



# UL STUDENT RECRUITMENT ROADSHOW 2024



## VISION:

To be a leading African University focused on the developmental needs of its communities and epitomising academic excellence and innovativeness

## MISSION:

- We provide **excellent and relevant academic programmes, research and community engagement** initiatives that respond to the developmental needs of communities whilst producing well-rounded graduates who give back to their communities and are global citizens;
- We **enhance access to higher education** for under-prepared, socially and economically disadvantaged students in particular;
- We **provide academic support services** to all students of the University to ensure success in their studies;
- We **provide planned opportunities for the development of all staff**, particularly the academic staff in respect of their teaching, research and community engagement skills;
- We strive to **strengthen and maintain partnerships and collaboration** with the government and private sector, local authorities, international institutions and our alumni community; and
- We endeavour **to diversify the University's funding streams significantly**, particularly the increase of third stream income, in order to support the launching of new teaching and learning, research and community engagement activities and sustain the existing ones.

## VALUES:

- Accountability
- Transparency
- Integrity
- Academic Freedom
- Excellence and Professionalism

# Editorial Team

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# The starting point



**Our focus in 2024, was on establishing a revised baseline that considers the new and forthcoming challenges facing higher education, especially the so-called Black Universities. It further involved targeted efforts to recruit undergraduate students from predominantly white schools, as well as schools in quintiles four and five.**

Over and above UL's partnership with the Career Exhibitions and Information Association (CEIA) and the Limpopo Department of Basic Education, the emphasis for UL in 2024 was on the importance of recruiting students from top schools in Limpopo and adjoining provinces, including predominantly white schools. It is, however, important to note the non-responsiveness of white schools to all UL student recruitment initiatives. To curb this going forward, a plan is in place to expand UL's student recruitment partnerships with community-based organisations, corporate organisations and government institutions – including basic education departments from other provinces – and institutions of higher learning.

Collaborating with prestigious educational institutions not only enhances the university's academic profile but also enables UL to attract high-calibre students who are well-prepared to excel in their chosen fields of study. Furthermore, expanding bursaries and scholarship programmes for targeted students from diverse socio-economic backgrounds would promote inclusivity and accessibility.

The commitment to diversity would equally necessitate the Marketing and Communication Division strengthening partnerships with the registrar's enrolment office, faculties, resource mobilisation, student affairs, and other relevant internal stakeholders.

These partnership agreements, together with the current UL Student Recruitment Strategy tabled at University's Executive Management level will not operate in isolation but consider the implementation of the Quality Improvement Plan (QIP), which focuses on enhancing recruitment systems and processes to ensure efficiency and effectiveness. By continuously refining these mechanisms, UL can better identify, attract and retain top talent while also providing a seamless and supportive experience for prospective students throughout the recruitment process.

# The Need



For decades, the University of Limpopo (UL) has been classified as a historically disadvantaged institution, owing primarily to its rural location and associated constraints, such as a lack of vibrant student experiences, lack of adequate support programmes, and minimal recreational amenities.

In its examination of the 'universities of the future', the UL Strategic Plan for 2024-2028 emphasises the importance of improving the customer experience to attract and retain a diverse student body:

"Across the world, there is an increased focus on customer experience, therefore institutions of higher learning are placing more focus on the experience of the student, particularly as it relates to getting students onboarded, ensuring that students have a smooth and successful transition into the higher education environment. The onboarding process has since become more comprehensive, and student-centred to address the diverse needs and expectations of incoming students."

To realise the vision of a 'university of the future' with diverse student populations, the student recruitment process must be comprehensive. This entails fostering partnerships between the Marketing and Communication division and the academic project, as well as other support units.

The upcoming recruitment cycles present challenges that require proactive preparation at both the faculty and institutional levels. The lack of interest from prospective students from other racial groups and higher socio-economic communities underscores the need for collective efforts to adapt our recruitment strategies and deliver targeted services of high standards to our community.



As opposed to the traditional Annual Open Week previously hosted on campus, the 2024 Inaugural Student Recruitment Roadshow Series positions UL to cultivate a diversified, high-quality student enrolment in the coming years.

The roadshow series presents priorities aimed at engaging a wide and diverse array of prospects from various perspectives. It outlines a strong set of practices that can be implemented at both small and large scales, with the overarching goal of increasing new and continuing undergraduate student enrolment.

