



▲ FIFA President Sepp Blatter and 2010 World Cup local organising committee head Danny Jordaan address the media in Port Elizabeth on their arrival in the metro to attend NMMU's Graduation where they were awarded honorary doctorates.



▲ A praise singer addresses the audience in tribute to Chief Justice Pius Langa at his inauguration as NMMU's first Chancellor earlier this year.

From cotton to silk ...

Judge Langa has followed an interesting route on his way to becoming South Africa's top jurist. He started his working career in a factory, learning to make shirts, and then worked as interpreter and messenger for the Department of Justice while completing his matric through private study. He was in his 30s when he obtained his law degrees and began to work his way up through the ranks from prosecutor to magistrate, then advocate, becoming senior counsel in 1994 on the eve of South Africa's first democratic elections. Later that year he was appointed a Justice of the Constitutional Court. In his career as an advocate his clients included the underprivileged, civic bodies, trade unions and people charged under security legislation. He appeared in many of the most significant political trials in Natal, the Eastern Cape and the Western Cape.

Welcome to the launch issue of *routes*

Welcome to the first edition of *routes*, the new newsletter for Nelson Mandela Metropolitan University alumni.

We plan to keep you up to date with what's happening at NMMU and share news of achievements in the lives of alumni. *routes* will also connect you with the exciting benefits that our Alumni Office has in the pipeline.

As Vice-Chancellor Dr Rolf Stumpf says in this edition, our alumni represent a network of ambassadors all over the world. We hope that no matter which direction your life and career have taken you, the education and life skills obtained while studying here have given you the map and the tools to navigate the way. For many alumni who studied at our founding institutions, NMMU may be a foreign creation, but remember that this new university is firmly rooted in the foundations of excellence and innovation built by our forebears. For newer alumni, NMMU may be the place where the first steps on the road to a successful career and a lifelong relationship are taken.

We hope that we can encourage you to feel a part of the NMMU family and that we can make you feel at home here by giving you value over and above the qualification you have already received. Our alumni network is all about connecting alumni with each other and also with NMMU and the skills, expertise and facilities available to you here.

If you have received it electronically, we encourage you to forward *routes* to other NMMU alumni in your network. Please send the Alumni Officer, Vuyo Ntloko, your news and your views on the newsletter, and encourage other alumni to send us their e-mail addresses so that we can add them to the mailing list.

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Alumni
Association
President
Randolph
Jonas, CEO of
the Eastcape
Training Centre



Meet the President

routes sent alumnus Jiminy-Ann Bosman (BA MCC '04) to chat to Alumni Association President Randolph Jonas, CEO of the Eastcape Training Centre and a dynamic man with much to offer the association. This is what he had to say:

Where did you grow up?

I was born in Port Elizabeth in 1958 and grew up in Gelvandale.

Tell us about your family...

My wife Glenise is a retired maths teacher and I have two children - Cuan who is now in 3rd year at NMMU and Lauren who is in matric.

Tell us about your educational background.

I started high school at South End High School in 1972 and matriculated at Bethelsdorp High School during the turbulent 1976 era, where I was headboy. Later I went to the University of the Western Cape where I completed my BA. Three years later I completed my Higher Diploma in Education (HDE), before doing my Honours in Sociology in 1989. I completed my MA on advanced organisational studies, group dynamics, clinical sociology and a thesis in corporate social

investment in 1999. Throughout this time I was also the principal of Chapman High School.

How did you come to join the Alumni Association?

About 2000, Paul Geswindt, the President of UPE Alumni at the time, actively recruited me. I wished to establish an affinity to a university in the metro and because of distance my first alma mater and other universities did not appeal. I felt it would be nice to become a part of the transformation – the university had always been considered a rather conservative institution and I wanted to help change that perception.

How did you come to be the Alumni President?

I reckon the committee felt it would be better to have an external person as president of the Alumni Association – someone who could give a more objective outlook and not necessarily be an employee of the institution. That in itself would enhance the independence of Alumni.

What were your first impressions of the association and what are your ambitions?

The population profile has changed dramatically, before it was considered to be lily-white. We have a more representative profile involved now. I would like to see an inclusive and transparent executive committee. We are building good relations in the executive committee, which adds value to the university. I would like to see the association offer benefits to members and to become a communication channel for its members.

Tell us about your passion...

My passion is people. I have been in education for 25 years and what I have learnt is that the interactive contact between learner and teacher is dear to me. You don't come fully developed; in developing others you develop yourself.

Randolph Jonas is a man up for the challenges ahead. He believes he has a great committee and with the proper infrastructure and resources and a loyal external and high profile membership base, the ground work has been done for the association to succeed.

Alumni in the news

Send your news to
alumni@nmmu.ac.za

NMMU alumni hit the headlines for their achievements all over the globe. Here's a selection of some recent highlights.

