter, she'd serve vegetable soup for hors d'oeuvres, followed by three meat dishes: chutney chicken (halal), leg of lamb and bobotie.

For the vegetable lovers and vegetarians, there'd be a colourful vegetable dish with cheese sauce, baked potatoes, a sweet potato roll, warm mushroom salad and a salad with fresh vegetables and fruit. To round off the meal, she'd serve a baked fruit pudding with ice cream and custard.

To round off this article, one could choose from several good wishes for Prof Susan – given her interests and experience. One could say congratulations to the prize-winning academic, bravo to the adventurer or bon appetit to the cook. Or 'keep up the good work' to the people's person – the one who knows how to balance work and life in her pursuit of excellence.

### *Other interesting facts:*

**My favourite dish:** Oxtail if I'm doing the cooking, sole if I dine out.

**My favourite animal:** The stately giraffe.

**This makes me happy:** When I see my students and colleagues excel and know that I contributed to it.

**What makes me laugh:** Witty humour.

**This fills me with fear:** All reptiles and similar beasts.

**Famous person I would like to have a conversation with:** I'd like to ask former President Mandela whether the present South Africa is what he expected it to be. It would also like to ask Dr Anton Rupert about his keen business sense.

**My best vacation ever:** A boat cruise in Alaska.

**What I'd still like to do one day:** Bungee jumping and missionary work in Eastern Europe.

***Pomp and splendour: Prof Susan visits St Catherine's Palace in St Petersburg during a holiday in Russia in 2012.***





# Focus on ... Policies

All complex institutions such as the NWU need policies, procedures and rules in order to streamline their affairs. In this edition we talk to Ms Amanda van der Merwe, manager of Records Management and Administration, about the origin and use of policies and where NWU staff members can access them.

**Q: What is the difference between policies, rules, procedures and guidelines?**

**A:** Policies are high-level documents that guide decision-making at the university and that are approved by the NWU Council after thorough consultation and consideration. Policies apply to the entire NWU.

Rules, which also have to be approved by the Council, usually prescribe how committees and other bodies established by the NWU Statute should function.

Procedures are step-by-step prescriptions about how a particular task should be executed. They give effect to the relevant policy and form part of quality manuals.

Guidelines are there to facilitate tasks and form the framework within which staff can comply with the requirements of the policy. They are often of a more technical nature than policies and are revised more often to keep up with changing circumstances.

Procedures and guidelines needn't be approved by the Council – they depend upon individual circumstances determined by the work environment and management.

**Q: Why should we talk about policies?**

**A:** At disciplinary hearings it often transpires that staff members violated policies because they were unaware of the details of these policies. The trade unions and the Institutional Negotiation Forum are concerned about this fact, which is why we are implementing certain measures to prevent this from happening.

**Q: Could you tell us more about these measures?**

**A:** Managers will be asked to sign a form confirming that they will keep their staff members informed about policies. Policies are also included as a discussion point in the orientation programme of new staff members.

**Q: How are managers informed about new policies that have been approved?**

**A:** They must read the electronic notice, @NWU. After each Council meeting we report which policies were tabled during the meeting, which were referred back for further attention and which were approved. (The @NWU is sent to all NWU staff members' email addresses every Tuesday and Friday.)

Managers must ensure that employees who do not have access to computers obtain the information in hard copy.

**Q: What is the role of policy 'owners'? Shouldn't they introduce new policies to staff?**

**A:** The owners are mainly responsible for the quality and availability of policies in cooperation with Records Management and Administration. However, when a policy concerns large groups of staff, they are welcome to help spread the word by utilising the official communication channels of the NWU.

**Q: What should staff members do when they believe that a policy should be written about a particular subject?**

**A:** They should report the perceived need to Records Management and Administration. I will then determine whether such a policy already exists, and whether the proposed policy would be in line with the Institutional Plan.

**Q: What does the rest of the process entail?**

**A:** I ask the role players who should be involved with the writing of the policy to consult with stakeholders and formulate the policy. They submit the first draft of the policy to me so that I can decide to which bodies it should be submitted.