### Key Drivers

- Instituting student-focused practices and engagement opportunities.
- Making data-driven decisions and responding agilely to unexpected changes.
- Implementing tools and practices that uphold high-quality service and data compliance standards.
- Establishing an accountability framework to measure progress toward goals.
- Cultivating strategic partnerships to nurture a pipeline of diverse academically prepared students.
- Strengthening campus-based collaborations.
- Fostering the development of a more diverse student body both nationwide, regionally and internationally.

### The Roadshow Priorities

**Priority 1:** Differentiated targeting approach and diversity

**Priority 2:** Recruitment from top schools (lower and upper quintiles)

**Priority 3:** Targeted Faculty exhibitions and engagement with Life Orientation educators

### A New Approach

For the 2024 academic year, the Student Recruitment team undertook a new approach to make the University of Limpopo more accessible to our communities.

Instead of hosting the annual Open Day on campus, led by the Deputy Director for Stakeholder Relations, Ms Siyasanga Hompashe, a team of professionals from the various faculties and support departments embarked on a student recruitment roadshow visiting different communities in the Limpopo and Mpumalanga Province.

The goal was to provide career guidance and information to learners who are considering pursuing their studies at university after finishing their matric exams.

The University of Limpopo's (UL) Student Recruitment Roadshow Series is closely aligned with the institution's overall goal 6 of "improving overall branding, communication, partnerships and diversity".

The Series mainly focuses on addressing enrolment quota deficiencies in specific programmes and fostering a diverse student population, taking a multi-layered approach to achieving this goal. A diverse student population means attracting students from upper socio-economic strata, thereby enriching the academic environment and improving the institution's overall reputation.

One of the primary thrusts of the Series involves adopting a differentiated targeting approach. This approach entails identifying struggling faculties, schools, departments, and programmes and conducting comprehensive needs analyses to determine priority areas for improvement.

It is our belief as Marketing and Communication that by honing-in on these specific areas, UL can tailor its recruitment efforts to address the distinct challenges and opportunities that exist within each academic domain, maximising effectiveness and impact.

- The end-goal was that of reaching and servicing UL's desired target audience in different locations.
- The team focused on the ten districts in Limpopo, Nelspruit and Bergasfort in Mpumalanga.
- The target audience, among others, included former model-c and top achiever schools, not excluding other schools.

The roadshow series included speakers that gave an overview of UL; panel discussion(s) on UL programme offerings where learners engaged staff on courses and support programmes such as financial aid, sports, etc. offered at the University.

As opposed to the traditional annual open week, the value of the 2024 student recruitment roadshow was that it provided in-person conversations between prospective students with our faculty personnel, admissions and enrolment, career counsellors, marketing team, and programme managers/teams in more controlled environments. The roadshow also provided a more targeted student recruitment approach which talks to UL student recruitment and enrolment quota needs.

As the UL Student Recruitment Roadshow series grows, it is envisaged that the series will evolve into a student recruitment/learner conference or summit.





# Areas Visited

District	Dates	Number of schools	Total Number of Learners
1. Sekhukhune	9-12 July 2024	58	2780
2. Capricorn South- Lebowakgomo Civic Centre	15 July 2024	3	216
3. Capricorn North- Polokwane Jack Botes Hall	16 July 2024	7	705
4. Waterberg-Tayob Town Hall	17 July 2024	0	0
5. Mopani-Malamulele	19 July 2024	7	142
6. Vhembe-Thulamela Indoor Sports Centre	22 July 2024	7	1885
7. Mopani- NkowaNkowa Community Hall	24 July 2024	15	1200
8. Capricorn- Ga Maja	25 July 2024	11	834
9. Mpumalanga	26 July 2024	4	556
		<b>TOTAL 112</b>	<b>TOTAL 8318</b>

Name of Schools	Dates	Number of learners
1. Makovongo High School- Giyane	26 July 2024	25
2. EPP MHINGA Secondary School	31 July 2024	204
3. N'wanati High School	1 August 2024	130
<b>TOTAL</b>		<b>TOTAL</b>
<b>3</b>		<b>359</b>

*Ms Siyasanga Hompashe is the Deputy Director for Stakeholder Relations leading student recruitment within Marketing and Communications.*





## STUDENT RECRUITMENT ROADSHOW AT A GLANCE

# REAKGONA DISABILITY CENTRE

During the recent roadshow at Jack Botes Community Hall in Polokwane, under the Capricorn district, the University of Limpopo showcased its commitment to inclusivity by highlighting the support services available for students living with special needs. Representatives from all four faculties presented the various courses offered, ensuring that learners from different areas were well-informed about their options.