- Former Port Elizabethan **David Powels** will take over the reins of Volkswagen SA from current managing director Andreas Tostmann in January 2007. Powels - a former finance director of VWSA who has been based at Volkswagen Brazil for the past four years - will be the first South African MD since Peter Searle, who held the position from 1978 to 1994. Powels graduated with a BCom (cum laude) from the former UPE in 1982 and went on to qualify as a chartered accountant.
- **Zola Yeye**, a former Springbok and the SABC Eastern Cape regional manager, has been appointed manager of the Springbok team. He holds BA Hons and Master's degrees in Political Science from the former UPE.
- The first female executive mayor of Nelson Mandela Bay **Nondumiso Maphazi** received a Master's degree in Public Administration from NMMU this year.
- Construction Management alumnus **Michael Giles** joined the South African vessel, Shosholoza, for the Americas Cup Challenge.
- **Millidashni Reddy**, who received her Master's in Pharmacy (cum laude) from the former UPE was awarded a Fulbright Scholarship to study for a Doctor of Pharmacy Degree in Austin, Texas. Her determination to improve herself so that she may serve the community better led her to become the first NMMU Pharmacy Fulbright Scholar.
- **Vuyo Matshikiza** (23) was appointed as the editor of True Love Babe, a new glossy magazine. Her meteoric rise in the media industry began when, as a journalism student at the former PE Technikon, she became a student newsroom intern at e-tv. After graduating, Matshikiza landed her first editing job on Edgars' teen magazine Off Limits, before being appointed assistant editor of Seventeen magazine.
- **St Claire Adriaan** was one of the 2006 Disney Teacher Award recipients. The teachers were honoured in celebration of their creativity, innovative teaching methods and ability to inspire students while actively engaging them in learning. Chosen from more than 75 000 nominations nationwide, each Honoree received \$10,000 and a trip to Disneyland in California for an awards gala, professional development and fun in the theme park. He received a BA degree, BA (Hons) and BEd from the former UPE.
- NMMU produced the first black female patent attorney in the country in the person of **Shanaaz Tiry** who works at leading intellectual property law firm Spoor & Fisher in Pretoria. Shanaaz graduated from the former UPE with a BSc degree in 1994 majoring in Chemistry, Biochemistry and Botany. She then enrolled for a law degree and completed a BLuris and LLB in 1996 and 1998, respectively.
- NMMU alumni **Tim Hopwood, Charmaine Haines, Lisa Walker, Frans Boekkooi, Lynley Watson,**



▲ New managing Director of Volkswagen SA, David Powels.



▲ New manager of the Springbok team, Zola Yeye.

as well as lecturers **Jennifer Ord** and **Amanda de Wet** were selected by a panel of external judges from amongst 102 artists in the Eastern Cape, to showcase their work at the Nelson Mandela Metro Art Museum Biennial Exhibition and Award 2006.

Photograph by Duff du Toit - Gallo Images

The Vice-Chancellor on alumni

**How does a university maintain lifelong relationships with its alumni?
What value do we give our alumni, and what value do they add to our institution?**

These are just some of the questions facing NMMU as we strive to maintain relationships with the alumni of our founding institutions, and forge relationships with a new generation of alumni.

If one had to look at the alumni of a higher education institution in purely business terms, one could refer

them to as products or assets, a resource for the institution. From a cultural point of view, alumni represent our heritage and our history. From a public relations perspective, our alumni are our worldwide corps of ambassadors. At the same time, alumni are our customers and we need to ask them: After graduation, how can we continue to add value to your lives?

Our relationships with alumni draw on all these aspects. However, as a young institution formed out of a merger, NMMU also has to take into account that the vast majority of our alumni studied at our founding institutions and may feel little affinity with the new university.

We are immensely proud of the contribution these alumni are making to our country and further afield. They have helped to build the reputations of our founding institutions such that the new university is able to claim a solid track record of quality, despite it being less than two years old. Our alumni are the best testimony there is to the quality of our education.

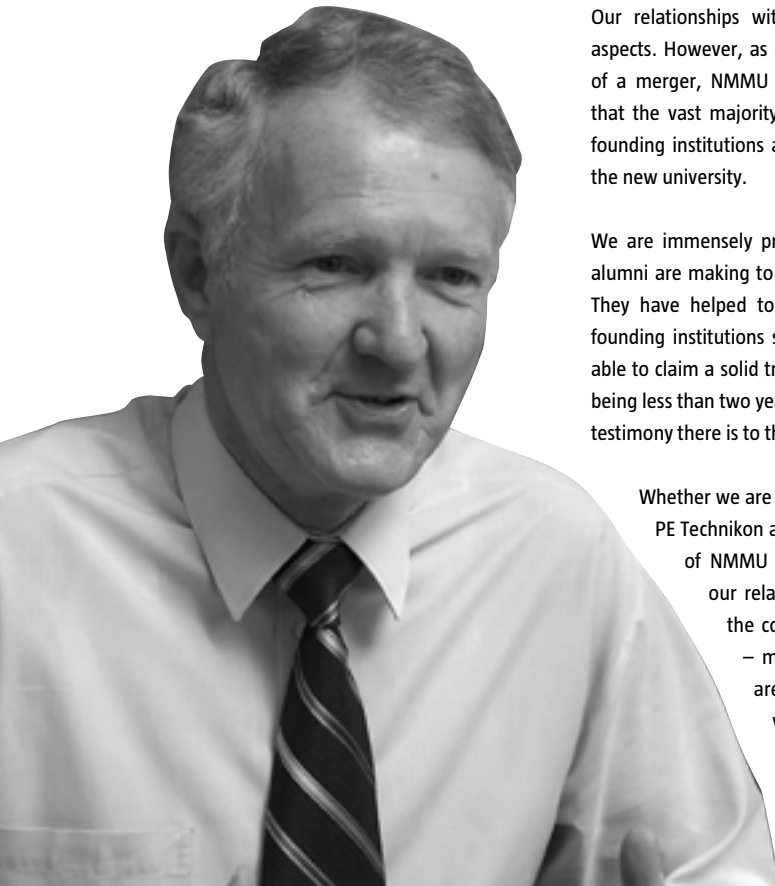
Whether we are talking about the alumni of the PE Technikon and UPE, or the new generation of NMMU alumni, we are serious about our relationship with them, and value the contributions they can – and do – make to our institution. Alumni are closely involved with the development of the new NMMU – internally as academic and

