



# Stellenbosch University Business School Alumni Association Annual Report

1 January - 31 December 2021

Presented at the Annual General Meeting:

08 March 2022



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## Executive overview

The annual report reviews the activities of the Stellenbosch University Business School Alumni Association and the implementation of the strategic themes with the use of its stream of income and available resources for the period 1 January to 31 December 2021. This reporting year reflects the fourth year of implementation of the business school's Alumni Strategy 2018–2021 within the framework of the Business School Strategy 2019–2021 and its Marketing Strategy. The Constitution of the Alumni Association guides the reporting of this Alumni Association.

## Governance

The governance structure of the Alumni Association consists of the Exco, comprising the executive members, prominent alumni, as well as chapter committee chairpersons for each province in South Africa and other African countries, the UAE, UK, Europe and Canada, in total 23 members. A steering committee was formed in 2021 to include an increase from two to four prominent alumni for greater diversity and gender representation on the executive. The Association also has representation on the Stellenbosch University Business School Advisory Board and functions in close collaboration with its internal stakeholders.

## Alumni Association Framework

**Vision:** To be the most desirable Alumni Association in Africa

**Mission:** To build the brand of the Business School and its own Alumni

**Strategic Objectives:**

**To promote the interests of the Stellenbosch University Business School (formerly USB)**

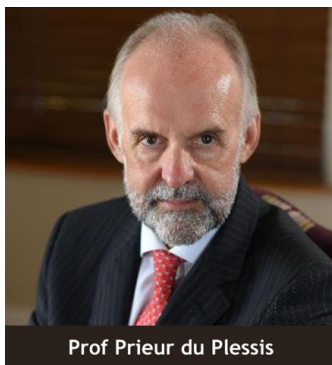
**To keep alumni in touch with one another and with the business school**

**To create networking opportunities for alumni of the business school**

**To help the business school and USB-ED to build and articulate a legacy**

## Stellenbosch University Business School Advisory Board

The Alumni Association President (Prof Prieur du Plessis) and the Chairperson (Elyssa Spreeth) represented the Association and alumni on the Stellenbosch University Business School Advisory Board.



Prof Prieur du Plessis



Ms Elyssa Spreeth

## Alumni Association

The Exco annual meeting on 09 March 2021 was held online. It was preceded by a virtual strategic workshop on 04 February which involved the chairperson and all chapter chairpersons in preparation for the AGM and to conduct planning for 2021. The workshop goals were to optimise the implementation of the Business School Strategy and to align the operational activities with those of its stakeholders.

## Alumni Association Exco

Alumni Association		
President	Prof Prieur du Plessis	
Chairperson	Elyssa Spreeth	
Prominent Alumnus	Soula Proxenos	
Prominent Alumnus	Dr Shaun Vorster	
Prominent Alum	Nompumelelo Mokou	
Prominent Alum	Salma Seedat	
Alumni Association Chapters	Chairperson	Alumnus Status
Western Cape	Germaine Johnson	MBA
Eastern Cape	Simon Meyer	EDP
Gauteng & Limpopo	Virna Greer	MBA
Mpumalanga	Elyssa Spreeth	MBA
KwaZulu-Natal ( KZN)	Sean Ellis	MBA
Eswatini	Ernest Mkhonta	MBA
Botswana	Matlhogonolo Sebate	MPhil Development Finance
Namibia	Jakkie Coetzee	MBA
East Africa: Kenya	Emma Rono	MPhil Development Finance
West Africa: Nigeria	Folashayo Imologome	MBA
Ghana	Dr Geraldine Abaidoo	SMDP, PhD
United Arab Emirates (UAE)	Dr Candice Booysen	PhD BMA
United Kingdom & Ireland	Dr Mehran Zarrebini	MBA, PhD
Canada	Theunis van der Linde	MBA
Europe	Julien Wormser	MBA
Ex Officio	Stellenbosch University Business School	
Prof Mark Smith	Director	
Dr Chris van der Hoven	USB-ED: CEO	
Kerry Smallie	USB-ED: Chief Marketing Officer	
Owen Mbundu	Head Marketing	
Christ�lle Cronj�	Manager: Alumni and Stakeholder Relations	
<b>Total Alumni Association</b>	<b>25</b>	

## Stellenbosch University Business School Alumni Office

The Alumni Office, with its three full-time staff members, reports to the Marketing Department. It is responsible for the execution of this final annual operational plan within the current Alumni Strategy 2018–2021, as Informed by input from stakeholders, accreditation requirements, global best practice, as well as internal and external stakeholders. Charn  Cooper resigned at the end of September 2021 and was available for outsource work until December 2021.



Christ lle Cronj   
Manager: Alumni and  
Stakeholder Relations



Lizelle Kannemeyer  
Alumni and Stakeholder  
Relations Administrator



Charn  Cooper  
Data and Digital  
Administrator

## Reflections on 2021

The initial intention of the Alumni Strategy 2018–2021 manifested itself in increased stakeholder collaboration, a more segmented approach to alumni relations, digital applications for connecting, networking, knowledge-sharing, and leveraging alumni in corporate entities/institutions to becoming ambassadors for the business school. Aligned with SU Covid-19 pandemic guidelines virtual engagement rather than face-to-face events remained the primary approach in the reporting year, but it is foreseen that this hybrid or mixed format of engagement will remain normal practice because of the benefit of being able to reach alumni globally. Stakeholders expressed appreciation for the broad range of themes, quality speakers and the opportunity to stay connected and informed.

The enhanced exposure of the calibre of alumni as globally responsible and as leaders, their achievements in business and society and their influence on policy and thinking contributed to the business school’s reputation as a leader among peers. The Alumni Association celebrated its 35th year in its current form, and was strengthened by increasing its footprint through its sterling collaborative efforts, growth in the leadership, highly committed chapter chairpersons and teams, and in particular, firm support from the Business School to sustain proposed operations. Certain areas are, however, not optimal, and some objectives were not achieved. Comprehensive course data, correct and updated contact data, and the ability to record and reach alumni of all the units remains a challenge. The Covid-19 pandemic remained a significant factor, especially affecting important face-to-face relations and networking with potential sponsors and donors.

The focus remained on nurturing collaborative initiatives with internal and external stakeholders, growing the alumni network, creating continuous learning opportunities for alumni, showing alumni impact in industry and society and building reputation. All activities actively pursued channels to attract prospective students and to strengthen collaboration. This was achieved through shaping a collaborative environment for knowledge-sharing with stakeholders, strengthening the mentorship programme, and building internal digital skills and extending the application of USBConnect, the digital engagement platform. In fact, the fast adjustment to digital and virtual engagement since 2020 enabled the Alumni Association to continue in 2021 with agility and determination to grow regardless of the challenges. The increase in numbers of alumni engaged and new collaborations brought fresh interest in the business school, knowledge-sharing opportunities and a stronger sense of community between the Business School, external stakeholders and the alumni.

## Value proposition

The value proposition below depicts the mutual **value** derived by the Business School and alumni from investment in the partnership – referred to as the **return on investment (ROI)**. Knowledge vested in alumni in industries, employer networks, governments and organisations contribute to building reputation as a preferred knowledge partner for local, national and global collaboration.

Value for the Business School (ROI)	Value for the Business School Alumni (ROI)
<ul style="list-style-type: none"> <li>• Alumni testimonials and recruitment of students</li> <li>• Enhanced reputation</li> <li>• Lifelong access to a global leaders’ network with access to industry expertise, research</li> <li>• Stakeholder collaboration and projects</li> <li>• Ability to set up sponsorship and other investment opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• A sense of belonging to an esteemed association and University</li> <li>• Access to a powerful network spanning 54 years with global connectivity and partnerships</li> <li>• Continuous lifelong learning opportunities</li> <li>• Recognition and awards – Alumnus of the Year</li> <li>• Access to benefits, research, case studies, discounts</li> <li>• Media visibility</li> <li>• Access to career opportunities and Career Leadership Office</li> </ul>



**Stakeholder engagement: leveraging the equity built in alumni and stakeholders**

*To create an awareness of and increase understanding of the stakeholder environment within the Business School*

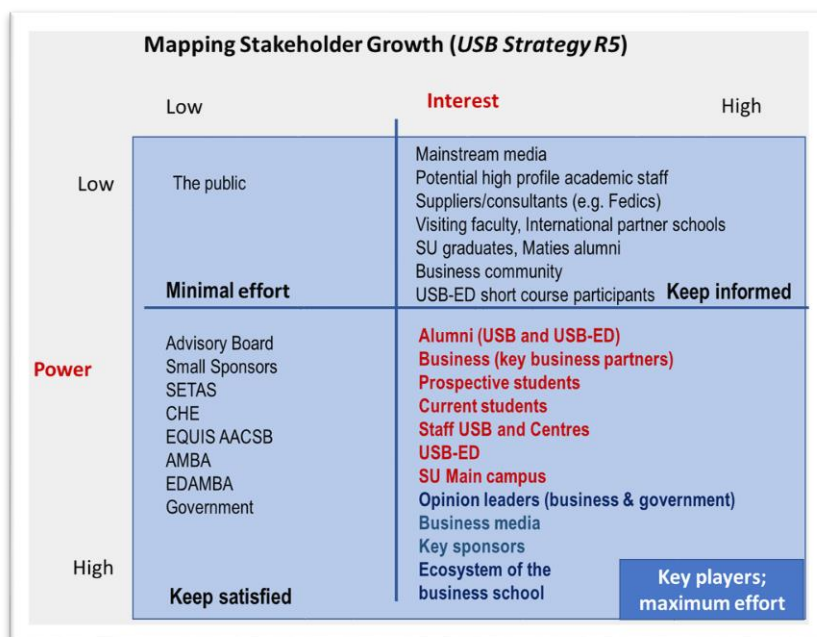
*To create an environment conducive to collaboration and knowledge-sharing between the Business School and its stakeholders*

*To build, with its stakeholders (including alumni), long-term partnerships that hold benefits for all those involved*

Stakeholder engagement focused on building collaborative partnership to find synergy and mutual value. The business school stakeholder map was developed by internal stakeholders in 2018, and is adapted annually. The focus in 2021 was to bring more synergy and collaboration between alumni activities externally, the Alumni Association, and the internal stakeholders of the business school.

This was pursued through opportunities for staff, students and faculty to respond to needs and mutual interests, to collaborate in virtual events, at dinners and partnership initiatives.

This focus in 2022 will continue to leverage the intrinsic equity in alumni and stakeholders to support prospective and current students, to respond to institutional needs, and to build reputation for the business school as a partner of choice and a leading research institute.

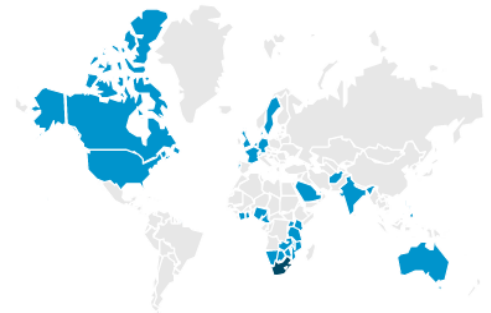


Internal stakeholders	External stakeholders
<ul style="list-style-type: none"> <li>• Stellenbosch University Business School, USB-ED, Stellenbosch University and the Institute for Futures Research (IFR)</li> <li>• Faculty and staff</li> <li>• Marketing: Communications</li> <li>• International Office</li> <li>• Research Centres</li> <li>• Alumni office, Career Leadership Office</li> <li>• Small Business Academy (SBA)</li> <li>• Research Centres</li> </ul>	<ul style="list-style-type: none"> <li>• Alumni of the Stellenbosch University Business School, USB-ED, SBA, International exchange)</li> <li>• Students</li> <li>• Corporate, Industry</li> <li>• Chambers of Commerce</li> <li>• Business Associations and Not-for-Profit Organisations</li> <li>• Institutional: Government and Organisations</li> <li>• Local and global business schools</li> <li>• Stellenbosch University Business School Advisory Board</li> <li>• Accreditation bodies</li> <li>• International research and knowledge organisations</li> </ul>

## Alumni in numbers

The tables below depict the number of business school alumni gained in 2021. There were 585 graduates in degree programmes and 1 200 from Executive Education, totalling 1 785.

