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SOUTH AFRICAN QUALIFICATIONS AUTHORITY (SAQA)

In accordance with regulation 24(c) of the National Standards Bodies Regulations of 28 March 1998, the Standards Generating Body (SGB) for

Administration

Registered by NSB 03, Business, Commerce and Management Studies, publishes the following qualification and unit standards for public comment.

This notice contains the titles, fields, sub-fields, NQF levels, credits, and purpose of the qualification and unit standards. The qualification and unit standards can be accessed via the SAQA web-site at www.saga.org.za. Copies may also be obtained from the Directorate of Standards Setting and Development at the SAQA offices, Hatfield Forum West, 1067 Arcadia Street, Hatfield, Pretoria.

Comment on the unit standards should reach SAQA at the address ***below and no later than 14 November 2004***. All correspondence should be marked **Standards Setting – SGB for Administration** and addressed to

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SOUTH AFRICAN QUALIFICATIONS AUTHORITY

QUALIFICATION:

Further Education and Training Certificate: Membership Administration

| SAQA QUAL ID | QUALIFICATION TITLE | |
|----------------------------|---|-------------------------|
| 49088 | Further Education and Training Certificate: Membership Administration | |
| SGB NAME | SGB Administration | |
| ABET BAND | PROVIDER NAME | |
| Undefined | | |
| QUALIFICATION CODE | QUAL TYPE | SUBFIELD |
| BUS-4-National Certificate | National Certificate | Office Administration |
| MINIMUM CREDITS | NQF LEVEL | QUALIFICATION CLASS |
| 140 | Level 4 | Regular-Unit Stds Based |
| SAQA DECISION NUMBER | REGISTRATION START DATE | REGISTRATION END DATE |
| | | |

PURPOSE OF THE QUALIFICATION

This qualification supports the objectives of the National Qualifications Framework in that it provides entry into an integrated learning pathway in business services as a sub-field of administration, which gives recognition to learners for learning achievements in this field.

Learners credited with this qualification will be able to:

- > Identify and recruit suitable members (individuals and organizations)
- > Process applications and membership fees where applicable
- > Administer and manage support to members and/or member organizations
- > Ensure ongoing liaisons and communications with members

The qualification may be obtained through recognition of prior learning that facilitates access to an education, training and career path in business services, and thus accelerates the redress of past unfair discrimination in education, training and employment opportunities.

Specified unit standards have been included in the fundamental and elective categories to contribute to the full personal development of each learner and the social and economic development of the nation at large.

Rationale

The FET: Membership Administration is concerned with the administration of membership to a range of associations, professional bodies, trade unions, sports clubs, etc. Its primary focus is on maintenance and administration related to people management, but it also covers people acquisition, development and utilization. The certificate targets administrators in the private and public sector tasked with recruiting, managing and administering membership to a range of bodies.

The FETC: Membership Administration is a 140 credits undergraduate certificate. It provides entry into business services or provides recognition of acquired competencies for persons already active in the field. The main intention is to equip learners with competences to function in a support role to management.

Whilst there are some generic components drawn from existing standards in marketing, human resources and administration, there are specific skills and knowledge that pertains to membership administration. Hence it is a dedicated qualification to cater for this identified need. As such this certificate allows for articulation with more general certificates, but provides learners with sufficient depth and focus on issues pertaining to the membership administrator. The context and application for each unit standard will be for a membership administrator.

The FETC: Membership Administration is a specialised Qualification which offers administrative knowledge and skills to learners who:

- > Have attained the National Certificate in Business Administration: Level 3 or any related administrative or management qualification at Level 3
- > Were previously disadvantaged or who were unable to complete their schooling and were therefore denied access to Further Education and Training
- > Have worked in Administration, Office Administration, Office Supervision or in a Management support function
- > Wish to extend their range of skills and knowledge of Membership Administration so that they can become knowledge workers
- > Are contracted in a learnership agreement
- > Have recently taken up a position in Membership Administrator

RECOGNIZE PREVIOUS LEARNING?