More information about policy writing is available in the Policy on the generation and approval of policies.

**Q: It sounds as though the approval path – and also consultation with stakeholders – is very important. Why is that?**

**A:** When the policy is submitted to the Council, we need to be able to explain which path was followed and to what extent stakeholders were consulted. If the Council members are of the opinion that not enough consulting took place they can refer the policy back for further consultation.

**Q: Some people think that policies do not really concern them – is this true?**

**A:** Certainly not. Apart from the policies that directly apply to you performing your duties there are many that apply to all staff members – such as the Media Policy, the Language Policy, the Quality Policy and those that deal with human capital issues.

Remember, policies are not just things that need to be adhered to – many of them also inform you about your rights. So make sure that you are well informed about NWU policies and if you are a manager, ensure that the staff members who report to you are equally well informed.

**Q: Where can one obtain the complete list of approved NWU policies?**

**A:** On the NWU's website. Go to Our Story on the landing page, click on Governance and Management and then on Policies and Rules.





A fully equipped ambulance will from now on be available 24/7 on the Mafikeng Campus. Here, from left, are Mr Decker Coetzee of Vaal Emergency Care, Ms Thapelo Tlhabane, dean of students, Ms Myra Mothibi, head of the Health Centre, and Mr Charles Mokoena, Vaal Emergency Care.

## Ambulance now available 24/7

The campus has secured the services of a 24-hour on-campus ambulance after signing an agreement with Vaal Emergency Care.

Ms Myra Mothibi, head of the Health Centre, says the services of the fully equipped ambulance facility will not only benefit students residing in the 10 on-campus hostels but also those at outside facilities.

"We have made sure that access to the health services becomes open to the campus community in its entirety," says Myra.

At present, the campus clinic has just one dispensary for first-aid and medicines. Since the dispensary does not have the facilities to admit students for treatment, the ambulance will be on standby in a designated parking space to rush them to hospital.

## Campus hosts postgraduate study school

The Department of Industrial Psychology recently hosted a postgraduate study school for master's and doctoral students – a first of its kind for the Mafikeng Campus.

The study school, under the leadership of Prof Nicolene Barkhuizen, was held on 7 and 8 February 2013 and attracted a large number of students and staff interested in furthering their qualifications and careers.

This year the department has a total of 17 new master's and doctoral enrolments, which gives a clear indication of the sustained interest in and need for research and practice in Industrial Psychology, Human Resource Management and Labour Relations.

Prof Nicolene also has an established research programme in talent management, which forms part of the Optentia Research Unit. Most of the students' research will be focused on pressing talent management issues in the workplace.

## Students pledge their commitment to nursing



The 24 nursing students pledge to serve the South African community with dignity and respect. The Mafikeng Campus hopes to deliver 51 students by the end of the 2013 academic year to join the health workforce as community health practitioners in 2014.

Nursing is a calling to serve rather than just a career. At the end of 2012, 24 fourth-year Bachelor of Nursing Science students took an oath in front of the nursing community and university staff, promising that they would serve the South African community with dignity and respect.

This event takes place every year before students depart for their community service in different hospitals and clinics across the North West Province.

The students are temporarily employed by the North West Department of Health, and will serve the North West Province, particularly in rural areas, as community health practitioners for a period of 12 months.

After completing this mandatory exercise, they will be absorbed permanently by the Health Department to curb the shortage of nurses in our country.

## NWU involved with new generation aircraft

Four postgraduate Engineering students are now part of a unique research team that is developing a new generation helicopter and airplane in collaboration with Denel Aviation.

The first project entails the development and construction of an unmanned helicopter called the Prowler.

The helicopter must be able to maintain a speed of about 250 km an hour, carry a load of approximately 160 kg and be in the air for at least six hours during each flight. "According to our proposal, the Prowler will be the most economical unmanned helicopter to date," says Mr Shalan Chetty, Head of Engineering and Quality at Denel Aviation.