2021 New Alumni	Graduation	Total: 1 785
USB Graduation	April	440
	December	145
USB-ED Graduation	April + December	1 200



0-200    200-400    400-600

Alumni 2021	April	December	TOTAL
<b>Programme</b>			
MBA	172	4	176
MPhil Development Finance	19	63	82
MPhil Futures Studies	9	7	16
MPhil Management Coaching	28	0	28
PGDip Business Management and Administration	60	4	64
PGDip Development Finance	14	0	14
PGDip Financial Planning	2	60	62
PGDip Leadership	35	0	35
PGDip Project Management	47	3	50
PGDip Futures Studies,	52	0	52
PhD Business Management and Administration	2	3	5
PhD Development Finance	0	1	1
PhD Futures Studies	0	0	0
<b>TOTAL</b>	<b>440</b>	<b>145</b>	<b>585</b>

## Providing Better Insights

Top University of Stellenbosch Business School (USB) Fields



Graduation year

USB Qualification

USB-ED Qualification

2018	309	Master of Business Management and Administration	587	Management Development Programme	176
2019	217	Post Graduate Diploma in Business Management and Administration	151	Executive Development Programme	99
2017	148	Post Graduate Diploma in Leadership Development	115	Senior Management Development Programme	90
2020	135	Master of Philosophy (Development Finance)	86	Company In-house Programme	22
2021	109	Post Graduate Diploma in Project Management	62	Programme Development Finance	21

## Operational Implementation 2021

**Lead Goal for 2021:** *We will strengthen and grow with stakeholders and alumni to grow mutually beneficial engagement and facilitate collaboration between the business school and its stakeholders. We will celebrate the responsible leadership of alumni as ambassadors of the business school and the university.*

### PILLARS OF THE ALUMNI STRATEGY

The four pillars of the Stellenbosch University Business School's Alumni Strategy translate into the objectives below, and are aligned with the Business School Strategy 2018 – 2022.



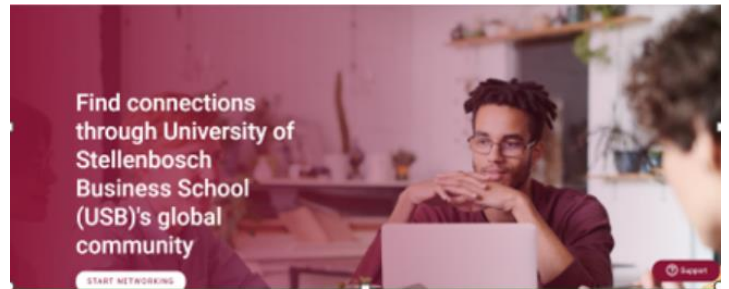
### Objectives 2021

Four Pillars of Alumni and Stakeholder Engagement Strategy, with Links to the Business School Strategy		
Connect – Engage – Grow – Strengthen		
Strategy	Objective 2021	Link to previous Strategy Map
<b>CONNECT</b> Connect with stakeholders to optimise engagement.	To critically review all aspects of our connections to ensure we reach as many alumni and corporates, and institutions as possible	S6 and R5
<b>ENGAGE</b> Grow mutually beneficial relationships with the public, private sectors and alumni.	To optimise visibility, engagement and relationships with internal and external stakeholders for mutually beneficial relations	S2, S3, S6, R5 and P6
<b>GROW</b> Cultivate and nurture lifelong for mutually beneficial relationships through activities responsive to stakeholders' changing needs.	To nurture lifelong relationships through informed responses to changing needs of our stakeholders	S2, S3, S6 and P6
<b>STRENGTHEN</b> Enhance the Alumni Association and chapters to leverage the value of alumni as a primary stakeholder.	To strengthen the Alumni Association as a primary local and international footprint to optimise alumni deliverables	S2, S5, S6, P6 and R5

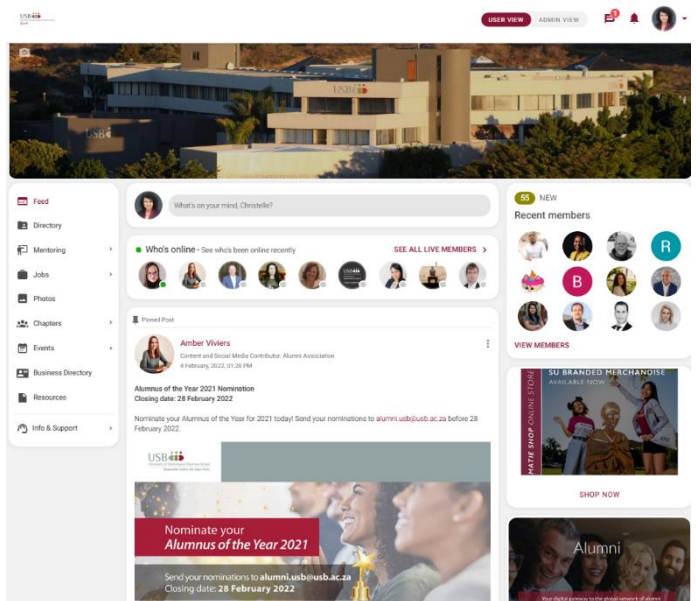


**CONNECT — Objective A: Connect with stakeholders to optimise engagement**

Since the launch in late 2018, the branded cloud-based platform provides students and alumni with a digital networking and career-focused site, in support of the strategic objectives of the Alumni programme. It enables users to connect with one another, build the network between alumni, students and the Stellenbosch University Business School, share information and leverage business opportunities. All social media is synchronised and available on desktop and mobile devices. Business school information is shared via newsletters and a feed to all users on the platform. Internal stakeholders’ social media feeds, events and communications are available on the platform, with direct links to the Career Leadership portal and the SU online shop.



Platform data enables the Stellenbosch University Business School to mine data for the *Give back, social impact, corporate engagement, and special interest group initiatives*. With the platform the Mentorship programme scaled from 50 to 700 available mentors for the Business School, USB-ED, SBA and the LaunchLab. The update of alumni data on both the **CRM** alumni and **USBConnect**, [usbalumni.com](http://usbalumni.com) digital platform continued to increase contactable alumni and improve engagement with alumni.

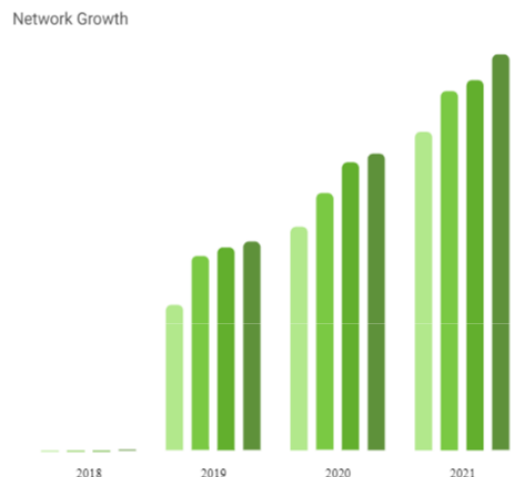


The growth of registrations on USBConnect has been steadily increasing since inception. This compares very well with peer schools, averaging 6%. At the end of 2021, 1 603 alumni were registered users, providing opportunity for all units to engage with alumni about programmes, courses, mentorship, career opportunities, research and events. In 2021, campaigns to drive registrations, promote use of the new mobile app and distribute information to final year students all contributed to an increase in engagement.

The renewed contract of the digital platform USBConnect includes new functionalities such as a mobile application, a business directory and digital mentorship. USBConnect synchronises with social media, SU, and all internal stakeholders’ news and webpages and communications, and links directly to the Career Leadership portal and the SU online shop.

**USBConnect Platform: As at end December 2021**

<b>Network Size</b>	23 609
<b>Registered Users</b>	1 603
<b>Users willing to help</b>	67%



## ENGAGE — Grow mutually beneficial relationships with the public and private sectors and alumni

Collaboratory initiatives with the external stakeholders included partnership agreements and joint knowledge-sharing events where alumni, students, internal and external stakeholders engaged, networked and shared industry knowledge and opportunities.

### Media and Communications

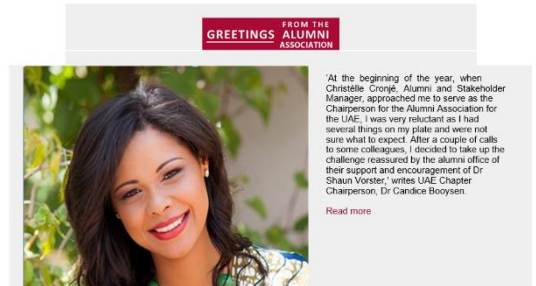
The Business School's Communications team provided firm support in creating marketing collateral for the Business School Alumni Association's Alumni events, for media and social media. All identified and available media and communication channels and partners' platforms were leveraged to reach out to alumni to share information related to the business school and stakeholders. Alumni were featured in brochures, as programme brand ambassadors on the web, as guest speakers, and in the news.

**Newsletters:** Alumni achievements, news, impact stories, and USB Management Review are shared via the newsletters AlumNet (February, June and September) and the Alumni Digest, featuring a medley of articles and news on stakeholders, academics and alumni, which are distributed via USBConnect three times per annum.

**Website:** The Alumni webpages are reviewed and updated every six months with new information and content adjustments. Alumni web pages are linked to [@USBalumni](#), to facilitate the update of contact details. The re-branding process in 2022 will call for the review of all the alumni pages.

**Social media:** All news and events activities of the business school and the Association Management review, impact stories and alumni achievements are shared on social media channels. For the Association, the key channels are USBConnect, LinkedIn, Twitter, Facebook and social media web outlets, including Twitter [@USBalumni](#), LinkedIn and LinkedIn Alumni Group, and Alumni Facebook.

All platforms show consistent growth, with LinkedIn and Twitter the strongest media for the alumni target group. All social media feeds of Alumni, the Business School, USB-ED, IFR and the Career Leadership office appear on the digital engagement platform USBConnect @ [usbalumni.com](#) which serves as a link to the individual websites for viewers. Events campaigns are driven through mailers, social media, and Facebook (partners – Chambers of Commerce in Cape Town and Port Elizabeth). Partner content is mutually shared and supported. A more intense social media digital drive is being planned for 2022 to increase content sharing and engagement with a wider reach of alumni and stakeholders.



TWEET HIGHLIGHTS

**Top Tweet** earned 787 impressions

Congratulations to [@StellenboschUSB](#) MBA alum Mercia Geises as she takes up the lead at [@StandardBankNa](#) as the incoming Chief Executive. Read more: [neweralive.na/posts/change-o... #MBA @Jackvol @martinjbutler #ResponsibleLeadership](#) **787 views**



University of Stellenbosch Business School Alumni Association

Listed group



1,977 members

Including Mignon Hardie and 307 other connections



Invite connections

See all **8,500 views**

**Christelle Cronje**  
Manager Alumni and Stakeholder Relations

It gives us great pleasure to congratulate both **Nompumelelo Mokou CA(SA), MBA** and **Salma Seedat** on being chosen unanimously by the University of Stellenbosch Business School and Alumni Association as the most worthy recipients of the Alumnus of the Year Award 2020! **Nompumelelo Mokou CA(SA), MBA** is the Alumnus of the Year 2020: Business Leadership, and **Salma Seedat** is the Alumnus of the Year 2020: Social Impact. We look forward to a life-long relationship with you as Ambassadors of the University of Stellenbosch Business School. Best wishes and great success with all your future endeavours. We also congratulate all the nominees for their stellar work in business and society. You have certainly all done us proud! **Prieur Du Plessis Mark SMITH Chris van der Hoven Elyssa Spreeth Trish Koning Kerry Smallie owen mbundu Lady Shayo Imologome FCA, MBA, FIMCB Virna Alexander Simon Meyer Jako Volschenk Dr. Armand Bam Germaine Johnson Mathogonolo Sebate, CDFSA Stellenbosch University Shaun Vorster Soula Proxenos**



**Promotions and branded material:** The current Alumni Association logo is visible on all material presented to alumni, virtually or in-person. With limited personal interaction possible during the pandemic, promotions were limited to virtual. With the prospect of more hybrid events (virtual and in-person), the mix of Business School alumni-branded marketing materials will continue to include banners, tablecloths, alumni mint holders, chocolates, flyers, posters, information sheets, slides on TV monitors, programme details at chapter events and corporate gifts.

