



Tuesdays in the Trenches

A NASCEE Literacy Presentation Series
30 July 2024

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● *Foundation* ●



Describe your project / programme



	Description	Detail
1.	Process overview:	<p>Zibuza.net is our main program, a platform where teachers, principals, learners, parents and education stakeholders can connect and share ideas. It's designed to help improve education through collaboration and community support.</p> <p>Flow: 1) Registration and Onboarding (Digital Identity: Role-based access and privileges; Best of breed UX/UI), 2) Community Engagement (Digital Footprint: Networking, access to resources, knowledge sharing, virtual learning environment, recognition and rewards), 3) Resource sharing (1:7 sharing ratio, active feedback loops), 4) Continuous Professional Development (CTPD: Academic and non-academic), 5) Feedback and Improvement (Quantitative and Qualitative Data-driven insights)</p> <p>This process ensures that Zibuza.net remains a dynamic, user-driven platform that continually evolves to meet the needs of its community.</p>
2.	Aim / Objectives / Goals:	<p>Aim: Improve education outcomes by fostering a supportive community for educators, learners and other stakeholders.</p> <p>Objectives: Share resources and best practices among teachers. Encourage continuous learning and improvement. Build strong networks within the education sector. Goals: Enhance school leadership, teaching quality, learner performance, and overall educational success through community efforts.</p>
3.	Target audience / Beneficiaries: (Learners / teachers / school managers / district and provincial officials)	<p>Segments: 0-1000 days; ECD; Foundation Phase, Intermediate Phase, GET Phase, FET Phase.</p> <p>Beneficiaries:</p> <ul style="list-style-type: none"> • Learners: Gain access to better educational resources. • Parents: Involvement and learning coordinators. • Teachers: Get professional development and support from peers and experts. • School Managers: Resources and tools for better school management. • District, Provincial and National Officials: Access data to make informed decisions. <p>Customers:</p> <ul style="list-style-type: none"> • Organisations: One-stop shop to connect and engage with targeted audience. • Corporate: Auditable mechanism for CSI-spend and good news.
4.	Dosage:	24/7/365 available as a web service, accessible on any device, OS, and Browser.
5.	Footprint / Where do you work? (Provinces/Districts/Schools)	<p>National footprint: +35,000 members</p> <ul style="list-style-type: none"> • +19,000 teachers • +10,000 learners • +3,000 parents • +1,900 Organisation members representing 241 Organisations

Your partnerships

Who are the project donors? Are you working with other NGOs?
What level of government (if any) are you partnering with?



	Programme	Donors	Government	NGOs
	Zibuza.net	Past: Investec CSI, Telkom Foundation, FNB, Hollard, Bill and Melinda Gates Foundation, Mastercard Foundation, Innovation Edge, Media 24 Current: None	National Partnership (2021 – 2025)	Edunova Save the Children Citizen Leader Lab Fundza Literacy Trust
	Isithombo Literacy Programme <ul style="list-style-type: none"> • Art and Book Fair • Book distribution 	Past: City of Johannesburg Grand in Aid, Hollard Current: Penquin	CoJ Municipality	Readers are Leaders Slovo Centre of Excellence Little People Preschool
	Kibooks eLibrary	Past: Hollard Current: Qualibooks		Edunova SOLFA

Indicators that you monitor

What indicators are you using to measure your outcomes or impacts?
What else are you measuring?



Programme	Core activities	Impact indicators	Other measures
Zibuza.net	<ul style="list-style-type: none"> Fundraising Recruitment and Onboarding Partnerships Community Management 	<ul style="list-style-type: none"> Number of Users (by Type) Monthly Active Quintile representation Location (Province), Locality (Urban/Rural) Number of Resources (sharing ratio) Scroll Depth and Sentiment Tracker Banner Ads (Impressions and Clicks) Social interactions 	<p>Opportunities unlocked:</p> <ul style="list-style-type: none"> Peer-based support (MIE Expert, NTAs) Needs Match-making CTPD
Isithombo Literacy Programme	<ul style="list-style-type: none"> Fundraising Annual Art and Book Fair Book Production <ul style="list-style-type: none"> Discovery Series 1 (ECD) Discovery Series 2 (ECD) Discovery Series 3 (Foundation Phase) Learning Toolkits Sponsorships and Campaigns Libraries 	<ul style="list-style-type: none"> Book Distribution (over 5,000 books distributed since 2019) 	<ul style="list-style-type: none"> Love to Read Campaign (6x Wheelie Libraries)
KiBooks eLibrary	<ul style="list-style-type: none"> Fundraising Advocacy and promotion 	<ul style="list-style-type: none"> Number of Books Read Number of Pages Read Average Reading Time per Book Number of Reading hours clocked When are kids reading (during, after, weekends) Languages Read Learning Categories First time versus returning users 	

Evidence of Impact



What impacts are you seeing? How do you measure them?