support staff, in top management, and in the Council of the university, as well as externally in the network of corporate and philanthropic supporters of NMMU who make it possible for us to do meaningful community development work, to conduct research and to offer our students excellent computer labs, research equipment, sports facilities, bursaries and so on. Alumni make input into our academic programmes and research by serving on advisory boards, delivering guest lectures and sharing their expertise in other ways. It is important for us to maintain these relationships so that we can deliver the same – or even better – learning experience to the new generation of students that our alumni enjoyed here.

However, it is not just a case of what our alumni can do for us, but what we can do for them. That is the next challenge facing our fledgling NMMU Alumni Association and the university Alumni Office. There are some simple answers, such as the postgraduate programmes we offer or the MBA programme for those heading for business success, as well as short courses where alumni can develop their own skills or corporate programmes where we can add value to their companies through tailored training. Beyond that, we need to be looking at opening up our facilities and services to alumni and at other value-added services that meet their needs, and the Alumni Office will certainly have my support in their efforts here. We hope that for our students their relationship with NMMU will not end when they walk across the stage at graduation, but will be a lifelong, mutually beneficial one.



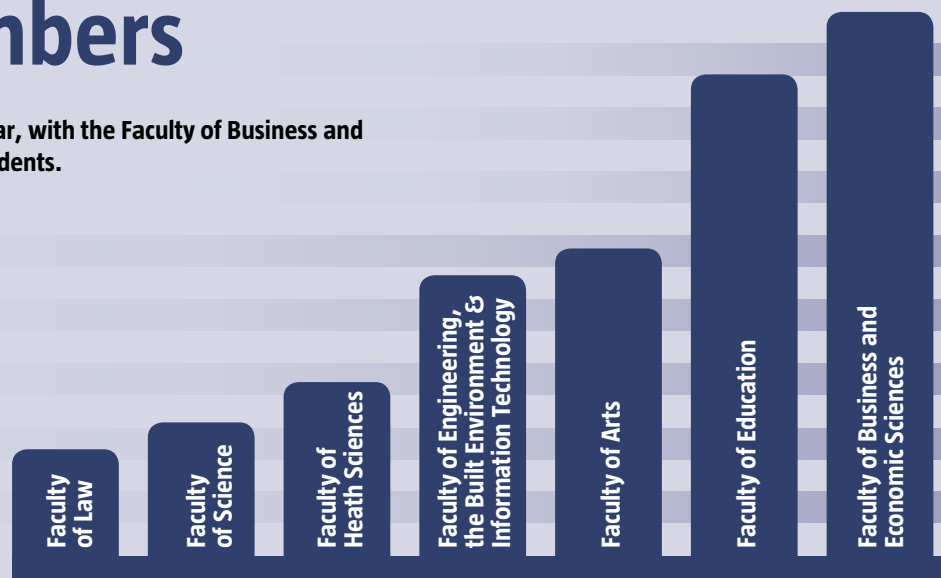
◀ NMMU Vice-Chancellor, Dr Rolf Stumpf.



Talking numbers

NMMU had 24 091 enrolled students this year, with the Faculty of Business and Economic Sciences the largest with 6 519 students.

The Faculty of Education is second largest with 5 529 students, the Arts Faculty has 3 417 students and the Faculty of Engineering, the Built Environment and Information Technology has 3 069 students. The Law Faculty is the smallest with 995 enrolled students. Health Sciences had 1985 students, and 1470 students were enrolled in Science. The George Campus is home to 827 students. Statistics show that more than 50% of the student body is female and more than 50% of students are African. In April this year, close to 5 500 students graduated from NMMU.



The year in headlines

Our new university reached many milestones in 2006, and made headlines with numerous achievements.

- In an effort to increase the pool of local engineering expertise that will contribute to the economic growth of the Eastern Cape, NMMU entered into a R7-million partnership with Volkswagen South Africa and the German Academic Exchange Service (DAAD) to establish an International Chair in Automotive Engineering at the School of Engineering. The initiative is expected to contribute significantly to improved and relevant higher education in the field of Engineering at NMMU and enhancement of technology transfer opportunities from higher education mainly into the small and medium enterprise (SME) automotive component supplier sector. The project includes funding from VWSA for four postdoctoral positions sourced from international partner universities as well as funding visiting professors. Professor Hinrich Holdack-Janssen from the University of Braunschweig/Wolfenbüttel will take up the chair early in 2007. Prof Holdack-Janssen is a respected academic, an active researcher in automotive engineering and has several postgraduate research projects within Volkswagen in Germany.



▲ Dr Roland Weiss, sub-Saharan head of the German Academic Exchange Service (DAAD), VWSA managing director Andreas Tostmann, Professor Theo van Niekerk of Mechatronics and Vice-Chancellor Dr Rolf Stumpf sign the R7-million agreement to establish the VWSA/DAAD International Chair in Automotive Engineering at NMMU.

- **Fashion and Textile Design** students were selected as Mr Price Home winners in the October issue of *House and Leisure/Designers* and appeared in a three-page spread. *House and Leisure* and Mr Price Home have joined forces to find the brightest talents currently studying design at a South African university or design school. Each month, students at selected institutions are challenged to come up with a design that meets a specific brief and the best products are featured in HL.

