

**JULY 2022
MESSAGE
FROM THE
CEO**

MESSAGE FROM THE CEO

2022 MID-YEAR - MESSAGE FROM THE CEO

18th July 2022

Dear Inscape Community,

This communique is jam-packed with exciting developments. I hope you will enjoy reading it as much as I have enjoyed putting it together for you.

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MID-YEAR REFLECTION

OUR STUDENT RESULTS

One of the mechanisms we use to measure the success of our students is their 'job readiness'. Final year students complete 6 weeks of in-service training as part of the curriculum during the July holiday break and into Semester 2a. Each in-service host completes a report as part of the assessment of the training. Seeing as our 3rd years are currently completing their training, I thought it would be apt to share with you the results of the last three years, keeping in mind the challenges we have faced during this time with the pandemic.

		2021	2020	2019
BDesign (all specialisations)	Industry Ready	91%	94%	91%
	Consider for a vacancy	89%	95%	95%
Diplomas	Industry Ready	100%	83%	89%
	Consider for a vacancy	88%	92%	78%

We are super proud of our students who are so highly commended by the industry. Of course, to reach this level means consistent participation and application during the entire programme. Typically, a student who attends classes is a student who is successful academically. We measure our student participation by looking at attendance results. Our policy requires an 80% attendance. For the first Semester, we achieved an 87% attendance rate nationally. This gives me great confidence that we will again have an excellent pass rate this year and subsequently students who are job-ready. Well done to all of the lecturers and students for this great achievement.

EXCITING DEVELOPMENTS

A NEW VISION AND MISSION

We have been on an explorative journey for the last two years trying to understand the world we find ourselves in at the moment. A world that is turbulent, ever-changing, unpredictable, often, unstable and difficult to navigate through. We have questioned our role as an institution in this space and faced some challenging questions and tough conversations. We have arrived at a point where we have been able to better define who we are as an institution, what our purpose is and how we aim to achieve this.

We have arrived at a point where we have been able to define Inscape, declare our vision and mission. Our core values have remained and have been better defined.

INSCAPE

SCHOOL OF DESIGN AND BUSINESS INNOVATION

A private higher education institution that remains **relevant** and considers its **impact** and what it leaves behind. Established in 1981, Inscape was the first multi-disciplinary design institution in South Africa. The institution has evolved from a family-owned business to a multi campus operation offering several undergraduate and postgraduate qualifications that are underpinned by **design thinking**. We prepare, **versatilist**, as opposed to generalist or specialist graduates. This ensures, comprehensive knowledge, deep skills, wide scope of roles, broad experience and the ability to traverse and be recognized in other domains. Alumnae of the institution are known to be **confident, self-respecting and responsible citizens** who actively pursue careers that **bring about change, impact communities and drive economies**. This realisation is borne through the recognition and **celebration of each individuals' uniqueness**.

ASPIRATION

The **ambition** or hope to **achieve** greatness.



OUR VISION

...for our people is to one day look back



& SEE THE

DIFFERENCE

WE HAVE MADE

IT IS REFLECTIVE

– Impact Over Time



IT DEFINES WHAT IS IMPORTANT TO US

– Our People



IT DESCRIBES OUR PURPOSE

– To Make a Difference



DEMONSTRATED through our **ATTITUDES** of

- Collective Responsibility
- Servant Leadership
- Purpose Driven
- Adaptive And Agile
- Celebrating Uniqueness
- Solutions Oriented

MISSION

MISSION

Ensuring every active participant is
CHALLENGE READY, WORK READY,
LIFE READY, SOCIETY READY

- It is **quality driven** – Ensuring
- It **defines what is important** to us – **Every** participant
- It denotes **collective responsibility** – **Active** participant
- It answers to **purpose** – challenge, work, life, society
- It is **solutions driven** – ready

The INSCAPE WAY is based on our three core values that demand a shift from **egocentric** to **eco-centric** behaviour choices. This requires an acceptance of self, an understanding of one's context in the world and a commitment to betterment. All members recognise the value of their intent within the system and accept their **collective responsibility**.