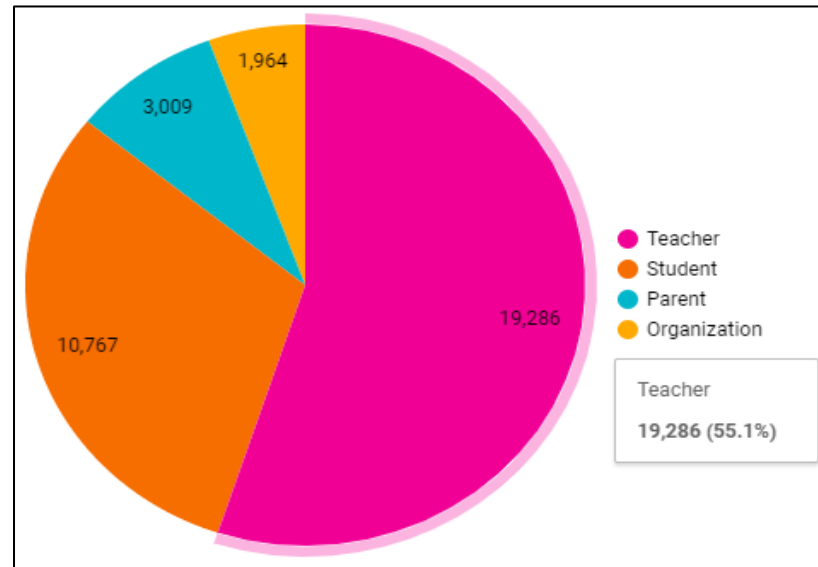


Figure 1: Breakdown of Zibuza user types

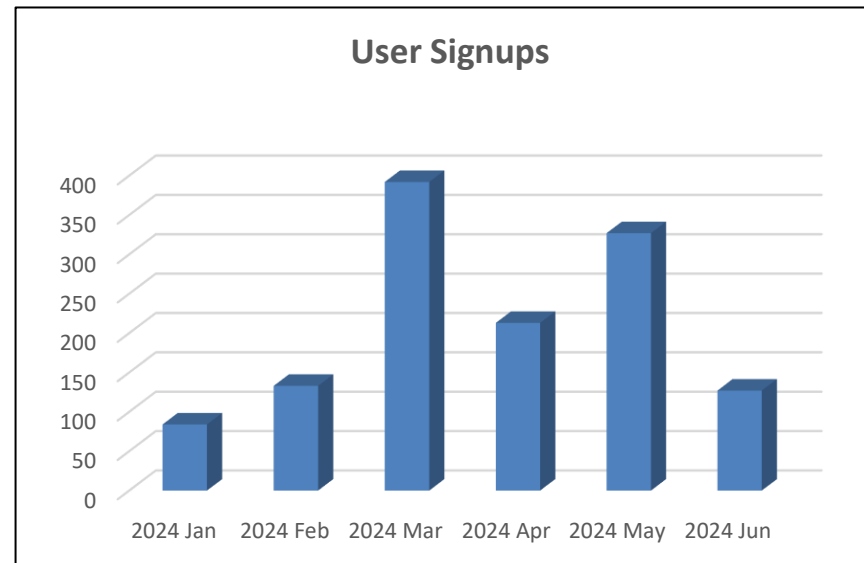


Figure 2: First-time user signups

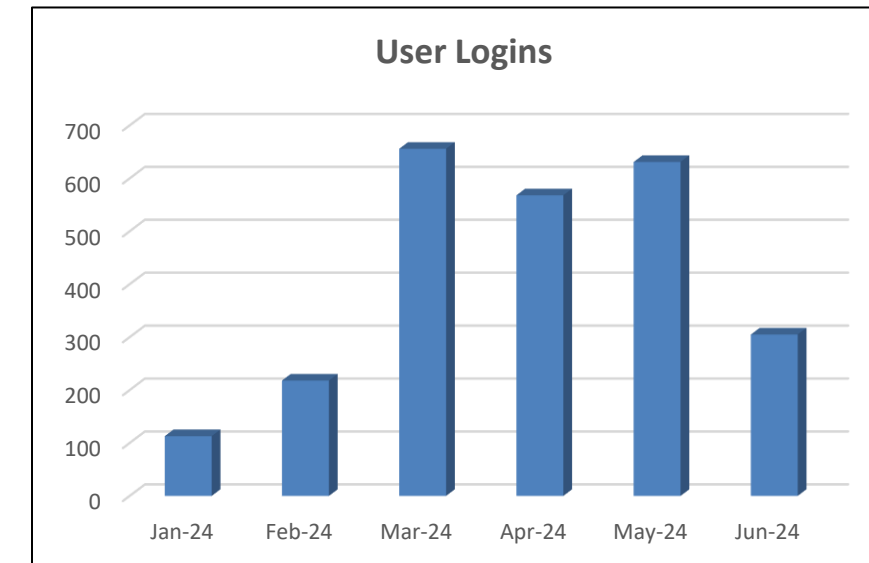


Figure 3: Monthly user logins

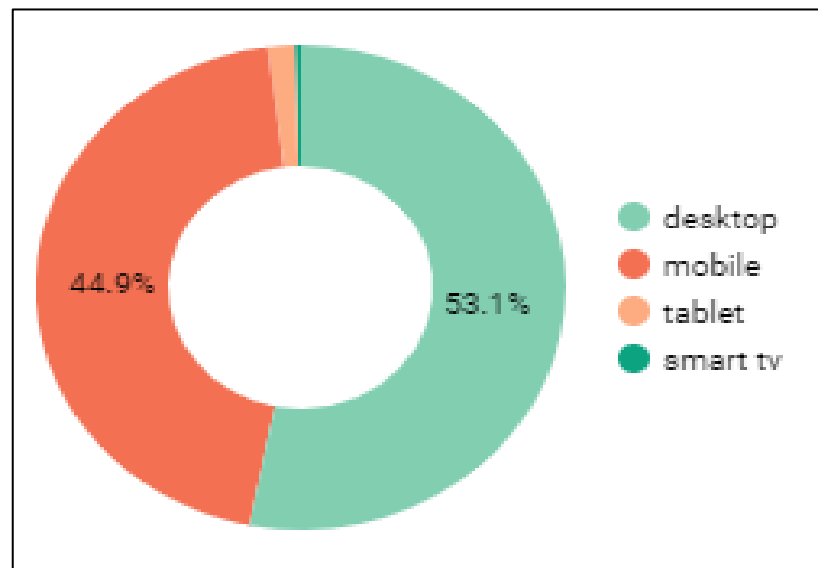


