

eish!



NORTH-WEST UNIVERSITY
YUNIBESITHI YA BOKONE-BOPHIRIMA
NOORDWES-UNIVERSITEIT

VOLUME 7 No 4 July 2013
Staff newsletter for the NWU



**Comrades athletes
brave sun and wind**

**Dean lives and
works with energy**

**ITEA winners
shine**

INDEX

- 2 When you seek, Google searches
- 3 Message from the vice-chancellor
Eish!, energy is the buzzword
- 4 Leading lecturers lauded
- 6 NWU athletes take on most challenging Comrades in history
- 8 Three stars glitter in global sky
- 10 TRADE training promotes SA trade
- 11 Words of experts are worth their weight in gold
- 12 Live and work with energy
- 14 Campus news: Mafikeng
- 15 Campus news: Potchefstroom
- 16 Campus news: Vaal Triangle
- 17 These experts know their subjects
- 18 NWU leads with educational interpreting
Support anti-corruption campaign
- 19 Information ethics affects us all
- 20 Our people – Prof Yun believes in giving
- 21 Walking the extra mile
- 22 And the winners are ...
- 23 Sponsor words for WAT and win



Front page: Mr Koos Degenaar, director of the Marketing and Communication Department on the Mafikeng Campus, still looks full of energy when he arrives at the NWU's support station during the gruelling Comrades Marathon.

Photo: Ms Annette Willemse

When you seek, Google searches

Have you ever wondered what happens after you type in a term in a search box and press enter? How does a search engine actually gather data?

Let's imagine that you would like to know how fast a cheetah can run. You type "cheetah fast speed" into your search box. Now what?

A search engine like Google uses what are called "spiders" to crawl (scan) web pages and then indexes pages according to a specific algorithm (mathematical procedure).

The keywords you use on your web pages and the way you use them give the search engine a good indication of what is on your web page, so that the search engine can find your page if it needs to.

The search engine algorithm will "rate" your pages by looking at certain things, such as:

- Do you use your keywords in your content?
- Do you have keywords in your title and your URL?

The NWU website uses a Google Search Appliance that works on the same principle as the main Google search engine, but only searches the pages on the NWU domain. So, next time your search does not return the pages you want, start by customising your keywords and making sure that your pages are search engine optimised.

INTERESTING FACTS ABOUT GOOGLE:

- The Google homepage is available in over 80 languages.
- Yahoo turned down the chance to buy Google for \$1 million in 1997. Today, Google is worth \$200 billion and Yahoo just \$20 billion.
- Google has more than 1 million servers – 2% of the world's total.
- Google receives over 1 billion search requests every day. That is almost 40 000 every second.

** This article contains an over-simplified explanation of how search engines and search engine optimization work. For more information about these topics, just Google it!*

Editorial team: Staff from Institutional Advancement, and communication officers on the campuses. **Language editing:** Clairwyn van der Merwe. **Design and layout:** Graphikos. **Printing:** Ivyline Technologies. **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

I'm sure everyone will agree that, nine years into the merger, the NWU is in the midst of a boom period. Institutional data strongly suggest that we are well on our way towards realising our mission of becoming a balanced teaching-learning and research institution.

In terms of most of the key performance areas, we have consistently performed in the top six of the 23 universities in South Africa. This is a truly remarkable achievement – especially considering the fact that we didn't even exist 10 years ago.

Because it's important to continue to take stock, the Council has appointed an international panel to conduct an audit in the beginning of 2014 of the extent to which the NWU has achieved the merger objectives and the mission.

The panel, chaired by Prof Frans van Vught from the Netherlands, includes international and national experts, and will focus on transformation, positioning of the NWU, the core

business (teaching-learning, research and the implementation of expertise) and also effective management and governance.

This is understandably a big project which will culminate in an institutional self-evaluation portfolio. At a later stage I will divulge more details of the project which will be run by my office.

In view of the imminent expiration of my second term as vice-chancellor of the NWU in May 2014 and the resignation of Prof Mosia as registrar with effect from 1 July 2013, the Council has approved a process so that both these positions will be filled by the end of 2013.

While the new registrar will assume his duties in January, the idea is that I will work with the designated vice-chancellor from January to May 2014. This process will ensure institutional stability, consolidation of the continued increase in outputs and sound governance.

The second semester will bring all the usual challenges and excitement!



I appreciate your continued dedication and passion and everything you do for this institution's corporate soul!

James Elff

Eish!, energy is the buzzword



Energy is quite the hot topic these days. We hear talk about efficient energy use, renewable energy and energy saving.

Energy is also a recurring theme in this edition of Eish! In the article about Prof LJ Grobler, the dean of Engineering on the Potchefstroom Campus, we read how energy is part of his work and life in general.

Prof LJ is also very energetic and takes on many things at once. An energetic lifestyle such as his often leads to success in many areas.

This Eish! is brimful of examples of how other NWU staff members have also invested their energy and talents and been rewarded for it. Read on p 4 and 5 how excellence in teaching-learning was rewarded with ITEA awards and on p 11 how our experts' words in the media earned them some prize money. Surely one of the greatest outputs of energy was the partici-

pation in this year's gruelling Comrades Marathon. P 6 and 7 tell this story of agony and pain and sweet triumph.

Ultimately it's about the efficient use of energy – your own and the energy generated from scarce natural resources. Winter time with its increased power consumption offers a special challenge. Let's remember to switch off unnecessary lights, to use blankets rather than heaters and to "go green" by using solar panels and other alternative sources of electricity. (Visit Eskom's web page for more tips on saving electricity.)

May all of us be energy-wise consumers in the second half of the year that lies ahead.

Happy reading,

Marelize & Nelia

Leading lecturers lauded

Dr Alfred Henrico from the Potchefstroom Campus was recently crowned as the best of the teaching staff at the NWU.

Hailing from the School of Business Management in the Faculty of Economic and Management Sciences, Dr Alfred performed the best during the 2012 Institutional Teaching Excellence Award (ITEA) process.

He received the prestigious Vice-Chancellor's Award – a floating trophy – from Dr Theuns Eloff, the vice-chancellor at the annual gala event on 19 April 2013.

Dr Alfred was one of the three campus winners who were in the running for the overall prize.

The other two campus winners were Ms Irene Muller from the School of Education Sciences (Faculty of Humanities) on the Vaal Triangle Campus and Ms Chipo Mavetera

from the School of Economic and Decision Sciences (Faculty of Commerce and Administration) on the Mafikeng Campus.

A total of 54 academics received awards, compared to 49 in 2011. Of these participants, 14 were from the Mafikeng Campus, 31 from the Potchefstroom Campus and nine from the Vaal Triangle Campus.

The Potchefstroom Campus had the biggest increase in award recipients with 13 more academics receiving awards for 2012 than for 2011.

FACULTIES AT THE FOREFRONT

The NWU faculty that produced the most ITEA winners, 10, was the Faculty of Arts on the Potchefstroom Campus. Second was another Potchefstroom Campus faculty, Health Sciences, delivering six participants.

The faculties receiving the most awards on the Mafikeng Campus were the Faculty of

Agriculture, Science and Technology and the Faculty of Commerce and Administration, with five participants each.

On the Vaal Triangle Campus the Faculty of Humanities took the lead, boasting six ITEA winners.

This is how it works

ITEA is an initiative for academic personnel involved in teaching at the NWU to inspire them to develop their teaching skills.

As part of the ITEA evaluation process, panels assess the lecturers' portfolios, feedback from students, innovation and excellence in contact sessions and the utilisation of technology in teaching-learning.