INSCAPE CORE VALUES

Quality is typically governed by a minimum standard. At Inscape, quality, is about mastering how we do things, whilst challenging the minimum standard. It is about intentional behaviours through actions and by choice to enhance, improve and bring about change.

Authenticity is about being real! Each one of us is blessed with a unique blueprint. Find it, express it and be it. Learn to love your uniqueness, accepting your past, committing to the present and aiming for a better self.

Relationships is about understanding your context in this world and the impact of your interactions with and within it. It is about perception and reality – your perception and reality and that of others too. Relationships is about everyone, (your people, your acquaintances and even those you have not yet met). Relationships is also about everything else, for example; (your material possessions, your goals, your value system or your religious beliefs).

Quality is a behavioural **choice** that holds you accountable to the betterment of society, **Authenticity** is your unique blueprint and how you choose to express it and **Relationships** is defined by what you choose is important and how you decide to engage with those important things. The INSCAPE WAY is all about choice. **Choice** is the basis of freedom and freedom allows for learning and advancement.

CORE VALUES

QUALITY – Make a Difference

AUTHENTICITY – Be Real

RELATIONSHIPS - Relate



I would like to invite any interested Inscape members to join me for an online town hall meeting where I would like to share the journey we have experienced and some of the insights we have gleaned about our institution and its people.

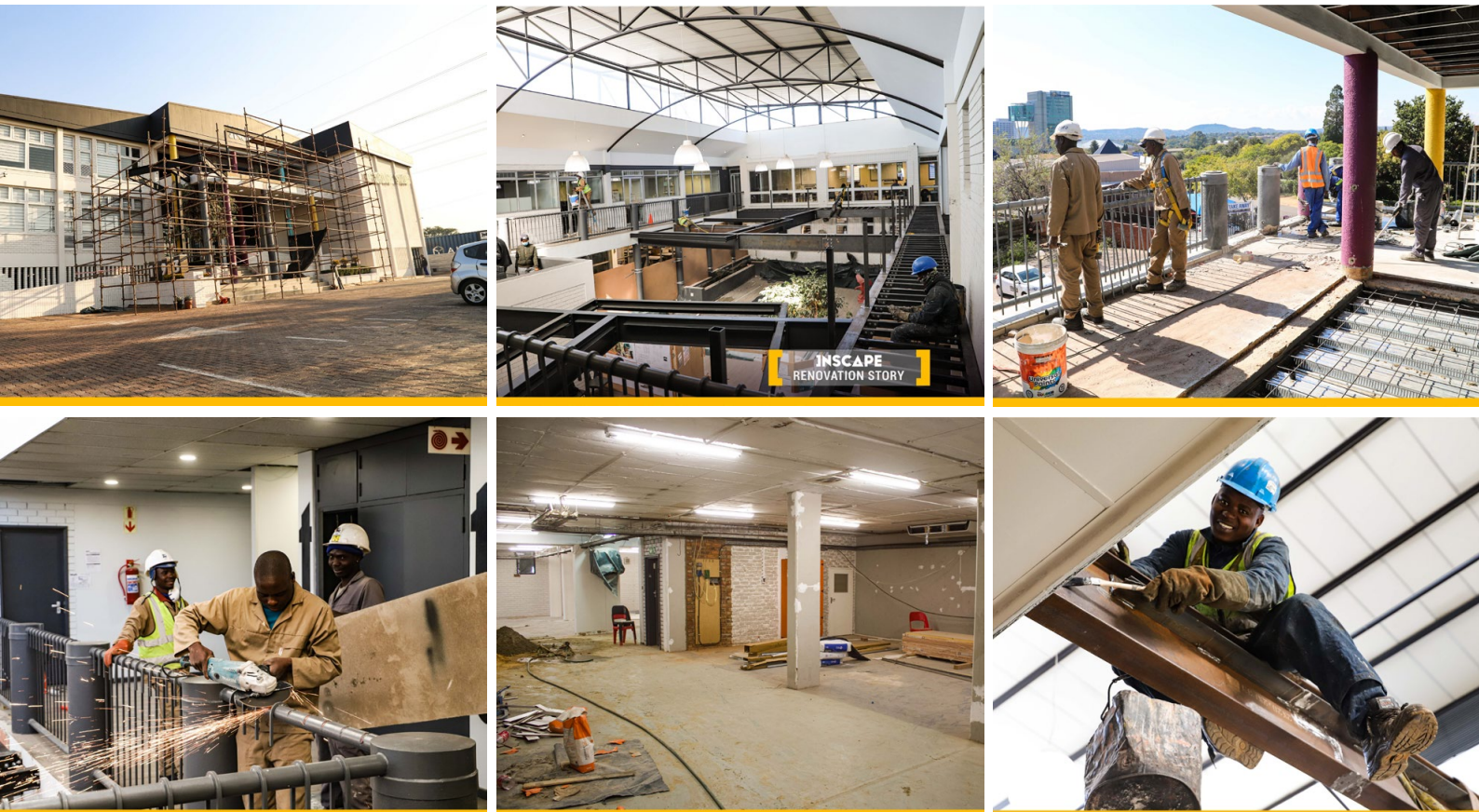
The meeting will be held on 2nd August @18:00 via Teams