Alumni contributed widely through a range of channels to show commitment to, appreciation for, and to promote the business school. Some of the activities are listed below:

- *Shared journeys, studies and career, in stories, articles and presentations in class*
- *Delivered messages of welcome to new students during Alumni Association: Orientation sessions*
- *Participated in video clips which are made available to all students through the Learning Hub*
- *Serving as brand ambassadors on the website for all individual programmes*
- *Providing testimonials for the recruitment of students*
- *As mentors listed/featured in the brochure and on the web*

The expected brand revision in 2022 will allow for a fresh approach and necessitate changes to all branding.

### **Collaboratory events**

In line with the intention of focussing strategy anew on participation and collaboration, the number of collaboratory stakeholder events increased during 2021. These virtual engagement opportunities were designed to provide alumni and stakeholders with continuous learning opportunities, to build connection between alumni, students, the business school and organisations, and to lead participants to the websites of the Stellenbosch University Business School and USB-ED for student recruitment and information. The positive customer feedback and the raised levels of attendance can also be attributed to the quality of speakers from the Faculty and industry, and the affinity of stakeholders with the school.

A series of co-branded Thought Leadership events took place, with the *Stellenbosch University Business School, USB-ED, IFR, Consulting Club, Career Leadership office, the Centre for Coordination of Agricultural Research and Development for Southern Africa (CCARDESA), Chambers of Commerce, the Ghana Women's Network, the Chartered Insurance Institute Ghana, SABCO UAE, and Stellenbosch University*. The mostly virtual events provided the opportunity to reach a broad array of participants. This enables allows the business school's Alumni Association to reach more alumni, organisations and alumni in key positions in the corporate sector. Virtual events have scaled up the numbers and geographical reach, by making engagement with the business school and alumni industry and society achievements available globally.

In-person events included a Thought Leadership event in Namibia, a student-alumni dinner network evening hosted on **25 June in seven different venues across South Africa and Namibia** and a networking event in France with SU. A return to a hybrid format of virtual and in-person events in 2022 is expected to assist with the overall goals of the Alumni Association.

### **Corporate partnership**

Membership was renewed with the **Cape Chamber of Commerce and Industry** for the business school and USB-ED for 100 staff members and associates. Micro membership was renewed with the **Nelson Mandela Bay, Eastern Cape Chamber of Commerce**. Both are leveraged to grow the alumni network by corporate engagement, advertising through their channels and networking at event opportunities. The opportunity is available for business school faculty and for alumni as speakers to assist with business connections and marketing events.



An agreement for collaboration was concluded with the newly established **South African Business Council UAE and northern territories** on how the interests of the business school and Alumni Association may be promoted and explored for leveraging possible further partnerships. The website <https://www.sabco-uae.org/> provides an ideal platform for engaging with business and alumni in these areas.

An area of development for 2022 is the leveraging of the corporate brochure by all units in the business school ecosystem, through own contacts, alumni working in corporate organisations and government to optimise and synergise collaboration. The corporate brochure is developed annually and may be viewed here:

[https://www.usb.ac.za/wp-content/uploads/2021/12/9794\\_USB-Corporate-Brochure\\_2021.pdf](https://www.usb.ac.za/wp-content/uploads/2021/12/9794_USB-Corporate-Brochure_2021.pdf)

### Collaboration with External Stakeholders

A series of events were held with **external stakeholders** throughout the year. Some of these collaborations included participation in the **Africa Tech Festival** on **8–12 November**, ongoing collaboration with the **Cape Town Chamber of Commerce and Industry, the Nelson Mandela Bay Chamber of Commerce, and the South African Business Council UAE, CCARDESA, Mentally Fit, Advini and others**. Some of these details are discussed under the Continuous Learning and Chapter sections.



### Advini

Alum **Dr Edo Heyns**, Director of Advini, approached the Alumni Office to collaborate on a **Thought Leadership event** on **The Future of the South African Wine Industry** and how it relates to Business Education. Together with another alum **Christiane von Arnim** (CEO and Executive of Warwick Wine Estate) he hosted a highly enjoyable and thought-provoking webinar and wine-tasting, **Vintage 2041**, facilitated by **Prof Mark Smith** on **9 September**. Discussions focused on **key trends and business considerations, development challenges and on what will the future hold for the next generation of the South African wine industry?** The outcome of this event was the development of a **Wine Club** for the business school, which will be launched on **01 April 2022**.



**USB Business Lunch 2021: Development Finance: together we shape the Future.** The annual Business Lunch on **11 November** was well attended by all stakeholders from across the globe. This year it was hosted by **Dr Elizabeth Nanziri** for the Centre for Development Finance and facilitated by **Dr Lucy Newman**, a Policy Advisor and Independent Consultant. The speakers were Mr **TP Nchocho**, Chief Executive Officer (CEO) for the Industrial Development Corporation (IDC), **Dr Olufunso Somorin**, a Regional Principal Officer at the African Development Bank, **Prof Meshach Aziakpono**, Programme Head: Development Finance, and **Prof Mark Smith**.



#### The Key Themes:

*Global current realities in government, industry on aspects of Development Finance*

*How are governments and industry responding?*

*What do they need from a leading global business school and graduates to achieve these outcomes?*

*How can we as a Business School collaborate for impact?*

## Internal Stakeholders

Alumni attended the **2021 Academic opening** of the **Stellenbosch University Business School** and a series of USB-ED, IFR and Leader’s Angle events during the course of the year. These included the *Inweek@USB*, *Lion’s Den*, and *Research meets Industry* events where participation by alumni entrepreneurs and alumni in the corporate sector is encouraged to strengthen the business school’s Student-Alumni engagement in sponsorship, research opportunities and talent spotting. Aligned with the strategy objective to build more collaborative partnerships, the focus shifted from stand-alone alumni events to collaborative stakeholder events. Alumni either hosted in collaboration, or were included in 27 collaborative events with internal and external stakeholders in 2021 (**Annexure E**). A full list of events in 2021 (**Annexure A**) includes all those driven by the Business School and Alumni Association. All alumni events are recorded and made available to participants and posted on YouTube afterwards.

**Q and A session with Director:** A key highlight of the year was the introduction of a series of three segmented events hosted in June and July when the Director **Prof Mark Smith** engaged with new alumni, high level corporate alumni and a general group of alumni about the future of the Stellenbosch University Business School. This built on the value Prof Smith appreciates in the potential of alumni for business school growth. The sessions were facilitated by senior alumni on **14 June, 5 and 30 July**.



**USB student recruitment:** Annually, a series of three **combo events** are hosted in collaboration with business school faculty, student recruitment and the three alumni chapters in central Africa to support student recruitment. This combination aims to bring alumni and interested prospective students together for a themed knowledge-sharing event, followed by the first programme information overview of the business school’s academic programmes for the following year. The events are facilitated by the chapter chairpersons and serves to create awareness of the Open Days which follow one month later. In 2021 the events were virtual and took place from 12:00–14:30 as follows:

DATE	Alumni Association event	Programme Information Sessions 2021
<b>West Africa</b> 19 Aug	Dr Nthabiseng Moleko of the Business School, hosted by Shayo Imologome <b>New Wine into New Wineskins: An alternative approach to Africa’s economic reconstruction</b>	Dr Jako Volschenk and Prof Meshach Aziakpono of the Business School <b>Programme Information Overview</b>
<b>Ghana</b> 26 Aug	Prof Charles Adjasi of the Business School, hosted by Dr Geraldine Abaidoo <b>The Welfare Impact of the Africa Continental Free Trade Area (AfCFTA).</b>	Dr Jako Volschenk and Prof Euan Phimister of the Business School <b>Programme Information Overview</b>
<b>East Africa</b> 2 Sep	Dr Natasha Winkler-Titus of the Business School, hosted by Emma Rono <b>Engaging Employees and Ensuring Wellness, in a Remote Working World</b>	Tasneem Motala and Prof Euan Phimister of the Business School <b>Programme Information Overview</b>

**USB-ED:** Alumni participated in the series of **USB-ED Conscious Leadership events** hosted by USB-ED. Alumni were guest speakers at most of the events, in addition to the selected speakers from industry. All alumni events and opportunities were hosted in a format of collaboration with internal or external stakeholders, with USB-ED playing a pivotal role in these collaborations. USB-ED alumni are represented on most committees in the chapters. Plans are afoot for identifying specific areas where alumni may be better leveraged for USB-ED recruitment, testimonials, connections and business and career networking.



**Career Leadership:** The Alumni and Career Leadership offices of the Business School closely coordinate on key areas and touchpoints for the mutual benefit of students and alumni. The **Career Leadership portal** aims to provide alumni with lifetime access to career development resources, including career coaching, learning events, and job-search support (job portals, recruiter network, LinkedIn networking tools). The portal serves as a resource hub, and links both students and alumni to the exclusive benefits of our Alumni office, which includes mentorship programmes and networking engagements.

The **Career Lab** went live at the end of 2021 and is an extension of the portal, which offers AI-powered CV feedback, Interview performance training and self-timed learning programmes. Career Leadership continuously improves its virtual offering, and since late 2019 the full-service offering has been accessible online to serve the needs of members of the business school community all over the world. **The Career Leadership community** is made up of approximately 30% Alumni and 70% student users: this means that we are actively involved in developing an engaged Alumni community, by communicating the exclusive offering of our Alumni membership all along the student journey.

**Social Impact:** Alumni Office is represented on the **Social Impact Committee** and co-creates alumni contributions for impact. Initiatives such as the sourcing of alumni journeys, life, industry and social impact stories remained a key focus, and these are showcased in AlumNet, the web and social media pages. Some of the impact stories curated in 2021 may be read here:

[https://www.usb.ac.za/alumni\\_news/the-resilient-retailer-a-personal-mba-alumnus-journey/](https://www.usb.ac.za/alumni_news/the-resilient-retailer-a-personal-mba-alumnus-journey/)

[https://www.usb.ac.za/alumni\\_news/an-incurable-african-optimist/](https://www.usb.ac.za/alumni_news/an-incurable-african-optimist/)

[https://www.usb.ac.za/alumni\\_news/saying-goodbye-after-nine-years-at-usbs-small-business-academy-sba/](https://www.usb.ac.za/alumni_news/saying-goodbye-after-nine-years-at-usbs-small-business-academy-sba/)

[https://www.usb.ac.za/alumni\\_news/dr-sabastine-akongwale-my-phd-in-development-finance-experience-as-a-trained-economist/](https://www.usb.ac.za/alumni_news/dr-sabastine-akongwale-my-phd-in-development-finance-experience-as-a-trained-economist/)

[https://www.usb.ac.za/alumni\\_news/using-my-mba-to-benefit-society/](https://www.usb.ac.za/alumni_news/using-my-mba-to-benefit-society/)

The Social Impact Committee guides on the opportunities for alumni to contribute to the sustainable development goals and to the business school goals. A series of discussions in 2021 aimed to connect up the SBA alumni on the data system to ensure they are included in all communications.

**Consulting Club:** Alumni participated in six events in 2021, in collaboration with the Consulting Club Events and networking opportunities are mutually shared between the Consulting Club and the Alumni Association and strengthen the networks and access to business knowledge. Please see **Annexure A** for a list of these events.

