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Higher Education South Africa NPC t/a HESA
Reg. No. 2005/013211/08

TO: VICE-CHANCELLORS

CIRCULAR 26/2013

COMMON CAMPAIGN DAYS

The HESA Board in March 2012 endorsed a concept paper on *Common Campaign Days on Deeping Transformation Conversations within Higher Education* as presented by the Transformation Strategy Group (TSG). The objective of the project is for the Sector collectively agreeing on a set of common 'campaign days' to highlight particular aspects of transformation across the sector, to raise awareness, to promote new ideas and practices, challenge retrogressive practices and traditions, and to celebrate achievements. It is also seen as a strategic way in which HESA can facilitate the Sector working together as a 'single' entity promoting the interests of a transforming higher education system.

At the HESA Board meeting held on 22 October 2013, the Board noted and approved a proposal from the TSG in support of the *Common Campaign Days* project. It was decided that HESA should use the fact that 2014 would mark "20 years of democracy" as a theme around which to launch a series of activities/common campaign days between 27 April and 18 July 2014 across the sector that highlights the distinctive contributions, achievements and future challenges of Higher Education vis-à-vis the broad objective of creating a democratic social order and nation building. Essentially what it means is that Higher Education Institutions focus on launching a series of activities in the above period allowing the institutions – individually and collectively – to engender critical thinking and reflections on the role, value and impact of Higher Education to the democratic project – past, present and future.

Vice-Chancellors are requested to directly spearhead internal processes for budgeting and mobilization of capacity to launch the Twenty Years of Democracy campaign at the respective institutions. Member institutions located in a particular geographic region may wish to consider collaborating on regionally-specific activities within the broad theme of 'Higher Education 20 years after Democracy'.

The HESA Board decided not to prescribe to member institutions about the specific activities they should undertake around the *Common Campaign Days* project as circumstances may differ from context to context - except that such activities should be public, visible, enjoin all university stakeholders (students, academics, professional staff, alumni) and clearly and directly draw the link between the past, present and future roles of higher education and the democratic ideals as envisaged in our Constitution.

Directors: M.S. Badat; A.C. Bawa (Chairperson); R. Botman; C. de la Rey; T. Eloff; A. Habib; J.D. Jansen; M.R. Kgaphola; J.M. Mabelebele (CEO); M.S. Makhanya; M.W. Makgoba; F. Mazibuko; L.V. Mazwi-Tanga; P. Mbatii; N.M. Mokgalong; I. Moutlana; T.Z. Mthembu; B.P. O'Connell; N. Ogude; M. Price (Deputy Chairperson); I.L. Rensburg; D.I. Swartz; M. Tom.


The university project teams set up by Vice-Chancellors at each institution should take full responsibility for the professional execution and the reporting of its projects and activities and will be requesting the full support from university management for the implementation of the planned activities.

Universities are requested to submit a Programme of their intended activities to HESA by **Friday, 14 March 2014** for purposes of national tracking, publicity and support. This information should be submitted directly to Dr Marianne Engelbrecht, Project Manager – Capacity Development on marianne@hesa.org.za

If you have any queries, kindly direct them to Dr Engelbrecht at the email address provided above or Tel: 012 481 2923.

We look forward to hearing from you.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Jeffrey Mabelebele', with a long horizontal stroke extending to the right.

DR JEFFREY MABELEBELE
CHIEF EXECUTIVE OFFICER