Figure 4: Methods of accessing Zibuza platform

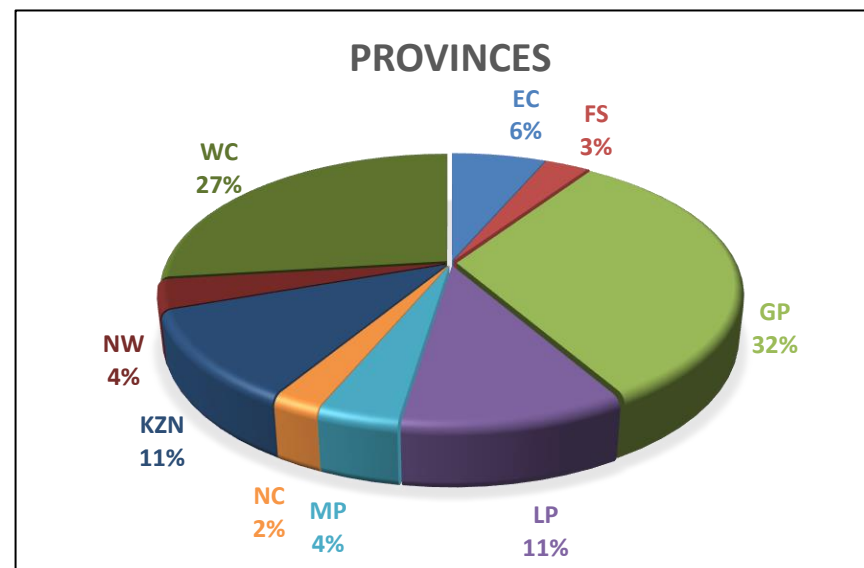


Figure 5: Provincial distribution of Zibuza members

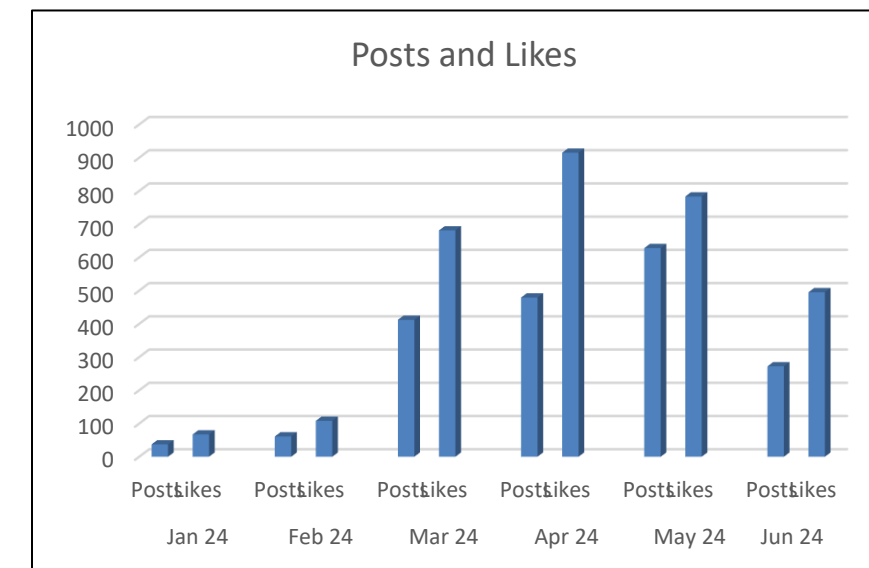


Figure 6: Posts and likes generated by members

Evidence of Impact

What impacts are you seeing? How do you measure them?