The university's Reakgona Disability Centre was specifically mentioned as a key resource for students with disabilities, providing them with the necessary support and opportunities to pursue the careers of their choice. This initiative underscores the University of Limpopo's dedication to creating an accessible and supportive educational environment for all learners.





# CENTRAL ENROLMENT MANAGEMENT

Steven Baloyi, Head of Central Enrolment Management at the University of Limpopo, provided attendees with a brief overview of the institution's history, tracing its evolution from the University of the North to its current status. He emphasised the importance of academic excellence as a gateway to the benefits offered by the university, urging learners to strive for outstanding results in their studies.

Baloyi also highlighted the upcoming application deadlines for the 2025 intake, stressing the importance of early application to avoid disappointment, especially for those interested in the Faculty of Health Sciences, where the deadline is 30 July 2024 which is earlier than the remaining three Faculties on the 30 September 2024.





# FACULTY OF HUMANITIES

The roadshow featured insightful presentations from university lecturers, notably Mr. Kgatla from the Faculty of Humanities, who provided an in-depth overview of the three key schools within the faculty: the School of Languages, the School of Social Sciences, and the School of Education. Each school offers unique academic programs designed to equip students with the knowledge and skills needed to excel in their chosen fields.

Mr. Kgatla emphasised the faculty's commitment to fostering critical thinking, cultural understanding, and educational excellence, underscoring the diverse opportunities available to learners within these disciplines.



# FACULTY OF MANAGEMENT AND LAW

Assistant Faculty Registrar, Andries Ramakgwakgwa representing the Faculty of Management and Law, highlighted the importance of early application to avoid complications as deadlines approach.

He provided an overview of the three schools within the faculty: the School of Accountancy, the School of Economics and Management, and the School of Law. Emphasising the university's renowned excellence in legal education, Ramakgwakgwa noted that for admission into the School of Law, applicants must meet the minimum of 30 APS points and demonstrate proficiency in English, regardless of their subject choices.

He encouraged prospective students to seize this opportunity and work diligently to meet the entry requirements, underlining the faculty's commitment to academic rigor and professional success.



# FACULTY OF SCIENCE AND AGRICULTURE

The University of Limpopo's roadshow, spearheaded by the Faculty of Science and Agriculture, provided a valuable platform for learners to gain insight into the academic opportunities available within the faculty. Sandile Rikhotso, Chairperson of the School of Physical and Mineral Sciences Marketing and Community Engagement Committee, emphasized the importance of delivering detailed information about the qualifications offered by the faculty's four schools: the School of Agricultural and Environmental Sciences, the School of Mathematical and Computer Sciences, the School of Molecular and Life Sciences, and the School of Physical and Mineral Sciences.

The roadshow allowed faculty representatives to engage directly with learners, addressing their questions and providing clarity on entry requirements and potential career paths associated with each qualification. This interaction was not only beneficial for the learners, who gained a deeper understanding of their options, but also for the faculty, as it helped them connect with prospective students and guide them in making informed decisions.

However, the roadshow also revealed some challenges, particularly for learners whose subject combinations would not allow them to pursue certain degrees within the Faculty of Science and Agriculture.

For instance, students with Mathematics Literacy instead of pure Mathematics, or those lacking Physical Sciences, were advised that their current subject choices might limit their eligibility for science-related degrees. Rikhotso and his team took this opportunity to counsel these learners on alternative qualifications available within the university, ensuring that they still had viable options for their future studies. This proactive approach demonstrated the university's commitment to supporting all learners, regardless of their academic backgrounds, by helping them find suitable paths to higher education.



# FACULTY OF HEALTH SCIENCES

The Faculty of Health Sciences at the University of Limpopo, which consists of two prominent schools—the School of Health Care Sciences and the School of Medicine—plays a critical role in shaping future healthcare professionals. As the only faculty with an early application deadline, closing on 30 July 2024, the faculty took part in the university's roadshow to ensure that learners are well-informed and adequately prepared to meet the requirements.

Representatives from the faculty provided comprehensive details about the programs offered, emphasizing the importance of early application due to the high demand and limited spaces within these competitive fields. During the roadshow, the faculty's team focused on guiding learners through the specific entry requirements for each program, which often include a combination of strong academic performance and a commitment to pursuing a career in healthcare.

They also highlighted the unique opportunities available within the faculty, such as access to state-of-the-art facilities, hands-on clinical training, and a curriculum designed to meet the evolving needs of the healthcare sector. By participating in the roadshow, the Faculty of Health Sciences aimed to inspire and equip prospective students with the knowledge and resources necessary to succeed in their chosen healthcare careers, while also stressing the urgency of meeting the early registration deadline to secure their place in these sought-after programs.



