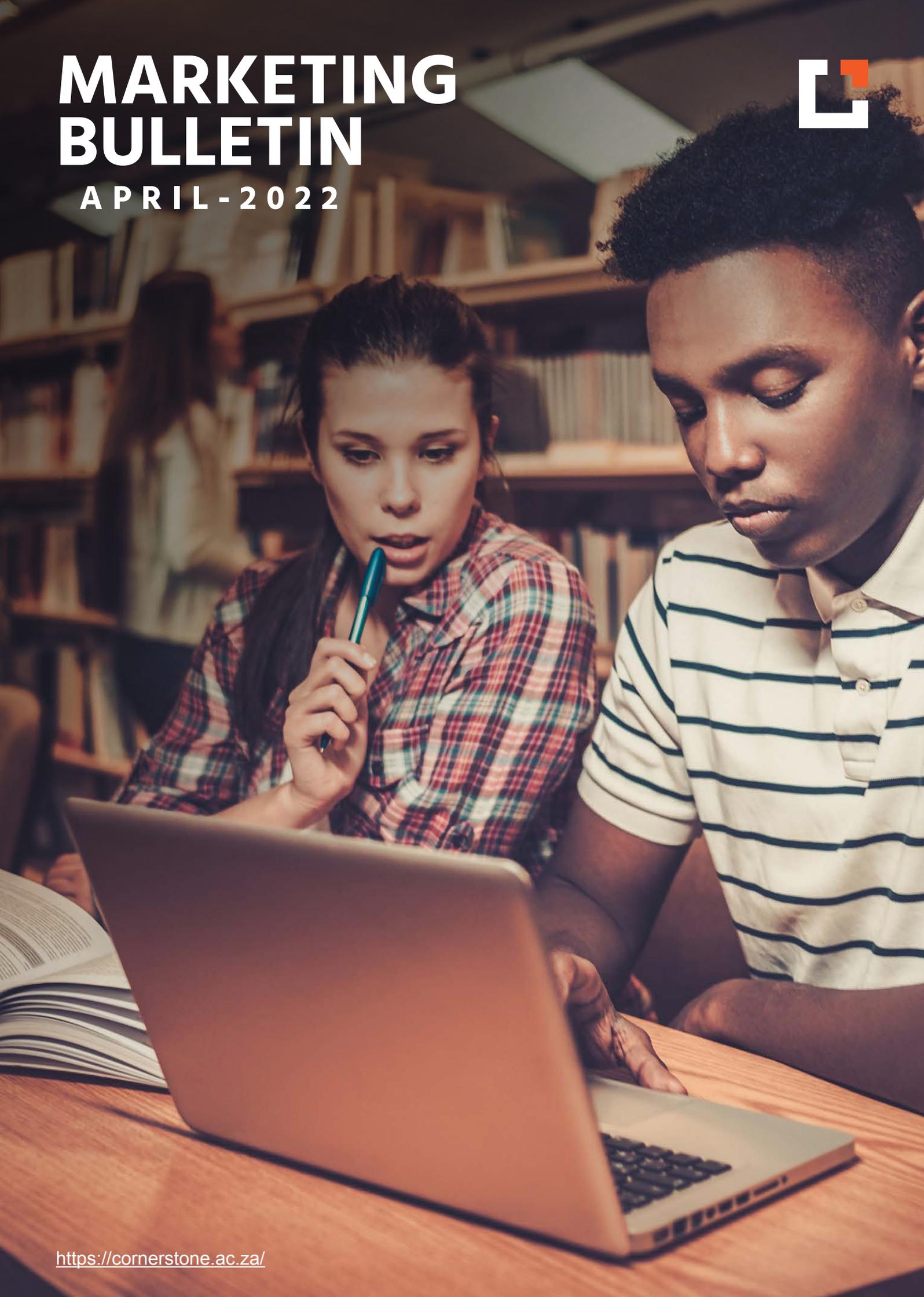


# MARKETING BULLETIN

APRIL - 2022



# 2022 started with a record number of enquiries for Cornerstone Institute!

The marketing team started 2022 with a bang! The first-semester intake, which closed at the beginning of 2022, produced over 5000 enquiries—a record for Cornerstone Institute.

This quarter, in addition to the tasks of marketing Cornerstone, closing the first-semester recruitment cycle and preparing for the second intake of 2022, the team has been involved in various other initiatives supporting other Cornerstone Institute departments with projects such as the virtual and in-person [orientation events](#) that were organised by Student Development and Services (SDS).

Read on to find out what the marketing team has been busy with over the last three months!

## What's news?

The marketing team has had a buzzing first quarter. The whole marketing team now is working full-time at the office and has had several staff shifts.