The ITEA winners received their awards during a gala dinner. They are in the back, from left, Dr Charles van der Vyver, Dr Jako Olivier, Mr Charl Blignaut, Dr Conroy Cupido, Dr Ané Verhoef, Dr Wian Erlank, Dr Louis van Staden, Mr Keletsamaile Motatsa, Dr Risimati Hobyane, Prof Bennie Linde, and Dr Pierre-André Viviers. In the middle row are, from left, Dr Buabeng Assan, Mr Nelson Chitma, Dr Jan Steenekamp, Ms Colette Lotz, Dr Estelle Taylor, Ms Viné Petzer, Ms Nedine le Roux, Dr Mirna Nel, Dr Elrie Botha, Dr Karen van der Merwe, Dr Karin Botha, Ms Beitshe van der Niet, Dr Alfred Henrico and Dr Renato Coletto. In the front row, from left, are Ms Annatjie Stander, Dr Anél Terblanche, Ms Karen Visser, Ms Amanda Potgieter, Dr Theriso Tsambo, Dr Mariette Hitge, Ms Cornia Pretorius, Dr Cornelia Nienaber-Rousseau, Ms Chipo Mavetera and Ms Irene Muller.



The winners are...

MAFIKENG CAMPUS

Winner	School
Human and Social Sciences	
Dr Abigail Hlatshwayo	Human Sciences
Ms Theriso Tsambo	Human Sciences
Agriculture, Science and Technology	
Mr Molekodi Matsipane	Environmental and Health Sciences
Mr Ngoako Tsita	Environmental and Health Sciences
Dr Oziniel Ruzvidzo	Environmental and Health Sciences
Ms Tabelo Maseng	Environmental and Health Sciences
Dr Clovis Noutchie	Mathematical and Physical Sciences
Commerce and Administration	
Ms Karen Visser	Economic and Decision Sciences
Mr Keletsamaile Motatsa	Economic and Decision Sciences
Ms Chipo Mavetera	Economic and Decision Sciences
Ms Ntebo Moroke	Economic and Decision Sciences
Mr Nelson Chitima	Accounting
Education	
Prof Buabeng Assan	Undergraduate Studies
Law	
Ms Linda Muswaka	Undergraduate Studies

VAAL TRIANGLE CAMPUS

Winner	School
Humanities	
Dr Elrie Botha	Behavioural Sciences
Dr Karen van der Merwe	Behavioural Sciences
Ms Irene Muller	Education Sciences
Dr Mirna Nel	Education Sciences
Ms Viné Petzer	Education Sciences
Ms Maritsi Partridge	Languages
Economic Sciences and Information Technology	
Ms Annatjie Stander	Accounting Sciences
Ms Beitske van der Niet	Accounting Sciences
Dr Charles van der Vyver	Information Technology

POTCHEFSTROOM CAMPUS

Winner	School
Arts	
Mr Charl Bignaut	Social and Government Studies
Dr Conroy Cupido	Music
Ms Retha Fritz	Languages
Dr Jako Olivier	Languages
Ms Amanda Potgieter	Languages
Ms Cornia Pretorius	Communication Studies
Mr Pieter van der Westhuizen	Communication Studies
Ms Colette Lotz	Communication Studies
Dr Ané Verhoef	Philosophy
Dr Renato Coletto	Philosophy
Economic and Management Sciences	
Dr Karin Botha	Business Management
Dr Alfred Henrico	Business Management
Dr Pierre-André Viviers	Business Management
Prof Bennie Linde	Human Resources Sciences
Dr Herman Linde	Human Resources Sciences
Education Sciences	
Dr Andrew Abdool	Education Studies
Ms Elize Harris	Natural Sciences and Technology for Education
Dr Louis van Staden	Human and Social Sciences for Education
Engineering	
Dr Pieter van Vuuren	Electrical, Electronic and Computer Engineering
Health Sciences	
Dr Ankebé Kruger	Biokinetics, Recreation and Sport Science
Ms Eloïse Botha	Physiology, Nutrition and Consumer Sciences
Ms Neoline le Roux	Physiology, Nutrition and Consumer Sciences
Ms Annchen Miellmann	Physiology, Nutrition and Consumer Sciences
Dr Cornelia Nienaber-Rousseau	Physiology, Nutrition and Consumer Sciences
Dr Jan Steenekamp	Pharmacy
Law	
Dr Wian Erlank	Law
Dr Anél Terblanche	Law
Natural Sciences	
Dr Mariette Hitge	Computer, Statistical and Mathematical Sciences
Dr Leonard Santana	Computer, Statistical and Mathematical Sciences
Dr Estelle Taylor	Computer, Statistical and Mathematical Sciences
Theology	
Dr Risimati Hobyane	Ancient Language and Text Studies

“A total of 54 academics received ITEA awards for 2012.”

The campus winners are, from left, Ms Irene Muller from the Vaal Triangle Campus, Dr Alfred Henrico from the Potchefstroom Campus (the overall winner) and Ms Chipo Mavetera from the Mafikeng Campus. With them is Dr Theuns Eloff, the vice-chancellor (far right).



NWU athletes take on most challenging Comrades in history

Nine athletes who are connected with the NWU in one way or another braved sweltering, windy conditions on 2 June 2013 to finish the most challenging Comrades yet before the cut-off time.

"The ambient temperature in the shade was 32 degrees Celsius, but probably more than 40 degrees on the road itself," says one of the athletes, Werner Coetzee from the NWU's Institutional Legal Services.

"The sun reflected off the road and we had constant berg winds of between 40 and 50 km/h from the front," he says.

"Runners lay unconscious on the side of the road – I'd never seen anything like it before. From the 60 km mark I started to struggle with

cramps in both calves and in my thigh and I had to walk the last 15 km."

However, Werner managed to reach the finish line in a time of 11:33:00 and won a medal for a novice completing his second Comrades in a row.

Some of his NWU comrades who finished in time were Corrie Botha, Ockie de Kock, Willie Lubbe, Henro Erasmus, Rika Huyser, Koos Degenaar, Theo Malan and Chantalèze Harmse.

As always, the NWU had a support station at Camperdown, at the 64 km mark. Athletes could get all sorts of drinks, energy snacks and support (such as ointment for cramps).

"One of your main objectives as a runner is to reach the NWU's support station. Seeing your employer's name and having someone there to assist you is just wonderful. It makes you feel very special," says Werner.

Like last year, Werner had only one request. "Cream soda! I downed the can in one gulp. The green ambulance saved my life."

Will he do it again next year?

"Today I feel like I never want to see a running shoe again in my whole entire life. But the Comrades is addictive, so ask me again in a couple of months."

According to a press release from the Comrades Marathon Association, 68% more participants needed medical assistance than the average of previous years.

Article: Bertie Jacobs, Marketing and Communication Department, Potchefstroom Campus

On a sweltering Sunday, 16 athletes supported by the NWU took on the gruelling 87 km "up run" from Durban to Pietermaritzburg. Nine of them managed to cross the finish line in time.

Athlete	Comrades marathons completed, including 2013	NWU Campus / Institutional Office / Club
Corrie Botha	16	Alumnus: Vaal Triangle Campus, Time: 08:16:05
Ockie de Kock	2	NWU Pukke (Traumeel), Time: 08:25:50
Willie Lubbe	12	NWU Pukke (Traumeel), Time: 08:25:50
Henro Erasmus	3	Staff member: Potchefstroom Campus, Bert's Bricks Club, Time: 09:46:14
Rika Huyser	6	Staff member: Mafikeng Campus, Lichtenburg Marathon Club, Time: 10:23:54
Werner Coetzee	2	Staff member: Institutional Office, Time: 11:33:00
Koos Degenaar	15	Staff member: Mafikeng Campus, Potch Road Runners Club, Time: 11:52:05
Theo Malan	1	NWU Pukke (Traumeel), Time: 11:53:36
Chantalèze Harmse	2	Staff member: Vaal Triangle Campus, Time: 11:55:09
James Botha	4	Staff member: Institutional Office
Cliff Wallace	22	Spouse of NWU staff member, Potchefstroom Campus, Bert's Bricks Club
Johan Lamprecht	11	Staff member: Potchefstroom Campus, NWU Pukke (Traumeel)
Paul Harmse	10	Spouse of NWU staff member, Vaal Triangle Campus, Arcellor Mittal Club
Marius van Onselen	12	NWU Pukke (Traumeel)
Heyns Deacon	0	Spouse of NWU staff member, Vaal Triangle Campus, Arcellor Mittal Club
Kaizer Phakati	4	Staff member: Potchefstroom Campus, NWU Pukke (Traumeel)

The challenge starts here. Part of the NWU's support team are, from left, Louis Jacobs, director of Corporate Communication and Stakeholder Relations of the Institutional Office, Christoff Swanepoel from Marketing and Communication on the Potchefstroom Campus and Dumile Mlambo from Marketing and Communication on the Mafikeng Campus.