Y

LEARNING ASSUMED TO BE IN PLACE

Learners accessing this Qualification should be competent in:

- > Communication at NQF level 3
- > Mathematical Literacy at NQF level 3
- > Computer Literacy at NQF Level 3

Recognition of Prior Learning

The structure of this Unit Standard based Qualification makes the Recognition of Prior Learning possible. Learner and Assessor will jointly decide on methods to determine prior learning and competence in the knowledge, skills, values and attitudes implicit in the Qualification and the associated Unit Standards. Recognition of Prior Learning will be done by means of an Integrated Assessment as mentioned in the previous paragraph.

This Recognition of Prior Learning may allow for:

- > Accelerated access to further learning at this or higher levels on the NQF
- > Gaining of credits towards a Unit Standard in this Qualification
- > Obtaining this Qualification in whole or in part

All recognition of Prior Learning is subject to quality assurance by the relevant ETQA or an ETQA that has a Memorandum of Understanding with the relevant ETQA.

QUALIFICATION RULES

The Certificate is made up of a planned combination of learning outcomes that have a defined purpose and will provide qualifying learners with applied competence and a basis for further training.

The qualification is made up of Unit Standards that are classified as Fundamental, Core and Elective. A minimum of 140 credits is required to complete the qualification.

In this qualification the credits are allocated as follows:

- > Fundamental: 56 credits - 40%
- > Core: 67 credits - 48%
- > Electives: 17 credits - 12%
- > TOTAL: 140 credits

Motivation for number of credits assigned to fundamental, core and elective

Fundamental Component

Unit Standards to the value of twenty credits in Communication in a First Language and twenty credits in Communication in a Second Language have been included. The inclusion of the Unit Standards in Communication in a Second Language is to enhance the ability of South Africans to communicate with each other in our multi-lingual country.

The Unit Standards for Communication in the Second South African Language are to be chosen from the

following official languages: English, Sepedi, Sesotho, Setswana, siSwati, Tshivenda, Xitsonga, Afrikaans, isiNdebele, isiXhosa, IsiZulu and sign language. The Second Language implies a language other than the language of instruction of, or the language taken as the First Language for this Qualification. The selection of the Second Official Language should be based on the language(s) of the people to whom the Learner is most likely to deliver a service.

Sixteen credits in Mathematical Literacy have also been included in the Fundamental Component.

These Fundamental Unit Standards will add value to learners both socially and economically in terms of their ability to operate as literate and numerate workers in a global economy. Their inclusion means that the Qualification conforms to the requirements for a FETC so granting the learning access to qualifications in the Higher Education band, subject to the entrance requirements applied by Providers to specific qualifications.

All the Unit Standards are compulsory.

Core Component

Sixty-seven credits have been allocated to Unit Standards in the Core Component of this Qualification. This is to ensure that the Qualification has a strong Membership Administration focus. The Unit Standards classified as Core describe Membership Administration knowledge and skills that are generic to various Membership Administration contexts where Administrative and Marketing functions of one kind or another are executed. They provide an opportunity to develop knowledge of Membership Administration through research, formal learning and workplace practice and/or simulated situations. The Unit Standards encourage application of knowledge and skills in real situations. The Core Unit Standards provide the basic knowledge and skills that all workers need to know about Membership Administration.

All Unit standards are compulsory.

Elective Component

There are Unit Standards totaling Eighty-one credits in this Component. These Unit Standards will enable learners to gain specialist knowledge and skills, which are particularly relevant, or of interest to the learner. Learners are required to select Electives that add up to at least 17 credits. While learners may choose any of the Electives to make up the 17 credits, it is preferable that the learner chooses Standards that address particular aspects as a group even if this should mean that the minimum number of credits is exceeded. The learner may also select other Unit Standards at the level of the Qualification, not listed in this Qualification, but which would enhance the learner's work performance or employability, or which are of particular interest to the learner, with the approval of the relevant ETQA.