The team welcomed a new member earlier in the year. Khukhanya Dube joined the team at the beginning of February as a videographer in the media unit. In addition, our marketing team is excited to be working again with Luxolo Qampi as a videographer in the media unit and with Ncebakazi Lengisi as a student recruitment officer in the Recruitment Unit.

In March, the team bid farewell to our Marketing Coordinator, Oscar Cloete. Oscar was part of the marketing team for over five years. The team thanks him for his contributions, and we wish him well in all his future endeavours.



Luxolo Qampi

Ncebakazi Lengisi

Khukhanya Dube

# Recruitment

The recruitment team ended the 2022 first semester recruitment drive with a record number of enquiries!

As of the 25th of February 2022, Cornerstone Institute received 5840 enquiries and 1950 complete applications. As a result, 567 new students were registered for Semester 1, 2022.

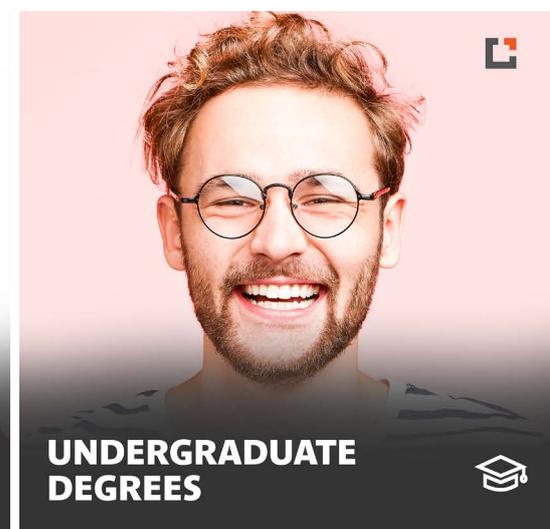
The recruitment drive for the second semester of the year has taken full effect. The recruitment unit has been hard at work converting leads generated by the rest of the marketing team into applications and registrations.



**HIGHER  
CERTIFICATES**



**POSTGRADUATE  
QUALIFICATIONS**



**UNDERGRADUATE  
DEGREES**

The recruitment unit is working with the rest of the marketing team to ensure that the content produced in the current recruitment period is a mixture of our broad offering and programme-specific information.

# Exhibitions

The marketing team promotes Cornerstone at exhibitions arranged by the Cape Careers Exhibition Association (CCEA) and by attending school meetings aimed at high school learners, their families, and teachers.

This quarter the team attended several exhibitions hosted at various schools. Some of the schools visited were Table View High School, Curro (Durbanville) and Parklands College.

At these exhibitions we are able to share our general brochure, and have the opportunity to build relationships with schools and prospective students.



# Website

This quarter the IT department submitted a proposal to re-engineer and rebuild our website.

All requests from the previous quarter have been completed. Updates include; integrating Freshdesk chat systems, creating more user-friendly visually appealing web pages for the homepage, and updating governance and content information.

All website updates can be seen [here](#).



# Media

The most significant change in the media unit in the last quarter has been the addition of videographers. This change has increased our video making capacity and is evident in the number of videos we can now create. Some of the videos we have been able to produce in the last three months include: [new recruitment videos](#), an [Athlone North Update video](#), edited [Unlearning content](#), and a [Library](#) and [SDS overview](#), to name a few.

This quarter the media unit has continued to work on various design projects, including updated brochures & prospectus, staff signatures, birthday cards, departmental leaflets, and creating designs for all our departments and programmes.

The media team has worked with various other departments on several projects, such as SDS with orientation and internal workshops for students. The media team has also created new material for the second semester recruitment campaign, including [GIFs](#), [videos](#), and [social media cards](#).



**Higher Certificates**

Higher Certificate in Community Development



**Bachelor of Commerce**

Bachelor of Commerce in Entrepreneurship



**Bachelor of Arts**

Bachelor of Arts in Sociology & Psychology



**Bachelor of Theology**

Bachelor of Theology in Media Studies



**Bachelor of Theology**

Bachelor of Theology in Psychology



**Bachelor of Commerce**

Bachelor of Commerce in Marketing Management

# Communications

Community engagement and highlights have been a central focus of our communications efforts this quarter.

This quarter, the communications unit has been working with the media unit to update all programme leaflets, the prospectus and creating a general undergraduate brochure that prospective students receive at exhibitions and events.

In the last three months, we have created over 50 student profiles for student funding purposes. We have also published several articles on the website highlighting the achievements and opinions of Cornerstone Institute community members.

Articles shared include Executive Dean Rev. Dr Rudi Buys' latest [On The Buys Line column](#), news of [events](#) and [updates on achievements within our community](#).

