

Group work on Advocacy

- Work on relationship between principals, students, colleges and lecturers
- How to market the ATIs/ make them more visible?
 - Involve stakeholders
 - Clarification of what we produce, i.e. what can graduates do once graduated
 - Clarification of perspectives of jobs
 - Focus on Inputs (of new students) → expectations for studies to be made clear
 - Clarity on recruitment area – also geographically
 - Specialisation of ATIs: distinction between different colleges
 - Contextualise challenges of black people (e.g. access to land)
 - Student and colleges to be organised e.g. participate in land task team at district level and at higher level to create perspectives on access to land for graduates.
 - Make alignment between education institutes to make it clear if students want further education / development
 - Clarify opportunities for student for (work) experiences at companies (make a database)
 - External relations officer at ATI to be in contact with stakeholders
 - Community outreach by training institutions
 - APAC to have a chapter on advocacy/visibility of colleges.
 - Invitation of Industry experts for guest lecturing
 - Linkages of colleges and high schools
 - Use of media – print & visual at all levels
 - Participation of lecturers and students in conferences
 - Representation at national sector forums
 - Promotion of agriculture as a career of choice for inceptives
 - Recognition of agriculture as a feature of Rural Development – align with National Development Plan
 - Consider Gauteng for ATI
 - Agro-processing world summit → ATIs to present. This is in November 2015.