EMASA

Annual International Conference
in partnership with Matthew Goniwe
School of Leadership and Governance

SOP 2026-2028



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PURPOSE

This SOP provides a structured framework for the governance, administration, and implementation of EMASA's strategic objectives. It ensures consistency, accountability, and efficiency in executing programmes aligned with EMASA's mandate.

SCOPE

This SOP applies to:

- Executive Committee (EXCO)
- Provincial Chapters
- Members and stakeholders
- Partner organisations

GOVERNANCE STRUCTURE

Executive Committee (EXCO) Responsibilities

- Provide strategic leadership and direction
- Approve policies, plans, and budgets
- Oversee implementation of strategic goals
- Ensure compliance with EMASA constitution

Roles and Functions

- President: Overall leadership and stakeholder representation
- Deputy President: Supports President and oversees strategic initiatives
- Secretary: Administration, documentation, and communication
- Treasurer: Financial management and reporting
- Portfolio Leads: (implementation) of assigned strategic areas
- Executive Assistant: Operational coordination

OPERATIONAL PROCEDURES

Membership Management

Recruitment

- Launch annual membership campaigns
- Target schools, HEIs, and education departments
- Introduce tiered membership (Student, Professional, Institutional)

Registration

- Maintain a centralised digital membership database
- Issue confirmation and membership credentials

Retention

- Regular communication (bi-monthly newsletters)
- Provide exclusive member benefits and opportunities

Financial Management

Revenue Collection

- Collect annual membership fees
- Secure sponsorships and partnerships

Budgeting

- Develop annual budget aligned to strategic goals
- Allocate funds per programme

Reporting

- Quarterly financial reports
- Annual audited financial statements
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Communication and Stakeholder Engagement
Internal Communication

- Bi-monthly newsletters
- Regular EXCO meetings (monthly/quarterly)

External Communication

- Website updates
- Social media engagement
- Public announcements and media releases

artnerships and Collaboration

- Identify and engage strategic partners (HEIs, NGOs, government)
- Formalise partnerships through MOUs
- Maintain at least three new partnerships annually
- Participate in international collaborations (e.g., CCEAM)

Events and Programmes

Conferences

- Host annual national conference
- Rotate hosting provinces
- Ensure participation targets are met

Professional Development

- Conduct workshops, webinars, and seminars
- Develop mentorship and coaching programmes

Research and Knowledge Management

Publications

- Publish quarterly research briefs
- Produce EMASA journal annually

Resource Hub

- Develop and maintain digital knowledge platform
- Share toolkits, case studies, and best practices

Research Collaboration

- Facilitate practitioner–researcher engagement
- Promote practitioner-led research

MONITORING, EVALUATION AND RISK MANAGEMENT

- Track KPIs aligned to strategic goals
- Conduct quarterly performance reviews
- Annual strategic review and reporting
- Adjust plans based on performance insights
- Identify operational and financial risks
- Develop mitigation strategies
- Maintain compliance with governance standards

DOCUMENTATION AND RECORD KEEPING

- Maintain records of:
  - Meetings (minutes)
  - Financial reports
  - Membership database
  - Partnerships and agreements
- Ensure secure digital storage and access

STRATEGY

Goal 1:
Membership Growth
To expand and diversify EMASA's membership base across provinces and education sectors, schools, districts, TVET, and higher education—by offering compelling value, strengthening provincial chapters, and increasing visibility to ensure long-term organisational sustainability

Goal 2:
Establishing Collaborative Relationships and Partnerships
To build and maintain strategic partnerships with government, academia, NGOs, corporate stakeholders, and international bodies to enhance EMASA's influence, broaden its reach, and co-create impactful programmes for education leadership and management.

Goal 3:
Sharing and Disseminating Education Management and Leadership Knowledge and Practice
To position EMASA as the leading platform for evidence-based thought leadership by curating, producing, and disseminating high-quality research, case studies, publications, and professional resources that advance the field of education management and leadership.

Goal 4:
•Professional Development and Member Support
•To provide relevant, high-quality professional learning programmes, continuous development opportunities, and tailored support that build leadership capacity, strengthen governance practices, and enhance members' ability to deliver effective school and system management.

Goal 5:
Research-Practitioner Integration
To bridge the gap between academic research and practical implementation by promoting collaborative inquiry, facilitating applied research projects, and ensuring that evidence directly informs leadership practice, policy development, and school improvement initiatives.

MEET OUR TEAM

- Adv. Alison Bengtson – President
- Dr Anusha Naidu – Deputy President
- Ms. Sylvia Moleleki – Secretary

* Ms Leonore Hermanus – Treasurer

- Prof. Phumlani Myende – Research & Development
- Ms Nanagolo Leopeng – Publicity & Media
- Ms Sylvia Pole – Chapters & Stakeholder Management
- Mr Rupert Hermanus – Executive Assistant
- Prof Makhasane Sekitla – Additional Member
- Dr Nokulunga Ndlovu – Additional Member

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