- ABSA and the Small Business Unit (SBU) at the NMMU **Business School** have signed an agreement to continue their successful partnership in support of Eastern Cape small, medium and micro enterprises, with Absa continuing its sponsorship for a further two years. The sponsorship facilitates the provision of training, business registrations, mentoring support for existing and emerging SMMEs, job creation initiatives, entrepreneurship programmes and black economic empowerment opportunities in the province. [with pics of Blatter, Jordaan, Nkuhlu]

- **Chief Justice Pius Langa** was inaugurated as the first Chancellor and Dr Rolf Stumpf as the first Vice-Chancellor and CEO of NMMU.

- The number of articles published by NMMU academics in accredited journals (which reflects our level of **research output** and earns subsidy for NMMU from government) in the first year of the merger increased by nearly 40% compared to the separate

outputs of the founding institutions in the previous year.

- NMMU Accounting graduates were among the **most successful in the country** with 91% of first-time candidates passing Part One of the South African Institute of Chartered Accountants (SAICA) professional exam, well above the national average of 60%. Our black accounting graduates showed a pass rate of 77% compared to the national pass rate of 47%.

- NMMU was one of just seven institutions out of 23 to receive **full accreditation** for its Master of Education (MEd) degree in the national review of MEd programmes conducted by the Higher Education Quality Committee of the Council on Higher Education (CHE). NMMU's MBA also received full accreditation in a similar review conducted by the CHE two years ago.

- The departments of Architecture and Architectural Technology & Interior Design received **full professional accreditation** for their qualifications from the SA Council for the Architectural Profession (SACAP), the SA Institute of Architects, the Royal Institute of British Architects (RIBA), and the Commonwealth Association of Architects.

- Volkswagen South Africa donated **state-of-the-art laser equipment**, resulting in the establishment of the university's unique VW Laser Cell which offers advanced

training opportunities to students in the laser welding field. The company also invested in Engineering students with a new student orientation programme for automotive manufacturing, and signed a first-of-its-kind cooperative agreement with NMMU.

- The **Mechanical Engineering** department opened the Siemens Mechatronics Laboratory in May offering training to students using technology and equipment that is standard in industry, and specialised training courses for company staff. The department has also established the Institute of Advanced Manufacturing and Engineering Research (IAMER), which has been held up by the Department of Trade and Industry as a showpiece in higher education.

- Accounting department head Professor Jeff Rowlands was the **Deloitte Outstanding Accounting Academic Educator**, an award made by the South African Accounting Association (SAAA), for the second time in four years.

- Prof Mark Anstey of the Labour Relations and Human Resources Unit recently accompanied Justice Kriegler to the **Democratic Republic of the Congo (DRC)** to discuss conflict resolution issues in elections and emerging democracies with stakeholders there.

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Headlines continued

- Vice-chancellor Dr Rolf Stumpf's invited paper on the merging of three institutions to create NMMU was well received at the annual **Oxford Round Table** for international university leaders at Oxford University in the United Kingdom.

- BMus (Performance) student Winand Grundling was the **only student from Africa** selected to attend the Organ Workshop in Canada, and had the honour of being selected to perform at the closing concert of the workshop.

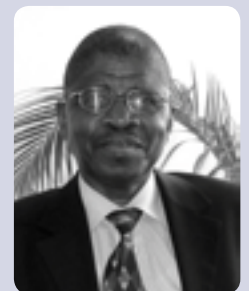
- Chemistry master's student Damian Williams reached the final round of the **World Young Person's Lecture Competition** organised by the Institute of Materials, Minerals and Mining (IOM3) in London.

- Final-year Law students Deborah Casalin and Mzukisi Kota reached the finals of an **international Moot Court competition** in Serbia.

- NMMU's cricket team was rated the number **one student cricket team** in South Africa at the annual SASSU A-section cricket tournament attended by 16 of the top-ranked cricket institutions around the country.



FIFA president Sepp Blatter (left) received an honorary DPhil from NMMU for his contributions as a champion of educational, social and economic opportunities to the world and his momentous contribution to South Africa in particular. Honorary doctorates were also conferred upon Danny Jordaan (above right) - CEO of SAFA (the South African Football Association) and now seconded to head up the 2010 FIFA World Cup Bid company, and Prof Wiseman Nkuhlu (right) who has served as economic advisor to President Mbeki and as Chief Executive of the secretariat of the New Partnership for Africa's Development (NEPAD).



The University Shop

The NMMU University Shop opened its doors at the Sanlam Student Village in January 2005. The initial funding came from the ex-UPE Alumni Association.



The ex-UPE and ex-PET Alumni Associations saw the value of establishing the University Shop as an NMMU brand development tool and an investment by alumni in the new University and its future. Every item sold shows the buyer's affinity towards and their willingness to be associated with the new University.

The Shop stocks a whole range of items including corporate clothing and gifts. Paul Geswindt, who managed the Shop's establishment, visited a number of local and international university shops and NMMU

learned from their experiences in order to establish something really unique. The Shop premises are themselves uniquely branded. Clothing items bear the authentic NMMU label. The packaging is unique and also a marketing tool. The Shop was not established to make big profits but to sell good quality affordable items. The Shop also offered employment for one full time contract alumnus and a few part-time students as the need arised. The first Shop manager was Jody Paul who is a national hockey player who also coached the NMMU Hockey team. He left the Shop's employ at the

end of October to take up a position at Bath University. Continued support for the University Shop is encouraged from staff, students and alumni since any surplus would be used for alumni projects such as bursaries. The Shop turnover is already bigger than the combined turnover of corporate clothing and gifts at both the founding institutions so nobody can dispute its value in helping to establish the NMMU brand.