The four postgraduate students are involved with several research components of the helicopter and airplane.

Louw Hager is responsible for the development of a neural network controller for a scale helicopter.

Martin Terblanche is in turn responsible for the development of control algorithms for a scale helicopter.

Gustav Otto is developing an advanced tactical guidance system especially for use in unmanned flights.

Zurich Terblanche follows a computer-based approach to the avoidance of objects in the air.

Commenting on the new generation fixed-wing airplane, Mr Chetty says they are planning to develop a technologically advanced 19-seater turbo-drive propeller airplane that can render a service from the public's "front porch", for example, smaller landing strips.

## SA misses golden tourism opportunity

South Africa's hosting of the 2013 Africa Cup of Nations (AFCON) cannot be regarded as successful – not in light of the fact that the government missed a golden opportunity to market the country as a tourism destination in emerging African markets.

According to Prof Melville Saayman, head of the research institute Tourism Research, Economics, Environs and Society (Trees), the government should be held accountable for a bad decision that will eventually cost the country millions in potential revenue.

"They never liaised with the tourism industry to offer packages to the foreign journalists visiting South Africa to cover the event. These journalists are not busy all the time and could therefore have marketed the country very effectively in their own countries," Prof Melville says.

"The visuals before a match also don't show enough of what South Africa has to offer and all of it amounts to a wasted opportunity because these tournaments draw a phenomenal number of viewers."

## SRCS donates R1,4 million to charity

The Student Rag Community Service (SRCS) has kicked off the year with renewed commitment to approximately 92 projects in the Potchefstroom area. In addition, the SRCS has donated about R1,4 million, collected during RAG this year, to deserving projects and individuals.

"It is wonderful to be able to pay out such an amount to the community.

"We collect small amounts during the year, and it's unbelievable to then see the final total," says Juaan Taute, Student Council member: SRCS.

He says the three basic principles of the SRCS are sustainability, awareness and empowerment. "It is one thing to make a difference by giving donations, but for us, sustainability is the most important. We try to ensure that our community projects are sustainable, as these projects must continue for many years after we have left the university," Juaan adds.

The SRCS has been the biggest registered student welfare organisation in the world since 2006 and received the 2012 MacJannet prize from the Talloires Network – an international university society – for their good work and global citizenship.

No other university in South Africa received an award or honourable mention during the 2012 competition.



"Children only need love and attention. They can get along just fine without all the rest," says Mr Jean-Marc Stidworthy from the Department of Marketing and Communication on the Potchefstroom Campus. He held the SRCS portfolio when he served on the student council in 2010 and 2011, and is still involved with the SRCS from time to time.





Present at the certificate ceremony are, from left, Ms Manuela Fernandes Martins, ADS Teaching and Learning Advisor and ICNL Phase 2 coordinator, Dr Esté Hefer from the School of Languages, Dr Esmarie Strydom, Director: ADS, and Mr Romeo Botes from the School of Information Technology.

## New lecturers receive certificates

The Academic Development and Support (ADS) Unit hosted another successful Institutional Course for New Lecturers (ICNL) certificate ceremony earlier this year.

During the event Prof Heleen Janse van Vuuren, the director of the School of Accounting Sciences, presented participating lecturers with ICNL Phase 1, Phase 2, and Phase 3 certificates.

Prof Linda du Plessis, Vice-Rector: Academic, Quality and Planning, was the guest speaker at this event.

The highlight of the ceremony was the announcement of the ADS ICNL award for outstanding participation. Dr Esmarie Strydom, Director: ADS, presented the certificates to Dr Esté Hefer from the School of Languages and Mr Romeo Botes from the School of Information Technology.

## Master's in Positive Psychology is another first

World-renowned psychologist and author Dr James Pawelski recently delivered the opening lecture for the new master's degree programme in Applied Positive Psychology (MAPP).