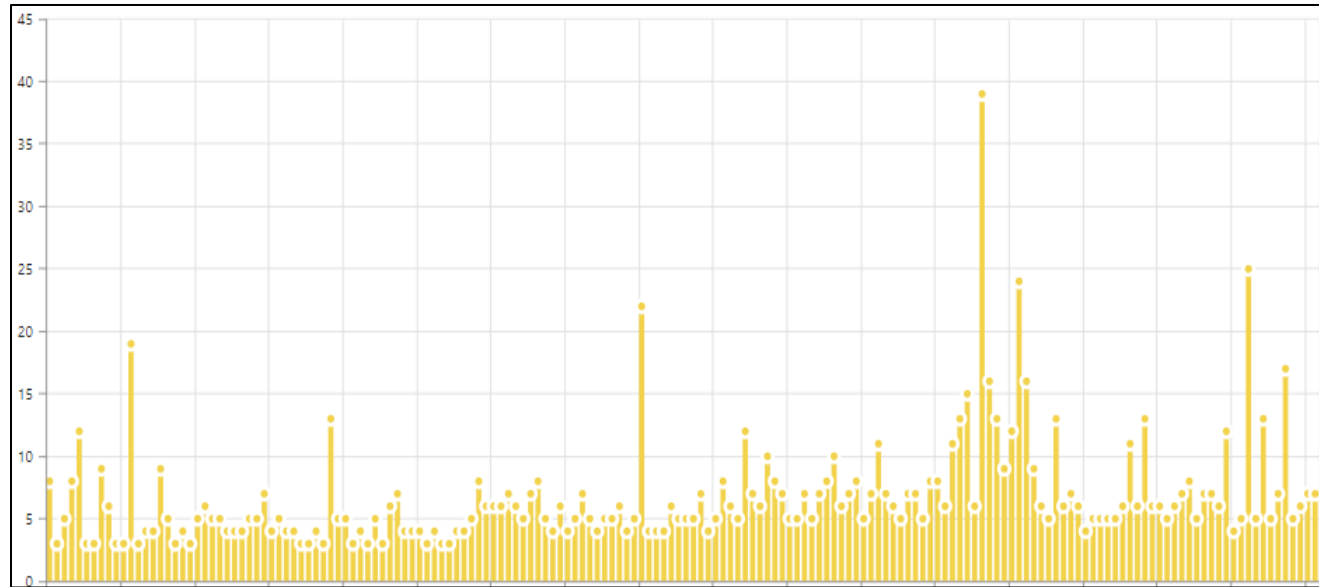


Figure 7: Average scroll depth per day

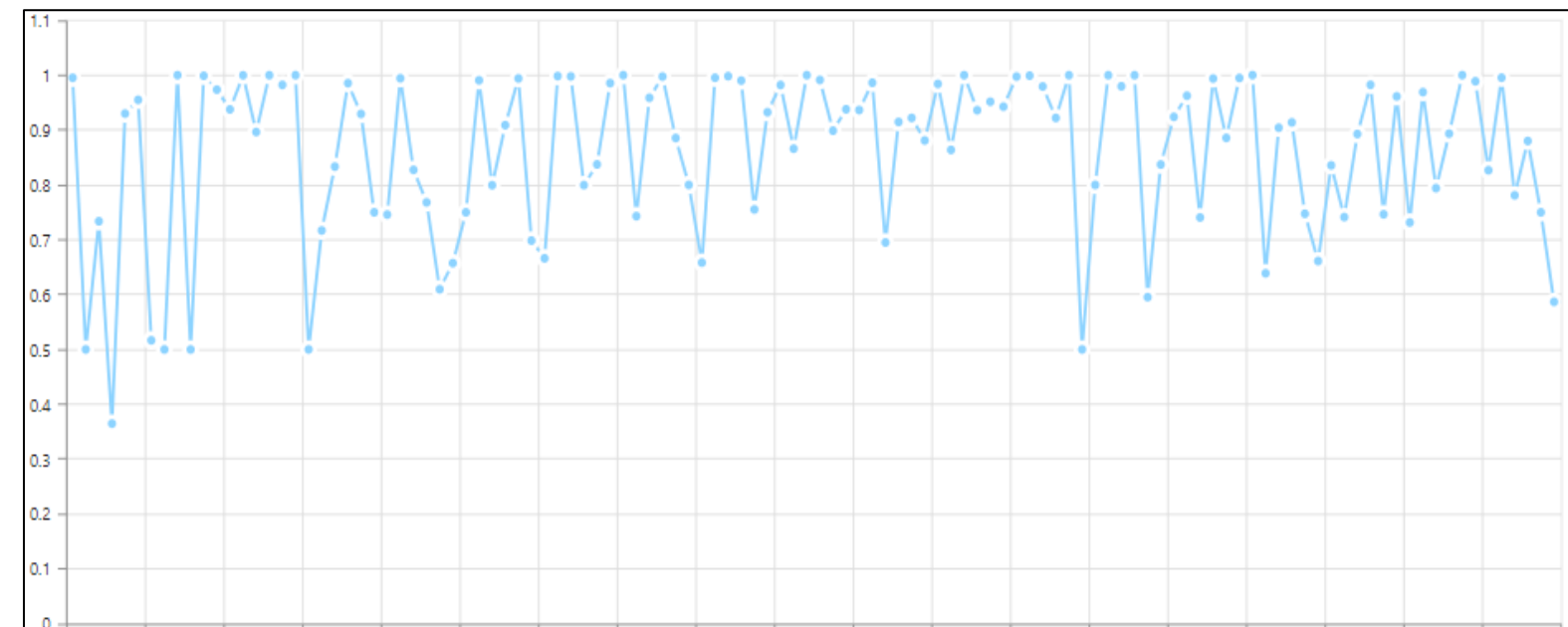


Figure 8: Daily sentiment tracker

Aggregate	Total	Avg.
Total resource views	23 587	7,62
Total resource downloads	20 980	6,78
Total resources	3 095	N/A

Table 1: Sharing to use ratio of resources

Evidence of Impact



What impacts are you seeing? How do you measure them?