**Institute for Futures Research (IFR):** Alumni office touchpoints with IFR include speakers at alumni events, with co-branding, special offerings for business school alumni, business information-sharing at chapter events, AlumNet articles and social media, identification of alumni ambassadors, sharing impact stories, and Futures Studies alumni serving on USB AA Chapter committees. In 2021, an event was held in collaboration with **Stellenbosch University Europe and IFR**, on **19 May** when the Director, **Dr Morné Mostert**, and **Dr Njeri Mwangi** presented on ***The Future of Afro-European/UK Relations to the SU and business school alumni in Europe.***



Prior to this Dr Mostert presented to the Chartered Insurance Institute Ghana. The IFR hosted two further events in collaboration with Futures students and Futures alumni **Climate and Civilisation Futures** on **15 October**, and a **book Q&A discussion** on **21 October** where **Adam Kahane**, Director of Reos Partners, discussed the book **Facilitating Breakthrough: How to Remove Obstacles, Bridge Differences, and Move Forward Together.**

**International office:** The Stellenbosch University Business School's Alumni Association has 15 **chapters**, of which ten are in countries outside South Africa. This provides an opportunity to support the recruitment of international students and exchange students to the business school. Orientation sessions on the Alumni Association are presented with International incoming students and they are included on the digital platform USBConnect under the affiliation Friends of the Stellenbosch University Business School, providing registered users access to all alumni programme and networking activities, virtual events, webinars and Masterclasses.

International alumni form an integral part of the business school's ecosystem, and are key to unlocking opportunities for institutional advancement, industry knowledge and potential research opportunities. Networking and speaker opportunities with alumni during the MBA International Study Module (ISM) visits will again be a further opportunity in 2022 to pursue lifelong relationships with alumni.

Although the annual alumni event of the International Business School Network (IBSN) did not take place, the business school will participate at the next opportunity.

**MBA Global Programme, called the Global Innovation Challenge (GIC):** To promote MBA-Industry engagement the Stellenbosch University Business School is a member of the **International Business School Network (IBSN)** along with eight other triple-crown accredited business schools on five continents. It developed and offers the international two-week MBA/Master's (Business) programme called the Global Innovation Challenge (GIC). The academic coordinator **Prof Marelize Terblanche-Smit** invited seven MBA alumni to participate in a panel with students from South Africa, Portugal, Germany, Netherlands, Norway, UK, Australia and Taiwan on the topic ***Business challenges in SA***. On **30 June 2021 senior MBA alumni** shared ideas about business challenges in the South African business and industry environment and engaged in a question & answer discussion session.

**Stellenbosch University (SU) Development Alumni Relations (DAR):** Stellenbosch University Alumni Relations Forum platform was convened for the first time in 2020 and held three meetings in 2021. All SU alumni units convene quarterly to assess, review and find synergies in an approach to SU alumni, while maintaining each unit's individual identity. SU presents the Alumni strategy and operational plans, and all units contribute and leverage opportunities where possible.

Collaboratory events were hosted with SU Development and Alumni Relations (DAR) offices for the first time in 2021 in the UK, USA/Canada, Namibia and Europe. The aim in 2022 is to continue building networks, offering new opportunities for sharing knowledge, hosting joint dinners or wine-tastings, and linking up with events to meet the SU Rector, the Director of the Business School, and Faculty. The Business School is also included in the SU DAR annual calendar for 2022 (***Annexure F***).

### **Accreditation Bodies**

The Alumni Manager and Head: Marketing attended the virtual **EFMD MARCOM, External and Alumni Relations Conference** from **22–24 March 2021**. It was presented by the European Foundation for Management Development (EFMD) and strategic partner, the Graduate Management Admission Council, and hosted by the Imperial College Business School. The overall theme of the conference was ***Embracing new challenges – Covid, Diversity and the Digital World***. With its focused, contemporary programme of topics and opportunities for interaction, knowledge sharing and learning through practical examples and best practice, this provided a valuable platform to engage with Alumni Managers of peer business schools and to network and benchmark against our peer portfolios with fellow marketing, communications and alumni professionals from affiliated EFMD-accredited schools globally. The aim was to explore, learn from and share in best practices on marketing and communications campaigns and developing innovative, impactful and engaged networking opportunities with alumni and external stakeholders. The online delivery mode allowed for many opportunities to learn and participate in discussions, targeted engagement and networking with fellow professionals.

Newsletters and information from the Association of MBAs (**AMBA**) and the Association to Advance Collegiate Schools of Business (**AACSB**) are regularly shared with alumni through digital channels.

### A summary of the collaboratory partnership events hosted with internal and external stakeholders in 2021

PARTNER(S)	DATE	EVENT TOPIC
Business School event	26–28 Jan	Academic Opening of the Stellenbosch University Business School: On the Horizon - The Year of Recovery and Opportunity
USB Career Leadership and Consulting Club	8 Feb	How to Respond, Reset Strategies and Rebound Stronger from the Impact of the Pandemic
	12 Apr	How to Master the Case Interview
	15 Apr	Rock your LinkedIn Profile: A Guide to Master LinkedIn for Business School Graduates
	19–23 Apr	EFMD Career Fair
	30 Aug	Founders Forum Series – It's a Woman's World
	25 Oct	Meet the Consulting Club Exco
	17 Nov	Lion's Den
USB-ED Conscious Leadership webinar series <i>Virtual events</i>	29 Apr	What Box? – Decision-making in the Dark
	23 June	Transformation Pressure Cooker: What Conscious Leaders do when the Pressure is Mounting?
	26 Aug	Making Sense: the Tech, the Digital and the Data
	28 Oct	The Straight and Narrow Ethical Leadership
IFR <i>Virtual events</i>	15 Oct	Climate and Civilisation Futures
	21 Oct	Book Launch: Facilitating Breakthrough: How to Remove Obstacles, Bridge Differences, and Move Forward Together
	8 Apr	USB MBA Farewell Dinners: Western Cape, KZN, Eastern Cape, Gauteng and Namibia
<i>Alumni-Student Dinners In-person</i>	3 June	USB MBA Student and Alumni Dinners: Western Cape, Gauteng, Pretoria, KZN and Namibia
<i>Director-Alumni Engagement Virtual</i>	14 June	Engagement with the Director: The Future of the Stellenbosch University Business School as a business school: A Discussion with new Alumni Representatives
	5 July	Engagement with the Director: The Future of the Stellenbosch University Business School as a business school: A Discussion with Senior Alumni
	30 July	Engagement with the Director: Future of Business Schools and Business School Education
Business Lunch	11 Nov	Theme 2021: Development Finance: Together We Shape the Future
Alum of the Year '21	6 Dec	Alum of the Year Award Ceremony: Leadership Journeys: Perspectives of Alumni Leaders
SU/Business School <i>Virtual events</i>	3-4 Mar	SU DAR Rector's Visit: Namibia
	26 Mar	Launch of the Maties Wine Club: Switzerland and France
	22 Apr	Do You have an Innovative Business Idea? Wondering What It Takes to Keep a Business Afloat? Already Nurturing a Start-up of Your Own?
	4 May	Conversation with Deon Meyer: Europe Alumni
	11 May	Networking event in Europe
	4 June	Maties Wine Club virtual wine-tasting: Benelux
	9 June	The Future of Afro-European/UK Relations.
	18 June	Maties Wine Club virtual wine-tasting: Sweden and Denmark
	14 Sep	North America and Africa: The End of Disengagement?
	23 & 27 Sep	SU Homecoming: Europe networking event in Lyon, France
	19 Nov	Research Meets Industry
	9 Dec	Sending off a Legend of the Stellenbosch University Business School: Prof Wim Gevers
Business School Leader's Angle	<i>Virtual events</i> 11 Feb, 21 Apr, 21 June, 29 June, 29 July, 26 Aug	
Mentally Fit	27 May	How to Re-energise Executive Wellness
SABCO/UAE: <i>Virtual</i>	16 June	Accelerating Careers and Business for Young Professionals in the UAE
<i>Connected Leadership, UAE</i>	29 Nov	Leading for SHE Cocktail Networking <i>In-person</i>
Advini and Warwick	9 Sep	Vintage 2041 virtual wine-tasting
CCARDESA	26 Oct	Development Finance in Advancing Agricultural Development in the SADC Region

**GROW — Objective C: Cultivate and nurture lifelong for mutually beneficial relationships through activities responsive to stakeholders' changing needs.**

The journey towards the lifelong relationship with alumni starts with engagement of prospective students, at orientation sessions, supporting them during their studies as guest speakers, at events and via the Stellenbosch University Business School's Mentorship programme.

**Cultivate and nurture lifelong for mutually beneficial relationships through activities responsive to stakeholders' changing needs.** Key focus areas included:

- *Testimonials at recruitment opportunities in virtual sessions*
- *Brand ambassadors for each of the USB programmes, assisting prospective students via Unibuddy*
- *Induction sessions with current students*
- *Networking events*
- *Mentorship.*

The value of in-person networking remains the cornerstone of building relations conducive to leveraging for partnership and investment in the business school. Virtual and in-person approaches both provide the opportunity to engage key individual alumni for follow-up and support. Activities in the programme were designed to appeal to and reflect the needs of different segments of alumni, namely students and new alumni, women, corporates, older alumni, and those with an MBA-focus.

**Prospective students:** Alumni are invited to deliver testimonials at all Business School **Programme Information sessions**, and recruit new students in the chapters through corporate networks, events and other channels. This year programme information was made available to participants at all virtual events, together with the details of Stellenbosch University Business School Agents and programme contact persons (**Annexure B**).

**Alumni testimonials for student recruitment**

Alumni delivered promotional testimonials at all Stellenbosch University Business School virtual **Open Day events**, for each programme. (**Annexure B**). **About forty well established alumni**, selected based on seniority, achievements and recommendations, shared their academic and student journeys with prospective students. Feedback received from the Marketing department states: *"The conversion rate for student applications increased from 25% to 69% delivered during the Open Day sessions, with many cases directly due to the quality of testimonials: 63% of applicants noted that the alumni testimonial was the deciding factor and 41% indicated that an alumnus had recommended them to the Stellenbosch University Business School."*

**Students:** The alumni programme reaches out to students throughout the course of their studies.

**Orientation:** An overview of the Stellenbosch University Business School Alumni Association, the value proposition and benefits were presented during **orientation sessions**. Senior alumni shared their journeys in the corporate world and conveyed a personal, motivational message. Programme-specific videos with a welcoming message from senior alumni and a concise overview of the programme are available on Learning Hub for all students.

**During studies:** Students and alumni engaged in mostly virtual events, except for the **Student-Alumni Dinners** hosted in **November**. The virtual engagement included:

- *Attendance and virtual networking with students during Research meets Industry events*
- *Alumni as guest lecturers as per invitation by faculty*
- *Alumni attending Consulting Club and Career events with students*
- *The Top Achievers event, research and journeys were shared in AlumNet, the alumni newsletter, and on social media.*

**Alumni-MBA student dinners:** Student-Alumni dinners were hosted by Alumni and Stellenbosch University Business School faculty on **25 November** in restaurants in the Western Cape, Eastern Cape, KZN, Gauteng and Namibia. These dinners provide students, alumni and faculty with an informal setting for introducing the Alumni Association to students and engaging and networking with them.

**Graduations/certificate ceremonies and farewells:** Covid-19 restrictions meant that the Stellenbosch University Business School graduations in **April and December**, USB-ED ceremonies and other formal farewell events were held virtually. Alumni usually present a gift package and token and deliver welcome presentations and messages on these occasions, but this time the items had to be couriered to new alumni. Prof Terrence Kommal also welcomed new alumni during an USB-ED virtual event on **9 December 2021**.

**Top Student Achievers:** Because of Covid-19 restrictions, the Top Student Achievers event did not take place in 2021. Letters of congratulations, certificates and trophies were sent via courier to all winners. The top three award winners received cash prizes and were featured prominently throughout the year in various capacities.