This celebratory lecture represents the realisation of a long-cherished ideal of establishing tenets of Positive Psychology in South Africa and Africa. The Vaal Triangle Campus is the first in the country to introduce a MAPP programme.



As from this year, 14 MAPP students will attend five coursework weeks in the programme. The MAPP class of 2013 comprises professionals from the disciplines of Psychology, Sociology, Social Work, Theology, Industrial Psychology, Economics and Labour. Collectively the participants boast more than 200 years of experience in the various fields.

Prof Marie Wissing of the Potchefstroom Campus conceptualised MAPP, while Prof Chrizanne van Eeden is one of the coordinators of the new programme.

## New director for School of Behavioural Sciences

The School of Behavioural Sciences recently welcomed a new director, Dr Elrie Botha.

Dr Elrie is by no means a stranger to either the NWU or the Vaal Triangle Campus. She started her career as an administrative assistant at the then Department of Industrial Psychology and after completing her master's and doctoral degree in Industrial Psychology, worked herself up in the ranks.

She attributes her interest in human development and awareness to the "culture of learning" fostered by her parents since her early childhood.

According to Dr Elrie, who took over as school director on 1 January 2013, she will focus her attention on three particular areas. The first is to position the School of Behavioural Sciences as an active contributor to the success of both teaching-learning and research at the university. The second is to encourage and guide each member of her team to reach their full potential. Thirdly, Dr Elrie wants the school to have a positive and lasting impact on its students.

"I would like students to look back at their time with us and be proud of the competencies they have acquired," says Dr Elrie.

*Dr Elrie Botha, the new director of the School of Behavioural Sciences.*



# These NWU experts know their stuff

*Members of the NWU are constantly sharing their expertise with the community on different occasions – be it during speeches or in interviews with the media. In this ongoing series, we would like to share the following quotes with our readers.*



“The single biggest air pollution challenge in South Africa currently, is the emissions of particulate matter from domestic coal and wood burning. Every day poor South Africans burn coal and wood in their homes for cooking and heating purposes. Due to the fact that they are exposed to the emissions directly makes this a significant health hazard. We need to find alternative clean fuels and/or stoves or alternatively electrify households that are dependent on bio and fossil fuels.”

*Prof Stuart Piketh, School of Geo and Space Sciences, Potchefstroom Campus. Yahoo South Africa News, 6 February 2013*

“ The reason why first years were not approved for National Student Financial Aid Scheme (NSFAS) allocation is due to limited funding. Returning students were not approved mainly due to not meeting the academic requirements of NSFAS. The management of the Mafikeng Campus is committed to assist academically deserving students with financial challenges to, as far as possible within the limits of funding opportunities, complete their studies. ”



*Prof Dan Kgwadi, rector, Mafikeng Campus. Bush Radio 89.5, 6 February 2013*

“ It is expected of all members of the university community to respect fundamental rights and values as contained in the Constitution. The NWU’s Human Rights Committee is chaired by an independent legal expert and consists of 12 members who represent the university community.” (With reference to AfriForum Youth’s complaint of hate speech against a student, laid at the NWU’s Human Rights Committee.)

*Prof Herman van Schalkwyk, rector, Potchefstroom Campus. Beeld, 6 February 2013*



”

“In our sports-crazed world sports stars are present-day ‘icons’ who are practically worshipped. A Blue Bull, Joost or Hansie fan will therefore not easily abandon his hero. There’s a ‘divide’ between the sport itself and the moral and ethical aspects... In a world where corruption and other misdeeds such as murder and rape are rampant, many people feel that sports-related offences aren’t something to get overly upset about.”

*Prof Freek Cronjé, School of Social and Government Studies, Potchefstroom Campus. Die Burger, 31 January 2013*



“The government and Minister Angie Motshekga’s plan to declare education an essential service should be welcomed. It is one of the best measures possible to address the dysfunctionality in schools, as it will prevent teachers from striking during working hours. The negative effects such as the disruption of teaching, intimidation, violence, damage to property and loss of income caused by teacher strikes in the past are important reasons justifying such a step.”

