



2 CLIENT BODY AND USER GROUP

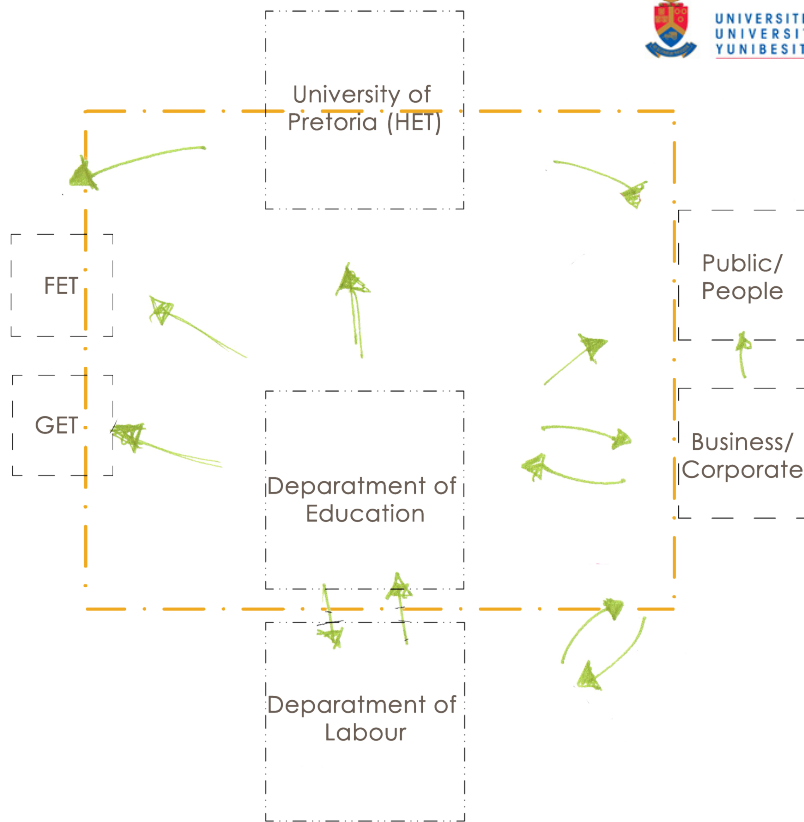


Fig 2.1 Diagram indicating existing and proposed relation between the different parties

CLIENT BODY

The HRD Strategy of South Africa aims to expose the people of South Africa to adequate opportunities of lifelong education and training (Human Resource Development Strategy. [Sa]). It seeks specialized knowledge and is an attempt to adhere to the social and economical needs of the 21st century (Human Resource Development Strategy. [Sa]).

The Strategy seeks to address the economical and professional needs of the nation, therefore relying on the different bands of education to translate knowledge to the participating learners, but also to potential learners, in order to gain professionals with the necessary skills to uplift the economy.

The three different bands of education that exist in South Africa are captured in the National Qualification Framework (NQF). Higher Education and Training (HET) can be referred to as tertiary education for it provides education and training to candidates with a NQF Level 4 qualification for example Grade 12 certificate. The terms for these institutions are stated in the Higher Education Act, 2003. Act No 101 of 1997 amendment 2003.

In the vision statement by the University of Pretoria as HET institution equal opportunities for potential students are promoted. The university states in its 'Strategic Thrusts and Objectives' document that it strives to be recognized on both national and international levels as a leading teaching institute for academic excellence (The Strategic Plan of the University of Pretoria. [Sa]).

In order for the University to reach its strategic goals, it should strive to reach out further than the boundaries set for Higher Education. Potential students that are in the FET phase of education can be identified and targeted to generate future interest in important economic fields. This will enable the university to recruit future students in specific fields where identified skills needs had been recognized.

The university aims to ensure that the local impact is relevant to the needs of the country and the specific skills requirements of the economy (The Strategic Plan of the University of Pretoria. [Sa]). Transformation is of pertinent importance to enable the rich diversity of South Africa's intellectual students to flourish on an international level.

The University of Pretoria ensure excellence in Higher Education. They should not only reach the goals set out in the mission statement but also impact the broader scale of the nation through social responsiveness (The Strategic Plan of the University of Pretoria. [Sa]).

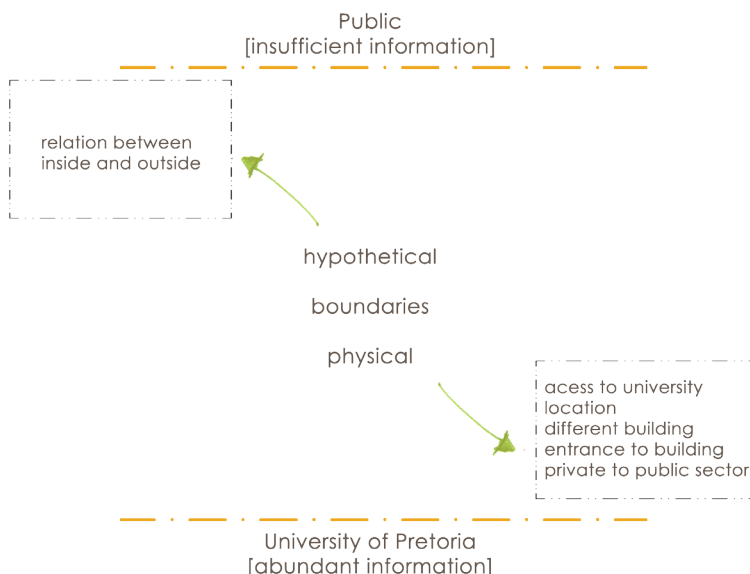


Fig 2.2 Diagram indicating existing boundaries for specific context

CURRENT SYSTEM FOR DISTRIBUTION OF INFORMATION

The university has existing systems in place to educate potential students about the different opportunities available. What this system lacks is the inclusion of other departments other than the Faculty for Science and Engineering. Adrie Krugel (2008), Senior Student Advisor, in a personal interview explained that the university identifies potential students with high marks in only Mathematics and Science. These students are then placed on a database for distribution of the local Junior Tukkies Magazine. The Junior Tukkies Magazine however, includes information from all the different departments at the university and it is of important that all potential students should be included in this distribution database.