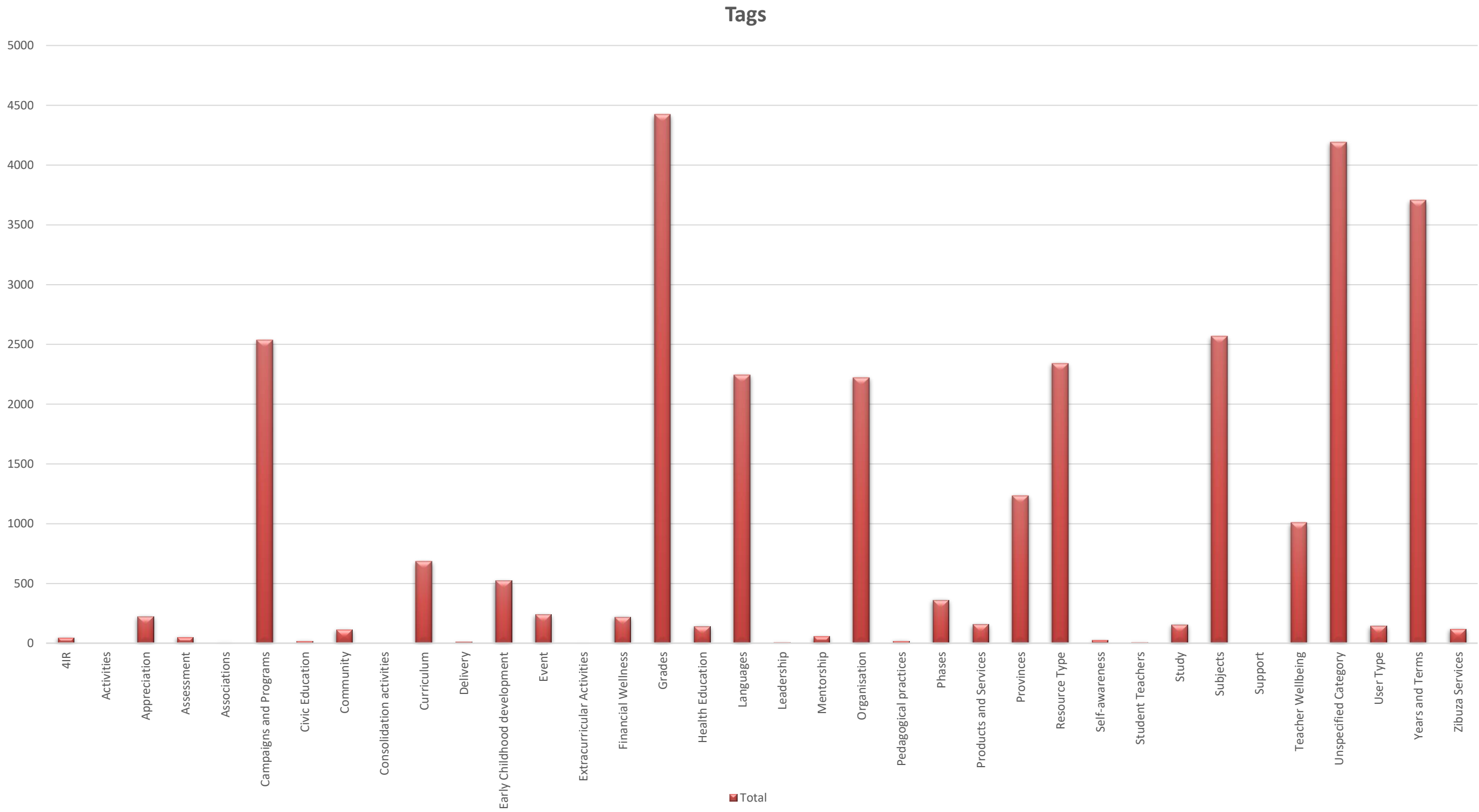


Figure 9: System Tags and Counts

Evidence of Impact

What impacts are you seeing? How do you measure them?