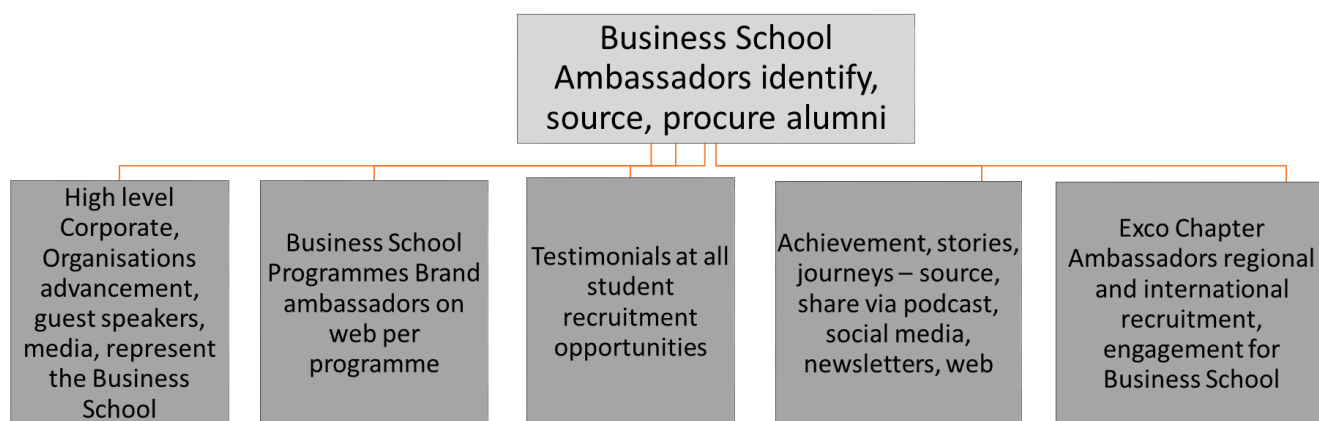
A special word of appreciation is due to the donors who so generously supported these achievers.

- *Director’s Award: sponsored by the Director of the Stellenbosch University Business School*
- *Award for Futures-related PhD: sponsored by Dr Morné Mostert*
- *Award for overall best MBA: sponsored by Prof Prieur du Plessis*

**Brand Ambassadors**

Senior accomplished alumni were identified as Stellenbosch University Business School Programme brand ambassadors to new prospective students. They were featured on the business school-specific programme webpages to inspire new students who wish to become graduates, through testimonials, and online engagement with prospective students.

Corporate brand ambassadors represent the Business School in various capacities, including on the Stellenbosch University Business School Advisory Board, in organisations, as event speakers, Chapter brand ambassadors and representatives of the business school in their regions, and for the Future Fund.



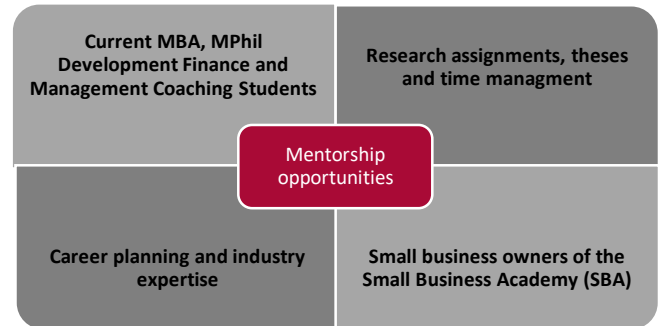


## GIVE-BACK: MENTORSHIP

- The **mentorship programme** takes place on USBConnect for registered users via a functionality on the platform.

It provides the following different categories:

- Mentorship for students of the business school: Flash mentoring or short term as agreed
- Mentorship for Small Business Academy students: a nine month commitment
- LaunchLab incubators/entrepreneurs: A two-to-three-year commitment
- Executive mentoring: upon confirmation of the availability of high level alumni for focused requests.

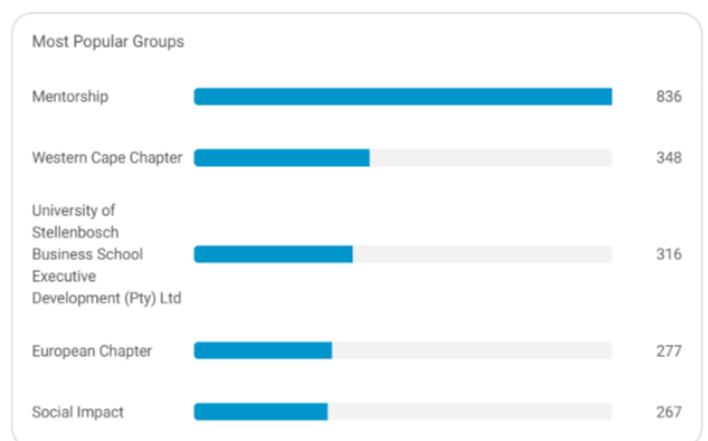


A **mentorship brochure** with detailed guidelines, ethical conduct and testimonials was jointly developed by the Alumni Office, Career Leadership, the SBA and LaunchLab and is available to both alumni and students.

An **annual Masterclass** is offered to all mentors and will be hosted in **April 2022** as a basis of understanding mentorship at the USB, and as a refresher on the fundamentals of mentorship in practice with registered mentors. **Neil Steinmann** will facilitate the session on ***Return on Relationships through Intentional Mentoring***.

**Mentors registered on USBAlumni.com platform:** At the end of 2021, 1 194 alumni indicated their willingness to help mentor Business School and USB-ED students in various formats. The number of mentors continued to grow and those available now represent a broad spectrum of industries, organisations and levels of expertise.

The top five countries with alumni mentors are South Africa, Namibia, Botswana, the United Kingdom and Nigeria. Registered mentors are invited to attend an annual Masterclass on Mentorship. The graph depicts the popularity and use of the Mentorship facility on the platform.



## Alumnus of the Year Awards for 2019 and 2020 and call for nominations for 2021

The Alumni of the Year 2020 were selected in May 2021 based on the nominations received. At a virtual award ceremony hosted on 06 December, the president of the Alumni Association presented the awards to the winners of 2019 and 2020 with words of recommendation (Commendatios). The event was facilitated by an alum, **Dr Nombeko Mbava**, Chairperson: Financial and Fiscal Commission of South Africa, and **Prof Mark Smith**.

The winners are:

**2019: Gerrie Fourie** MBA alumnus, the Chairperson of MasterCard International who has played a major role in growing Capitec Bank from humble beginnings in 2001 to becoming one of the largest retail banks in South Africa.

**2020 Business: Nompumelelo Mokou**, a MBA alumnus and Dimension Data's Managing Director for Southern Africa. Her personal strategy of lifelong learning is serving her well, and she is indeed making the world a better place through her leadership.

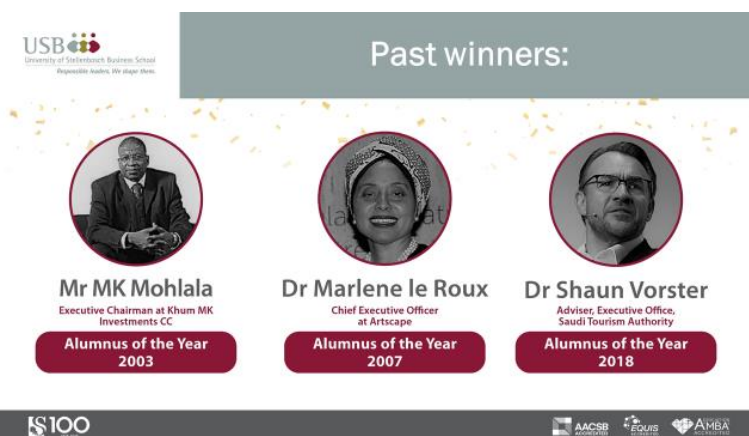
**2020 Social Impact: Salma Seedat**, a MBA alumnus and Director of Contracting, Compliance and Grants & Special Initiatives at BroadReach, a company that uses technology to strengthen health systems across the globe, and showing how responsible leadership can be translated into societal benefits.

At the same event, previous Alumni of the Year were honoured for their leadership journeys in business and society. The Alumni Association Future Fund was launched during this event.

### Criteria for the Alumnus of the Year Award

The call for **nominations for the Alum of the Year 2021** was opened, based on the following criteria:

- Graduates of all USB's programmes – including its MBA, PhD degrees, other Master's programmes and Postgraduate Diplomas and graduates of USB-ED's comprehensive executive development certificate programmes can be nominated.
- Alumni who have excelled as responsible leaders in the private or public sector, or in an entrepreneurial venture, who support the values of the Business School and act as its ambassadors.
- Alumni who have achieved visibility during the past 12 to 18 months by, for instance, attracting the attention of the media for achievements in business, management or exceptional entrepreneurial activities, or leadership in business with strong environmental, social and ethical governance.



## CONTINUOUS LEARNING

The continuous learning programme offers a learning opportunity to alumni, students and corporate guests. These Masterclasses are four hours in duration and two virtual events were hosted during the year. The video links are posted on YouTube and made available to all participants.

*The Alumni Office of the University Stellenbosch Business School offers **Masterclasses** for alumni, students, executives and anyone interested in improving their knowledge and skills in a series of topics, or those who are curious about topics offered in USB programmes. Facilitated by USB academics or alumni in industry, these four-hour workshops are designed to contextualise theory, models and frameworks with practical application in the workplace and for personal benefit.*

The following Masterclasses were all hosted virtually in 2021:

**Masterclass 1: *Negotiation as a Decision-making Process*** presented by **Prof Barney Jordaan** on **3 March**.

**Masterclass 2: *How to Re-energise Executive Wellness through the Leader Shift***, facilitated by **Christine Kere**, and **Uzile Gugushe**, presented by the **Mentally Fit team: Luc van der Hofstadt, Suresh Naidoo, Alban Jacquinot**, and **Valentin Lager**.

**Masterclass 3: *Celebrating Women of Impact: We See You, Be Bold*** was presented on **28 October** by **Prof Anita Bosch, Obaa Akua Konadu-Osei** and **Zandile Njilo** to the Ghana Women's Network, and was preceded by research on women's needs in terms of career coaching.



## SURVEYS

**Event surveys:** Customer experience surveys are distributed after each event and feedback is incorporated in the planning. Every interaction with alumni, corporates and organisations provides an opportunity to build reputation and to measure customer experience.

**Research Surveys Students:** A limited number of research surveys are sent out to alumni each year. The Alumni Office assists students with this once ethical clearance and institutional permissions have been obtained. The communication is coordinated with the student, and the survey is disseminated to the target cohort of alumni. In 2021, three surveys for MBA students and one for a PhD student were distributed to target group alumni and completed.

### USB Alumni Survey

## New programme: Managing New Technologies

Dear USB Alumnus

Our business school is exploring the possibility of introducing a new stream, Managing New Technologies, as part of our redesigned PGDip Portfolio from 2023. As an alumnus of our business school, we hold your opinion on this possible new venture in very high regard. Therefore, we ask that you complete this short [survey](#).



**Programme Surveys:** Surveys were distributed to target group alumni and completed for Development Finance in **July**, and for the new PGDIP portfolio, Managing New Technologies, in **September 2021**.

**Establishment of a Wine Club for the business school**

A survey was distributed to staff, students and alumni in **November 2021**. A high number of responses were received, along with an overwhelming number of positive contributions and ideas. The outcome was the establishment of the first Wine Club for the business school on **4 February 2021**. The **Stellenbosch Business School Wisdom and Wine Club** will be launched on **1 April 2022**.



**Strategic positioning**



**Alumni Survey:** The Global Alumni Survey of the Business School, which takes place every three years, was postponed in 2021 and is now planned for **September 2022**. The survey is compiled based on input from internal and external stakeholders, augmented by focus discussions, and then distributed to all alumni.



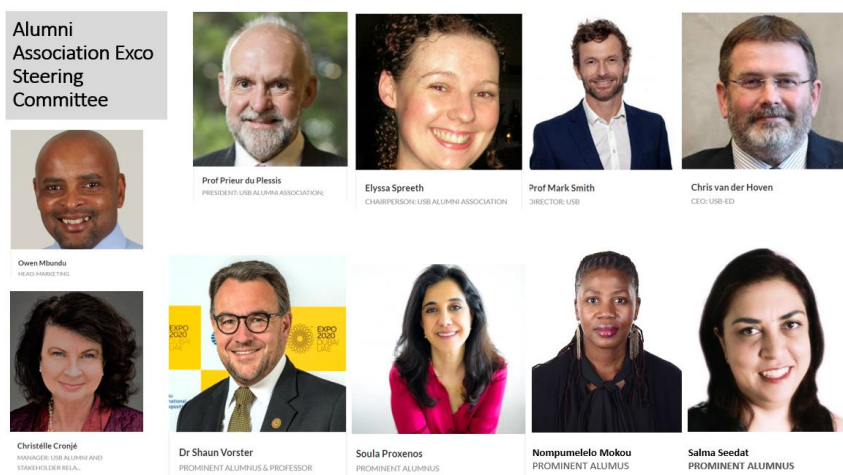
The results and insights obtained inform the Alumni strategy for the next term. Aspects identified to be included are diversity, equality, transformation and gender perspectives, and involvement in social impact.