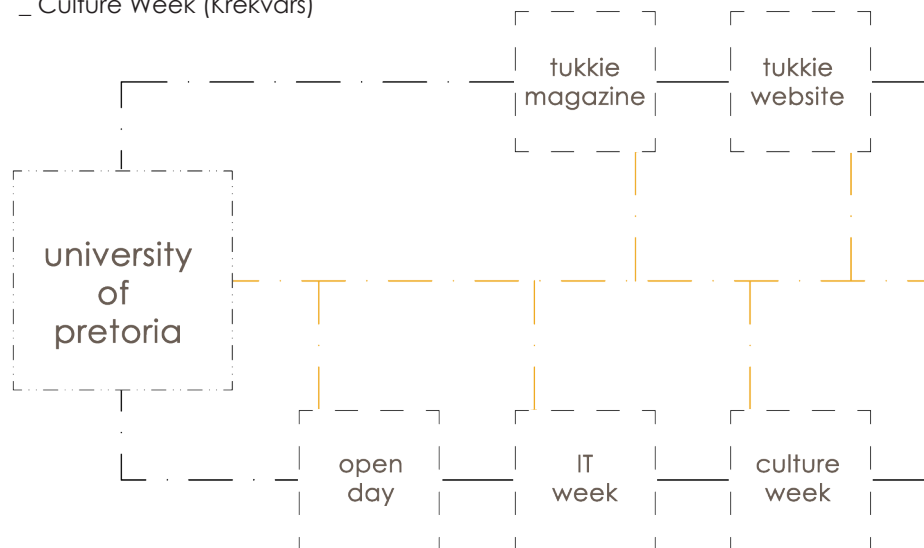
The other existing systems in place can be divided into two categories:

Continuous activities through the year (permanent basis):

- _ Distribution of the Junior Tukkies Magazine
- _ Information uploaded onto the Junior Tukkies Website
- _ Sci Enza
- _ General Advertisements placed in various print media

Single events (temporary basis):

- _ Open Day
- _ Information Technology Week
- _ Engineering Week
- _ Culture Week (Krekvars)



What the existing facilities system lacks is the ability to operate continuously throughout the year, in order for the new system to operate to its full potential

PROPOSED DEVELOPMENT FRAMEWORK

The proposed framework to distribute information to potential students consists of three phases of translation of information, maintenance and support. These three phases is needed for the framework to work successfully.

- **Phase One:** Design an Information Hub that will be able to identify potential students and introduce them to the diverse academic courses.
- **Phase Two:** Maintaining support and assistance to the students during their study term.
- **Phase Three:** Additional support to the graduate in the specified field of expertise.

The study focus on Phase One with the different opportunities and media through which potential students can be informed and taking into account the existing support facilities to enhance it to its full potential. This study will propose an Information Hub to improve current systems of information communicated.

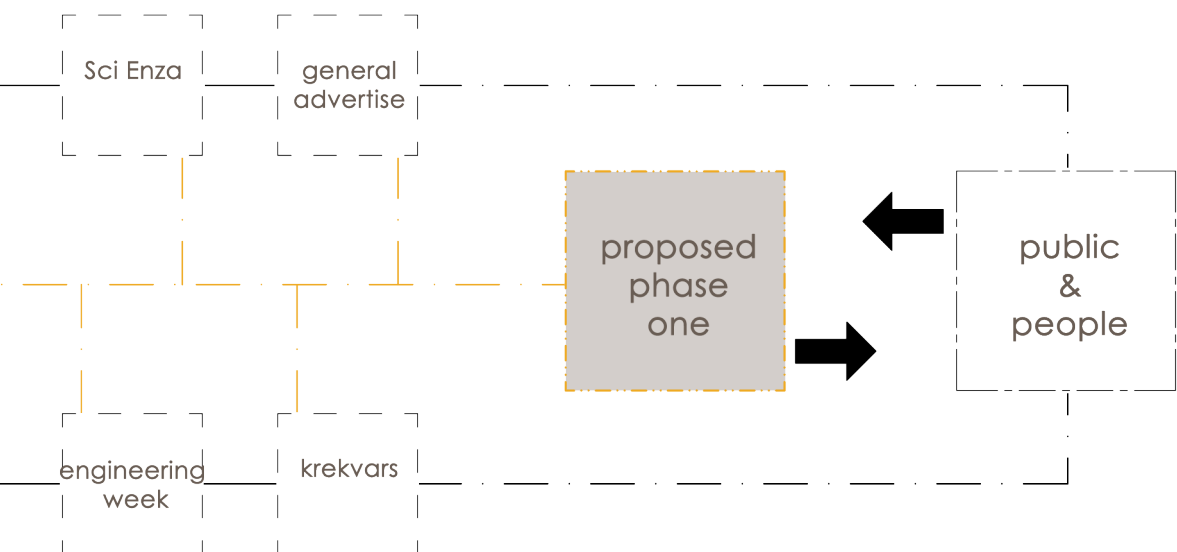


Fig 2.3 Diagram indicating Proposed Development Framework