EXIT LEVEL OUTCOMES

On achieving this Qualification, the learner will:

1. Operate within a team environment
2. Liaise with a range of customers and identify and solve customer complaints and problems
3. Operate within clearly defined contexts within the legislation with limited scope for decision-making and responsibility
4. Communicate effectively with stakeholders/members
5. Apply ethical principles to a business context and make decisions based on a corporate code of ethics
6. Conduct follow-up procedures with customers to evaluate and maintain customer satisfaction levels and relationships
7. Process membership data and documentation
8. Administrate membership base

ASSOCIATED ASSESSMENT CRITERIA

1.
 - > Team objectives are clearly understood and defined so as to be explained to members
 - > Team standards are interpreted and applied according to organisation protocol
 - > Other team members are consulted with effectively in order to enhance teamwork
 - > Roles of team members are identified according to strengths and requirements of projects
2.
 - > Clients are regularly liaised with in order to maintain relationships

- > Clients' problems are identified and acted upon accordingly
- > Clients' problems are satisfactorily resolved within pre-agreed to timeframes
- > Benefits and advantages of services are clearly communicated to clients in order to effectively present a range of services

3.

- > Legislated requirements are applied in a business unit
- > The legal environment of the industry is identified and interpreted and applied within work context
- > Decision-making is aligned to the legislation and company policy

4.

- > Effective methods of communication are identified and integrated into business practices
- > Outcomes of communications are achieved according to pre-set agreements
- > Communication protocol and procedure is adhered to in order to effectively achieve mutual understanding in all types of communications

5.

- > Business ethics are continuously taken into consideration in all work contexts
- > Business ethical principles are applied to a business context according to organisation protocol
- > Decisions based on corporate code of conduct and ethics are carefully considered and integrated into various work problem-solving contexts
- > Options in decision-making processes are carefully selected and analysed according to the problem presented and organisational policy and procedures

6.

- > Clients are liaised with on an ongoing basis in order to sustain relationships
- > Follow-up meetings with clients are initiated in order to evaluate client satisfaction levels
- > Service levels are continuously evaluated and improved upon in order to enhance customer relations

7.

- > The appropriate mechanism for processing documents is selected and utilized according to membership requirements
- > Accuracy of documents is ensured for ease of reference to membership data
- > Records are kept up to date on an ongoing basis

8.

- > Membership base is identified according to core business focus and marketing plan
- > Assistance is provided in promoting services to membership base according to marketing strategy
- > Ongoing communications with membership base is ensured in order to enhance service levels to members
- > Database pertaining to members is updated and maintained on an ongoing basis in order to monitor and evaluate membership base effectively

Integrated Assessment

Because assessment practices must be open, transparent, fair, valid, and reliable and ensure that no learner is disadvantaged in any way whatsoever, an integrated assessment approach is incorporated into the Qualification.

Learning, teaching and assessment are inextricably lined. Whenever possible, the assessment of knowledge, skills, attitudes and values shown in the unit standards should be integrated.

Assessment of the communication, language, literacy and numeracy should be conducted in conjunction with other aspects and should use authentic Office Management contexts wherever possible.

A variety of methods must be used in assessment and tools and activities must be appropriate to the context in which the learner is working. Where it is not possible to assess the learner in the workplace or on-the-job, simulations, case studies, role-plays and other similar techniques should be used to provide a context appropriate to the assessment.

The term 'Integrated Assessment' implies that theoretical and practical components should be assessed together. During integrated assessments the assessor should make use of formative and summative assessment methods and assess combinations of practical, applied, foundational and reflective

competencies.

Assessors and moderators should make use of a range of formative and summative assessment methods. Assessors should assess and give credit for the evidence of learning that has already been acquired through formal, informal and non-formal learning and work experience.

Assessment should ensure that all specific outcomes, embedded knowledge and critical cross-field outcomes are evaluated. The assessment of the critical cross-field outcomes should be integrated with the assessment of specific outcomes and embedded knowledge.