Contact the shop on Tel: +27 (0) 41 583 6508
E-mail: shop@nmmu.ac.za

The exciting new journey of alumni relations

Who are we?

Alumni Relations at NMMU is governed by an Executive Committee and managed by the Alumni Relations Office which forms part of the Marketing and Corporate Relations Department of the University, headed up by the Director, Pieter Swart.

The Senior Manager: Marketing and Alumni Relations is responsible for the strategic and operational management of alumni relations and the Alumni Relations Officer, Vuyo Ntloko, deals with all operational matters and direct liaison with alumni. This office also administers the Executive Committee.

The Marketing and Alumni Relations section can be equated to sales and after-sales, or recruitment and life-long retention, and the focus of the office is on lifelong relations with lifelong learning being central to the role of the office. The head of this section, Paul Geswindt, emphasises that alumni play a very important role as ambassadors which impacts on recruitment. Alumni are also an important market to recruit from and the creation of a new Mature Market Marketing Specialist position is evidence of how serious we are about growing our mature student numbers and promoting lifelong learning.

Getting alumni inspired and involved

Communicating with alumni, relationship building and alumni benefits have been identified as the most important focus areas for the Alumni Relations Office in the near future. Keeping alumni informed regarding the university and alumni relations activities is essential and this first NMMU alumni electronic newsletter is

tangible proof of this. The office is also planning to host social functions in the main centres where information will be shared with alumni. The website will also be extensively used to keep alumni up to date.

A major challenge remains the involvement of alumni of the merging institutions and their affinity towards the merged institution. As the biggest tertiary institution in the metro and Eastern and Southern Cape, NMMU will always be a major stakeholder in the affairs of the region. Alumni stationed nationally and abroad can play a major role not only as ambassadors of the university and the region but also as role models to current students and learners from the area. Profiling our alumni not only highlights their achievements but also brings hope and pride in what the region and university can produce. Celebrating the success of all our graduates is seen as a very important role of the Alumni Relations Office.

Benefit through affinity

The introduction of an affinity and benefit card during 2007 is our way of getting alumni involved in projects and, at the same time, offering them certain benefits. The card will allow members to receive cash back benefits from certain national retailers, hotels, etc. The annual affinity membership contribution will be used to cover the cost of the card, provide the member with a corporate gift and also allow a portion of the cost to go towards an alumni or university project of their choice. The card will also allow members to receive discounts on corporate gifts and clothing from the University Shop. The affinity membership drive is also aimed at increasing

the number of active alumni. With more than 50 000 alumni, NMMU should be able to draw a very significant number of members into a more active relationship with the University.

Alumni projects

Currently, alumni projects include the Student Alumni Society, the University Shop as well as a bursary scheme. The introduction of Alumni Achievement Awards is envisaged and long term plans include the building of an Alumni House from which the Alumni Relations Office can operate and from which certain alumni projects can be managed. Bursaries from the Alumni Association are intended to be relevant, recognising achievement, allowing disadvantaged students to get a driver's licence or even helping students with book bursaries.

The Alumni Office endeavours to address the issue of continuous professional development for alumni and empowering alumni with information to be informed ambassadors. Certain research projects will also allow us to identify alumni who were pioneers on and off campus and record such events, helping in defining the role and history of the university in building our region, nation and society.

Help us build a new alumni culture

Setting up the NMMU Alumni Relations Office and structures and introducing new projects is certainly a very exciting adventure! We hope that our alumni will offer their support in building a great university that will play a meaningful role in developing our society.

In Memoriam

We extend condolences to the family and friends of alumni and staff who passed away during 2006.

- **Prof Jac Cilliers**, retired professor of Political Science. Prof Cilliers was the husband of Dr Erra Cilliers, retired lecturer in Social Work and former UPE Council member and Alumni Association executive committee member, and father-in-law of Computer Science lecturer Dr Charmain Cilliers.
- **Catherine Judd**, a UPE alumna who lost her life in the Bahrain ferry accident.
- **Dr Ellen Kuzwayo**, honorary doctorate recipient from UPE in 1994.
- **Dr Anton Rupert**, a past Chancellor of UPE and leading South African and international business figure.
- **Michael Scout**, an NMMU Athletics Club member and top veteran EP athlete.
- **Dr Jack Skead**, honorary doctorate recipient in 2004.
- **Prof Nic Wiehahn**, honorary doctorate recipient in 2001.

