

CG4 Symposium Transcript

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Hello and welcome to CG4's presentation on our partnership with Inkululeko this 2019-2020 school year. Throughout this presentation, we will discuss a variety of topics related to our global engagement internship such as who were involved, what we did, and the impact of our partnership. Please enjoy!

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First of all, please meet our members under the guidance of our CG facilitators, Rehana and Legend.

Due to changes in schedules and other aspects of life, we had team members that had to leave us as well as new ones who joined us at a later time, creating a cumulative list of 12 different members.

In the fall semester, we had Lacey, Kyle, Elizabeth, Suki, Arif, Jessica, Jacob, Winnie, Kenneth, and Lissette. This group of people came from a variety of different academics, ranging from various fields in STEM to the social sciences and to humanities.

Moving onto the winter semester, Kyle, Elizabeth, and Lissette had to leave us due to a variety of reasons, however we were joined by Tiffani and Justin.

Regardless of whether a member stayed for one or two semesters, everyone made meaningful contributions that allowed us to make the most of our internship with inkululeko. Our diverse backgrounds made it possible to learn and connect with Inkululeko from different perspectives.

Now that you have met our members for this school year, we will now discuss Inkululeko, its

goal and purpose.

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Inkululeko's mission is to provide South African township youth with the skills, support and guidance necessary to apply, attend and succeed in university; to challenge the bigotry of low expectations for township youth; and to provide sustainable, positive change; student-by-student, generation-by-generation.

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What is Inkululeko you may ask? Well it is a non-profit organization which was founded in 2011 by Jason Torreano, that provides steps to secondary education and entrepreneurship for students that are in grades 8th-12th. They do this by providing the necessities such as tutoring, school supplies, transportation, and guidance related to pursuing higher education or a future in entrepreneurship. Most of their operations are situated in South Africa, more specifically in the cities of Cape Town and Makhanda, as well as township areas that are underdeveloped or even racially segregated.

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Inkululeko is an organization that focuses on the empowerment of its students through its educational and mentoring services. GSP looks at Inkululeko as an organization that exemplifies GSP's mission in exposing students to the global issue of access to education. GSP students can see the way a bottom-up approach can effectively serve a local community and students can view the impact of focusing on individual students rather than education and broadly speaking. GSP looks to be a part of challenging the low expectations students within impoverished communities are held to through the growth of their social media presence to track

more donors and supporters of the mission of Inkululeko. Inkululeko looks to spread its message to more US undergraduate students and to more family foundations through our partnership. By keeping the social media posts short and to the point, GSP students will be able to capture the attention span of Inkululeko's intended audiences.

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As previously stated, outreach is an important aspect of Inkululeko and is also something that we have worked with this past semester. For the fall semester of 2019, our group researched and compiled a list of different universities, organizations and companies to reach out to. We focused on groups with similar goals, missions, or purposes as Inkululeko as we believed that they would have a higher chance of responding back to us and collaborating with Inkululeko. We ended up with a list of more than 30 different universities, organizations and companies, which we then split up and had each individual in our group contact three or four of them. We communicated with them through emails, different social media platforms, and on their website if there was a 'contact us' form. This outreach is especially important because it promoted Inkululeko to a broader audience, both domestically and internationally. It also connected them to a lot of different groups that may have never heard of them before. This is important because through these connections, Inkululeko was able to gather and create more resources and opportunities for their students.

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This past semester, CG 4 took on Inkululeko's very own social media challenge. We managed the social media accounts to facilitate the organization's outreach and gain more exposure. We maintained embed followers to create a more professional and presentable social media presence As for our posting was concerned, we made sure to post every weekday with

pictures that Inkululeko collected. By using Inkululeko's very own pictures, we were able to ensure a level of authenticity and professionalism. Without doing that and simply taking pictures from Google images, we will lose our credibility as an organization and as a CG from our efforts. We made sure to post every weekday and members of our CG took turns to ensure that no one person was responsible for posting all the time and everyone got a chance to interact with the social media platform and Inkululeko.

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Participating with Inkululeko was a learning experience for all of us, as we navigated through the internship along the year. We all were able to learn about the internship and about ourselves as we shared the tasks and work to help our non-profit organization and their mission. Despite the fact that our organization is located on a different continent, we were still able to see the importance of our work and how NGOs like Inkululeko can make a difference. We were able to see the importance of working together as a group, and that support from your peers and partners is important to accomplish tasks that at first seem daunting. However, working with our CG for two semesters we were able to get to know each other and help build our community and work on the internship as a group.

Along the way we realized what was important for us to be successful. We realized that being organized and on top of things is very important to avoid any problems. With this internship it was especially important because we would only meet once a week, and working with people in different time-zones. We also acknowledged that we need to improve our communication with each other and the people we were working with to ensure that there was no miscommunication and that what was expected of everyone was clear to get our tasks and goals

accomplished.

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Along with our successes, we did also face some limitations as well. In the first semester during our outreach process, we were unable to get responses from all the companies we reached out to. This was a limitation because it provided us with less connections and opportunities regarding the funding for the internship. In reference to second semester, we had some trouble with reaching new audiences through social media. Although we had a tactic to expand the social media following base, our method was not compatible with Instagram's algorithm; Therefore, our one semester time restraint did not provide us with ample time to expand the following base to the desired amount.

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This presentation would not be complete without acknowledging the people that made all of this possible.

We would like to take this time to thank some of those individuals.

First off, we would like to thank Jason Torreano, founder of Inkululeko, for giving us this opportunity as well as the platform to learn more about how to make change in communities. We would also like to thank Rehana and Legend for being such great peer facilitators; We really could not have done this without you guys.

Finally, we would like to thank Benjie and Nita for all your hard work and efforts to create a positive community, even through the difficult switch to remote teaching.

And a special thanks to the GSP community!