



## **THEME FOR 2020**

### **“Reimagining CUT: Co-creating V2030 – our people, our voices!”**

#### **1. INTRODUCTION**

Prior to 2016, we focused on the academic project, in order to improve the relevance and impact, and enhance the quality of our learning, teaching, research and innovation practices. We have embraced the 2016 theme of “The Year of Innovation and Entrepreneurship”, with many accolades and achievements. The theme for 2017 was “The Year of the Human Project”, focusing on staff, students and other stakeholders, and enhancing the human reconciliation drive. The theme for 2018 was “Reimagining CUT: Embracing Servant Leadership”. The notion of a servant leader was introduced, as it was argued that all our staff members and students are leaders in some way or another, and the words of Robert Greenleaf were embraced, namely: “It begins with the natural feeling that one wants to serve, to serve first”.

Furthermore, we have embraced the 2019 theme of “Reimagining CUT: Living our values”, focusing on being true to the CUT brand by living the values we stand for – “walking the talk” honestly and consistently, putting objectivity at the heart of operations, and functioning at all times guided by the highest ethical standards engrained in the culture of the university. Several outcomes were achieved in 2019, as shared in my communiqué of 12 December 2019.

The following special project for the next five years was approved at the Management Lekgotla held on 29 and 30 September 2017: “Reimagining CUT as a transformative, transformational and entrepreneurial university and ‘model’ university of technology (UoT) in Africa, impacting on the socio-economic development of the Central region of South Africa and beyond”. This project, founded on our transformation drive and new institutionalism (change), consists of the following ten focus areas:

- ❖ Focus area 1: Reimagining CUT as a transformative and transformational university.
- ❖ Focus area 2: Academic excellence promoting entrepreneurial education.
- ❖ Focus area 3: Pockets of world-class research programmes.
- ❖ Focus area 4: ‘Model’, vibrant innovation ecosystem in Africa.
- ❖ Focus area 5: Engagement and partnerships nationally and internationally (incl. alumni).
- ❖ Focus area 6: A sustainable and well-equipped university (smart green campuses and digital transformation).

- ❖ Focus area 7: Institutional culture of caring and safety towards holistic development (Human Project Stage 2).
- ❖ Focus area 8: Effective and efficient administration and governance.
- ❖ Focus area 9: Financial sustainability (running the university as a business).
- ❖ Focus area 10: Image of CUT as a university: branding, marketing and communication.

It was agreed in 2018 that the annual themes for the next five years should link with the 2017 theme of “The Year of the Human Project”, and that the prefix “reimagining CUT” should be retained.

## **2. 2020 THEME: “Reimagining CUT: Co-creating V2030 – our people, our voices!”**

It was agreed in 2019 by all our stakeholders that the university will embark on the review process of Vision 2020, the 2016 – 2020 Strategic Plan, and the 2016 – 2020 Transformation Plan. Parallel to this process will be the setting of Vision 2030, the 2021 – 2025 Strategic Plan, the 2021 – 2025 Transformation Plan, and high-level strategic indicators/targets for 2030, by using the 2020 – 2025 Enrolment Plan as reference.

Although a Vision 2030 Strategic Planning Working Group (V2030-SPWG) was established in November 2019, ensuring gender equality and representivity of both campuses, it was agreed that all stakeholders of the university will be involved in these processes.

As all of the above should take place in 2020, it is fitting that the 2020 theme be “Reimagining CUT: Co-creating V2030 – our people, our voices!”.

Furthermore, this process will be conducted with people at the centre of it, as CUT is what it is because of its people – staff, students, alumni, Council, partners, etc. We will enhance an institutional culture where people are valued, and where all forms of unfair discrimination are uprooted, whilst promoting a culture that embraces diversity, non-racialism, non-sexism and human dignity for all.

## **3. CONCLUSION**

Let us, as the CUT family, embrace this theme in 2020, and participate actively in the review of Vision 2020 and the setting of Vision 2030, by ensuring that CUT is a model UoT in Africa.

As we will commemorate our 40<sup>th</sup> anniversary in 2021, and launch Vision 2030, the celebrations of the past 40 years will be the central theme for 2021.

**END**