Serving alumni

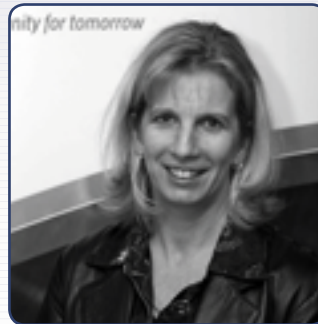
The NMMU Alumni Association Executive



Randolph Jonas

President

Chief Executive Officer, Eastcape Training Centre
MA (UPE, 1998)



Bev Erickson

Vice-President

Electronic Communication Practitioner, NMMU
ND Public Relations (PET, 1987)



Vernon Naidoo

Treasurer

Senior Project Manager,
Business Against Crime Eastern Cape
MPhil Christian Studies (UPE, 2002)



Basanda Pongoma

Student Alumni Society chairperson
MTech student, NMMU
BTech Chemistry (NMMU, 2005)



Thoft Soga

Executive Director: Student Affairs, NMMU



Vuyokazi Makapela

Contracts administrator, SA Port Operations
ND HRM (PET, 2002), ND Logistics (PET, 2004),
BTech Logistics (NMMU, 2006)



Khwezi Blose

Construction manager/quantity surveyor,
Newport Construction
BSc Hons QS (NMMU, 2005)



Andrew Binning

CEO, Inkanyezi Event Organisers
BCom (UPE, 1993)



Paul Geswindt

Convocation President
Deputy Director: Marketing &
Corporate Relations, NMMU
BCom Ed (UPE, 1990), PGDE (NMMU, 2005)



Vuyo Ntloko

Alumni Relations Officer
ND Commercial Admin (PET, 2000)



Noxolo Mqayi

Associate Lecturer: Sociology, NMMU
BA Hons (UPE, 2003)



Pieter Swart

Director: Marketing & Corporate Relations, NMMU
HED (UPE, 1979)

Growing timber

2007 is an important year for the Saasveld Timber Association (STA) as NMMU George Campus will host the International Forestry Students Symposium (IFSS) in July. The theme for the event is *"The Big Three – For Sustainable Forestry"*.



During 2005 three George Campus (Saasveld) students attended the Symposium held in Australia and the STA proposed hosting the IFSA 2007 Symposium in South Africa. The Symposium will bring together approximately 100 participants representing 33 countries from around the globe.

STA was established to represent NMMU Forestry and Wood Technology students locally, nationally and internationally on an academic and social level.

All Forestry and Wood Technology students registered at NMMU can apply for membership to STA. IFSA is an association of Forestry students from universities around the world and is a non-discriminatory, non-profit organisation registered in Germany. The fundamental aim of the organisation is to enrich the formal education of forestry students worldwide. In doing this, IFSA provides forestry students with the chance to broaden their horizons, establish networks with people and forest-related organisations, and promote public interest in forests and forestry.

IFSA was established in 1990 and currently has almost 60 Forestry Student Associations from nearly 40 countries as members, representing all regions of the globe. There are also associate, consulting, supporting and honorary members who support IFSA from year to year.

More information about STA and the 2007 Symposium is available from Larry Alcock on +27 (0) 44-801 5111 or e-mail larry.alcock@nmmu.ac.za



▲ Forestry students from the George Campus attended the International Forestry Students Symposium in Argentina and Brazil in August this year. NMMU will host the event in 2007.

Who are NMMU alumni?

The merger of the PE Technikon and the University of Port Elizabeth, incorporating the PE campus of Vista University, to form Nelson Mandela Metropolitan University on 1 January 2005, united more than 50 000 graduates of the founding institutions.

NMMU alumni are all those who have graduated from NMMU, the PE Technikon or UPE with a certificate, diploma or degree, including people who completed the diploma-status Management Development Programme of UPE's Management Development Centre, and including those who have diplomas from the institutions which preceded the PE Technikon.

Vista graduates are in a different position. Because UPE incorporated the Vista PE campus on 2 January 2004, a year prior to the merger with PE Technikon, all students who were enrolled at Vista PE at the time became UPE students for 2004 and thereafter NMMU students and graduates. Students who completed their studies at Vista at the end of 2003, graduated in 2004 as Vista graduates and joined the ranks of Vista alumni.

Vista had campuses in various centres of South Africa, which were incorporated into a number of different institutions as part of the unbundling of Vista University. Rather than incorporate the Vista alumni into the various different institutions, they have been retained as a group to become alumni of Unisa, which incorporated the Vista University distance education centre as part of its merger with Technikon SA.

The job of NMMU's Alumni Office is not only to maintain relationships with recent graduates who hold NMMU qualifications, but also to make the alumni of the founding institutions feel part of the NMMU family.

10 Questions for

Neil Hart

Neil Hart (ND Graphic Design '94) is the founder and managing director of Boom Town Advertising, and co-founder of its sister company Vooma! Design.

Neil Hart (ND Graphic Design '94) is the founder and managing director of Boom Town Advertising, and co-founder of its sister company Vooma! Design. Boom Town has grown from a two-man graphic design house in 1994 to a 30-strong full-service agency boasting blue chip clients like Volkswagen SA and Coca-Cola Sabco. They are the Eastern Cape's largest ad agency, with offices in three cities. Financial Mail's AdFocus rates them one of the top 25 agencies in the country.

Neil is skilled in several areas of marketing communications, but his true love is still creative idea development. He has overseen a number of comprehensive branding projects and led Boom Town's winning bid to develop the new NMMU brand. He is a trustee of the Raymond Mhlaba Trust Fund and on the founding board for the Nelson Mandela Bay Service Excellence campaign. His interests include fishing in remote places, wildlife, photography and painting.

Q: You've taken your company from a two-man show to a full-service ad agency with clients all over South Africa. What have been your career highlights?

A: Creating something from scratch has always been a highlight – something that has relevance to the market place and helps people to focus around a vision that never existed before. Take the NMMU brand and corporate identity as an example; it simply never existed before the year 2002. Working on it was a highlight, but more than that, being able to stand on the other side of the process and seeing the life that has come through it is inspiring.

Q: How do you feel your education at NMMU (PET) equipped you to get your career off the ground?