The NWU team not only supported their own group of athletes but also others who needed help. Maryke Laas from Marketing and Communication on the Potchefstroom Campus and Gregory Sekobotsane from the Institutional Office's Corporate Communication Section attend to a runner's aching muscles.

Dear Eish! reader,

Every year after returning from the Comrades Marathon, I have a new-found appreciation for jelly babies, Deep Heat, Bar One chocolate bars and the freedom of choice.

The latter refers to my choice NOT to subject myself to the 'ultimate human race' by dragging (or rather leopard crawling) from Durban to Pietermaritzburg. Don't get me wrong – I am the first to salute anyone who conquers this challenge with his/her legs and sanity still intact, but I am also the first to admit that when it comes to this ultra-marathon I will forever remain a comrade rather than an athlete!

It may seem strange, but when I put on my supporter gear, I picture myself alongside Comrades legends such as Bruce Fordyce and Elena Nurgalieva, casually (!) jogging to the finish line whilst Chariots of Fire plays and the crowds are cheering...

Laugh if you will, but there is just something about the Comrades Marathon that makes me feel alive – and even more so, glad to be part of a team. And what a team we were in 2013.

Leading the pack was Louis Jacobs – who it turns out, could make a decent living as a Durban taxi driver. The other 'oldies' in the supporters team were Corrie Landsberg from the Mafikeng Campus and yours truly from the Vaal Triangle Campus with Dumile Mlambo (Mafikeng Campus), Gregory Sekobotsane (Institutional Office), Maryke Laas and Christoff Swanepoel (both from the Potchefstroom Campus) representing the newbies. On game day (or rather marathon day) we took our stand at Camper Down and each realised that we seem to have a special Comrades Marathon talent:

Louis: the ability to set up camp in record time (after of course, scouting for the perfect spot upon arrival in KZN on Friday).

Corrie: the ability to motivate runners in isiZulu whilst being the best early-morning-breakfast-maker in Pietermaritzburg.

Annette: the (unfortunate) ability to publicly display my lack of hand-eye-foot coordination (at least I offer some comic relief – to supporters and athletes alike).

Dumile: the ability to update his social media status via his tablet and cell phone simultaneously.

Gregory: the ability to massage away cramps (which has now earned him the nickname Gregory 'Magic Hands' Sekobotsane).

Christoff: the ability to entice runners with salted potatoes and jelly babies to the point that supporters also want to try it – talk about the perfect sales pitch!

Maryke: Super-duper Deep Heat sprayer and videographer. Just another example of how a woman can multi-task.

The Comrades Marathon is as much a lesson in humility as it is a test of endurance. With every spritz of Deep Heat, sachet of Goo (which by the way, tastes nothing like 'Zesty Lemon' and 'Strawberry Passion') and can of cream soda you give a little of yourself to someone else.

Kind regards,

Comrade Annette Willemse, Marketing and Communication, Vaal Triangle Campus.

Have a look at the NWU's Comrades video on YouTube at <https://www.youtube.com/watch?v=IljmhRNCslg>.



Johan Lamprecht (centre) arrives at the support station where his wife, Elmarie, and Louis Jacobs from the Institutional Office provide him with some sustenance before the last stretch of the ultra-marathon.

Three stars glitter in global sky

The NWU recently received a three-star rating after becoming the first university in Africa to be audited and rated by the international Quacquarelli Symonds (QS) World University Rating System.

This international rating system is a form of assessment that primarily judges institutions on their own qualities rather than in relation to other institutions, allowing them to shine regardless of their size, shape and mission.

It evaluates universities using a broad set of criteria and then awards them a badge displaying the number of stars they earned through their audit.

With its three-star rating, the NWU finds itself in the company of reputable institutions such as the Moscow State Institute of International Relations, and renowned private universities such as the Amity University in India and the CESINE University Centre in Spain.

OUR HIGHEST SCORES

Looking at the results, the NWU's highest scores were for innovation, for which we received five stars, and for facilities, scoring four stars in this category.

However, Prof Nicholas Allen, the Institutional Director: International Liaison, who led the NWU's submission process, believes that in theory the NWU has all the qualities of a typical four-star university.

"Without changing anything about what we do at the NWU, but only changing some aspects of our entry, we could actually have reached an overall four-star rating," says Prof Nicholas.

EVEN HIGHER

In his opinion, various factors prevented us from getting higher scores. "One of the biggest challenges was that QS wanted very specific, verifiable data and in some

categories we simply did not have the right kind of data. In other words, we are doing the right things, but we don't have the facts and figures to support it.

"Another problem that we encountered was that in three different instances during the QS rating process, the NWU was judged upon global perception (in other words ranked) rather than rated on its own merit."

This happened in three categories: student employability, academic reputation of research and discipline ranking. (See table marked *.)

RATING VS RANKING

But what is the difference between being rated and being ranked?

"Ranking compares universities to each other and tends to rely more on perception – in other words, how your institution is perceived, among others, by stakeholders such as academics and students across the world," says Prof Nicholas.

"Rating, on the other hand, is a form of assessment that predominantly judges institutions on their own qualities, rather than in relation to each other."

To illustrate the relationship between the ranking and rating systems of the world, one can consider the position of a top university which is both rated and ranked. For instance, the King Fahd University of Petroleum and Minerals in Saudi Arabia received four stars in the QS rating system, but is number 208 on one of the world's top ranking systems.

USING OUR STARS TO SHINE

Having been rated, the NWU has a "licence" to use its three-star status for the next three years for reputation building. "In addition to using the overall three-star rating in our



The NWU may now use graphics like this for marketing.

stakeholder engagement, we can also use the individual category ratings to promote the university," Prof Nicholas says. "When mentioning our innovation activities, for instance, we can substantiate our information by referring to the stellar five-star rating that we received in that category."

Prof Nicholas would like to see the NWU participating in the rating system again.

"This was only the first step in positioning the NWU in the global arena and we learnt a lot from this experience. Next time we need to ensure that our data is better aligned with the specific needs of the QS auditors."











About QS stars

According to QS, a typical one-star university may be less than 20 years old and will be providing a good standard of education while building a domestic reputation.

Those awarded five stars must be world class in a broad range of areas, enjoy an excellent reputation and have cutting-edge facilities and internationally renowned research and teaching staff.

This is how we scored

In 2012, the NWU decided to test the international waters by taking part in the QS rating system. The project was initialised on 3 October 2012, the data was submitted on 15 March 2013 and the results – as set out in the table below – were obtained on 14 May 2013.

Category	Points awarded	Points available	Stars awarded
CORE CRITERIA			
Teaching			
Academic staff/student ratio	9	50	
Completion of studies	28	40	
Academic staff members with doctorates or equivalent	0	40	
Students pursuing further studies within 12 months of graduation	9	20	
Total	46	150	
Employability			
Employers endorsing institution in QS Global employer survey *	0	50	
Students employed within 12 months after graduation	50	50	
Career service support	11	50	
Total	61	150	
Research			
Academic reputation according to QS global academic survey *	6	40	
Citations per paper	15	40	
Papers per academic staff member	9	40	
Prolific academic experts	15	30	
Total	45	150	
Internationalisation			
Institutional research collaborations	50	50	
International academic staff members	10	20	
International students	9	20	
Inbound exchange students	0	20	
Outbound exchange students	1	20	
Facilities for international students of different religions	3	10	
International diversity	10	10	
Total	83	150	
LEARNING ENVIRONMENT			
Facilities			
Sporting facilities	20	20	
Student accommodation	11	20	
IT infrastructure	20	20	
Library facilities	3	20	
Medical facilities	10	10	
Student societies	3	10	
Total	67	100	
ADVANCED CRITERIA			
Innovation			
Patents	16	20	
Industrial research	20	20	
Spin-off companies	4	10	
Total	40	50	
Engagement			
Community investment and development	14	20	
Charity work and disaster relief	0	10	
Regional human capital development	5	10	
Environmental impact	4	10	
Total	23	50	
SPECIALISED CRITERIA			
Discipline ranking			
(Ranking performance in any one of five broad faculty areas conducted annually by QS or narrower fields by QS or third-party *)	0	150	
Programme accreditation			
(Programmes accredited by internationally or domestically recognised and applicable standards)	50	50	
OVERALL	415	1 000	

*Ranked instead of rated

TRADE training promotes SA trade

TRADE, a research niche area on the Potchefstroom Campus, formed part of a team that provided training to new foreign economic representatives of the Department of Trade and Industry.

