

## INVITATION TO PARTICIPATE IN THE 2025 UNISA BRAND AND REPUTATION SURVEY

**Dear Unisa Stakeholder**

You are kindly invited to participate in the 2025 Unisa Brand and Reputation Survey - an important opportunity to share your views on Unisa's brand and reputation. The survey is brief and should take no more than 15 minutes of your time.

Your feedback is invaluable in helping Unisa strengthen its brand, enhance its reputation, and improve the quality of services offered to you. Please be assured that any personal information you provide will be kept strictly confidential. All responses will be analysed in aggregate and used solely for research and strategic planning purposes. To complete the survey, please click on the link below:

<https://bureau-for-market-research.limesurvey.net/465285?lang=en>

Unisa has commissioned the Bureau of Market Research (Pty) Ltd (BMR) to independently manage and administer the survey, as well as to compile an impartial report of the findings.

Should you have any questions or require assistance, please contact:

- Prof Carel van Aardt – [carel.vanaardt@bmr.co.za](mailto:carel.vanaardt@bmr.co.za)
- Ms Jacolize Meiring – [jacolize.meiring@bmr.co.za](mailto:jacolize.meiring@bmr.co.za)

Thank you in advance for your valuable time and participation.

**Kind regards**

**Prof BB Senokoane**

**Acting Executive Director: Department of Institutional Advancement**