A: Graphic Design was a very good, practical course. I was able to apply this knowledge the moment I graduated. In addition, extra courses I did while studying, notably a marketing course, helped me to understand business mechanics. Without this I would have battled to get the business strong as early as I did.

Q: In a way you have come full circle – from choosing as a school-leaver to study at the institution, to helping the institution market itself to a new generation of school-leavers. How does it feel as an alumnus to do business with NMMU, specifically helping to build the brand of "your" institution?

A: When Boom Town was first awarded the business I felt very proud. As a student I had sat through presentations made by respected ad agencies and now had to fill those shoes. We took it very seriously!

Q: You studied and graduated at PE Technikon, which is now part of the new NMMU. As an alumnus of one of the founding institutions, is it possible to have a relationship with this new university? Is it possible to feel part of the NMMU family?

A: I believe that people deal with people, and not institutions. The same people exist in NMMU as did in the founding institutions. If the NMMU communicates well through its people and connects hearts with past alumni, it will be possible to bond effectively.



Neil Hart (ND Graphic Design '94)

Q: What are some of the major challenges facing your business in South Africa today?

A: We have a tough industry in general, and an advertising agency is real hard work. Don't get me wrong though – it's very rewarding. The biggest challenge today is the same challenge that existed when we started 13 years ago – the lack of real advertising clients in the Eastern Cape and the resultant lack of skills to draw on.

Q: You grew up in PE, studied here and chose to open a business here, away from the major hubs of South African business and the ad industry. Do you think being located here has given you a competitive edge, or has it been a disadvantage?

A: It has been great and tough at the same time. One can deal more easily with stress when you have a smaller city with the sea and fresh air. You are driven by your own standards and not those of the industry in general. I think that has been the competitive edge. The antithesis of that is also true, one looks around for inspiration and perhaps mentors, and finds none. And you think to yourself, we are doing something that should be impossible in PE, how do we move forward? But it happens, and I am not complaining.

Q: You've been in business for more than a decade. Where to from here?

A: I have followed God's guidance over the past decade or so, and He has never once failed me. He has been the inspiration for Boom Town and will continue to be into its future. So the truth of the matter is, I don't know where to from here. We have the passion, energy and clarity of vision to build this business over another decade or two so, all going well, that is where it will go. Ultimately we look to God though.

Q: Who inspires you?

A: U2 frontman Bono. He is not just a pop star; he is using his influence to change the world for the better.

Q: What are you reading right now?

A: The Irresistible Revolution by Shane Clairborne. It is a brilliant, true story of the influence that we should all have when we realise that we are called to make the hard decisions that are often contrary to the popular ones.

Q: Where will your next holiday be, and with who?

A: I love Mozambique. I have a few mates that we go with on a rough and adventurous holiday. We'll be doing that again soon.

Building NMMU

“We are one new university and, as much as we might have liked to, we could not be a single university and run three separate organisational structures together with separate systems and processes. We had to develop a new organisational structure to give effect to the NMMU business model, as opposed to a PE Technikon, UPE or Vista model, and to reflect our new vision, mission and values.”

“With the development of that new structure, came the need to find the right home for staff within that structure,” says NMMU Vice-Chancellor Dr Rolf Stumpf.

The process for placing staff in posts was designed in terms of section 189A of the Labour Relations Act, in consultation with stakeholder representatives – university management, unionised and non-unionised staff, and student representatives.

The aim throughout has been to minimise job losses as far as possible, Dr Stumpf said. In order to protect individuals’ interests as much as possible, the complex process has been designed as a placement rather than a promotion process, in which staff have been limited to applying for jobs most similar to their current

positions. Where posts are identified as “brand new” in that they did not previously exist in the former institutions, they have been open to application by any staff member meeting the criteria. Contract staff have been included in the process as well, with those who have a service record of more than three years also qualifying to apply for permanent posts.

NMMU’s executive management and Deans were appointed in May this year and the next level of senior management positions were advertised in June. From the second semester, posts have been advertised every two weeks, with a total of approximately 1 600 posts due to have been advertised by the end of this year. More than 700 staff placements

had been confirmed by early November.

In the process, the university’s commitment to increasing allocation of resources to its academic core business has been reinforced, with an increase of 34 permanent academic posts in the new structure. In the administrative and support services, the number of permanent posts has increased while the number of contract posts has decreased, contributing to greater stability in the institution and for staff members.

Building a new university such as NMMU involves many upheavals and changes, one of the greatest of which has been a major exercise this year to place staff in the new organisational structure.



▲ Villeneuve Camilo receiving his LLB degree at the 2006 Graduation ceremony.

Realising the dream

A story that anything can be accomplished by hard work and believing in a better future, comes to life in Villeneuve Camilo who received his LLB degree at the 2006 Graduation ceremony.

He credits much of the positive change to the three years he spent at Girls & Boys Town Macassar. “I just thought after I finished matric I would get a factory job and live an average life. Now my future looks very bright,” says this new candidate attorney at Rushmere Noach Attorneys.

Villeneuve was 15 when he arrived at Girls & Boys Town. He had been living with his elderly grandmother. “It was hard at first. I cried every day but then realised it was the best place for me.”

One of Villeneuve’s proudest achievements at NMMU was being invited by the Golden Key International Honour Society to attend a leadership conference in Los Angeles, USA.

He decided to study in Port Elizabeth because he grew

up here. “I could have studied in Cape Town, but decided to study here because I missed Port Elizabeth so much while I was up in the Cape.”

