

Where Intersections are Imperative: Advancement Structures in Higher Education Institutions in South Africa

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Abstract:

Advancement structures in HEIs in SA include fundraising and development, alumni relations, marketing and communications and related functions. Their mission thus includes the sourcing of resources for sustainability. However, there are variations on a theme, influenced by several factors: the historical standing of the institution and its type, understanding of advancement, and the resources available to effect its mission, amongst others. One key aspect is its outward-facing focus, as stakeholders are external, from the private sector, industry, partner organisations and community (ngos), making for a cross-cutting thrust to attain results that advance the institution. It is in this arena that intersections are in fact imperative, as experience shows that collaboration achieves more. The factors which impede progress and those which give advancement traction, are therefore the crux of the matter. This paper expands on the nature of the intersections referred to, as well as the challenges faced, with reference to the experience of Mangosuthu University of Technology.