



## INTERNATIONAL EDUCATION ASSOCIATION OF SOUTH AFRICA

### LONG SERVICE AWARD - 2010

#### Dr Nico Jooste



Dr Jooste has been part of the leadership of IEASA since the early years of IEASA's inception. When the IEASA EXCO saw the need to brand the organisation for the purposes of positioning it among other international organisations of its kind and gaining recognition for the South African higher education system, they turned to Dr Jooste to develop a communication and marketing strategy. Dr Jooste developed a marketing policy document which was adopted at the 2002 IEASA Conference. The policy promotes the marketing of the South African higher education system as opposed to individual institutions. In this, IEASA would play a coordinating role and as information distributor of student marketing opportunities for individual institutions but not Agents. The "*Study South Africa*" guide was chosen as one of the pillars of IEASA's branding and it would be marketed under the auspices of IEASA. The magazine remains a key guide for international students wishing to study in South Africa. There have been huge improvements in the design and content of the guide over the years and Dr Jooste, together with Dr Swemmer and Dr Kishun, the first project

manager, have steered the editorial direction for the publication. Dr Jooste is currently the Chair of the Publications Committee of IEASA and has been responsible for adding enhancements to the guide so that it now looks more and more professional in design and content. The Guide truly represents IEASA's efforts to position South Africa's higher education system in the global arena and serves as a big marketing tool. All SA Diplomatic Missions use the guide to promote study in South Africa.

In 2006, the constitution of IEASA was revised to reflect the future growth and strategy of IEASA. The key new feature included the establishment of a Directors Forum. This reflects a new governance style of IEASA that would increase participation in the structures of IEASA at institutional and regional levels and help tap into expertise that exists at member institutions. Dr Jooste was elected as the first Chair of the Directors Forum, and served the Forum in this capacity for two years. As Chair he led by example and promoted a cooperative approach among the Directors that saw us working together to start thinking about the benchmarking of internationalisation in South Africa against best practice abroad.

Dr Jooste hosted the 11<sup>th</sup> annual IEASA conference at NMMU in 2007. It was one of the most successful conferences and he was highly complimented on the excellent organisation by all who participated in it. He has also hosted an annual Colloquium at NMMU to which many people from other institutions have been invited and have attended, in addition to NMMU's international partners. Dr Jooste has led the way in involving the senior executive of NMMU in partner visits and the NAFSA and EAIE conferences as a deliberate strategy to get buy in from the institution. The fruits of this strategy are evident as can be seen by the huge strides NMMU has made in the growth of international student numbers. Dr Jooste still serves on the DF and the Management Council of IEASA. His commitment is selfless and unwavering and he goes

out of his way to contribute to the effective running of the organisation through his on-going membership and the portfolios he holds.

Dr Jooste project managed and compiled the “*10 years of IEASA history*” which was launched in 2007 and in this he traces the early beginnings of the organisation, the people behind it and what was achieved at the 10-year mark. This will remain a key reference work for IEASA.

For all his involvement, commitment and passion to advance internationalisation in South Africa, it is fitting at this time to honour him with an IEASA Long Service award.

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