



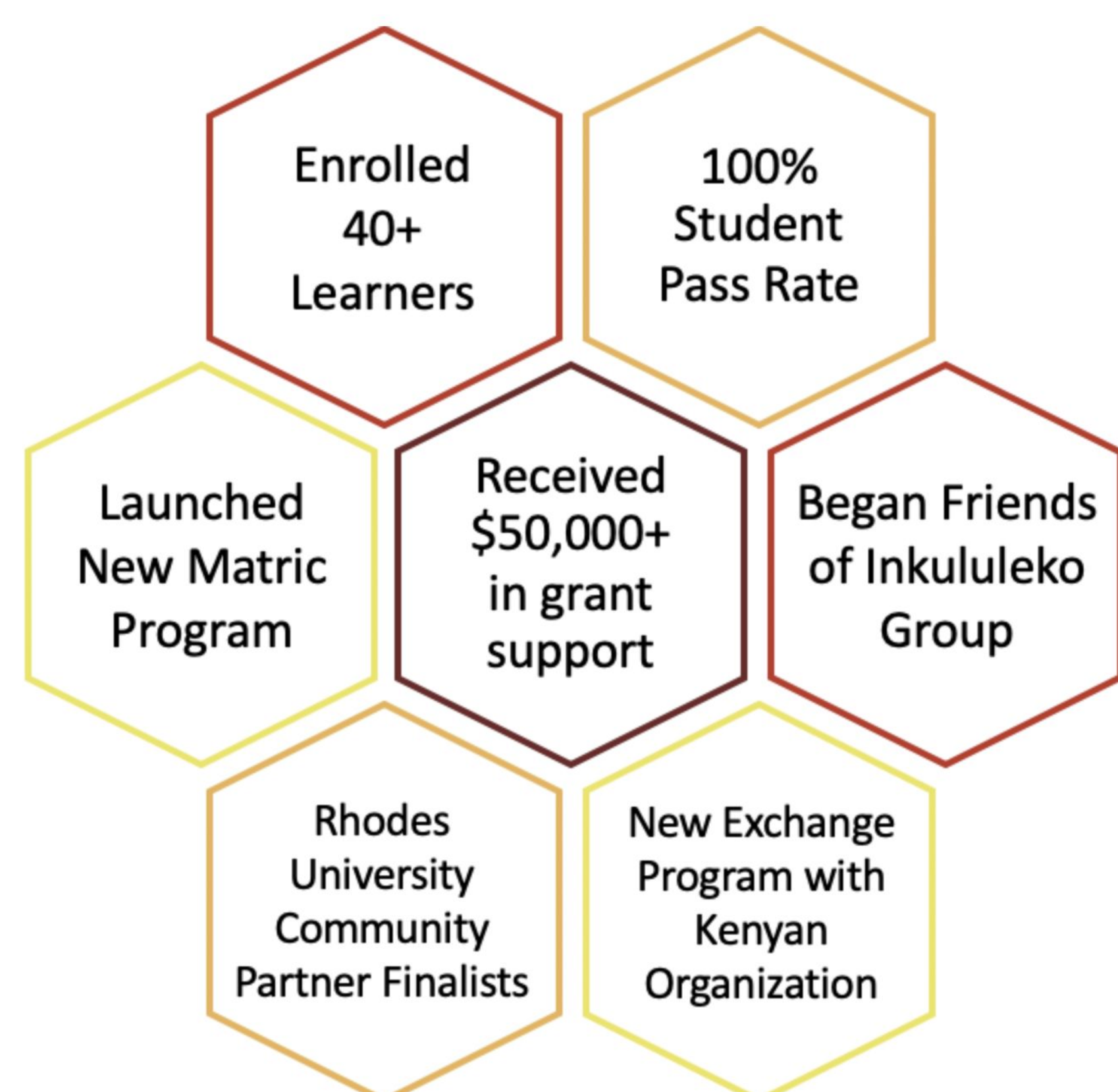
Inkululeko CG1



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About Inkululeko

Inkululeko, established in 2011, aims to assist South African leaders in finishing high school and developing skills for the modern workforce, partnering with schools, community groups, and universities in Makhanda and globally.



Inkululeko's Mission

Inkululeko provides after-school programs (ASPs) in Makhanda, South Africa, offering academic assistance, business skills training, and resources like textbooks and laptops to 70 students from underserved communities. They collaborate with global organizations, run the Common Ground Cafe for employment and practical business experiences, and host a podcast to enhance intercultural communication.



Project 1: Social Media Outreach

- Generated a report reviewing Inkululeko's current social media presence.
- Created, developed, and implemented a new social media outreach plan.
- Posted to their social media platforms including: Instagram, LinkedIn, Facebook, and Twitter
- Produced short posts about major events at Inkululeko including a "Year's Recap"

Project 2: Database

- Developed a database to keep and visualize attendance
- Provided a structure to evaluate if academic performance is correlated with attendance
- Developed an algorithm based upon deduction and addition to kept point values to ensure correct analysis.

Project 3: Grant Support

- Wrote a grant proposal for \$3,500 from the Rotary Club of Ann Arbor's Community Allocations Fund.
- The fund will enable professional development for future leaders, ensuring continuity for after-school programs and benefiting 70 Makhanda teenagers annually.
- This strategic investment impacts 130 students directly and 550 community members indirectly.



Project 4: Friends of Inkululeko

- Conducted preliminary research on South Africa's economy
- Developed questions based on the preliminary research to deepen engagement with Friends of Inkululeko, focusing specifically on interactions with Sprouts.
- Collaborated closely with Sprouts to provide insights to Inkululeko on optimizing their educational programming within the context of the current socio-economic conditions in South Africa

Our Impact

With Inkululeko, we developed multimedia content to promote its mission and internship opportunities, secured funding from Ann Arbor community sources, enhanced student data tracking, partnered with organizations for blog contributions, and built strong connections within the organization to further its objectives.

What We Learned

To effectively convey a mission statement on social media, succinctly communicate the core message, collaborate with various stakeholders to support a unified goal, maintain clear communication across time zones, and value diverse contributions. Future plans include enhancing the Friends of Inkululeko Program through ongoing engagement with Sprouts and regularly updating the database.