



# **STELLENBOSCH BUSINESS SCHOOL ALUMNI ASSOCIATION ANNUAL REPORT 2022**

**1 January 2022 - 31 December 2022**

**Presented at the Annual General Meeting:  
March 2023**

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# EXECUTIVE OVERVIEW

The annual report reviews the activities of the Stellenbosch Business School Alumni Association (AA) 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 2022.

## VISION | MISSION | OBJECTIVES

- Vision:** To be the most desirable Alumni Association in Africa  
**Mission:** To build the brand of the Business School and its own Alumni  
**Objectives:** To promote the interests of the Stellenbosch Business School  
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 SBS-ED to build and articulate a legacy

## VALUE PROPOSITION

### FOR THE SCHOOL

- Alumni testimonials and recruitment of students
- Enhanced reputation
- Lifelong access to a global leaders' network with access to industry expertise, research
- Stakeholder collaboration and projects
- Ability to set up sponsorship and other investment opportunities

### FOR ALUMNI

- Sense of belonging to an esteemed association and university
- Access to a powerful network spanning 54 years with global partnerships
- Continuous lifelong learning opportunities
- Recognition and awards: Alumnus of the Year
- Access to benefits, research, case studies, discounts
- Access to Career Leadership Office
- Media visibility

## ADVISORY BOARD

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



## ALUMNI OFFICE

The Alumni Office with two full-time staff members (Christélle Cronjé, Manager: Alumni and Stakeholder Relations and Lizelle Kannemeyer, Alumni Coordinator), reports to the Marketing Department.



# MEET EXCO



Prof Prieur du Plessis  
PRESIDENT, SASB ASSOCIATION



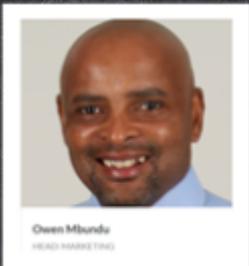
Elyssa Spreeth  
CHAIRPERSON, SASB ASSOCIATION



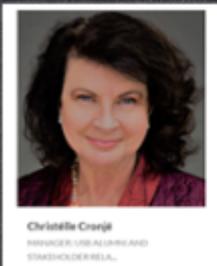
Prof Mark Smith  
DIRECTOR, SASB



Chris van der Hoven  
CEO, SASB



Owen Mbundu  
HEAD, MARKETING



Christelle Cronje  
FINANCIAL SERVICES AND  
STAKEHOLDER RELATIONS



Dr Shaun Vorster  
PROMINENT ALUMNUS & PROFESSOR  
EXTRACURRICULAR



Soula Proxenos  
PROMINENT ALUMNUS



Nompumelelo Mokou  
PROMINENT ALUMNUS



Salma Seedat  
PROMINENT ALUMNUS

AA Exco meets annually and the Steering Committee three times per year for strategic guidance. The Chapter Chairpersons meet six times per annum for operational monitoring and implementation. The 15 Alumni Chapters are led by the chairpersons and committees who are all volunteers and bring their industry and society knowledge to build networks, initiate discussion forums and thought-leadership events in their geographical areas. Volunteer training to support the functioning of the chapters will be a focus in 2023. During 2022, an increase in collaborative events with Stellenbosch University Development and Alumni Relations supported activities in Europe and UK, and in South Africa. 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 are a close reflection of the student intake.

## AA EXCO

**President**  
**Chairperson**  
**Prominent Alum**  
**Prominent Alum**  
**Prominent Alum**

Prof Prieur du Plessis  
Elyssa Spreeth  
Soula Proxenos  
Nompumelelo Mokou  
Dr Shaun Vorster  
Salma Seedat

## EX OFFICIO

**SBS Director**  
**SBS-ED: CEO**  
**SBS-ED: Chief Marketing**  
**SBS: Head Marketing**  
**Manager: Alumni & Stakeholder Relations**

Prof Mark Smith  
Dr Chris van der Hoven  
Kerry Smallie  
Owen Mbundu  
Christelle Cronje