GOING GREEN, ONE CAMPUS AT A TIME

The renovations at our Pretoria Campus are well underway. For those Inscape members who frequent this campus, I would like to thank you for your patience and understanding. I know the dust is relentless and the noise often unbearable.

For those who do not visit this campus, we are super excited about the developments that have taken place so far. A sneak preview of some of the completed spaces and those that are in progress...



CAMPUS DIRECTORS IN THE HOUSE

I am pleased to inform you of some new appointments that have taken place into the role of Campus Director at various campuses. The Campus Director is a key position that provides leadership at each one of our sites of delivery and it is imperative that we have the right people with the right skills in the right job, especially this one.

From the 11th July 2022, the following people will be heading up the respective campuses:

- Cape Town Campus: Raymond Taylor
- Durban Campus: Jennie McKenzie
- Distance Campus: Gwynedd Peters
- Midrand Campus: Maurice van der Merwe
- Pretoria Campus: John Booyens
- Stellenbosch Campus: Paul Gericke

Miguel de Figueiredo who headed up our Cape Town Campus and previously our Stellenbosch Campus is stepping into the role of Business Development Manager in a full-time capacity.

Each Campus Director has contributed a snippet about themselves which I am pleased to be able to share with you.

RAYMOND TAYLOR: CAPE TOWN CAMPUS



Raymond has always believed in the liberating aspect of what educating oneself may do, therefore, can authentically say his career is his passion. His vision for the remainder of the year is to connect with the student body, parents, and fellow Inscape team members in Cape Town to ensure the campus fulfills its incredible potential.

"I believe in people. People are the driving force of change, social impact, and progression. With a diverse background in banking, retail and entertainment operations, the education industry has been an exciting and meaningful progression," he said.



MAURICE VAN DER MERWE: MIDRAND CAMPUS

Maurice believes in the power of building a people-centred culture, started his journey in education by teaching, then training and managing teachers in Taiwan. He lives in Pretoria and spends his free time making coffee on his mobile 'coffee bike' and bird watching around South Africa.

JENNI MCKENZIE: DURBAN CAMPUS



Designer, dog mom, bargain hunter & passionate organizer.

Jenni started at Inscape in 2015 as a Part-time Lecturer in the Built Environment Faculty and eventually took the role on a full-time basis, in addition, overseeing the academic operations and student wellness on a campus level. She is honoured to be a part of the continued growth and success of the Inscape Durban campus and to see the 2022 cohort of students complete the year successfully.