*Prof Marius Smit, School of Education, Potchefstroom Campus. Beeld, 7 February 2013*

# And the winners are...

Congratulations to the following colleagues who each won a corporate gift:



**Institutional Office:**

Ms Marinda Riekert,  
system administrator,  
Human Capital



**Mafikeng Campus:**

Ms Neliswa Madakana,  
librarian, campus library



**Potchefstroom Campus:**

Ms Melleney Campbell-Jacobs,  
administrative assistant,  
Admissions office: Academic  
Administration



**Vaal Triangle Campus:**

Dr Stef Esterhuizen,  
lecturer: Foundation Phase,  
School of Education Sciences

We would like to thank everyone who participated. If you were not so lucky the first time, here is another opportunity to take part in our exciting competition:

# Win! Win! Win!

You can win a corporate gift – just find the answers to the following 10 questions!



1. Identify the close-ups and provide the relevant page numbers:
2. Name one of the nine rights that consumers have according to the Consumer Protection Act.
3. Who is the new chairperson of the NWU Human Rights Committee?
4. When did Prof Susan Visser become the dean of the Faculty of Economic and Management Sciences on the Potchefstroom Campus?
5. Where can you find a complete list of the approved policies of the NWU?
6. Which degree (a first in the country) is now being offered at the Vaal Triangle Campus?

**SEND YOUR ANSWERS TO:**

Post: Marelize Santana  
Internal box 260

Email: [marelize.santana@nwu.ac.za](mailto:marelize.santana@nwu.ac.za) with Eish! in the subject field

Remember: Please supply your staff number, title, name, surname, job title, and the name of your division and campus

The first correct entry per business unit that we receive, will win a prize!





ERIKA DE VRIES



AILEEN JOUBERT



VINCENT EASTES



TSHIAMO MSALESA



SONIA TURKSTRA



VERA KRIEL



ANNATJIE ERASMUS



YVETTE LABUSCHAGNE

# Walking the extra mile

*As always, there are NWU staff members who do and give more than what is expected of them – as well as those who notice and appreciate it.*

*We once again take this opportunity to give recognition to all our NWU colleagues who go the extra mile.*

Ms Yolande Bechaz, senior administrative officer in the office of the Chief Director: Institutional Finance, would like to nominate **Ms Erika de Vries** and **Ms Aileen Joubert** for their excellent work.

Both colleagues are assistant managers at Residence and Catering Services on the Potchefstroom Campus – Erika is involved with Sports Houses and Guest Accommodation and Aileen with the Astrovilla Guesthouse.

“Erika and Aileen really look after their guests. A large group of auditors is staying at the Astrovilla, there are graduation ceremonies going on and international athletes are also practising here.

“The two ladies always try their best to cater for everyone’s special needs and requirements,” she says.

Next in line is Ms Suzelle Buys, an administrative officer from Graduation Ceremonies at the Organisation and Distribution Centre on the Potchefstroom Campus. She nominates **Mr Vincent Eastes**, manager in the office of the campus rector, as a colleague who gladly walks an extra mile or two for people.

“Vincent always conducts himself very professionally and is an example to many. It is an honour and a privilege to have him as a colleague.”

Ms Kgomotso Direko, a lecturer in the Nursing Department on the Mafikeng Campus, has much appreciation for the reliability of **Mr Tshiamo Masalesa**, an administrative officer in the same department.

“He always takes the initiative with administrative matters, especially with regard to students,” she says.

Two more colleagues who give and do more than is expected of them are **Ms Sonia Turkstra** and **Ms Vera Kriel** from the office for Work-integrated Learning in the Faculty of Education Sciences on the Potchefstroom Campus.

Ms Sukie van Zyl, a junior lecturer in the School of Natural Sciences and Technology for Education, says Sonia and Vera remain friendly, even when a steady stream of students keep asking the same questions over and over again.