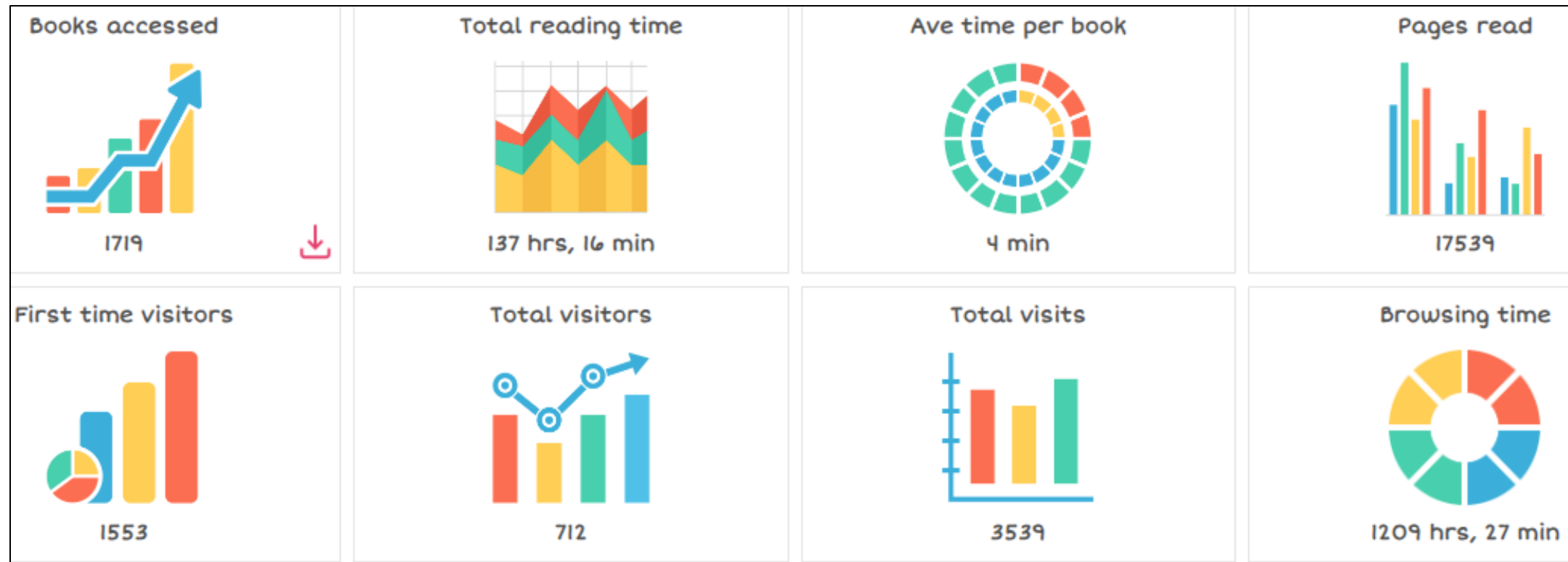


Figure 10: Zibuza.net instance



Figure 11: KiBooks Report

Evidence of Impact

What impacts are you seeing? How do you measure them?



Reading days



During school

Mon: 85 books
Tue: 152 books
Wed: 97 books
Thu: 135 books
Fri: 123 books
Total: 592 books

After school

Mon: 171 books
Tue: 130 books
Wed: 170 books
Thu: 173 books
Fri: 126 books
Sat: 141 books
Sun: 217 books
Total: 1128 books