## ALUMNI ASSOCIATION CHAPTERS

<b>Western Cape</b>	Germaine Johnson (MBA)
<b>Eastern Cape/Gqeberha</b>	Simon Meyer / Ian Assan (EDP/PGDip Futures Studies)
<b>Gauteng &amp; Limpopo</b>	Virna Greer / Christine Kere (MBA/MPhil Leadership Coaching)
<b>Mpumalanga</b>	Elyssa Spreeth (MBA)
<b>KwaZulu-Natal ( KZN)</b>	Sean Ellis (MBA)
<b>eSwatini</b>	Ernest Mkhonta (MBA)
<b>Botswana</b>	Matlhogonolo Sebate (MPhil Development Finance)
<b>Namibia</b>	Petrus Hamukwaya / Denielle Roostee (MPhil Development Finance/MBA)
<b>East Africa: Kenya</b>	Emma Rono (MPhil Development Finance)
<b>West Africa: Nigeria</b>	Olusiji Aina (MPhil Development Finance)
<b>Ghana</b>	Dr Geraldine Abaidoo (SMDP)
<b>United Arab Emirates (UAE)</b>	Jay Bester / Johan Burger (BMA)
<b>United Kingdom &amp; Ireland</b>	Mehran Zarrebini (MBA)
<b>Canada</b>	Theunis van der Linde (MBA)
<b>Europe</b>	Julien Wormser (MBA)

25

TOTAL EXCO  
MEMBERS



# REFLECTING ON 2022

With the return to face-to-face and hybrid engagement, alumni participated in a broad scope of engagement activities, complemented by strong growth in visibility on all social media platforms. The value of alumni as a primary stakeholder of the business school showed through their varied roles as leading voices in the industry, engagement with accreditation bodies, as guest speakers, participating in high-level events, and sharing captivating leadership journeys.

Two Alum of the Year were announced as leading ambassadors of the School: Prof Elmi Muller (Social Impact) and Bopelokgale Soko (Business Leadership). We salute them and express our sincere gratitude to all alumni for being proud school ambassadors.

Highlights during the past year include the first full-day Global Development Finance Alumni Summit hosted on 24 August, where we celebrated 20 years of Development Finance at the School and hosted speakers from South, West, East, and North Africa. The e-publication showcases some of the leadership journeys of the alumni. In addition, alumni co-presented and participated in a series of four highly insightful Masterclasses hosted in East and West Africa during July and October.

It was also the year when the hugely popular Wisdom and Wine Club was established. The WWC hosted four events based on Wisdom (Research, Programme, Topic), Wine (A wine farm in the Cape Winelands), and Social Impact (with a social impact testimonial from the environment).

For the first time, the business school's annual Business Breakfast was included as part of SU's Homecoming 2022 Weekend in September. People re-connected and enjoyed a fascinating panel discussion with Prof Simon Susman, Chairperson of the Stellenbosch Business School Advisory Board, alumni Dr Nombeko Mbava, Chairperson of the Financial and Fiscal Commission, and Dr Marlene le Roux, CEO of Artscape Cape Town, and Dr Morne Mostert.

Chapters across the continent and beyond hosted events covering innovative angles to current industry, business and society themes and challenges.

Alumni engaged with focus, enthusiasm, and commitment in a series of sessions with two accreditation peer review visits from AMBA and AACSB in August and September.

It was also the first year that we activated the Alumni Association Future Fund and commenced with small campaigns to grow the Fund to support deserving students with partial bursaries.

- Cape Town Marathon
- 94.7 Ride Johannesburg Cycle

The year concluded with the Global Alumni Survey 2022: Alumni Matters, producing insightful benchmarking knowledge to guide our implementation for 2023. The outcome of this survey and stakeholder feedback will help us to focus in 2023 to optimise the Return on Investment in the Alumni Association.

# 2022 IN NUMBERS

## NEW ALUMNI PER PROGRAMME

MBA	133
MPhil Development Finance	92
MPhil Futures Studies	16
MPhil Leadership Coaching	26
PGDip BMA	49
PGDip Development Finance	24
PGDip Financial Planning	73
PGDip Leadership Development	35
PGDip Project Management	47
PGDip Futures Studies	57
PhD BMA	5
PhD Development Finance	4
PhD Futures Studies	0



## DIGITAL GROWTH



Grew with 102 new likes to a total of 325 likes



Grew with 45 followers to a total of 2378 followers



1998 total members  
811 active members



Profile created in February and grew to 211 followers



209 new users joined the platform  
Total: 4801

Numbers tell an even bigger story about the reach of our alumni network. At present, we have:

**30000**

ALUMNI

**900**

REGISTERED MENTORS

**15**

ALUMNI ASSOCIATION CHAPTERS

# METRICS

	2018	2019	2020	2021	2022
Number of AA Chapters	14	14	15	15	15
Alumni Thought Leadership Chapter events	42	29	15	10	14
AA with stakeholders: Collaborative events	included above		22	28	17
Wisdom and Wine Club events					4
MBA Farewell dinners				9	1
MBA Student and Alumni dinners			5	7	5
Alumni Masterclasses	4	2	3	3	4
Attendees at Alumni-led events	900	1500	1900	1565	1157
Future Fund Campaign initiatives					2
Mentors available	110	500	649	762	880
Testimonials at Information Sessions	95%	100%	100%	100%	100%
Corporate hosting of MBA students	3	6			3
Number of Alumni Impact stories, journeys curated and shared in AlumNet	11	14	22	16	20

# OBJECTIVES

## LEAD GOAL FOR 2022

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 STRATEGY

The four pillars of the Stellenbosch Business School's Alumni Strategy translate into the objectives below and are aligned with the Business School Strategy 2022 – 2025.

### 1 | CONNECT

To critically review all aspects of our connections to ensure we reach as many alumni and corporates, and institutions as possible.

### 4 | STRENGTHEN

To strengthen the Alumni Association as a primary local and international footprint to optimise alumni deliverables.



### 2 | ENGAGE

To optimise visibility, engagement and relationships with internal and external stakeholders for mutually beneficial relations.

### 3 | GROW

To nurture lifelong relationships through informed responses to changing needs of our stakeholders.

# 1 | CONNECT

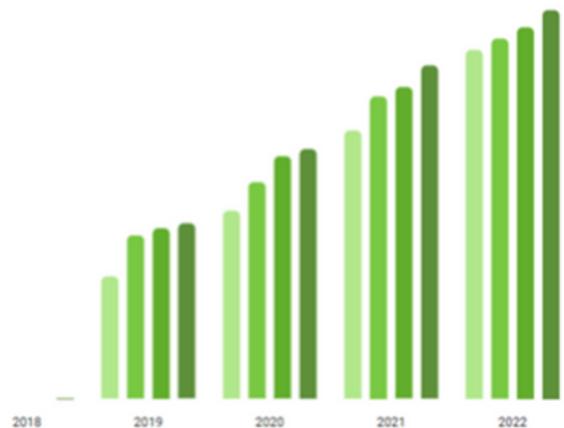
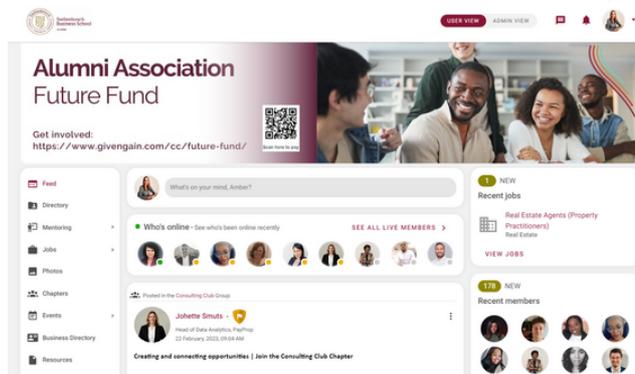
*Connect with stakeholders to optimise engagement*

## GROWING THE DIGITAL FOOTPRINT

Since the launch in late 2018, the branded cloud-based platform USBConnect 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 Stellenbosch 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.

The growth of registrations on the platform has been steadily increasing since inception. At the end of 2022, 4 801 alumni were registered users, providing opportunity for all units to engage with alumni about programmes, courses, mentorship, career opportunities, research and events.



**23 609**  
NETWORK SIZE

**4801**  
REGISTERED  
USERS

**68%**  
USERS WILLING  
TO HELP

# 2 | ENGAGE

Develop, grow mutually beneficial relationships with the public and private sectors and alumni

## NEWSLETTERS

Four comprehensive editions of AlumNet were issued, covering alumni in the news, leadership journeys, stakeholder news, and messages from the Association Exco,

## SOCIAL MEDIA

All news and events activities of the business school and specifically the Association are shared on social media channels. The key channels are USBConnect, LinkedIn, Twitter, Facebook and Instagram.

