

2021 YIELDS POSITIVE RESULTS

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The famous quote of Desiderius Erasmus says: *“the main hope of the nation lies in the proper education of its youth”*.

The 2021 marketing and recruitment strategy for ORBIT College was successfully implemented beyond expectation, given the circumstances brought about by the COVID-19 pandemic. The team continued with outstanding work in servicing our communities and managed to maintain the interaction with people on the ground by cascading educational information.

Marketing tools such as career expos, the virtual open day, information-sharing sessions, and outreach programmes enabled us to reach out to our key markets from all walks of life. Throughout the year, we participated in approximately sixteen career exhibitions, three outreach programmes, and two school visits where presentations about the college programmes were conducted and shared with the various target markets. The target market ranged from Grade 9 to 12 learners, educators, out-of-school youth to employees of industry. We also strive for inclusivity during our drives to create awareness to the markets from designated groups such as people with disability, and to female learners in support of women-in-engineering initiatives, English and Afrikaans medium schools, special schools, just to mention a few.

The team also embarked on a new initiative of attending mini career exhibitions that was introduced by the Department of Education to substitute the traditional district mass career expos. The mini career expos that were hosted basically concentrated on individual schools, but at times schools from neighbouring areas would club together in an effort to expose learners to career information from different institutions of higher learning. Bearing in mind that COVID-19 is still in our midst, strict measures were observed as per the Covid-19 safety regulations.

2021 was indeed an amazing and fruitful year as we were once again able to deliver educational services to the community.

As the Marketing & Recruitment team of the College, we say “*fique informado*” which simply means “*stay informed*”.



The College was well represented at Meridian Secondary School in Tlhabane during their Grade 9 learners Career Open Day. The edutainment was hosted at the school on 20 August 2021. Interaction with Grade 9 learners is always a great session as it supports the intake for our NCV programmes. Other institutions of higher learning were also present to share information with learners.



Grade 9 learners of Freedom Park Secondary School attending a career open day that was hosted on 25 August 2021. The event was only limited to the Grade 9 learners, so this was a great opportunity for the College to inform learners about the benefits of NCV programmes



Grade 9 learners of Zinniaville Secondary School listening attentively during their career open day that was hosted on 31 August 2021. The event was limited to Grade 9 learners only but learners from Grade 10, 11 & 12 were also given an opportunity to interact with various institutions in obtaining information about different careers available.



On 29 September 2021, the College participated at Sun City Resort career expo that was hosted specifically for their employees



Grade 12 learners of Moedwil Secondary School after watching our virtual open day at their career day that was hosted on Saturday 18 September 2021.