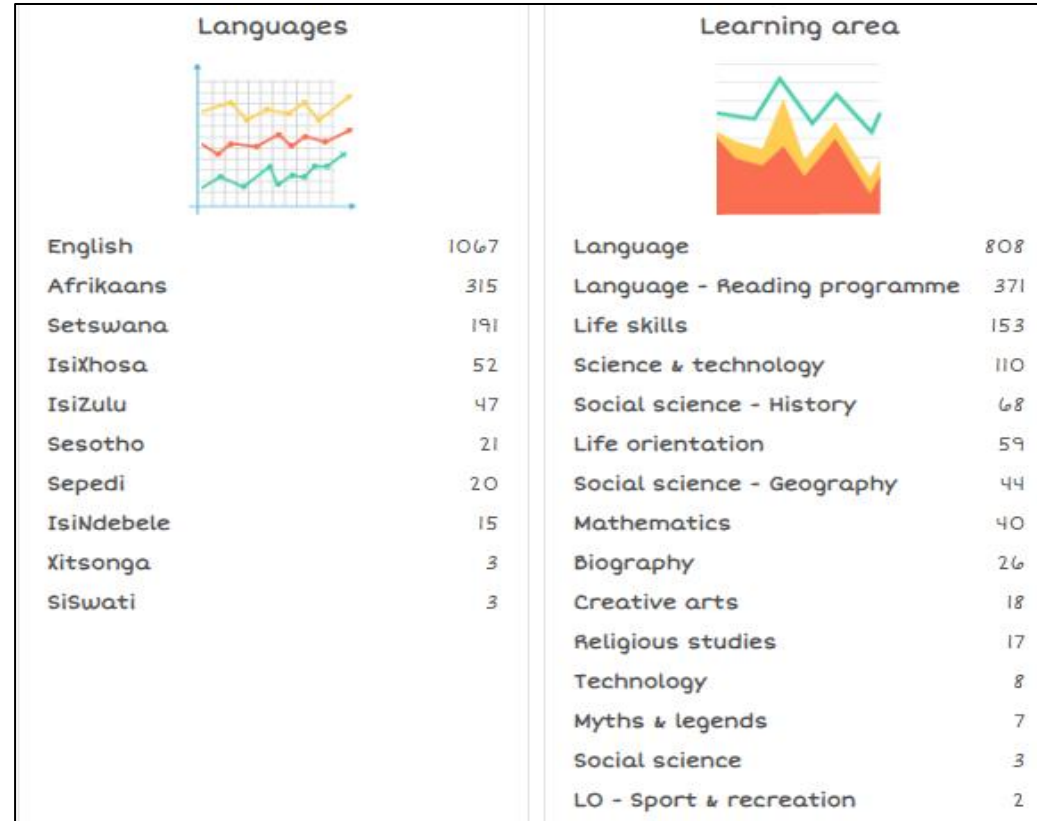


Figure 12: Zibuza.net instance

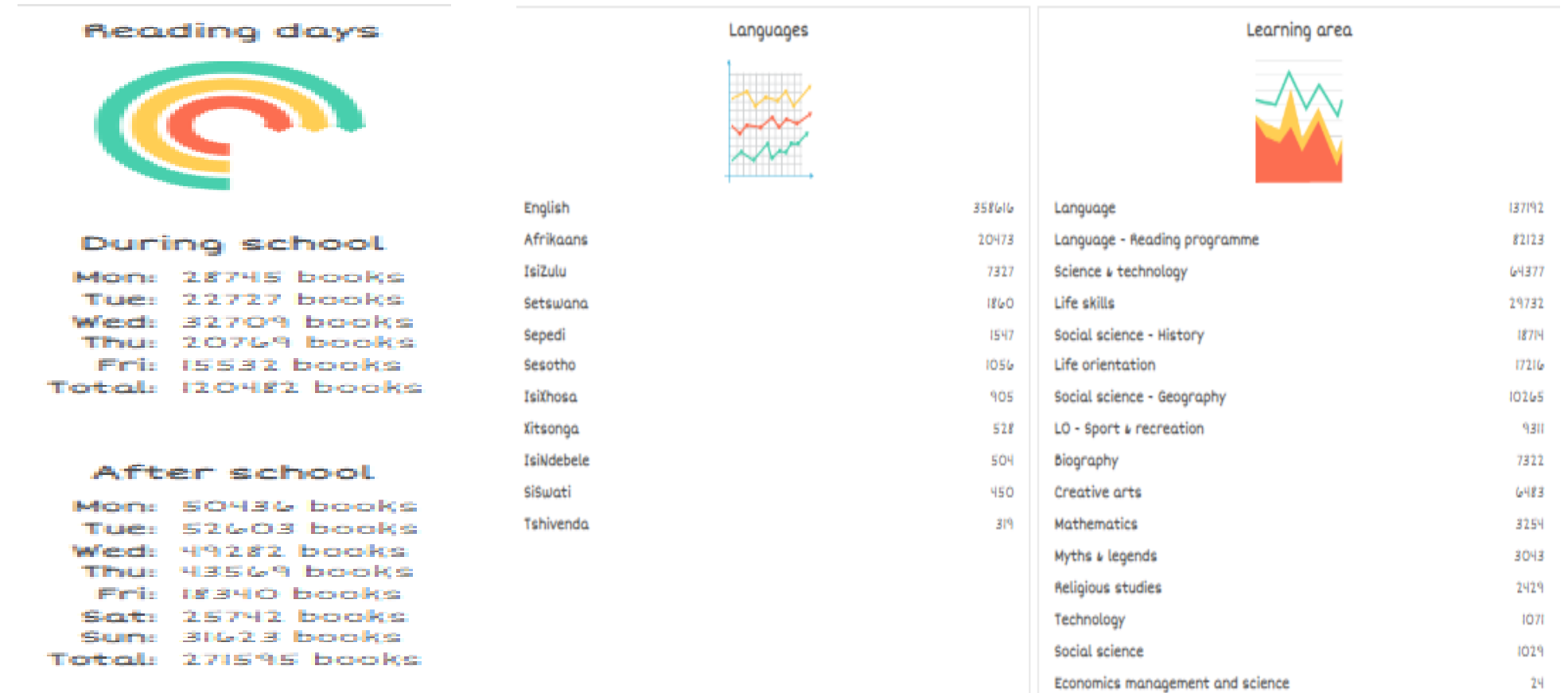


Figure 13: KiBooks Report

Thank you!

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For more info, visit nascee.org.za.