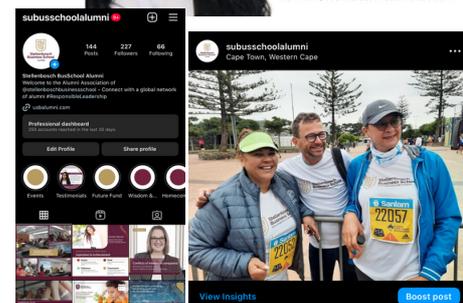
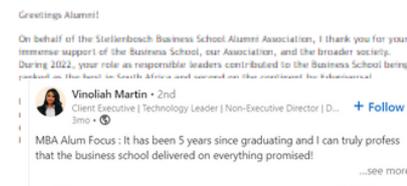
The AA joined Instagram in February 2022 and has shown consistent organic growth over the past few months. LinkedIn remains the strongest social channel for the target group.

All social media feeds of Alumni, the Business School, SBS-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. A more intense social media digital drive is being planned for 2023 to increase content sharing and engagement with a wider reach of alumni and stakeholders.

## STORIES

Over 20 alumni journeys were shared across various digital channels, including newsletters, social platforms and the website. Alumni shared how they experienced their studies and how their time at the business school has benefitted them in their career and personal life.

A highlight was the Development Finance publication, Development Finance: Raising Africa's voice over 20 years, where alumni of the Development Finance programmes shared their leadership journeys in a special e-publication that was curated to celebrate the programme's 20 years of existence.



Scan QR Code to read the e-publication.



# 3 | GROW

Grow lifelong relationships in response to changing needs

## TESTIMONIALS

Alumni deliver student, career, and leadership journey testimonials at all opportunities in collaboration with recruitment campaigns and inspired prospective students to embark on a journey with the business school.

Country	Programme	Alumnus
Tanzania	PGDip Development Finance	Anna Mwasha
	PhD Development Finance	Dr Neema Robert
Kenya	MPhil Development Finance	Jemima Gathumi
Zimbabwe	MPhil Development Finance	Samuel Moyo
Zambia	MPhil Development Finance	Musambo Musambo
	MPhil Development Finance	Bwembva Chanda
Botswana	MPhil Development Finance	Matlhogonolo Sebate
Namibia	MBA	Mekupi Kambatuku
	MPhil Development Finance	Winnie Thebuho



## RECOGNITION

Two Alum of the Year recipients were recognised for their immense contribution to business and society. They are Prof Elmi Muller (Social Impact) and Bopelokgale Soko (Business Leadership).



## GIVE BACK

### Mentorship & Coaching

The value of mentoring lies in connecting students who want to make the most of their learning journeys with alumni willing to share their insights and real-world experience. Mentors provide a supportive, learning relationship shares professional and personal knowledge, experience and wisdom with another individual who is willing to benefit from the exchange to enrich their professional journey. Our alumni value the opportunity to transfer skills and reinvest in a new generation of students.

68% of registered of users indicate their willingness to help.



# 4 | STRENGTHEN

*Strengthen engagement and chapter growth of the Alumni Association*

## SOCIAL IMPACT

Quarterly reports to the business school's Social Impact Steering Committee on key imperatives include the establishment of the Future Fund, a Social Impact Survey with alumni, hosting 4 social impact partners at the Wisdom and Wine Club, and sharing a series of leadership journeys in AlumNet and on social media.

## AMBASSADORS: FUTURE FUND

Alumni are ambassadors of the business school at all points of engagement. In 2022, Dr Nombeko Mbava, Christine Kere and Dr Xolani Nocanda were ambassadors of the Future Fund, actively campaigning and fundraising during signature sporting events.