On 15 and 16 April, four members of TRADE joined representatives from the International Trade Institute of SA in conducting training at the offices of the Department of International Relations, Cooperation and Development in Pretoria.

The training was aimed at preparing the economic representatives to promote South Africa's trade interests in the countries to which they will be sent.

Apart from giving an overview of the global and South African economy, the TRADE

Members of the TRADE research niche area who assisted with the training of foreign economic representatives are, from left, Prof Wilma Viviers, Prof Waldo Krugell, Prof Marianne Matthee and Dr Ernie Steenkamp.

team presented the practical component of the training – identifying realistic export opportunities for South Africa by means of the so-called Decision Support Model (DSM). (See text box for more information about the model.)

TRADE FAIR IN AFRICA

Some 60% of the representatives will be posted to African countries.

"During the training we proposed a scenario of a real trade fair in an African country, namely Zambia. They then had to use the DSM to identify the products for which there is a demand in Zambia," explains Prof Wilma Viviers, the leader of TRADE.

"The Department of Trade and Industry can use the list of products to determine which

South African exporters should be supported to attend the trade fair in Zambia to exhibit their products there and to close possible export deals."

POSITIVE FEEDBACK

The session included training on the TradeMap and MarketMap databases of the International Trade Centre in Geneva, Switzerland.

"The feedback from the foreign economic representatives and the Department of Trade and Industry on the training of the TRADE presenters was very positive and the practical relevance of the DSM session was particularly valuable to them," says Prof Wilma.

How the model works

The DSM export model was developed at the request of the Department of Trade and Industry and has since proved its value as a scientific instrument to identify good export markets for South African products.

The model uses filters that identify political and financial risks to eliminate less promising export possibilities.

The results focus on product-country combinations that offer the most export potential and the best market accessibility.

The DSM is currently able to identify South Africa's realistic export possibilities from 240 countries and 5 400 products – working out at approximately 1,3 million product-country combinations.

The model's results are supplemented by a powerful, interactive computerised instrument. Known as the Decision Support Model DASHBOARD, it presents the research results visually and is easy to interpret.



Words of experts are worth their weight in gold

NWU experts who gave media interviews in 2012 earned free publicity worth an astronomical R285 million for the university, with Prof André Duvenhage making the biggest contribution.

Thanks to his frequent political commentary, Prof André, who is the director of the research focus area Social Transformation and a professor in Political Studies on the Potchefstroom Campus, was announced NWU Spokesperson of the Year.

He received a floating trophy, as well as prize money of R20 000, at an awards evening held

on 22 April 2013 in Potchefstroom. Because he was also a winner in two of the subcategories (broadcast and online media) he received a further R10 000.

Prof André was quoted 286 times during 2012 – the most of all NWU spokespeople in all the categories combined, being print, broadcast and online media.

The next most-quoted spokesperson of the NWU was Mr Theo Venter, special advisor in the Office of the Vice-Chancellor and part-time lecturer at the Business School on the Potchefstroom Campus. He received R15 000

in prize money. In third place was Mr Hannes Esterhuizen, head coach of the NWU PUK rugby team. He received R10 000 in prize money for that achievement, and another R5 000 as the winner of the print media subcategory.

These winners, together with other NWU spokespeople, collectively shared their expertise with the public via 12 186 media items.

Compared with the 7 730 items in 2011, it shows a healthy growth of 57,6%.

If the tally for 2012 is compared to the number of articles that appeared in 2010, the difference is a remarkable increase of 260%.

Of the 2012 total, 11 613 items were balanced, 507 were positive and only 66 were unfavourable to the NWU.

"It is always a tribute to our university when the media call upon our spokespeople, and the fact that our mentions have increased this way shows that our contributions are serving to shape our society," says Dr Theuns Eloff, the vice-chancellor of the NWU.

Plans for 2013

The NWU is extending the competition categories so that more spokespeople can be acknowledged.

"Some of our spokespeople make smaller contributions about newsworthy topics that may for instance receive great publicity for a while, and we would like to thank them too," says Mr Louis Jacobs, director of Corporate Communication and Stakeholder Relations.

The new categories will be used this year to select the recipients of the awards that will be presented early next year.



Dr Theuns Eloff, the vice-chancellor (left) congratulates Prof André Duvenhage, who was named Spokesperson of the Year.

Live and work

In our series on NWU deans, we meet Prof LJ Grobler, dean of the Faculty of Engineering on the Potchefstroom Campus. We spoke with him about his faculty, about energy and about Eskom.

The name LJ Grobler is synonymous with energy. Not simply because this dean of Engineering is passionate about energy efficiency, but also because he has heaps of energy himself.

No wonder he was such a source of concern to his mother.

"On my father's 80th birthday he told me how my mother was constantly worrying about me because I took on too many things at once," says Prof LJ.

SPORTS

Some of his fond childhood memories are about playing school sport during afternoons and weekends.

Today he is as physically active as ever and thrives on extreme sports such as white water rafting and skydiving.

He does not always jump from aeroplanes – sometimes he's behind the controls.

"For my 40th birthday my wife gave me pilot headphones and the deposit for flying lessons. So I had to learn to fly, and eventually I bought my own light aeroplane."

When he's not cruising the skies, he's on the road with his racing bicycle. "When I do my 10th Argus, I'll get my permanent number," he says.

All of these hobbies are just some of the smaller balls that he tries to keep in the air at once. The biggest one of them all is his work as dean.

VERY BUSY

In the past few months since becoming dean, he has not had much time for his own research, but he makes sure that he still gives guidance to the different research groups in his faculty.

Many projects are under way in the faculty. One of them uses solar power to split hydrogen. The purpose of this project, funded by the Department of Science and Technology, is to create the necessary infrastructure so that we can eventually have a hydrogen-fuelled economy.

Another high-profile project is the development of infrastructure and technology for extrusion. This project takes place in the centre of competence awarded to the faculty by the Department of Trade and Industry. (Extrusion is a method of producing dry products such as dog food.)

The recent success of the solar car project can largely be ascribed to the knowledge gained through the extrusion and glider projects. This car put the faculty on the world map when it took joint first place with the University of Tokai's car in an international 5 000 km endurance race.

TIES WITH ESKOM

As the faculty is a strategic research partner of Eskom, some of its other activities relate to energy utility.

Groups in the faculty help Eskom with research into the improvement, emission control and energy efficiency of power stations, and the measurement and verification of energy consumption.

What would Prof LJ do if he could be the boss of Eskom for a day?

He quickly replies: "I'm glad I'm not Eskom's boss – it's a bit of a hot potato these days."

According to him several factors have contributed to Eskom's current dilemma.

One of them is the idea of privatising power stations, which started globally in the last decade of the previous millennium.

LACK OF PLANNING

Because of the expectation that big private companies would take over the power stations, managements back then failed to plan for the construction of new power stations. That would be the role of the private companies.

When the giant American energy company Enron filed for bankruptcy in 2001, other companies took fright and the privatisation of power stations did not happen as governments expected.

In 2007, Prof LJ Grobler became the first non-American to be elected president of the Association of Energy Engineers in Atlanta, USA.



with energy

Meanwhile electricity consumption in South Africa increased to such an extent that new power stations are essential. The three that are currently under construction are Medupi, Ingula and Kusile.

"It is extremely expensive to build a power station. The entire 2010 World Cup Soccer cost our country approximately R40 billion. Medupi alone will cost around R120 billion," says Prof LJ.

Another reason for the present dilemma is that Eskom retrenched many of the experts who actually knew how to build new power stations, because they thought that these skills would no longer be needed.

