



DIE VERANDERING IN ONDERWYS
THE CHANGE IN EDUCATION



General Management

Ethical recruitment of learners



Introduction



- *The question "Why am I the principal?" will also have a direct impact on my recruitment strategies.*
- *However, there are more challenges that need to be addressed.*
- *In my opinion, we can divide the challenges of recruiting and attracting learners to your school, in three categories with a few extra remarks at the end.*

Professional world of the sportsman/woman.



- *Professional sports also entered the school environment with hundreds of thousands of rands invested in school sports.*
- *In the sports world, money has a say in team choices – who is in the team and who not. Bursaries play a role in team selections.*
- *Agents represent players and act on their behalf. It now also happens at school level.*
- *School learners already have a bank account at provincial unions - sports boys and girls work hard to be selected by top teams, hoping that they can also share in these benefits.*
- *Money spent on coaching teams causes the focus on educational principles to be reduced.*

Community demands



- *The community also insists that the professional era at school level must be followed.*
- *Expectations live in parents' hearts that school learners should have the same skills level as professional players.*
- *Parents act fanatically and unprofessionally next to the sports field where winning is the only motive.*
- *Parents act as "agents" to identify top performers.*
- *Communities compare the bursaries of schools.*
- *Pressure to perform readily motivates parents and players to use prohibited drugs and substances to increase performance levels.*

School's "winning-is-everything" approach



- *Staff are driven by the influence of the professional sports world with a "win-at-all" cost.*
- *Staff forget the educational principals that motivated them to choose education as a career.*
- *Too many games (35-40) a year are required of players under the guise of "we are better off playing against stronger opposition".*
- *The pressure and demand to continue producing excellent results lead to the neglect of proper care and rest of injuries.*

Extra demands



- *The endeavour to keep enrolment numbers high in school - staff allocation depends on this.*
- *Johann Güldenfenning skryf in 'n artikel "Sonde met die bure": "Die strewe na prestasie en oorlewing en die gepaardgaande groter prominensie lei tot verskeie faktore wat vir die skool uifers voordelig is, naamlik meer leerlinge en die gepaardgaande groter inkomste, meer personeellede, die moontlikheid van goeie borgskappe en, in die geval van Afrikaanse skole, die vermoë om Afrikaans as onderrigmedium te kan behou".*
- *Dawie Boonzaaiër argumenteer in Rapport "Kan dit wees dat ons skolerugby dalk té professioneel word?".*

Reasons for the existence of a school.



- *Must provide in the educational needs of its community.*
- *Must reflect the community's values.*
- *Must guide each child to be a responsible adult.*
- *Must maximize each child's potential.*
- *Must teach learners to be proud of their origins.*
- *Learners need to learn national pride.*
- *Must develop learners' self-image.*
- *Must educate learners on what it means to care for others.*
- *Must prepare learners for work / study after school.*
- *School's assets (funds) must be used for the benefit and interest of each learner of the school.*
- *The existence of focus schools deserves to be mentioned. When I have a child in my school/community who can be served or developed better by such a focus school, I have to afford the learner that opportunity.*

In conclusion



- *As a principal I have the professional and moral responsibility to recognise the challenges / dangers mentioned above, and ensure that I act responsibly towards every learner.*
- *In my actions, I must portray ethical norms and values that belong to my profession.*

Let us be the flag bearers who say unequivocally like Hein Knoetze: “The school must ensure a safe home for the community's children”.



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Thank you