"It has been an absolute privilege to have been part of the Inscape team for the past 7 years, and I am looking forward to this new chapter in my role as Campus Director. I am excited to see what the remainder of the year holds for the campus and our students," commented Jenni.

Her aim is to achieve a collaborative learning culture and lifestyle on campus while cultivating stronger connections with the community and the local design industry to further enrich the students' Inscape experience.



GWYNEDD PETERS: DISTANCE & ONLINE CAMPUS

New to the role of Campus Director, but not so new to Inscape. Gwynedd has been a part of the tribe for almost 10 years, starting as a Part-time Lecturer in Printmaking and Drawing back in 2010 to lecturing 3rd-year students in Research and Applied Design.

Prior to her joining the Distance campus in September 2021, the campus had just experienced the most significant growth in its existence, boasting 159 new enrolments across all courses.

"This year has proven to be even more spectacular, and with the persistence and perseverance of a phenomenal team, the Distance Campus is set to surpass 2021's enrolments by the time we close our July intake. These significant numbers have necessitated the appointment of three new Distance assessors, with the need for more ever-growing," she said.

With their sights set on the stars, Gwynedd and the team would like to double 2021's enrolment numbers and see the Distance campus grow to become the biggest campus. (in numbers)

JOHN BOOYENS: PRETORIA CAMPUS



After spending 13 years in the financial services industry, John moved to the higher education sector to teach and shape the minds of our future leaders. The past 15 years have been nothing short of education and training with roles such as Mathematics, Science and Business teacher to executive roles in various higher education institutions.

Having spent 10 months as a Deputy Campus Director of the Pretoria Campus, the Husband and Father of 6 (A daughter and 5 pets) is excited to continue the legacy of student-centric education with the Pretoria team.

"Along with all the academic and support staff, I will work very hard to continue the legacy of success established by the Inscape Pretoria Campus team by building strong and lasting relationships with all the parents and guardians, students, and industry role players. I will focus on maintaining the Inscape values of quality, relationships, and authenticity in every interaction that I have with you," commented John.

Growing up in the East Rand with his younger sister, He gives great credit to his almost 80-year-old Dad for always being his support structure. Under his belt is a B.Sc. Degree in Mathematical Science and a BCom Honours Degree in Econometrics. The Inscape community has made a great impression on John Booyens, who already feels at home.



PAUL GERICKE: STELLENBOSCH CAMPUS

Paul matriculated in 1995 from Die Hoërskool Menlopark in Pretoria. He went on to obtain two degrees, Business Management from The University of Pretoria and BA (Hons.) Motion Picture Medium with a major in Producing from AFDA. After a few years of lecturing at tertiary level he immigrated to the USA in 2012 where he joined the Navy as a Mass Communications Specialist.

After 7 years in the Navy, he returned to South Africa to marry his sweetheart from university. Paul currently lives in West Beach with his wife, Misha-Lamé and son Marnevic with the little sister, Aliana, expected to arrive in October.

"My family is my life and as such I will do everything to love and protect them, be the rock they can depend on and make sure that there is a strong foundation of trust and respect. Everyone plays a role in the happiness of the family, and they need to feel included and responsible for its achievements. In my new role, Inscape Stellenbosch becomes my second family, and the same approach will be applied. Together we will create a vision and culture unique to Stellies and become the number one choice for creatives from all over the country that want to experience student life in the iconic student town of Stellenbosch," he remarked.

The Campus Directors will be supported at each campus by a new position, Campus Academic Manager (CAM). The CAM is responsible for the quality assurance of academics at the campus. This involves ensuring student success and wellness. The following full-time lecturers have been appointed as CAMs.

Leigh Wright (Cape Town), Hein Liebenberg (Midrand), Abri Coetzee (Pretoria) and Nicola Viljoen (Stellenbosch). Applications for the Durban Campus are in progress.

I would like to wish each Campus Director and Campus Academic Manager all the success at each of their respective campuses.