INTERNATIONAL COMPARABILITY

Benchmarking and a comparison was done for Human Resource, Marketing, Administration and Marketing unit standards which apply to this qualification against unit standards coming from:

- > Australia
- > New Zealand
- > NVQ Qualifications for Britain
- > IMM (Institute of Marketing Management) Qualifications

However, the international unit standards pertained only to those fields of learning and the qualifications related thereto. It was thus also necessary to compare the whole qualification for Membership Administration against similar international qualifications. Hence a further comparison was conducted against qualifications in:

- > Australia
- > New Zealand
- > NVQ Qualifications for Britain
- > Scotland
- > Canada

The following conclusions have been drawn from the comparison:

- > There is very little available on all of the abovementioned websites in respect of Membership Administration.
- > However, the New Zealand website was the only one that revealed any unit standards pertaining to Membership Administration, and these only isolated unit standards in other fields of learning and within broader qualifications, including, Understanding religion (about members of faith), Race Management, and Professional Practice in Design and Construction Consultancy (professional membership requirements and codes of conduct) and Race Management (and the membership relating to Race Clubs).
- > Two unit standards were consulted to gain an idea into the content of Membership Administration. These were from the latter two qualifications mentioned above. There was a unit standard listed for 'Provide, manage and maintain race club membership' but regrettably this standard has expired and has not been replaced and therefore could not be accessed. This was unfortunate as it was perceived that this would have been the ideal unit standard to customize and finetune for the purposes of this qualification. However, in the standard 'Demonstrate knowledge of managing a racing club', there was a specific outcome relating to Membership Administration, and this has been incorporated into the newly written standard for this qualification, i.e. 'Promote, administrate and maintain a membership base of an organization'.

ARTICULATION OPTIONS

This Qualification articulates horizontally with the following Qualifications:

- > National Certificate in Business Administration: Level 4
- > National Certificate in Marketing: Level 4
- > National Certificate in Contact Centre Management: Level 4

Vertical articulation is possible with the following Qualifications:

- > National Certificate in Management: Level 5
- > National Certificate in Marketing Management: Level 5

MODERATION OPTIONS

> Anyone assessing a learner or moderating the assessment of a learner against this Qualification must be registered as an assessor with the relevant Education, Training, Quality, Assurance (ETQA) Body, or with an ETQA that has a Memorandum of Understanding with the relevant ETQA.

> Any institution offering learning that will enable the achievement of this Qualification must be accredited as a provider with the relevant Education, Training, Quality, Assurance (ETQA) Body, or with an ETQA that has a Memorandum of Understanding with the Services ETQA.

> Assessment and moderation of assessment will be overseen by the relevant Education, Training, Quality, Assurance (ETQA) Body, or by an ETQA that has a Memorandum of Understanding with the Services ETQA, according to the ETQA's policies and guidelines for assessment and moderation.

> Moderation must include both internal and external moderation of assessments at exit points of the Qualification, unless ETQA policies specify otherwise. Moderation should also encompass achievement of the competence described both in individual Unit Standards as well as the integrated competence described in the Qualification.

Anyone wishing to be assessed against this Qualification may apply to be assessed by any assessment agency, assessor or provider institution that is accredited by the relevant ETQA.

CRITERIA FOR THE REGISTRATION OF ASSESSORS

For an applicant to register as an assessor, the applicant needs:

- > A minimum of 2 (two) years' practical, relevant occupational experience in Administration
- > To be declared competent in all the outcomes of the National Assessor Unit Standards as stipulated by South African Qualifications Authority (SAQA)
- > To be in possession of a Qualification in Administration at NQF Level 5 or higher

NOTES

N/A

UNIT STANDARDS

(Note: A blank space after this line means that the qualification is not based on Unit Standards.)

