

At the annual CEIA conference and general meeting, Senior Recruiter, Doctor Mminele was elected President of the organisation for the coming two years.

The conference was held at the International Convention Centre in East London, hosted by Fort Hare and Nelson Mandela Universities, from 16 to 18 October 2019. 16 of the 20 member institutions voted in Doctor.

Doctor also served as CEIA Deputy President between 2017 and 2019. The Independent Electoral Commission (IEC) oversaw and conducted the recent elections, with Doctor emerging as overall victor for the top position. The Deputy President, General Secretary, Treasurer and National Coordinator went to members from the University of Fort Hare, University of Johannesburg, Mpumalanga Department of Education and Management College of South Africa (MANCOSA) respectively.

Other University Student Recruiters, Steven Kekana and Nicholas Masango previously served as CEIA President and General Secretary from 2014 – 2017, and from 2017 – 2018 respectively.

CEIA is a national association for higher education student marketing and recruiting professionals from across the tertiary education spectrum in Southern Africa. Its members include South African universities, TVET and private colleges, government departments, as well as higher education institutions and government departments in Swaziland, Lesotho and Botswana. The CEIA annually coordinates and organizes career exhibitions for its member and non-member institutions and it plays a crucial role in career information dissemination and student career advisory services. TUT is a long-standing member and one of the biggest beneficiaries of CEIA career exhibitions.

In his acceptance speech, Doctor thanked his colleagues for the honour and confidence they showed in him and pledged to use his term to take the association to greater heights. “I will serve the CEIA in the spirit of collegiality and commitment to ensure that it grows from strength to strength,” he told delegates.

As a former teacher and lecturer, Doctor committed to use the association as a vehicle to empower the most important stakeholders in the association’s agenda – the learners. “The interest of the learner is paramount in this profession and I commit to use the association’s constitution to the best of my ability in order to benefit the learner,” he concluded.

By Mlu Mzila