**Strengthen — Objective D: Enhance the Alumni Association and chapters to leverage the value of alumni as a primary stakeholder.**

**Strengthen the Alumni Association:** A Steering Committee of the Stellenbosch University Business School Alumni Association started meeting three times a year from 2021 onwards, which assists with interim decision-making and governance. The demographic and gender diversity of Exco was recently strengthened with the nomination of three senior women to serve in the affiliation of Prominent Alumni. They are *Soula Proxenos* and the current two Alumni of the Year, *Nompumelelo Mokou*, *Business Leadership and Salma Seedat*, *Societal Impact*. Currently the composition of the Alumni Association can be detailed as follows: 25 members, of whom five are *ex officio*, and the other 20 include seven Whites and 13 Persons of Colour (BCIA), reflecting a 50-50 composition.

**Composition of Business School AA Exco**

Exco	Female	Male	Total
BCIA	7	5	12
White	2	6	8
<b>Ex Officio</b>			
BCIA	0	1	1
White	2	2	4
<b>Total</b>	<b>11</b>	<b>14</b>	<b>25</b>



The mix of participation in events globally and in the chapters depends on the region, and the interest in relation to the event. If it is an Africa-focused event, the spread is 80-90% BCIA, but the Canada, UAE, special interest/segmented events, reflect the alumni interest, or alumni from that specific programme and region. The alumni demographic and gender mix is a close reflection of the student intake.

**Established the Stellenbosch University Business School Alumni Association Future Fund**

A sub-committee developed the criteria below for the **Future Fund**. It was proposed that the Stellenbosch University Business School Alumni Association Future Fund provides partial bursaries and financial assistance to a number of deserving students who are in financial need, have shown academic excellence and been admitted to any of the USB programmes or entities. The Alumni Association Exco agreed to decide on an annual allocation and submit to the Manco for student allocation. The Future Fund was launched on **6 December**.

Criteria	Description	Considerations
<b>Requirements</b>	<b>Without meeting these criteria the candidate cannot receive financial support.</b>	
Financial need	Evidence of financial need	Evidence will support the case but the application should indicate financial need required. Efforts taken to secure own partial funding will strengthen the case.
Academic excellence	Evidence of academic excellence	Previous academic results will be considered as proof of academic excellence, but they may be outdated and irrelevant, so current results are more applicable.
Programme admission	Programme admission	Once programme admission has been completed, the candidate will have to study during the year for which funds have been made available.
<b>Recommendations</b>	<b>Preference these criteria are used to select the most deserving candidate(s).</b>	
Deserving applicants from South Africa and internationally	Redress and deserving circumstances	Preference is given to applicants from previously disadvantaged groups and deserving circumstances, in the case of both South African and global candidates.
Strategic alignment	Strategic alignment with the Business School's growth and market aspirations	How would supporting this particular candidate promote future growth aspirations to serve new student populations or demographic markets?
Increase diversity in class	Based on the current class cohort	Do we prefer this particular student because he / she will increase diversity in the class in all broad factors (tacit knowledge, industry, gender, age, race, industry, religion, and internationalisation)?
Enable access to USB	Commitment	Will the student choose not to study at the Business School if we do not give support?



## Leveraging the Alumni Chapters

A concerted effort was made in 2021 to reduce the number of smaller stand-alone events, and to shift towards more collaborative and impactful events, as is evident from the Metrics table. Alumni participated in guest lectures, on high level panels, and at events of all internal and some external stakeholders. No stand-alone events took place in 2021 for KZN and eSwatini. An overview of the events hosted by or within the Alumni Association chapters is detailed below:

**Western Cape:** The chapter hosted a Thought Leadership webinar on **30 March** where **Liezl Groenewald** presented on ***Whistleblowers: Heroes, Villains or Victims?*** The chapter assisted with mentorships, attended student-alumni dinners in the chapter, and delivered testimonials at the Programme Open Days for recruitment.

**Mpumalanga:** The chapter hosted a virtual interactive practical discussion on **11 June** where alum **Steyn Strauss** presented a practical engagement on ***How to Take Your Business Online.***

**Gauteng:** The chapter hosted two Thought Leadership events. On **10 November** a panel of speakers featuring **Prof Alex Antonites, Barry Vorster, Nadia Leonard** and **Christine Kere** presented on ***Skilling and Jobs of the Future with a View on Wellness in the Era of the Covid Pandemic.***

On **2 December**, **Grant Saptoe** presented on ***Workplace Bullying and Cyberbullying***, and **Newton Weideman** facilitated the event. The chapter assisted with mentorships, attended student-alumni dinners, and delivered testimonials at the Programme Open Days for recruitment.

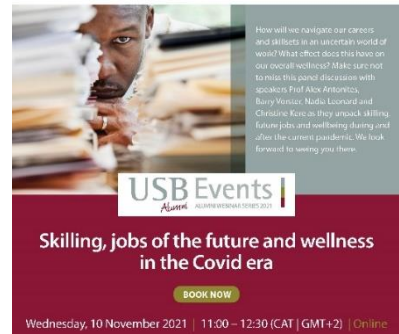
**Namibia:** The chapter hosted an in-person Thought Leadership event on **27 May** at the **Avani Hotel, Windhoek**, where **Ruusa Nandago**, Group Economist at FNB Namibia, presented on ***Post-pandemic reflections: Unpacking the status of the Namibian economy.*** The Covid-19 pandemic has highlighted significant vulnerabilities in the Namibian economy, most of which are a result of policy missteps. This presentation shed light on where the country is coming from, the impact of the Covid-19 pandemic and the outlook on the trajectory of the economy. The chapter attended two student-alumni dinners.



USB Events | Alumni  
Whistleblowers: Heroes, Villains or Victims?  
BOOK NOW  
WEBINAR | Wednesday, 31 March 2021 | 08:00 - 09:30 CAT



USB Events | Alumni  
How to take your business online  
BOOK NOW  
WEBINAR | Friday, 11 June 2021 | 09:00 - 10:30 CAT (GMT+2)



USB Events | Alumni  
Skilling, jobs of the future and wellness in the Covid era  
BOOK NOW  
Wednesday, 10 November 2021 | 11:00 - 12:30 CAT (GMT+2) | Online



USB Events | Alumni  
Post-pandemic reflections: unpacking the status of the Namibian economy  
BOOK NOW  
WEBINAR | Wednesday, 27 May 2021 | 17:00 - 18:30 CAT (GMT+2) | Online



**West Africa:** The chapter hosted a collaboratory Alumni webinar and **Academic Programme Information session** on **19 August** facilitated by the chairperson Shayo Imologome. The session was presented by **Dr Nthabiseng Moleko** on ***New Wine into New Wineskins: An alternative approach to Africa's economic reconstruction.*** The West Africa chairperson **Shayo Imologome** was also facilitator and guest speaker at a series of alumni, corporate and collaboratory events during the course of the year.



**Ghana:** As chapter chairperson and also in her capacity as deputy chairperson of the *Chartered Insurance Institute of Ghana*, Dr Geraldine Abaidoo facilitated a webinar on **20 April** with the members of the Institute, where **Dr Morné Mostert** presented on ***Insurance and Pro-silience: Reinventing the New Normal.***

The chapter hosted a collaboratory Alumni webinar and an Academic Programme Information session. The second one on **26 August** was presented by **Prof Charles Adjasi** on ***The Welfare impact of the Africa Continental Free Trade Area (AfCFTA),*** and was also facilitated by **Dr Abaidoo**, assisting with corporate engagement to promote USB-ED in Ghana and West Africa.

On completing the USB-ED Women in Leadership course Dr Abaidoo approached the business school to host a **Women in Leadership Mentorship Masterclass**, in partnership with the Executive Women's Network (EWN) of Ghana and to coincide with the fifth anniversary celebrations of the EWN. Led by **Prof Anita Bosch** and **Prof Salomé van Coller-Peter**, the Masterclass was based on a research project to support women's achievement of professional goals in their chosen careers.



THE UNIVERSITY OF STELLENBOSCH BUSINESS SCHOOL PRESENTS  
**A MENTORSHIP MASTERCLASS FOR THE GHANA EXECUTIVE WOMEN NETWORK (EWN)**

The project focused on two objectives – ***Understanding the Career Values of Women, and Understanding the Mentoring Needs for Professional and Personal Growth.*** The research findings served as a reference for providing relevant mentoring knowledge and development sessions to support the growth of members. This informed the masterclass on **28 October** facilitated by **Prof Anita Bosch**, **Zandile Njilo**, a Leadership Conversationalist expert, and **Obaa Akua Konadu-Osei**, a PhD student. **Prof Mark Smith** recorded a video clip with a word of appreciation for the collaboration, and congratulations which formed part of the agenda of the EWN's celebration event.

**East Africa:** The chapter hosted a collaboratory Alumni webinar and **Academic Programme Information session** on **2 September**, hosted by **Emma Rono**, East Africa chairperson. The session was presented by **Dr Natasha Winkler-Titus** on ***Engaging Employees and Ensuring Wellness, in a Remote Working World.***





**Botswana:** The chapter hosted a Thought Leadership event, on **15 July** where alum **Dr Alfred Mthimkulu** and **Lerato Morapedi** presented on *Building Blocks for a Dynamic post-Covid-19 Economy*.

The chapter then approached the business school to partner with the organisation CCARDESA, where alum **Cliff Dlamini** is the executive. On **7 September**, **Dr Jako Volschenk** and **Prof Meshach Aziakpono** presented on:

*United We Stand — Divided We Fall: Net Zero, Regeneration and the Political Economy of Climate Change*. The invitation is to collaborate with CCARDESA on an annual basis on a thought leadership theme, and especially to promote the business school programme offering to their more than 3 000 members in the SADC region.

**Europe:** This chapter hosts at least one annual event in collaboration with Stellenbosch University. On **14 June**, a joint webinar was hosted where **Dr Morné Mostert** and **Njeri Mwagiru** presented on *The Future of Afro-European/UK Relations*. The chapter chairperson **Julien Wormser** has been focusing on making contact with alumni in Europe.

Because the area is large and diverse, a joint event with SU will again be hosted in 2022, with smaller in-person events in a specific targeted area. On **27 September**, Julien Wormser and **Prof Mark Smith** joined alumni at the **SU Homecoming event in Lyon**, which took place as part of the week's celebrations in Europe during **23–27 September**.

**United Kingdom:** **Dr Mehran Zarrebini**, Chairperson, UK, and **Monique Morrow**, president and co-founder of the Humanities of Stellenbosch Internet, jointly facilitated a Thought Leadership webinar on *Blockchain 3.0 and Non-fungible Tokens* on **28 July**.



**Canada/USA with SU:** A webinar was hosted in collaboration with SU on **14 September**, and presented by Prof André Roux and Prof Meshach Aziakpono on: *North America and Africa: The End of Disengagement? The opportunities and risks when it comes to trade between Africa and North America, as well as the lessons that Africa could learn to strengthen its future*.

**United Arab Emirates:** The chapter's new chairperson, **Dr Candice Booysen** commenced duties in February 2021 and stepped down at the end of December 2021. **Jay Bester** is taking up the Chairperson's role on **1 January 2022**. The chapter focused on building a network with alumni in the UAE and northern territories and developed an agreement for operations between the Alumni Association UAE and the South African Business Council UAE.

In terms of this agreement, a set number of events and mutually beneficial marketing opportunities will be hosted on an annual basis. An events calendar was developed for 2021/first quarter 2022.

Alumni from the UAE chapter hosted and participated in the following events in terms of the SABCO agreement:

- **Accelerating Careers and Business for Young Professionals** on 16 June, Dr Candice Booysen
- **Made in Africa** on 17 November, Johan Burger and Jay Bester
- Cocktail Networking: **Leading for SHE** on 29 November, Prof Steyn Heckroodt
- **Africa's Future Renaissance or Decline?** on 16 February 2022, Johan Burger with Prof André Roux
- **Innovation Edu Tech** in March 2022, with Jay Bester and in collaboration with the LaunchLab.

