

Transforming Campus Transport into a Digital Engagement and Revenue Generating Ecosystem

A PILOT CASE STUDY AT TUT

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**Tshwane University
of Technology**

We empower people

Entrepreneuring the Future Together

THE CHALLENGE & THE OPPORTUNITY



- **CHALLENGE**

- Growing pressure on universities to **DO MORE WITH LESS** [self fund activities, sustainable third-stream income generation etc] coerces one, to think creatively to generate income.
- TUT student bus transport operation is premised on a zero based budget
- Funds collected from students via a bus levy – solely funds this bus operations. Due to student no. fluctuating on annual basis, insufficient funds to pay for contracted buses.
- At TUT, thousands of students spend considerable time commuting to their relevant campuses from their Residences and from campus to campus to attend their lecturers – due to our campus locations.

- **OPPORTUNITY**

- The latter is generally an overlooked opportunity.
- Innovative thought provoked the idea of leveraging underutilized assets to create value –without increasing costs for students.

TUT STUDENT BUS OPERATIONS DATA



- ✓ TUT Largest contingent of NSFAS students in SA HE sector.
- ✓ Hence TUT is required to transport these students via our Contacted Bus Service Operations due to their unaffordability.
- ✓ We generally transport $\pm 24\ 000$ students (on average) per annum
- ✓ In 2026 $\pm 70\ 000$ registered students (35% of the total registered students).
- ✓ 5 Routes of transportation -3 Provinces [Gauteng, Mphumulanga, Limpopo]
- ✓ Operation funded via student levy payment (residence & day students), who require the bus to commute from campus to campus and from residence to campus to attend their lectures.
- ✓ This operation is premised on a Zero based budget – and due to fluctuations in student nos, we generally do not have sufficient funds to pay for the contracted bus contracts.

DIGITAL STUDENT ENGAGEMENT & MEDIA PLATFORM



MONITOR SCREENS INSTALLED ON CONTRACTED BUSES – ALL 5 ROUTES

- ❖ Strategically positioned digital screens installed inside university buses.
- ❖ Screened university comms –relevant to students including some **ADVERTS**.
- ❖ Supported by a cloud-based content management and analytics platform

How it works:

❖ For the University:

Communicates critical & relevant information directly to students during their daily commute journeys via these monitors [academic announcements, safety alerts, financial info, exam and test schedules, wellness campaigns, career opportunities, and **ADVERTS** which are all vetted via our CAM office].

❖ For Commercial Partners:

Creates a targeted digital advertising channel to engage a highly concentrated student audience in a controlled, university-approved environment.

THE IMPLEMENTATION JOURNEY & GOVERNANCE



Strategic Vision:

- Reimagine everyday campus infrastructure as a catalyst for engagement and financial sustainability.

Implementation Journey:

- Convergence of facilities, digital transformation, student affairs, transport operations, and commercial innovation.
- Deployment of screens and cloud-based platform.

Governance Considerations:

- Controlled and university-approved advertising environment.
- Content management protocols to ensure relevance and appropriateness.
- Stakeholder management approach to align diverse interests.

DELIVERING VALUE TO THE STAKEHOLDERS



For Students:

- Improved access to critical information - **TIMELY**
- Enhanced student engagement and support for success with absolutely no financial burden on students.

For the University:

- Modernised & efficient communication channels.
- Increased visibility of university initiatives, Strengthened university-community partnerships
- New, sustainable third-stream income source- **ADVERTS.**

For Commercial Partners:

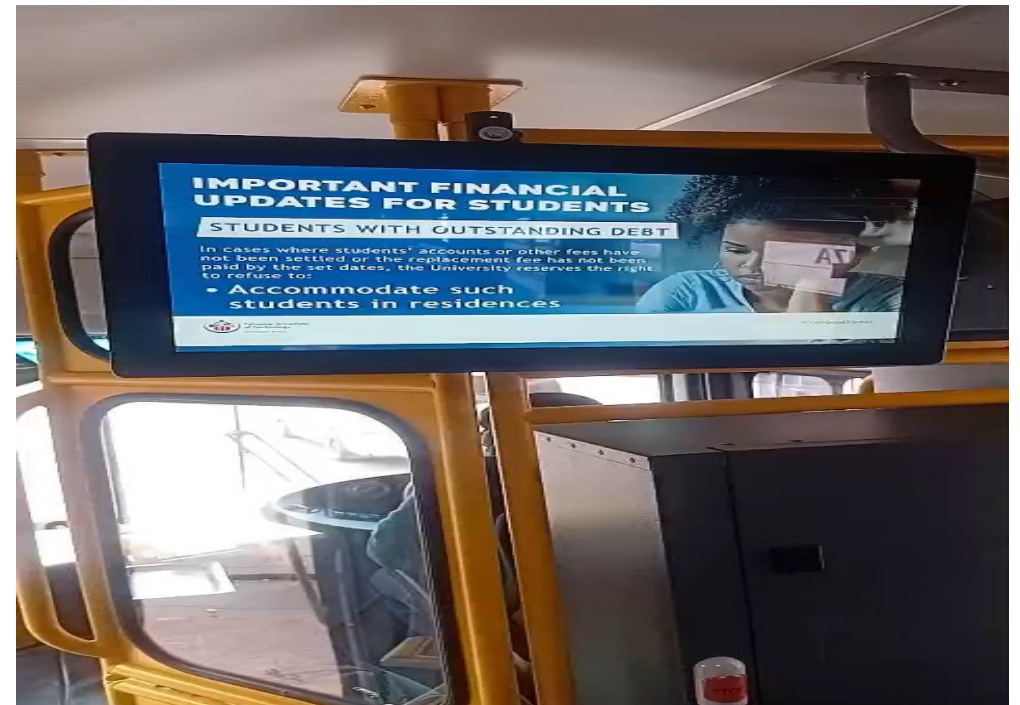
- Direct access to a highly concentrated, captive student audience.
- Association with a forward-thinking, innovative institution.

KEY OUTCOMES ACHIEVED



- ✓ Improved student information dissemination – in real time.
- ✓ Enhanced student engagement.
- ✓ Increased visibility of university initiatives.
- ✓ Support for student success through educational and career-focused content.
- ✓ Strengthened university-community partnerships.
- ✓ Creation of long-term revenue-generating opportunities.

THE EXPERIENCE



Thank You
Ke a Leboga
Ngiyabonga
Ndza Khensa