| | UNIT STANDARD ID AND TITLE | LEVEL | CREDITS | STATUS |
|----------|---|--------------|----------------|----------------------------|
| Core | 10014 Describe features, advantages and benefits of a range of products | Level 4 | 6 | Registered |
| Core | 10015 Identify customers of the business | Level 4 | 4 | Registered |
| Core | 10017 Comply with legal requirements and understand implications | Level 4 | 4 | Registered |
| Core | 10022 Comply with organisational ethics | Level 4 | 4 | Registered |
| Core | 10024 Liaise with a range of customers of a business | Level 4 | 4 | Registered |
| Core | 10025 Handle a range of customer complaints | Level 4 | 4 | Registered |
| Core | 10031 Edit, Code and Capture data | Level 4 | 5 | Registered |
| Core | 10038 Conduct follow-up with customers to evaluate satisfaction levels | Level 4 | 14 | Registered |
| Core | 10983 Participate in the implementation and utilisation of equity related processes | Level 4 | 5 | Registered |
| Core | 110009 Manage administration records | Level 4 | 4 | Registered |
| Core | 110025 Process data using information technology | Level 4 | 5 | Registered |
| Core | 117138 Promote, administrate and maintain membership base of an organisation | Level 4 | 8 | Draft - Prep for P Comment |
| Elective | 14344 Demonstrate an understanding of a selected business environment | Level 2 | 10 | Registered |
| Elective | 13935 Plan and conduct basic research in an office environment | Level 3 | 6 | Registered |
| Elective | 10019 Demonstrate an understanding of the target market | Level 4 | 4 | Registered |
| Elective | 10019 Demonstrate an understanding of the target market | Level 4 | 4 | Registered |
| Elective | 10021 Instil in myself a personal marketing culture | Level 4 | 4 | Registered |
| Elective | 10026 Identify expertise and resources | Level 4 | 3 | Registered |
| Elective | 10978 Recruit and select candidates to fill defined positions | Level 4 | 10 | Registered |
| Elective | 115211 Design and send letters of appeal | Level 4 | 4 | Registered |
| Elective | 10053 Manage customer requirements and needs and implement action plans | Level 5 | 8 | Registered |
| Elective | 10067 Develop customer needs and relationships | Level 5 | 16 | Registered |

| | | | | |
|-------------|--|---------|----|--------------|
| Elective | 10343 Develop and maintain a client database for Contact Centres | Level 5 | 12 | Registered |
| Fundamental | 8968 Accommodate audience and context needs in oral communication | Level 3 | 5 | Registered |
| Fundamental | 8969 Interpret and use information from texts | Level 3 | 5 | Registered |
| Fundamental | 8970 Write texts for a range of communicative contexts | Level 3 | 5 | Registered |
| Fundamental | 8972 Interpret a variety of literary texts | Level 3 | 5 | Registered |
| Fundamental | 7468 Use mathematics to investigate and monitor the financial aspects of personal, business, national and international issues | Level 4 | 2 | Registered |
| Fundamental | 7483 Solve problems involving sequences and series in real and simulated situations | Level 4 | 2 | Registered |
| Fundamental | 7485 Demonstrate understanding of real and complex number systems | Level 4 | 3 | Registered |
| Fundamental | 8974 Engage in sustained oral communication and evaluate spoken texts | Level 4 | 5 | Registered |
| Fundamental | 8975 Read analyse and respond to a variety of texts | Level 4 | 5 | Registered |
| Fundamental | 8976 Write for a wide range of contexts | Level 4 | 5 | Registered |
| Fundamental | 9015 Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems | Level 4 | 5 | Registered |
| Fundamental | 12153 Use the writing process to compose texts required in the business environment | Level 4 | 5 | Registered |
| Fundamental | 12417 Measure, estimate & calculate physical quantities & explore, critique & prove geometrical relationships in 2 and 3 dimensional space in the life and workplace of adult with increasing responsibilities | Level 4 | 4 | Reregistered |



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

1

Promote, administrate and maintain membership base of an organisation

| SAQA US ID | UNIT STANDARD TITLE | | |
|---|---|-----------------------|---------|
| 117138 | Promote, administrate and maintain membership base of an organisation | | |
| SGB NAME | ABET BAND | PROVIDER NAME | |
| SGB Administration | Undefined | | |
| FIELD DESCRIPTION | | SUBFIELD DESCRIPTION | |
| Business, Commerce and Management Studies | | Office Administration | |
| UNIT STANDARD CODE | UNIT STANDARD TYPE | NQF LEVEL | CREDITS |
| BUS-OFA-0-SGB ADMIN | Regular | Level 4 | 8 |

Specific Outcomes:

SPECIFIC OUTCOME 1

Identify membership base.

SPECIFIC OUTCOME 2

Assist in promoting services to membership base.

SPECIFIC OUTCOME 3

Ensure ongoing communications with membership base.

SPECIFIC OUTCOME 4

Update and maintain membership database.