LIVE THE SOLUTION

What is the solution?

"South Africans must become part of the solution and start to save electricity. Our country uses two to three times more electricity than developed countries for the same output."

Heat pumps and solar geysers are just two of the many ways to save electricity, says Prof LJ. "With compact fluorescent lights you consume up to 80% less electricity and save even more with LED bulbs."

Prof LJ sets an example – his family showers with sun-heated water and at his wife's business they use solar panels to generate electricity.

"I foresee that the rising price of electricity and the decreasing price of solar panels will cause many people to switch to alternative power sources in a year or three."

BITTEN BY THE ENERGY BUG

Prof LJ completed his undergraduate and postgraduate studies at the University of Pretoria. He was bitten by the energy bug during his master's degree studies and even-



Prof LJ Grobler relaxes with his family. The Groblers are, from left, Chandre, Prof LJ, his wife Selmarie and Sanika, the youngest.

tually did his PhD on energy use and management in large buildings.

He had his own consulting firm in Pretoria for two years and then in 1996 was appointed as an associate professor at the former Potchefstroom University for Christian Higher Education.

Towards the end of the interview with Eish!, Prof LJ reveals that he lost a bet shortly before his wedding.

The upshot was that he and Selmarie, his wife, had to open the dance floor at their wedding with "Hier kom die Bokke". And why not? It was the year of the Rugby World Cup after all.

After the interview we had to hurry to get some pictures taken. The people on the other side of the phone were waiting for a telephone conference to start...

Other interesting facts:

My favourite dish: Oxtail.

My favourite films: Spy stories, but sometimes I watch "chick flicks" with my two daughters.

This makes me happy: Spending time with friends and family.

What I admire most in a woman: Poise.

What I don't like at all: Hypocrisy.

An inventor I would have liked to have a conversation with: The Wright brothers who built the first aeroplane.

This makes me nervous: When things don't go as they should – which is why planning is very important to me.

My most precious belonging: The picture board where we put up photos of the family and our excursions.

They boast beauty and brains

DThe search for the first ever Mr and Miss NWU Mafikeng Campus is finally over. It ended when Tshepo Moyaga and Gontse Rakobane were crowned for the 2013 academic year.

According to Gontse, a first-year BCom Economics student, and Tshepo, a senior Law student, they entered the pageant to try something different and move beyond their comfort zones.

“Truthfully speaking, it was not my ultimate goal to be Miss NWU Mafikeng Campus. Yet I vied for the position because I wanted to grow as a leader and challenge myself,” says Gontse. “The competition was crazy. Everyone did something different and was great at it. I’m

really glad that everyone was able to showcase their talents on stage,” says Tshepo. “Through this process, I learned that I possessed a gift that I never really knew I had.”

Mr Kagiso Ntshwe, student coordinator, says the organisers hope that Mr and Miss NWU Mafikeng Campus will grow into a world-class event.

“One of the goals of the pageant is to create a platform for entertainment with a purpose. By having an ambassador with both beauty and brains, and by allowing the student audience the opportunity to acknowledge their favourite, more educational interactivity can be created,” says Kagiso.

The first ever Mr and Miss NWU Mafikeng Campus were recently crowned – Tshepo Moyaga (right) and Gontse Rakobane.

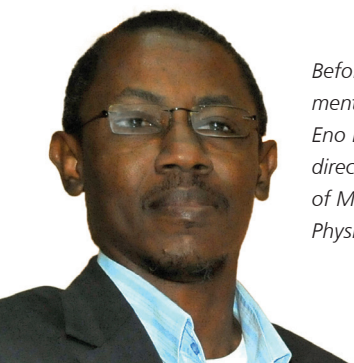


World-class researcher is now dean

The Faculty of Agriculture, Science and Technology (FAST) raised the bar once more by appointing Prof Eno Ebenso as dean.

Prof Eno is an established world-class researcher with a C1 rating in Chemistry from the NRF and is also the third most prolific author in the world in the field of corrosion inhibition.

According to the Scopus Index, he contributed more than 20 articles in subject journals cited in the ISI Web of Science between 2005 and 2010, and he was cited 80 times elsewhere during the same period. This amounts to four citations per article, or six times the average number of citations for researchers in his field of study. Prof Eno is also the third most internationally cited researcher in his field.



Before his appointment as dean, Prof Eno Ebenso was the director of the School of Mathematical and Physical Sciences.

Students shine during autumn graduations



The Mafikeng Campus celebrated academic excellence during the recent autumn graduations, when degrees, diplomas and an honorary degree were conferred.

During the recent autumn graduations 1 949 degrees and diplomas were awarded. The highlight of the graduations was the awarding of an honorary doctorate to Dr Mbuyiseni Oswald Mtshali, better known as the Soweto Poet, for his outstanding contribution to literature in South Africa.

Courage and determination were also shown by students with disabilities – two visually impaired students and two students in wheel chairs also obtained their degrees. The Faculty of Commerce and Administration led with a

total of 521 graduates, followed by the Faculty of Agriculture, Science and Technology with 374 graduates, the Faculty of Human and Social Sciences with 322, the Faculty of Education with 150 and the Faculty of Law with 68 graduates.

A total of 514 teachers obtained the National Postgraduate Diploma in Education. The campus also awarded 11 doctoral degrees and 60 master’s degrees. Certificates of merit were given to 52 students who obtained their degrees with distinctions.

Solar vehicle wins coveted award

The solar vehicle team was recently honoured with an award from the Federation of International Automobiles (FIA).

This federation is the governing body of international motorsport, including Formula 1 motorsport, and represents about 60 million road and track users.

The group of engineering students from the NWU made history last year when they launched their prototype solar-powered vehicle during the Sasol Solar Challenge. FIA then presented them with the award for best alternative energy for research groups.

According to team leader and lecturer, Prof Albert Helberg, they are overjoyed. "We are the first South African recipients of this exceptional award. It is definitely the biggest reward for hard work, little sleep and sweating blood."

The NWU shared first place overall with the Tokai University of Japan in the Sasol Solar Challenge last year. The team also walked away as winners in their class and broke two national and one world record. In addition, they received a first prize for their safety report, and were winners of the "Africa Spirit Award".



Jail time for charity: From the left are Mr Jean-Marc Stidworthy from Marketing and Communication, Ms Yolandi de Beer from Mooirivier Medies and Ms Selna Cornelius from the Faculty of Natural Sciences patiently awaiting bail.

Let's do jail time for charity

Law abiding or not, if the cuffs fit you must wear them, and the campus's annual Jail and Bail was no exception.

Jail and Bail is held in collaboration with the Cancer Association of South Africa (CANSA) to raise funds for both CANSA and the Student Rag Community Service (SRCS), and involves various communities in and around the university.

The focus is not on the students but on NWU staff, businesses in and around Potchefstroom, familiar faces, friends and supporters of SRCS and CANSA, and the media and institutions that can provide media exposure.

These individuals are "caught" and thrown in "jail" on campus after which the different institutions can bail them out by means of donations.

The minimum bail amount for the release of a "prisoner" is a R500 donation.

Approximately R56 000 was raised during this year's event and will be divided between CANSA (60%) and an appointed SRCS project (40%).

While the Jail and Bail is under way, the prims of the various residences raise funds for underprivileged students on campus by staying in a closed-off area in front of the Amphitheatre for three days of Big Prim.

SAS Institute and Centre for BMI join forces

The Centre for Business Mathematics and Informatics (BMI) has introduced a new master's programme in Advanced Business Analytics which runs parallel with the existing Quantitative Risk Management (QRM) programme.

The Business Analytics degree aspires to produce analytics professionals with the skills required to add value in the contemporary "big data" environment, a world where market players are accumulating such vast quantities of data that the traditional methods of analysis are no longer practical or appropriate.

With the support of the NWU and a donation from the SAS Institute, infrastructure has

been established to support this initiative. The inauguration of the Centre for BMI's new SAS Advanced Analytics Laboratory – the first of its kind in South Africa – recently took place.

The laboratory boasts fully equipped conference and meeting rooms where student teams can work on their projects, hold virtual meetings with clients anywhere in the world, and access the state-of-the-art hardware and software required for analytics of this nature.