# FINANCIAL AID

The Student Financial Aid Support Department played a crucial role in the University of Limpopo's roadshow, offering essential guidance to learners on how to secure funding for their studies. Kulani Mthombeni, a Financial Aid Officer, provided a detailed walkthrough of the application process for securing financial aid, with a particular focus on applying for NSFAS.

Mthombeni emphasized the importance of creating a profile before beginning the application and ensuring that only valid documents are uploaded to avoid disruptions in funding during their studies. He also advised learners to maintain their password and cellphone numbers, as these are key to their communication with NSFAS.

Additionally, Mthombeni encouraged learners to explore the merit bursary program, which requires a separate application through the university's website, [www.ul.ac.za](http://www.ul.ac.za), highlighting the multiple avenues available for financial support.



# HOUSING

The Housing Division at the University of Limpopo is one of the most vital support departments, playing a key role in ensuring that students have a comfortable and supportive living environment during their time on campus. This division is dedicated to help students navigate their stay by providing safe and well-maintained accommodations, fostering a community where students can thrive both academically and socially.

As the residence application cycle is now open, the Housing Division strongly advises learners to apply as early as possible to secure their spot. With high demand for on-campus housing, early application is crucial to avoid the disappointment of missing out on a place in the university's residences.

The division emphasises the importance of planning ahead, ensuring that students can focus on their studies without the added stress of last-minute housing arrangements. Ultimately, we promise the best campus life experience as the on-campus residences are known as a home away from home!



### Residence Application Process

- Students who require accommodation in the University residences shall apply by:
- Visiting the university website [www.ul.ac.za](http://www.ul.ac.za) then proceed to Turf Portal.
- Use the student number and a pin provided to login to the Turf Portal.
- Click on residence application and follow the steps.
- After completing the above steps, you will receive an email, which serves as a proof of residence application.
- Due to limited space in the residences, only students who applied for residence shall be considered on a First Come First Serve basis.
- Residence application does not guarantee admission into residences.

### Residence Admission

- Admission into the residences shall be dependent upon application for residence.

- Only students who are academically admitted shall be considered for residence admission.
- Admitted students shall be allocated rooms systematically, received guidelines on how to accept residence registration offer.
- Students are advised NOT to pay residence registration fee before they receive residence admission status from Residence Administration.
- Residence fee is payable ONLY when the student is admitted in the residences and received the residence admission notification.

### Residence Registration

- Residence registration shall be conducted online for students who are academically registered.
- Students shall have been financially cleared to accept residence registration.

### Residence Occupation

- Students shall be given a date to report on campus to collect their room keys.

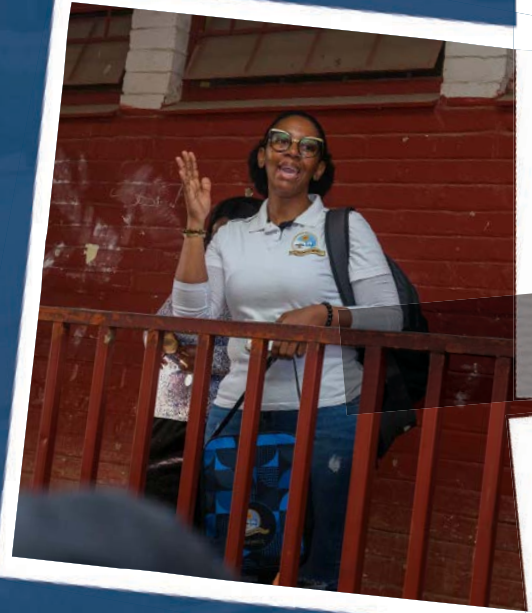
- After room key collection, student shall fill room inventory form.
- Students shall download the Residence Rules and Regulations Booklet (Student Service Guide).
- Residence Orientation and Students Life Activities
- Students are advised to attend the University compulsory orientations and residence life talks to acquaint themselves with the university life.
- Residence Administration encourages students to participate in residence life activities (i.e. sports extravaganzas, cultural weekends, ladies night).

For enquiries contact us on the call centre number:  
015 268 3945 or email:  
[accommodation@ul.ac.za](mailto:accommodation@ul.ac.za)

Residence Management Team would like to thank you for choosing the University of Limpopo as your future home and awaits to welcome you.

### "Home Away from Home"







University of Limpopo @ULVarsity

*Finding solutions for Africa*