**Africa's future: Renaissance or decline?**  
A discussion that reflects upon Africa's future by exploring four scenarios.

**16 February 2022**  
**17:00 SA 19:00 UAE**

**Webinar**  
Hosted by the Stellenbosch University Business School in collaboration with the South African Business Council UAE

**Panel**  
**Prof Andre Roux (Speaker)**  
Head, Futures Studies Programmes, Stellenbosch University Business School  
**Johan Burger (Facilitator)**  
Executive Education at the College of Business & Economics of the UAE University

Logos: USB Alumni, SOUTH AFRICAN BUSINESS COUNCIL UNITED ARAB EMIRATES

**MADE IN AFRICA**

The manufacturing sector in Africa has several challenges. Its contribution to GDP in many countries is well below expectations.

Some countries have formally adopted policies to address this situation, such as Kenya (the Big Four Agenda of President Kenyatta) and Ghana (the One District, One Factory policy), to name but two.

Join us for a talk on what is being introduced to reverse this trend!

The talk will focus on what is being done in sectors such as:

- Pharmaceutical
- Renewable energy components
- Recycling of waste -> circular economy
- Motor vehicle manufacturing
- Textile and leather
- Agriculture

It will also address sectors where not enough is being done, like the chocolate sector where Africa is the largest producer of cocoa but only receives 5% of the total value generated within the value chain.

**Keynote Speaker**  
**Johan Burger**  
Executive Education at the College of Business & Economics of the UAE

**Welcome & Closing Remarks**  
**Dr Candice Booysen**  
USB UAE Chapter Chair

**Facilitator**  
**Jay Bester**  
Non-Executive Director - i7 Capital

**November 17th, 2021**  
**17:00 South Africa**  
**19:00 Dubai (UAE)**  
**Webinar**

Register Now

Logos: SOUTH AFRICAN BUSINESS COUNCIL UNITED ARAB EMIRATES, USB Alumni

**ROUNDTABLE**

**SOUTH AFRICAN BUSINESS COUNCIL**  
UNITED ARAB EMIRATES

**accelerating CAREERS & BUSINESS for young professionals IN THE UAE**

**16 June 2021 • 18:30pm**  
Media One Hotel, Media City  
RSVP 12 June

**FEATURING OUR EXPERT PANEL**

Panelists: Imilia Patel (Non-Executive Chair, MultiChoice Africa), Kees Taylor (CEO, ALEC Construction), Hsiao Shianlin (Research Consultant, Juma'10), Neliswa Chonyanya (Consultant, McKinsey and Company), Candice Booysen (Chair, USB Alumni Association)

**FOR SHE**

**Monday 29 NOV 2021**  
**-18:30-**

Logos: منصة القيادة المتصلة PLATFORM FOR CONNECTED LEADERSHIP, SOUTH AFRICAN BUSINESS COUNCIL UNITED ARAB EMIRATES, USB Alumni



Alumni build the brand and the reputation of the Business School, and personify the school's Vision of being a creator of value for a better world. As responsible global leaders, alumni reflect the humanizing of the teachings, learnings and academic rigor across the full spectrum of the business school activities. Measuring impact through testimonials, engagement, knowledge-sharing and contributions from alumni is often non-measurable and usually translates to indirect, delayed impact on multiple levels.

The globally considered key metrics for alumni engagement were reviewed and the following package were identified, within the context of the Stellenbosch University Business School, or what resonate best with our ecosystem for impact: **Give-back (volunteerism and donations), engagement, stakeholder collaboration and support**. Questions to inform the metrics are: *How does it impact the USB and in what areas can we bring worth?*

**Give-Back:** Volunteerism and give-back remain firm strengths of the Business School's Alumni Association, but there is a need to leverage financial sponsorship and more high level donors.

**Volunteerism (from the heart)** of the Business School alumni traditionally reflects a very high return on investment (support). This was again the outcome for 2021, with a notable extra-special willingness since the onset of the pandemic to show support for all our endeavours. However, *volunteer hours* as a metric could be misleading, because it is difficult to ascertain the actual number of hours alumni offered to activities for the business school.

**Donations, financial contributions (from the purse)** are traditionally not high for business school alumni, but this did increase marginally this year. This is a focus in 2022 through the *Alumni Association Future Fund*. A dedicated resource for the Business School, linked to the SU Institutional Fundraising unit, to focus on leveraging alumni for major donor sourcing for *Institutional Investment* for the business school, has been identified as an area of growth.

**Engagement:** While participation matters most, actual registrations and attendance reflect the overall interest. Although the Business School's Alumni Association measures mostly quality over quantity, the conversion of interested/registered alumni to active participants, volunteers and donors continues. Most engagements took place in virtual format with a higher than expected attendance experienced in the majority of alumni events.

**Stakeholder collaboration:** The intention in 2021 to leverage more internal stakeholder interaction with alumni showed results, with more visibility of testimonials, engagement with prospective students, and academic interaction with alumni, as both alumni and prospective students wish to engage with their academics.

However, internal stakeholders are urged to increase interaction with and leverage the Alumni Association chapter networks for the purposes of student recruitment, corporate engagement, donor potential and sharing of content. Data mining to identify the top engagers and influencers on social media, top participants, contributors, high net worth individuals, and corporate alumni contribute towards USB advancement and investment.

**Support (investment)** from the Business School remains an anchor to sustain the Alumni Association and its operations. Communications and activities were tailored to stakeholder needs across the Business School, but the needs of USB-ED specifically will be reviewed for 2022.

Metrics on the above activities are depicted in the table below for the period 2018–2021:

Metrics	2018	2019	2020	2021
<b>Volunteerism</b>				
Number of Business School Alumni Association Chapters	14	14	15	15
Alumni Thought Leadership Chapter events	42	29	15	15
Mentors available	110	500	649	762
Testimonials at USB Information Sessions	95%	100%	100%	100%
Alumni engagement on USBConnect digital platform	0	900	1 209	2 814
Followers on Twitter	1 890	2 190	2 292	2 330
Number of LinkedIn members in USB Alumni group	1 780	1 889	1 946	1 971
<b>Donations* see below</b>				
Future Fund				R 8000
Other			R33 000	R25 000
<b>Engagement</b>				
MBA Farewell dinners: in chapters				9
MBA Student and Alumni dinners in chapters			5	7
Alumni Masterclasses	4	2	3	3
Number of Alumni Impact stories, journeys curated and shared	11	14	22	20
Attendees at Alumni-led events	900	1 500	1 900	2 300
<b>Stakeholder Collaboration</b>				
Corporate hosting of international and MBA students	3	6		
Alumni Association with stakeholders: Collaborative events	included in chapter events		22	<b>28</b>

## Financials

### \*Donations/Sponsorships

<b>Top Achiever Awards</b>		
Prof Prieur du Plessis	Sponsorship Top MBA award	Monetary
Dr Morné Mostert	Sponsorship Futures–related PhD	Monetary
<b>Executive Women’s Network Ghana Masterclass</b>		
Career Leadership	Online assessment and coaching	In-kind
USB-ED	Women in Leadership course	Monetary value
IFR	Conference attendance	Monetary value
Prof Salomé van Coller-Peter: Mentorship	Coaching session	Monetary value
Neil Steinmann	Autographed e-books Crucial Mentoring Conversations	Monetary value
Future Fund	Launch of the Future Fund	R 8 000
Donors	Donors	R25 000

### Support from the Business School

The Business School and Executive Education (USB-ED) both contribute annually to the Alumni Association operational budget in terms of the Constitution. The allocations are determined as a percentage proportion from each new student who is accepted for a qualifying programme or course, matching exceeding 30 credits or 300 notational hours. Alumni from the Small Business Academy and international semester students are included in the Business School ecosystem.

## Strategies and objectives for 2022

2022: Four Pillars of the Alumni and Stakeholder Engagement Strategy, with Links to the Business School Strategy			
Connect – Engage – Grow – Strengthen			
Strategy	Goal	Measurable Outcome	Link to Draft New Strategy Map
<b>CONNECT</b> Connect with stakeholders to optimise engagement.	To critically review all aspects of our connections to ensure we reach as many alumni and corporates, and institutions as possible	<ul style="list-style-type: none"> <li>• Optimised application of alumni data</li> <li>• Available data on key alumni to further business school initiatives</li> <li>• Conducted Surveys</li> <li>• Measured partnership growth</li> </ul>	P3 and R3
<b>ENGAGE</b> Grow mutually beneficial relationships with the public, private sectors and alumni.	To optimise visibility, engagement and relationships with internal and external stakeholders for mutually beneficial relations	<ul style="list-style-type: none"> <li>• Optimise brand visibility accessibility, and participation</li> <li>• Collaboration with internal and external stakeholders; a coordinated stakeholder events calendar</li> <li>• Structured package for alumni and stakeholders</li> </ul>	S2, S3, P3 and R3
<b>GROW</b> Cultivate and nurture lifelong for mutually beneficial relationships through activities responsive to stakeholders' changing needs.	To nurture lifelong relationships through informed responses to changing needs of business school stakeholders	<p><b>Full Scope of Engagement</b></p> <ul style="list-style-type: none"> <li>• Grow the lifelong relationship with the Business School (and USB-ED) alumni through segmented engagement:               <ul style="list-style-type: none"> <li>○ Prospective student</li> <li>○ Student</li> <li>○ Alumni status</li> </ul> </li> <li>• Leveraged industry and organisational support for the Business School</li> </ul>	S2, S3, P3 and R3
<b>STRENGTHEN</b> Enhance the Alumni Association and chapters to leverage the value of alumni as a primary stakeholder.	To strengthen the Alumni Association of the business school as a primary local and international footprint to optimise alumni deliverables	<ul style="list-style-type: none"> <li>• USB AA positioned to global network and USB</li> <li>• Optimised the growth towards sustainability in the Stellenbosch University Alumni Association's Chapters</li> </ul>	B1, B2, S2, S3, P3 and R3

In 2021, as a key stakeholder in the ecosystem of the Business School, the Alumni Association contributed to the full scope of activities, initiatives and programmes. Alumni embodied the school's vision of being globally recognised as a source of value for a better world. In building the reputation of the Business School, the Alumni Association has strengthened our brand and networks globally, while reflecting the true sense of belonging and the value of a lifelong relationship.

This focus in 2022 will continue to **leverage the equity built in alumni and stakeholders** to support prospective and current students, to respond to institutional needs, and to build reputation for the Business School as a partner of choice and a leading research institute.

We thank our Exco, USB and USB-ED's leadership, the Institute for Futures Research (IFR), USB's Small Business Academy (SBA), Career Leadership, the Consulting Club, all academics, staff, and SU for their support. We thank our chapter volunteers for their amazing commitment, support and innovative ideas to strengthen the Association, and especially our alumni for always being ready to give-back and for being such excellent ambassadors, and to all who contribute to the proud legacy of the Business School. We look forward to an inspiring 2022! The final but most important words of appreciation go to our contributors and donors throughout this year. We value each donation and hope to drive this initiative more vigorously during 2022.

**The Alumni Office: Stellenbosch University Business School Alumni Association, March 2022**

## Annexure A: Alumni participation in all Consulting Club events 2021

DATE	FIRM	FORMAT	EVENT NAME	EVENT TOPIC	EVENT SPEAKER
8 Feb	Frost & Sullivan	Topical	Managing Consulting in a Post-Covid-19 World	How to respond, reset strategies and rebound stronger from the impact of the pandemic	Hendrik Malan (Partner and Africa CEO)
12 Apr	Oliver Wyman	Case interview	How to Master Your Case Interview	Case interviews	Oliver Wyman – Consultants and Recruitment team
7 May	Kearney	Case interview	Make It Happen. Make Your Mark.	Digital case boot camp	Kearney Recruitment team
5 July	Palmer Development Group (PDG)	Opportunity	An Evening with PDG	Opportunities at PDG	Mike Leslie and PDG Recruitment team and consultants
25 Oct	Consulting Club	Panel	Meet the Consulting Club Exco	Meet the Consulting Club EXCO	Consulting Club, Jaco Conradie
20 Nov	PwC Strategy&	Case competition	Consulting Case Study Competition	Case competition	Pieter Crafford and Robyn Moore

## Annexure B: USB-ED Certificate ceremony

Alumni welcome new alumni at USB-ED graduations. In 2021, one virtual ceremony was attended.