The programme, which already has 17 students signed up for 2013, is designed to take on board analytically talented students and equip them with high-level analytical and professional skills.



Prof Albert Helberg (centre), receives the sought-after FIA award from Mr Richard Hughes (right) from Sasol. With them is Mr Winstone Jordaan (left), organiser of the Sasol Solar Challenge.



Mobile game recruits students

The campus has launched its first-ever mobile game – Univenture - to aid in the student recruitment process.

This interactive game was developed by Martin Booth, a postgraduate student from the South African Serious Games Institute (SGI-SA) in the Faculty of Economic Sciences and Information Technology.

The purpose of the game – which consists of several levels – is to aid Bob, a fictional prospective student, to make a decision about a future career by visiting the different faculties and academic schools. Each stage of the game represents an ac-

ademic school and as you progress through the different levels you are informed about the requirements for each field of study. Along the way Bob also meets various members of the campus community, including the campus's much-loved gaggle of geese.

This marketing application has been successfully launched on the Google Play Store. Use the following link to go to the Univenture page: <https://play.google.com/store/apps/details?id=za.co.nwu.nwuvaal>.

The game is currently only available for Android devices. An Afrikaans version is also available.



Ndumiso Hadebe is a leader with a vision for the future.

Ndumiso is Mzansi's newest leader

Ndumiso Hadebe, a final-year BCom Economics student and former Student Representative Council member, was recently announced the winner of *One Day Leader 2* on SABC 1.

The programme aims to give young people the opportunity to develop their leadership potential and to get communities involved in the issues that affect them directly.

Ndumiso is a well-known face in the local community where he serves as a youth leader, councillor and mentor at the Word of Life Baptist Church. He also, in conjunction with the Sedibeng-East District Municipality, brought to life a youth organisation aimed at empowering young people through educational workshops.

He says he is humbled by the acclaim and grateful for the opportunity to inspire not only his peers but also the upcoming young generation.

As winner of the second season of the programme, Ndumiso walked away with a Shanduka Black Umbrella three-year mentorship programme, R50 000 cash and R10 000 towards a community project of his choice.

Puppets bring educational lessons to life

Puppetry plays an important role in disseminating knowledge, especially to young children, says Dr Ria Booyens, a senior lecturer at the School of Education Sciences.

According to Dr Ria foundation phase students are taught from their first year of study about the art and technique of puppetry by developing various characters.

A character such as an animal puppet can then be used to explain a specific concept to young children.

As the student progresses, the complexity of the puppetry training increases.

Besides designing a hand puppet, students are expected to create an interactive script with a moral lesson to present through the use of their puppets.

Each year the School of Education Sciences presents a puppetry presentation during which the third-year foundation phase students display their puppetry skills at various pre-primary and primary schools in Vanderbijlpark.



These experts know their subjects

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 advancement of technology and the demand for state-of-the-art apps for iPads, tablets and other devices is the reason why professions that require maths and science are most sought after. The list (of CareerCast.com that ranked professions based on remuneration, environment, employability, stress and physical demands) not only applies to America and could definitely also influence South African young people’s career choices. ”

Ms Bernice Smit,
Career Centre

*Journalism now
worst career,
Volksblad,
24 April 2013*



“ While a rate cut might bring some positives for the budget deficit, the size of the current account deficit may even justify an increase in rates. The current account deficit is financed by foreign investment into South Africa, but because of the renewed labour unrest and production problems at mines, the country would not get the capital inflows it needed. So an increase in interest rates should help to attract foreign capital and thus finance the deficit on the current account, while a cut in rates will deter these vital investment flows. ”

Dr André Mellet, School of Economic Sciences, Rates expected to remain unchanged despite speculation of a cut, BDlive, 18 May 2013

“ Predictions show that the demand for gas (shale and tight bed gas and coal methane) will skyrocket in coming years and this isn’t something to be ignored. Whether we like it or not, fracking will take place. An area of 90 000 km² has been identified for hydraulic fracturing.

Huge volumes of water will be needed for this type of exploration and there is a major chance that groundwater will be polluted in the process. The influence of this type of exploration could ruin farming in the nearby vicinity. Therefore, farmers shouldn’t blindly embrace fracking. It would, however, be foolish to refuse to negotiate with relevant role players and suggest an alternative. ”

Prof Kobus van der Walt, Faculty of Natural Sciences, Reshape the future of agriculture now, farmer’s weekly, 23 April 2013



“ The Stone Age diet contained no processed foods. Eating fresh vegetables and fruits instead of drinking fruit juice leads to satiety. Whole fruits contain fibre and it is necessary to chew the fruit before swallowing. With chewing, the intake requires a longer time and sends a message of food being eaten and satiation to the brain. A ‘whole’ diet with protein foods, grains, fruit and vegetables is a balanced diet. ”

Prof Salome Kruger, Faculty of Health Sciences, Cavemen’s diet may solve obesity today, The Herald, 16 May 2013



“ In 2012, athletes from 35 countries used the HPI (and other NWU Potchefstroom Campus facilities) as their preferred training camp to prepare for the Olympic Games. Athletes who prepared in Potchefstroom won 19 medals at the London games. The institute’s biggest clients include athletes from France, Poland, the Czech Republic, Finland, Sweden and Germany. ”

Mr Jean Verster, FNB High Performance Institute of Sport, High Hopes, Financial Mail, 25 April 2013



NWU leads with educational interpreting

The NWU's interpreting services recently presented South Africa's first colloquium on educational interpreting, confirming the university's position as a national leader in the field.

The colloquium, held in Potchefstroom on 22 and 23 April, not only drew people from the NWU itself, but also representatives from other South African higher education institutions.

Mr Gerhardu Mynhardt is one of the 15 permanent interpreters on the Potchefstroom Campus. He also interpreted at the colloquium.



Visiting institutions included Unisa and the universities of Stellenbosch, the Free State, Pretoria and Cape Town, as well as the Durban University of Technology and the Cape Peninsula University of Technology.

Representatives from the Free State Legislature also attended the colloquium.

These institutions have either started with educational interpreting or are considering doing so.

SHARING KNOWLEDGE

"The colloquium was a valuable opportunity to exchange knowledge with colleagues from other institutions, thus creating a community of expertise and practice," says Prof Marlene Verhoef, Executive Advisor: Strategy and Projects and also Director: Language Affairs.

Some of the topics discussed during the colloquium were recruitment and training of interpreters, and the logistics, finances and quality of educational interpreting.

Dr Theuns Eloff, the vice-chancellor, talked about the importance of a university management environment that is conducive for the successful establishment of a functional multilingual environment.

Visitors also attended an interpreted lecture and visited the office of Ms Anneliese Beukes, manager of Interpreting Services on

the Potchefstroom Campus, who was one of the speakers at the colloquium. Other NWU experts who shared their knowledge during the colloquium were Mr Johan Blaauw, head of Language Management Services, and Ms Ananda van der Walt from Interpreting Services.

Ms Juanli Theron, formerly an interpreter at the NWU, spoke about the challenges of establishing an educational interpreting service at an institution such as Stellenbosch University, where she currently works as manager of interpreting services.

ASSISTING OTHER UNIVERSITIES

The NWU provides a consultation service for educational interpreting at the University of Stellenbosch's Faculty of Engineering and is similarly involved with the University of Pretoria's Faculty of Theology.

The NWU started with educational interpreting on a full-time basis in 2004. At present, approximately 26% of all lectures on the Potchefstroom Campus are interpreted in order to promote access to scarce subjects in particular.

Although educational interpreting has up to now also been done on a small scale on the Mafikeng and Vaal Triangle campuses, budgetary provision has been made for the expansion of the service on these two campuses in 2014.

Support anti-corruption campaign

The NWU will organise various events throughout the year to give members of the university community the opportunity to pledge their support to an anti-corruption campaign.

This will be part of the campaign launched by Corruption Watch to raise public awareness of the battle against corruption in South Africa.

Corruption Watch is an independent South African civil society not-for-profit organisation.

Following a request from Corruption Watch to create pledge-signing events, the NWU's Institutional Management decided at their meeting on 13 March 2013 to support this endeavour.