## EVENTS

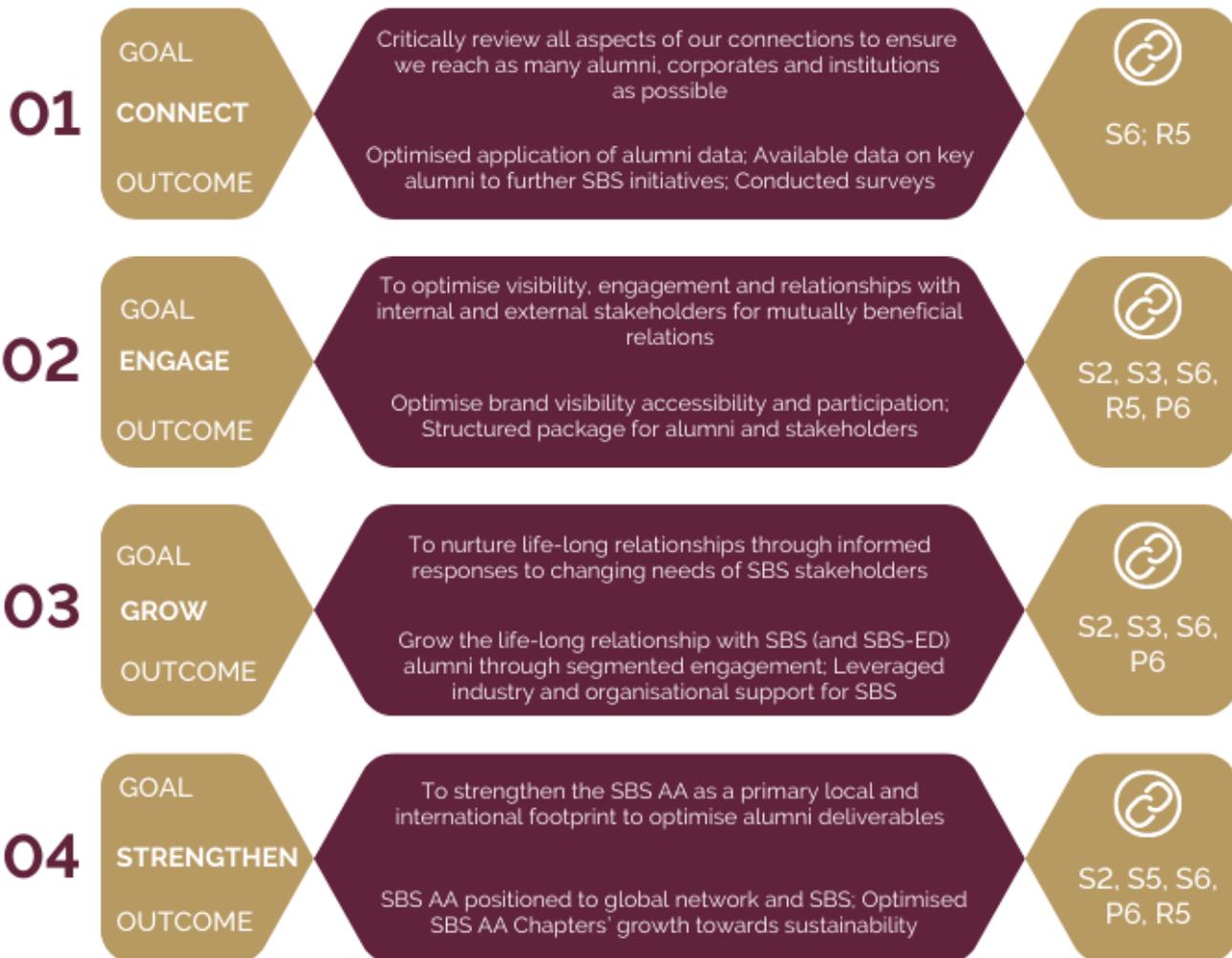
### Chapters & Wisdom and Wine Club

A return to the in-person and hybrid format of events provided the opportunity to connect and engage with alumni in several chapters. In-person Thought Leadership and Masterclass events where senior alumni co-presenting with faculty, hosted in West and East Africa, Ghana, Gauteng, Namibia, Botswana, and the Eastern Cape and virtual events hosted by UAE, Eastern Cape and Gauteng, consistently attracted substantial numbers of alumni relative to region or interest. The Wisdom and Wine Club, a flagship project, showcased the beauty and heritage of Wine Farms L'Avenir, Nederburg, WineArc and Hartenberg together with successes achieved by their social impact partners, Franschoek Hospitality Academy, WITU, Cape Wine Makers Guild protege. In numbers, the events were:



# OBJECTIVES 2023

## THE 4 PILLARS OF 2023 Alumni and Stakeholder Engagement Strategy





# CONTACT US

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