DATE	CHAPTER	EVENT FORMAT/VENUE	ALUMNUS
09 Dec	Western Cape	Online – remotely	Prof Terrance Kommal

## Annexure C: Alumni Thought Leadership events in collaboration with Programme Information 2021 sessions

Alumni chapters hosted the theme-based webinars, in collaboration with the first introduction of the Programme Information for 2022. The aim is to recruit interest in the three Middle African chapters in the new Programme Information sessions, and to invite prospective students to the Open Days which follow one month later.

DATE	CHAPTER	EVENT TOPIC	GUEST SPEAKER(S)
21 Aug	West Africa	Implications of Covid-19 on Infrastructure Finance in Africa.	Dr Ashenafi Fanta and Prof André Roux
28 Aug	Ghana	What Can Africa Contribute to the Fourth Industrial Revolution?	Prof Martin Butler and Prof Meshach Aziakpono
3 Sep	East Africa	The Challenges and Options of Economic Development Financing in Africa during and after Covid-19	Prof Meshach Aziakpono and Prof André Roux

## Annexure D: Alumni Testimonials 2021: Alumni presented testimonials at each of the virtual Open Days.

Programme	04–11 October 2021	08–12 November 2021
MBA	Jessie Hurst (Blended)	Jessie Hurst (Blended)
	Michelle Beukes	Mekupi Kambatuku
	Emmica Brits	Emmica Brits
BMA	Albert Brand	Albert Brand
	Wanda Mpiyane	Wanda Mpiyane
	Karishma Bhoolia	Karishma Bhoolia
Development Finance	Andisani Masindi	Andisani Masindi
	Master Mushonga	Lusanda Dodo
Management Coaching	Andre Duncan Blaauw	Andre Duncan Blaauw
	Grace Jansen	Grace Jansen
	Yumna Saban	Roshieda Shabodien
Leadership Development	Elelwani Mainganye	Elelwani Mainganye
	Yolanda van der Westhuizen	Isabel Wolf-Gillespie
Project Management	Mia Barnard and Liezl de Necker	Mia Barnard
Futures Studies	Gideon Botha	Gideon Botha
	Sean Rogers	
	Alex Schubert	
Financial Planning	Savannah Reich	Gavin Smith
	Bronwyn Davidson	Monique Malan
PhD	Dr Colin Habberton	Dr Master Mushonga



## Annexure E: Summary of all events involving alumni participation at the Stellenbosch Business School in 2021

Events arranged and driven by Alumni Association are marked in grey.

26 Jan	Academic Opening 2021
27 Jan	The Year Ahead as it Relates to the Covid-19 Pandemic: Vaccines and Workplace Traditions
28 Jan	An Economic Outlook for South Africa and Beyond, and Entrepreneurship
8 Feb	Management Consulting in a Post-Covid-19 World
11 Feb	Leader's Angle: Contemporary Issues in Development Finance   Book launch & Panel discussion
20 Feb	MPhil in Development Finance Farewell: Welcome new alumni
3 Mar	Alumni Association Masterclass with Prof Barney Jordaan
11 Mar	Alumni Association Western Cape, SU Alumni: Liezl Groenewald: Whistle-blowers: Heroes, Villains or Victims?
8 Apr	Stellenbosch University Business School MBA Farewell Dinner 2021
12 Apr	How to Master your Case Interview
14 Apr	Alumni Association in Association with Career Leadership Rock your LinkedIn Profile – with LinkedIn's Victor Smit
20 Apr	Alumni Association Ghana chapter: Dr Morné Mostert on Insurance and Pro-silience: Reinventing the New Normal
21 Apr	Leader's Angle: Addressing the National Student Debt Crisis
13 May	Health Systems Strengthening (HSS) Research Workshop
25 May	Leader's Angle: Value, Values and Valuations – Rethinking Natural and Innovation Ecosystem Services in Africa
27 May	Alumni Association Masterclass: How to Re-energise Executive Wellness through the Leader Shift
27 May	Alumni Association Namibia chapter: Post-pandemic Reflections: Unpacking the Status of the Namibian Economy
3 June	Stellenbosch University Business School MBA Student and Alumni Dinner
9 June	Alumni Association Europe Chapter with SU Europe: Dr Morné Mostert, Njeri Mwangi: Future of Afro-European/UK Relations
11 June	Alumni Association Mpumalanga chapter: How to take your Business Online
14 June	Alumni Association: Engage with Director, Prof Mark Smith: New Alumni
16 June	Alumni Association UAE Chapter: Accelerating Careers and Business for Young Professionals with Dr Candice Booysen
29 June	Leader's Angle: On the Up – Scaling Your Business for Success
5 July	An Evening with PDG
5 July	Alumni Association: Engage with Director, Prof Mark Smith: Corporate, Senior Alumni
15 July	Alumni Association Botswana Chapter: Building Blocks for a Dynamic Post-Covid-19 Economy
15 July	The Leadership Roundtable Series
28 July	Alumni Association UK Chapter: Dr Mehran Zarrebini, Monique Morrow on Blockchain 3.0 + Non-fungible Tokens
30 July	Alumni Association: Engage with Director, Prof Mark Smith: The Future of Business Schools and Business School Education
19 Aug	West Africa Programme Information Session on the Stellenbosch University Business School
19 Aug	Alumni Association West Africa Chapter with Dr Nthabiseng Moleko on <i>New Wine into New Wineskins: An alternative approach to Africa's economic reconstruction.</i>
26 Aug	Ghana Programme Information Session on the Stellenbosch University Business School
26 Aug	Alumni Association Ghana chapter: Prof Charles Adjasi on <i>The Welfare impact of the Africa Continental Free Trade Area</i>
26 Aug	Leader's Angle Series   In Her Shoes: Gender Relations post the Covid-19 Shift
27 Aug	Annual Development Finance Forum
2 Sep	East Africa Stellenbosch University Business School Programme Information Session
30 Aug	Founder's Forum Series   Entrepreneurship – It's a Woman's World
2 Sept	Alumni Association East Africa chapter: Dr Natasha Winkler-Titus: Engaging Employees and Ensuring Wellness in a Remote Working World
7 Sep	Alumni Association Botswana Chapter by Dr Cliff Dlamini and Dr Jako Volschenk
9 Sep	Vintage 2041: The Future of the South African Wine Industry and Wine-tasting
14 Sep	Alumni Association Canada/USA in collaboration with SU: Profs. André Roux, Meshach Aziakpono: North America and Africa
27 Sep	Alumni Association Europe Chapter: SU Homecoming event
11 Oct	PGDip in Project Management Virtual Open Day
21 Oct	Facilitating Breakthrough: How to Remove Obstacles, Bridge Differences, and Move Forward Together: IFR: Adam Kahane
28 Oct	Alumni Association Masterclass for the Ghana Executive Women Network (EWN)
10 Nov	Alumni Association Gauteng chapter: Skilling and Jobs of the Future with a View on Wellness in the Era of Covid Pandemic
11 Nov	USB Business Lunch 2021 - Development Finance: Together We Shape the Future
17 Nov	Alumni Association UAE Chapter: Made in Africa: in Association with the South African Business Council SABCO UAE
17 Nov	InWeek@USB   Lion's Den 2021  Research Meets Industry
29 Nov	Alumni Association: Leading for SHE in Association with the South African Business Council SABCO UAE
30 Nov	USB Leader's Angle Series   Book Launch: Contemporary Management Education
2 Dec	Alumni Association Gauteng chapter: Workplace Bullying and Cyberbullying: Grant Saptoe
6 Dec	Alumnus of the Year Virtual Event: Leadership Journeys: Perspectives of Alumni Leaders

**Annexure F: Stellenbosch University Alumni Calendar 2022: Alumni Association insert, page 54.**



The Alumni Association has been functioning since early 1970, and currently consists of an Exco representing high level academic, industry and business leaders globally with 15 chapters in South Africa, Africa, the UK, Europe, UAE, and Canada.

Alumni success and leadership journeys are celebrated through the annual Alumnus of the Year award, in AlumniNet, the alumni quarterly newsletter, and in the media.

**The annual programme of the Alumni Association features a hybrid of events in the chapters, in collaboration with the Faculty, all stakeholders and industry.**

Alumni gain access to business knowledge and lifelong learning, and benefit from access to masterclasses, workshops, academic programmes, and knowledge-sharing events that provide them with management and leadership skills and insight.

Faculty regularly participate in Thought Leadership events in the global network, which strengthens the academic and industry collaboration. Partnership and collaboration agreements with the South African Business Council UAE, the Cape Chamber of Commerce & Industry, and the Ghana Executive Women's Network supports career growth and business networking opportunities for alumni.

The Director Prof Mark Smith regularly engages with new alumni chapters and corporate leaders on The Future of Business Schools and Business School Education. Faculty present an annual series of Africa-focused events, combined with USB Programme Information sessions hosted by the Ghana, West and East Africa Chapters.



**University of Stellenbosch Business School**

A triple-accredited, African business school, focused on responsible leadership development, the business school opened its doors in 1964 to 14 MBA students. The Alumni Association, has grown to a global network of over 30 000 students and alumni who have achieved success in managerial and leadership positions. The business school believes in excellence, and was the first school from an African university to receive the Triple Crown of international accreditations – AACSB, EQUIS and AMBA. The Alumni Association is represented on the Advisory Board, and collaborate closely with Faculty, USB-ED, International Office, Careers Leadership Office, Institute of Futures Research and Stellenbosch University Development and Alumni Relations.

**Meet the USB Alumni Association Exco:** <https://www.usb.ac.za/usb-alumni-association-exco/>

**JANUARY**

**25 - 27** Academic Opening

**FEBRUARY**

**Eastern Cape** Thought Leadership Futures Thought Leadership

**USB Masterclass: Mentorship**

**UAE** in collaboration with SABCO UAE: Africa Gateway

Thought Leadership in collaboration with faculty and industry: Digital Transformation

**Gauteng** Director engages with Alumni

**MARCH**

Alumni Association Annual General Meeting

**Alumni Masterclass: Futures**

**16-18** International Office: Spier, Stellenbosch: Responsible Leadership: Re-Imagined Conference

**UAE** in collaboration with SABCO UAE: EduTech

**eSwatini** Thought Leadership

**APRIL**

**USB Top Achievers**

**UAE** in collaboration with SABCO UAE: USB Faculty

Thought Leadership with Careers: LinkedIn

**Botswana** Thought Leadership

Collaboration with USB-ED leadership series

**Europe:** In person: Frankfurt

**MAY**

Alumni and Students networking dinners

**Namibia** Thought Leadership

**JUNE**

**Alumni Masterclass: Leadership and Wellbeing**

**Europe, Canada** in collaboration with SU

**Mpumalanga** Thought Leadership

**JULY**

Director engages with Alumni

**USB-ED** Leadership series

**KZN** Thought Leadership

**AUGUST**

**West Africa** Thought Leadership and USB Programmes 2023

**East Africa** Thought Leadership and USB Programmes 2023

**SEPTEMBER**

**Ghana** Thought Leadership and USB Programmes 2023

Alumni – Student networking dinners

**Alumni Masterclass**

**UK** in collaboration with SU

**USB-ED** Leadership series

**OCTOBER**

**Western Cape** Thought Leadership

Annual Business Breakfast

**Gauteng** Thought Leadership

**USB-ED** Leadership series

**NOVEMBER**

Thought Leadership collaboration with Industry

Alumnus of the Year



*Connect with us:*

Alumni, students, and friends of the USB are invited to register on **USBConnect**: <https://usbalumni.com> to stay connected and receive the latest news. For more information contact the Alumni Office on [alumni.usb@usb.ac.za](mailto:alumni.usb@usb.ac.za) or Christelle Cronje on [ccronje@usb.ac.za](mailto:ccronje@usb.ac.za) or visit <https://www.usb.ac.za/usb-alumni>.

FACULTIES



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