By signing the Corruption Watch pledge, the signatories undertake to be responsible and honest citizens, to treat public resources respectfully and to act with integrity.

Similar events have been held at various other South African universities.

Information ethics affects us all

The information age affects all of us, which is why the NWU is also part of the national debate about information ethics.

At a workshop held on 24 May 2013 at the Institutional Office, the university appointed a task team to familiarise itself with the work being done nationwide on information ethics.

The workshop was arranged (at the request of Dr Theuns Eloff, the vice-chancellor) by Institutional Research Support and was presented by the University of Pretoria's (UP's) Africa Centre of Excellence for Information Ethics.

This centre was established in 2011 on behalf of the government's Communication Department to do research and raise awareness about the importance of information ethics.

This discipline focuses mainly on how the relationship between people and the world changes through the development of information and communication technology.

It puts the spotlight on topics such as the availability of information, censorship, ethical and unethical hacking, globalisation of information, and the protection of personal information against information or identity theft.

UNSTOPPABLE REVOLUTION

Prof Coetsee Bester, the director of the UP centre, said at the workshop that the information revolution is unstoppable, but people have to be taught how to use it in a positive way and should be made aware of the risks involved.

The idea is to incorporate information ethics in one way or another into courses offered at higher education institutions and to eventually make it part of school curricula.

The NWU task team will help the UP's centre to develop a curriculum framework which will, in due course, be adopted at the various faculties. NWU staff members were



Ms Marietjie Halgryn from Institutional Research Support talking at the workshop on information ethics. With her, from left, are Ms Rubina Setlhare-Meltor from the School of Education Sciences on the Potchefstroom Campus and Dr Thami Sithebe, director of the School of Environmental and Health Sciences on the Mafikeng Campus.

also asked during the workshop to comment on a draft workbook that was developed to introduce key topics on information ethics to various role players.

The vice-rectors of academic and research on the NWU campuses will lead the activities on the campuses.

The first Africa Conference on Information Ethics was held in 2007 under the leader-

ship of the United Nations Educational, Scientific and Cultural Organisation (UNESCO).

The South African government sponsored the conference and the UP organised it together with other international academic institutions.

Since then two more events have been hosted where the impact and challenges of the information age on Africa were discussed.

OUR people

Prof Yun believes in giving

For the second instalment of this series on the people who work here at the NWU, Mr Gert van Rooyen from the Mafikeng Campus spoke to an academic from Hanseo University who found the lure of the NWU and South Africa too strong to resist.

When asked by his dean at Hanseo University in Seoul, South Korea, to go to Mafikeng to do volunteer work, Prof Tae-Seoup Yun agreed to what he then thought would be an eight-day trip to South Africa and back. Then a little boy from a primary school in the Lokaleng Village near Mafikeng completely turned his plans upside-down.

"When I saw this little boy, he reminded me of a photo of my father, who was a poor child in post-war Korea. I decided then and there to continue with the volunteer work until I've established a sustainable process with other volunteers coming to South Africa on a regular basis," says Prof Yun.

It has been three years since, and he is still coming back to South Africa and the Mafikeng Campus twice a year.

"What we are doing in Lokaleng is sharing what we have learnt. We are working together with a group from the Lokaleng Primary School and have established a communal garden where we plant vegetables to sell," says Prof Yun.

This year, 10 students from Hanseo University accompanied him. "It is my dream that we will enable the people from Lokaleng to help themselves and to pay this forward to the benefit of the whole area."

Hanseo University is also running a mentorship project at Lokaleng Primary to encourage and mentor learners to become leaders in their community. As an incentive, Hanseo offers a R2 400 merit award to learners from grade one to six and a R5 400 merit award to three learners from grade seven to nine.

Prof Yun's wife, Hee Seung Choi, has also joined him this year on his trip to South Africa, and assists with the volunteer work. Their son, Isaac Minwook, is also part of the team.

However, Prof Yun is not only visiting the Mafikeng Campus to do volunteer work – he is also here on a knowledge-sharing mission as part of an exchange agreement between the Mafikeng Campus and Hanseo University.

Back home, Prof Yun is a professor in Animation where he specialises in video and digital animation, computer graphics and interactive media.

Over here he is currently involved with the Academic Development Centre (ADC) as well as with the Communication Department in the School of Human Sciences.

Prof Tae-Seoup Yun and volunteer workers busy with preparations for the Green Project on communal land at the Lokaleng Village.



Prof Tae-Seoup Yun and wife, Hee Seung Choi, both share a passion for giving back to others.

"I have learned that the ADC offers various programmes that we don't have at Hanseo, like a writing centre, e-Fundi and the study guide system, and I would love to share this with my colleagues back home," he says.

Prof Yun teaches extra-curricular classes in drawing techniques at the Communication Department.

From the second semester he will also be involved with television broadcasting, script writing and storyboarding for third-year communication students.

**If you know of a colleague who does something extraordinary or interesting in his or her life outside the university, please send the information to Marelize Santana at marelize.santana@nwu.ac.za.*



Walking the extra mile

The seasons are changing and the pace of work is accelerating, but still it's encouraging to see how many of our NWU staff members are willing to do more than what is expected of them. We once again take this opportunity to recognise all our NWU colleagues who go the extra mile.

Ms Merna Meyer, a junior lecturer in the School of Human and Social Sciences for Education, nominates three of her colleagues. "I am fortunate to be surrounded by people who are not only effective and professional in their work, but who will also bend over backwards to do someone a good turn," she says. Merna appreciates **Ms Marinda Neethling**, a junior lecturer from the same school, for her participation. "Nothing is impossible for Marinda," she adds.

Ms Karen Puren, a senior lecturer at Town and Regional Planning in the Faculty of Natural Sciences, is next in line, earning praise from Merna for her organised nature and visionary qualities. Lastly, she thanks **Ms Catrien Wentink**, also a junior lecturer in the School of Human and Social Sciences for Education, for her thoroughness and helpfulness. "Thank you, colleagues," says Merna.

Ms Jacky Goosen, an administrative assistant in the School of Nursing, is another colleague whose hard work and dedication do not go unnoticed. Ms Lizanne Visser, an administrative assistant in the school, describes her loyalty, dedication and interaction with colleagues and students as incredible. "Jacky is a valuable asset in any work environment – we are privileged to have such a competent staff member with so much experience and love for her work," says Lizanne.

Another true stalwart is **Ms Jenny Taljaard**, secretary of the School of Music. According to Dr Conroy Cupido, a senior lecturer in this school, Jenny is the backbone of the Conservatory. "Without Jenny everything would simply collapse. She does a lot more than what can be expected of her and her dry sense of humour brings many a smile to our faces."

Ms Louise Frylinck, administrative officer in the School of Accounting Sciences, deserves a compliment. According to Mr Jack Jonck, a senior lecturer in Auditing at the school, Louise is always friendly and helpful and goes well beyond the call of duty. "Thank you, Louise, for all your hard work – we certainly notice it," he says.

Prof Mariëtte Lowes, Vice-Rector: Teaching-Learning, gives recognition to **Ms Mari Labuschagne**, secretary in her office. "Mari is always friendly in spite of pressure. She always manages to maintain a pleasant atmosphere in my office and to make it more congenial," says Prof Mariëtte. She adds that Mari's ability to be direct but friendly, to gain people's cooperation, and to work quickly and accurately, is crucial. "Mari, I have great appreciation for your attitude!"

In the School of Languages, **Prof Attie de Lange** and **Ms Chantal Roux**, secretary, are singled out for their important role. According to Ms Nerike Combrink, a student assistant in the school, Prof Attie truly goes the extra mile for his students and is always willing to help. She also admires Chantal's work ethic. Chantal never hesitates to put in some extra hours to finish a job, and her motivating mindset moves mountains. "Thank you Prof Attie and Chantal for your inspiring example – you create a positive work environment for us all."

If you would like to nominate a colleague who always goes the extra mile, please send an email to 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 you wish to nominate.

MARINDA NEETHLING



KAREN PUREN



CATRIEN WETINK



JACKY GOOSEN



JENNY TALJAARD



CHANTAL ROUX



PROF ATTIE DE LANGE



MARI LABUSCHAGNE



LOUISE FRYLINCK



And the winners are...