“If students’ forms are not completed correctly or there are problems with the schools, these two people go out of their way to obtain the necessary information.”

The Institutional Office’s entire salary office would like to nominate **Ms Annatjie Erasmus** as a veritable extra-miler.

She recently took over the duties of a colleague who resigned and consequently has had to work many hours of overtime to master the new work.

Despite the increased work pressure, she is unfailingly friendly and helpful.

“Her work is very complex, but she loves numbers and has found a way of doing it as thoroughly as possible. We are all very proud of her,” says Ms Petro Wessels, Manager: Salaries.

Ms Alta Enslin, a programmer from Information Technology Central’s Quali project, describes an overseas trip with **Ms Yvette Labuschagne**, manager of ITC’s project office, as a “stress-free experience”.

“Her meticulous planning makes it possible to relax and concentrate on the purpose of the journey.”

**If you would like to nominate a colleague who always goes the extra mile, please send an email to [marelize.santana@nwu.ac.za](mailto:marelize.santana@nwu.ac.za). Remember to give your job title and the name of your department or school, as well as the particulars of the person whom you wish to nominate.**

# Cut some red tape **and** **WIN R5 000**

**Y**our suggestions as to how bureaucracy at the NWU can be dealt a death blow by making processes and procedures more streamlined could earn you R5 000.

"Our debureaucratisation project is still underway and we would like students and staff to submit their suggestions and in doing so become part of the project," says Prof Marlene Verhoef, Executive Advisor: Strategy and Projects in the office of the vice-chancellor. "Curb-ing excessive red tape is after all our shared responsibility," she says.

The Institutional Management has approved seven projects for 2013 to address awareness of and curb bureaucracy at the NWU. One of these steps is to establish and document effec-

tive, streamlined business processes across the NWU.

"Another way to eliminate unnecessary bu-reaucracy is to prepare procedure documents together with policies and make them available as appendices to policies," says Prof Marlene.

The Language Policy has such a procedure document as appendix. The procedures set out in it include for instance how to lodge a complaint at the language ombudsman, and it also contains Setswana, English and Afrikaans phrases for use at graduation ceremonies.

"It definitely saves time and energy if people already know what to do and how to do it," says Prof Marlene.

If you have a good idea to streamline business processes at the NWU and to cut some red tape, send it by or before mid-September to [nwuburoc@nwu.co.za](mailto:nwuburoc@nwu.co.za). General remarks and questions about the debureaucratisation project can also be sent to this email address.

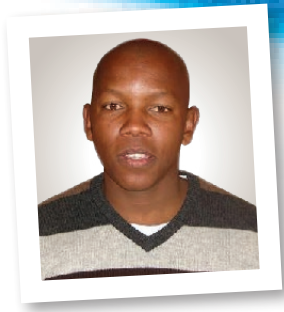
A committee, drawn from the ranks of the Institutional Management, will consider all the submitted suggestions in October and choose the best one.

The committee will also make sure that the best suggestions are implemented.

Should you have any further questions, please contact Prof Marlene.



*Green has become a way of life all over the world. In keeping with this trend the NWU is making its campuses and the Institutional Office more environmentally friendly. Read more about this on p 8 and 9.*



Mr John Oompie, assistant shift manager at the Sports Village on the Potchefstroom Campus, shares the following quote by Ronald Reagan (40th president of United States of America), with us:

## **'WE CAN'T HELP EVERYONE, BUT EVERYONE CAN HELP SOMEONE.'**

"This quote really had a great impact on me. If it was not for a little help from my aunt, I never would have had the opportunity of and access to tertiary education. If we all add up the small things we do to help others, it makes such a huge difference in the world around us – something that we so often don't realise."

*Do you have a favourite quote that is near and dear to your heart? Please share it with us; we would like to use it in the next edition of Eish!. Please send your quote, its origins or author, your short motivation why this has made an impact on you, as well as your name, surname, job title and department/ school to [marelize.santana@nwu.ac.za](mailto:marelize.santana@nwu.ac.za).*