“I have only fond memories of my time at former UPE and the Law Faculty. NMMU has a fantastic Law Faculty and a very good reputation for having trained some of the best attorneys in the country, so I was happy to be a part of that. It was a truly enriching experience that I surely will miss and never forget.

“I’ve come to some life-changing realisations over the last couple of years. I’ve learnt that attitude is everything and if you allow things to get you down, they will. Nothing that affects your life can have as big an impact as it might, if you just change your attitude towards the problem.”



Basanda Pongoma Mtech Chemistry
Student Alumni Chairperson

Nombuyiselo Maqagi ND Environmental Health
Student Alumni Vice Chairperson

Busisiwe Makwela BA MCC
Student Alumni PRO

Petunia Mailula BSC IT
Student Alumni Secretary

▲ The 2006 Student Alumni Society executive.

Starting early

There's no time like the present when it comes to building new relationships. In that belief, the Alumni Office this year initiated the Student Alumni Society (SAS), aiming to build a relationship between the university and alumni while they are still students.

The SAS also aims to bring students into contact with successful alumni who can act as role models and inspire them as they set out on their careers. Through a close relationship with the Alumni Office, the SAS will help to build awareness amongst students of the importance of alumni and the role they can play as members of the university family.

Membership is open to final-year and postgraduate students, and the SAS is represented in the management of alumni affairs with a seat on the Alumni Association Executive for its chairperson, currently Chemistry MTech student Basanda Pongoma.

Membership benefits include a branded T-shirt and bag, newsletter, and discounts at the University Shop, as well as personal growth opportunities such as networking with current alumni, workshops and talks on personal and career development topics, and opportunities to get involved in community and alumni projects.

Convocation News

The important role of alumni as stakeholders in the direction of the university is reflected in the status of the statutory body of Convocation.

Convocation consists of the Vice-Chancellor, Deputy Vice-Chancellors, the Registrar, persons to whom a diploma or degree was awarded or conferred by the University (ie alumni), permanent and retired academic employees, and professors emeriti. Convocation elects three representatives to the Council of the university, and may discuss and state its opinion on any matter relating to the university.

Convocation's representatives on Council are currently the deputy President of Convocation, Randolph Jonas (MA Sociology '98), Cumngce Gawe (ND Industrial Engineering '80) and Prof Hugh Jeffrey (MTech '87). Mr Gawe is the vice-chairperson of Council.

Senate has decided that the Convocation President should play a role at graduation ceremonies and Convocation President Paul Geswindt (BCom Ed '90, PGDE '05), assisted with the hooding of graduates at this year's ceremonies. He also delivered congratulations to the new Chancellor and Vice-

Chancellor of NMMU on behalf of Convocation at their inauguration ceremony.

In addition to the three Convocation representatives, the following are alumni serving on the NMMU Council:

Prof André Calitz (Academic Staff)
BA ('80) BSc Hons ('81) MSc ('84) BCom ('88) PhD ('97),
Professor: Computer Science & Information Systems

Prof Niekie Dorfling (Senate)
BCom Hons ('73), BEd (Ter) ('82),
Executive Dean: Faculty of Economic Sciences

Athol Muller (Non-Academic Staff)
ND Analytical Chemistry ('96),
BTech Logistics & Economics Management ('04),
Chemical Technician: Applied Science

Prof Janet Wesson (Senate) MCom ('81), PhD ('97), Professor:
Computer Science & Information Systems



◀ Convocation president Paul Geswindt represented Convocation at the 2006 Graduation and had the opportunity to hood his cousin Aamesha Daya (BEd Hons).

Dr Gordon Zide (Chairperson: Institutional Forum)
PhD ('99),
Director: Organisational Transformation & Equity

NMMU's two campus principals are also alumni – George Campus Principal Prof Ernst van Biljon (DCom '99) and Vista Campus Principal Khaya Matiso (BTech Bus Admin '01, MBA '03)).

Convocation meets once a year. The first meeting of the NMMU Convocation took place on 16 February 2005. The Convocation constitution was adopted at that meeting and is available at www.nmmu.ac.za/alumni

Developing the agenda

Socio-economic development is high on the South African agenda and NMMU's Department of Development Studies aims to build capacity and contribute to debate with services aimed at students and graduates.

The department grew out of the successful graduate programmes established at the former UPE and is now housed in the School of Economics and Development.

A range of postgraduate programmes are offered, with new focus areas including project management for economic development, black economic empowerment (BEE) in Africa, and urban youth.

A post-matric certificate in International Trade and Development will be presented from 2007 in collaboration with two American colleges. The aim is to provide a programme oriented to job creation for previously disadvantaged citizens in South Africa's

ports, international trade agencies, and export processing centres.

Short courses from 2007 include Project Management for Economic Development, Train the Trainer for Development NGO staff, Conflict Resolution, and Management for Development Practitioners. Short programmes for Development Studies Honours and Masters' graduates will be tailored to provide them with relevant advanced and executive-level specialist courses.

The department is producing a special Discussion Paper series, highlighting selected development

issues and research. Order forms and details are on our website. Published articles by department staff have dealt with the South African defence industry in transition; the economic and developmental impact of the South African defence offsets; the Eastern Cape's economic development strategy; and cross-cultural management and NGOs.

To keep up to date with the latest projects and activities, visit www.nmmu.ac.za and follow the links: Faculties - Business and Economic Sciences - School of Economics and Development Studies - Development Studies

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