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



Institutional Office:

Ms Christelle Foord, employee relations practitioner, Human Capital



Mafikeng Campus:

Ms Tlotlo Monakwane, administrative officer, Admissions Office



Potchefstroom Campus:

Ms Beula de Beer, senior administrative assistant, School of Natural Sciences and Technology for Education



Vaal Triangle Campus:

Ms Lebo Kumalo, administrative assistant, Academic Development and Support

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 on which they appear.

2.



3.



4.



5.



6. Who was announced the best of the NWU's teaching staff?
7. How many athletes (in one way or another involved with the NWU) completed this year's Comrades marathon before the cut-off time?
8. Which grading did the NWU recently receive from Quacquarelli Symonds?
9. Who is currently the dean of the Faculty of Agriculture, Science and Technology on the Mafikeng Campus?
10. What is the name of the Vaal Triangle Campus' first-ever interactive mobile game used for student recruitment?

SEND YOUR ANSWERS TO:

Post: Marelize Santana, Internal box 260.

Email: 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!

SPONSOR WORDS FOR **WAT** AND **WIN**

W(h)AT a golden opportunity: you can now sponsor a word in the *Woordeboek van die Afrikaanse Taal* (Afrikaans dictionary or WAT for short) at R100 per word and stand a chance to win an ABSA investment of R25 000 in the annual lucky draw.

In addition, if you dig deeper into your pocket and donate R5 000 for a word, that word becomes your "property" and nobody else can sponsor it. All participants receive a certificate with their name and the word or words they have sponsored printed on it.

The Sponsor a Word project is a fundraising initiative by the WAT Trust to raise funds so that the last seven volumes of the WAT can be completed.

BUT WHAT IS THE WAT?

What it is not, is simply a single dictionary covering the alphabet from A to Z. It also should not be confused with the *Handboek van die*

Afrikaanse Taal (HAT), which includes only standard Afrikaans.

The WAT project will eventually comprise 20 volumes, each containing roughly the entries for one letter of the alphabet. Thirteen volumes are already on the shelf, and the 14th volume – the first of three on the letter S – is currently being compiled.

The WAT volumes are available in book format, and also digitally for computers and cell phones.

RANDS AND CENTS

The WAT project, which was started in 1926, currently has an annual budget of R4,5 million. Of this, R1,4 million is funded through a government subsidy, R2,6 million by the WAT Trust, and the rest through sales and other projects.

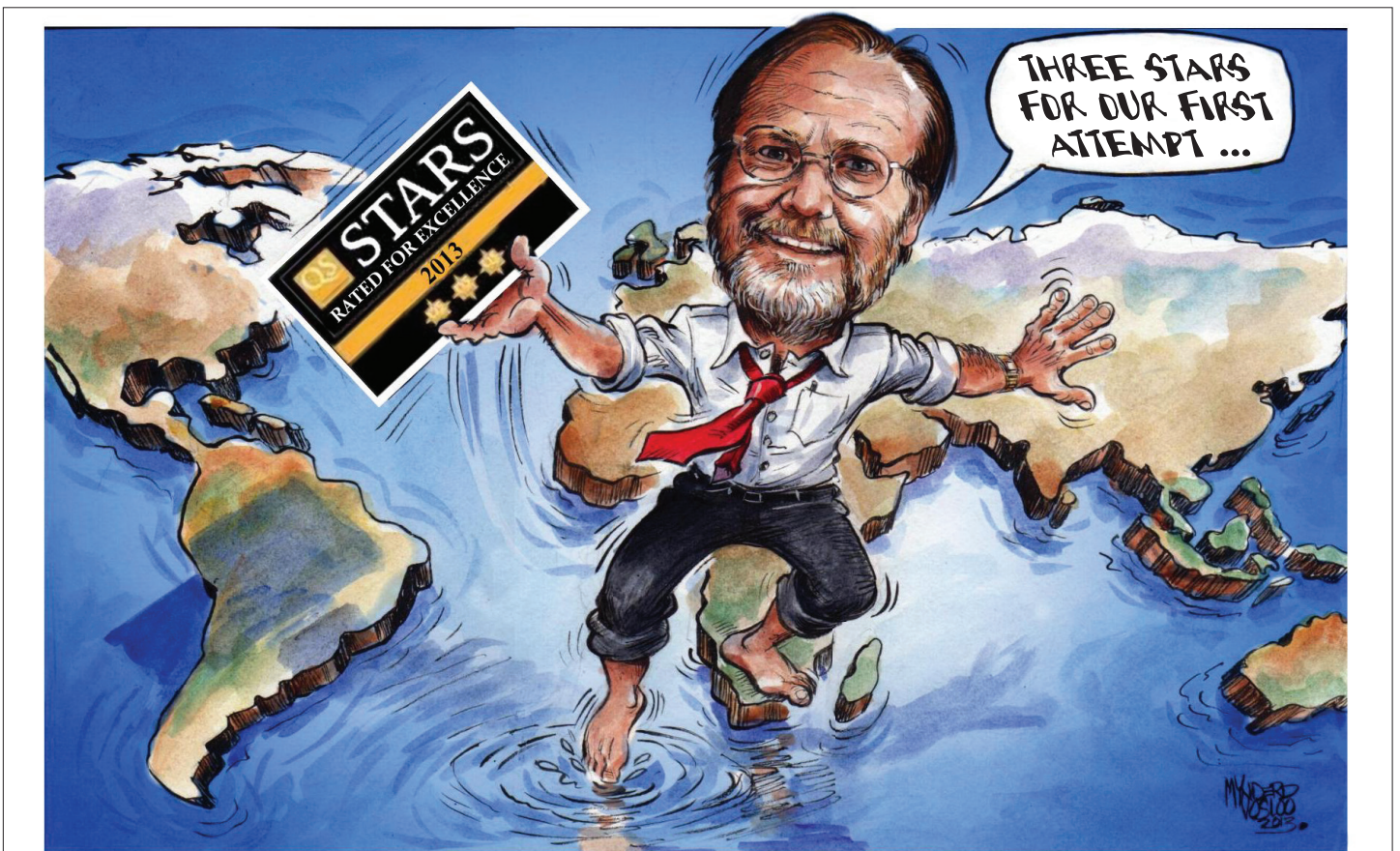
The government subsidy does not cover the printing costs of new volumes of the WAT,

which amount to approximately R600 000. In addition, the WAT requires about R100 000 per year to develop new electronic products.

How to...

If you want to sponsor words in the WAT, send proof of a direct deposit or a cheque with *Borg 'n Woord* (meaning to sponsor a word) and your name as the reference, together with the word or words of your choice, your address or email address and telephone number to wat@sun.ac.za or to WAT Trust, PO Box 245, Stellenbosch.

The banking details are WAT Trust, ABSA Bank, account number 4078244585, branch code 632005. Call 021 887 3113 for more information or go to www.wat.co.za and click on *Borg 'n Woord*.



The NWU recently tested the international waters by participating in the Quacquarelli Symonds (QS) grading system. Read on p 8 and 9 how this first attempt, steered by Prof Nicholas Allan, Institutional Director: International Relations, led to three-star status for the university.



Ms Irene Muller, a junior lecturer in the School of Education on the Vaal Triangle Campus, shares with us the following quote by H Jackson Brown Jr, an American author best known for his inspirational book, *Life's Little Instruction Book*, which was a New York Times bestseller:

'REMEMBER THAT EACH PERSON YOU MEET, IS AFRAID OF SOMETHING, LOVE SOMETHING OR HAS LOST SOMETHING.'

"I came across this quote in a book by Kerrie and Chris Shook – *Thirty days to live*. This helped me to look at the people in my immediate surroundings in a different way. Because of this quote I now have more empathy with people. If somebody acts in a 'funny' way towards me and I want to judge them, I think about this quote to remind me that everyone has a reason for acting a certain way."

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.



NORTH-WEST UNIVERSITY[®]
YUNIBESITI YA BOKONE-BOPHIRIMA
NOORDWES-UNIVERSITEIT