**YOU ARE INVITED TO ATTEND:**  **Cornerstone**  
Learn to change the world

**Understanding conscious discipline at home and in the classroom**



PRESENTED BY: **Dr Serahni Symington** Senior Lecturer Psychology  
Department Cornerstone Institute  
Hosted by the **Department of Psychology, Cornerstone Institute**



DATE: 23 May 2022 Time: 9h00 AM - 14 h00 PM  
COST: R700 per person, 3 HPCSA CPDs have been applied for  
VENUE: Cornerstone Institute, 1 Cedar Street, Sandown, Milnerton Rural, Western Cape, South Africa, 7441  
FOR MORE DETAILS PLEASE CONTACT:  
psychadmin@cornerstone.ac.za or call (021) 448 0550 ext 2303



**Health Workshop Series**  
Workshop 2: Healthy Habits

Wednesday, 13th April 2022    Session (1) Time: 12:30 PM    Venue: Online  
Session (2) Time: 18:30 PM



Contact: [sds@cornerstone.ac.za](mailto:sds@cornerstone.ac.za)

**TIME MANAGEMENT WORKSHOP**

Wednesday, 16th February 2022

Session 1  
12:30 - 14:00

Session 2  
18:30 - 20:00

Venue: Online

Contact: [academicsupport@cornerstone.ac.za](mailto:academicsupport@cornerstone.ac.za)



# Social Media



Community engagement and highlights have been a central focus of our communications efforts this quarter.

This quarter, the communications unit has been working with the media unit to update all programme leaflets, the prospectus and creating a general undergraduate brochure that prospective students receive at exhibitions and events.

This quarter Cornerstone's social media pages have supported all ongoing institutional activities, such as the first season of Community Dialogues, which ended at the beginning of this year.

Our social media pages continue to support recruitment efforts and the sharing of information, such as orientation details and highlights from the website.

Our social media platforms have been facilitating community engagement on our social media pages by highlighting members of the Cornerstone community through the [People of Cornerstone Campaign](#), showcasing the institution through the [Did you know Campaign](#) and engaging with all relevant public holidays such as [International Women's day](#) and [Human Rights day](#).

**COMMUNITY CHAMPIONS**  
Season 1, Episode 14

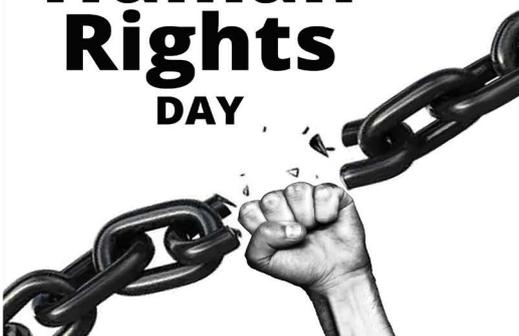
| WITH              | DATE                      | TIME     |
|-------------------|---------------------------|----------|
| Noel Daniels, CEO | Thursday, 06 January 2022 | 9pm-10pm |

FEATURING  
**Gary Jansen**  
Board Members  
Cornerstone Institute



  **89.5FM**

**HAPPY Human Rights DAY**



**INTERNATIONAL WOMEN'S DAY**



# Let's continue to reach for the stars...

With the recruitment window still wide open, let's support each other in reaching our targets of completed applications and registered students for 2022.

Do not hesitate to reach out to us for assistance with any marketing related matter.

Continue to like, share and engage with our social media pages. Remember to follow us on: [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#), and [YouTube](#).

THE PEOPLE OF  
CORNERSTONE  
INSTITUTE



**Johannes van Zyl**

"I hope to contribute innovative findings and theories towards the future of Psychology. The most important impact I hope to make with my qualification is to be equipped with the necessary tools and training to help people who do not have the skills to heal and move forward in life."

THE PEOPLE OF  
CORNERSTONE  
INSTITUTE



**Bulelani Ndindwa**

"I value community and Ubuntu because people who didn't owe me anything came together and decided to raise me. I am the embodiment of a child who was parented by a village of people."

THE PEOPLE OF  
CORNERSTONE  
INSTITUTE



**Anelisa Nqatha**

"I know how to treat people because I know what it is like need help and not receive it. I always treat people with respect and kindness because I wasn't always given dignity and compassion."

THE PEOPLE OF  
CORNERSTONE  
INSTITUTE



**Claudia Brown**

"I decided from an early age that I wanted to be a mental health professional because I struggled with accessing help for my own mental health issues as a child. I want to be a professional who makes a difference in my community for those little boys and girls who need someone to listen."

All the best for the rest of the year!