EMF MEMBERSHIP

I am super excited to share with you that Inscape has been awarded full membership with the Ellen McArthur Foundation. This will enable Inscape to

- Access global business and circular economy thought leaders
- Provide the platform for Inscape to showcase success stories and network with other members
- Collaborate on projects and initiatives that support Circular Economy principles and practice with the EMF
- Increase capacity of knowledge of our own staff and subsequently students
- Participate in initiatives by EMF

Another step in the right direction towards achieving our strategic goals of relevance and impact.

Get the edge. Get a grip.



LAUNCH OFFER – ALL SHORT COURSES R250

INSCAPE
short courses
now available on



Get the edge.
Get a GRIP

www.griplearning.online



Grip Learning is now in the marketplace and we have seen an increase in interest and activity on the platform. I invite you to register on the website or on the app by downloading it from the Google Play Store. Some of the courses currently on offer include Consumer Behaviour, Quick Tips to a Strong Personal Brand, Start and Succeed as a YouTuber, Social Media Marketing for Your Side Hustle, Fashion Design and Business Ethics. Just a few of the 70-plus and growing list of exciting and detailed courses on offer.

After 5 IN SCAPE

AFTER5

After5 courses will be launched by end of July 2022. Focussed on adult-learning and targeting professionals, the platform aims to provide an exciting learning experience offered both virtually and at all Inscape campuses in the evenings and on weekends. The courses are 2 weeks to 3 months, non-accredited and fast-paced. The team is currently securing contracts with Inscape Lecturers and JVA's with external individuals for specialised courses being offered. A target of R5m has been set. Digital marketing campaign has commenced.

THOMAS
MORE
INTERNATIONAL EXCHANGE



international student exchange with Thomas More University in Mechelen, Belgium. He will be travelling to Belgium in September. I asked Jaythin to share his thoughts with me regarding Why he chose to Apply for the Thomas More Exchange Program and what his expectations of the exchange might be.:

"I applied for the Thomas More exchange program because growing up, I was always taught that I should "Reach for the stars, and if I miss, I will land on the moon". Essentially, this means that I should take any opportunity that comes my way, and even if that opportunity does not work out, you get the experience of trying.

My expectations for this opportunity are to gain experiences and knowledge that one could not receive while living in South Africa. I believe that one only applies to an exchange program to experience something different to what they are currently used to. I expect to learn new design styles and techniques while studying at Thomas More and combine them with my current design style and techniques that I developed at Inscape."

Congratulations, Jaythin for leaning into this opportunity and we look forward to hearing all about life in Belgium.

TRANSFORMATION AND DIVERSITY

There are two initiatives that I would like to implement at Inscape and I need your help.

1. #InsideOut

I would like to invite students to shadow a senior staff member for a day. This initiative will give the student an opportunity to gain an understanding of what it means to be part of the Inscape team, to understand the role of a leader in practice, and for us to hear the voice of the students to improve our operations and management of the institution. The students will work alongside the manager, attending all meetings and activities, contributing to all problem-solving and decision-making that might need to be made on that day...and whatever else might come up at the time. Students and the manager will be expected to provide written feedback on their experience and make themselves available for a recorded interview that may be used on public platforms.

If you are interested in participating, please complete the [online form](#) by 31st July 2022

2. Conversations of Belonging

I would like to introduce the concept of 'Conversations of Belonging'. Once a term, we meet online to talk about things that matter. For the process to be well facilitated and to bring in the appropriate voices, leaders, influencers and facilitators, I would like you to provide me with subjects that you would like us to explore. Please complete the [online form](#) by 31st July 2022 to provide your suggestions.

IN CONCLUSION

I trust that you have found the content in this letter uplifting and positive. I hope that this positivity will carry you through the rest of the winter months. Enjoy the break and for those who will be busy with in-service training, enjoy learning new things, and apply what you have already learnt. We look forward to all returning for Semester 2.

Be safe and stay warm.

Best regards



HELEN BÜHRS
CEO

