



macmillan  
education  
South Africa

# CORPORATE SOCIAL INVESTMENT GUIDE

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# About this CSI Guide

This guide was developed to assist corporates and organisations to make a difference in education through focussed CSR initiatives to bring about sustainable and transformative changes in education.

It will give a clearer sense of the challenges in education and will ensure a more informed approach to seeking solutions.

With the right approach CSR can be a very rewarding experience.

Macmillan Education South Africa has developed a variety of innovative products and services that relate to the National Department of Education's current priorities and that support the much-needed interventions in education.

In this way we accomplish our mission of helping curious minds achieve great things throughout their lives.



## TO ACCESS THE QR CODES REFERRED TO IN THIS BOOKLET DOWNLOAD A QR CODE READER TO YOUR MOBILE DEVICE

- Open your mobile app store (App Store, Google Play, etc.)
- Search for QR code readers.
- Download the QR code reader to your phone, open it and you are ready to go.
- Scan QR codes with your QR code reader to view the brochure of each product on your phone, tablet or personal computer.



# Corporate Social Responsibility (CSR) and Corporate Social Investment (CSI)

**CSR** refers to an organisation's total responsibility toward the business environment in which it operates. It is a broad term used to describe a company's efforts to improve society in some way.



**CSI** encompasses specific projects that are external to the normal **business** activities with the aim to uplift communities and improve quality of life in general.

# About Macmillan Education South Africa

Macmillan Education South Africa is a world-class educational content and service provider. As a trusted publishing brand in South Africa for almost 30 years, we support learners and teachers through a lifetime of learning by providing them with content in the most relevant, engaging and flexible formats. Our specialised teams work with respected local authors and educationalists to develop exceptional materials that enhance teaching and learning for anyone. Whether it is a Grade R child reading his first word, a Grade 10 Physical Science teacher or a TVET college student, we support all their educational needs.

Our passion to advance learning and our commitment to elevate education in South Africa is second to none. We are proudly South African and enjoy combining our local knowledge and expertise with our global reach.



# Our focus

## THE DIFFERENCE MACMILLAN EDUCATION IS MAKING IN EDUCATION:

Macmillan Education aims to respond to Sustainable Development Goal 4 (SDG 4). Our CSI focus is on supporting quality education and promoting lifelong learning opportunities for all.

**4** QUALITY EDUCATION



ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL

## MACMILLAN EDUCATION'S CSI INTERVENTIONS AIM TO:

- › provide teachers and learners with resource material and support
- › provide teacher training and development
- › elevate literacy levels in South Africa
- › create a solid foundation for ECD/Grade R learners and practitioners
- › have a positive impact on the educational environment





# Our CSI initiatives

## *The Macmillan eLearning Development Schools Project (MeLDS)*

### OUR FOCUS:

**MeLDS** is a Macmillan CSI initiative that provides educators the opportunity to participate in professional development programmes that upskill them in the use of digital technology in their classrooms.



### MELDS PROGRAMMES 2017 TO 2019:

#### **MeLDS – Western Cape**

**2017** – Macmillan issued 147 teachers in the Western Cape with tablets and they participated in an eLearning professional development programme rolled out over 3 months which increased their level of digital fluency.

#### **MeLDS – Eastern Cape**

**2018** – 268 Foundation Phase teachers from 52 schools across all regions in the Eastern Cape were trained in laptop use and empowered to integrate technology in their day-to-day planning, learning and teaching.

#### **MeLDS – Mpumalanga**

**2019** – 52 teachers in the Mbombela and Siyabuswa districts in Mpumalanga benefited from our MeLDS programme. All teachers received laptops and completed a three months programme to enable them to integrate technology in their classroom.

## *Our Early Childhood Development (ECD) initiative*

### **OUR FOCUS:**

To create a welcoming place conducive to teaching and learning.



Annually we donate a colourful Reading Corner and books to ECD centres in underprivileged communities. The practitioners also receive basic ECD training.

## *Our Reading Trolley and Library initiatives*

### **OUR FOCUS:**

To make readers accessible to learners and to support literacy.

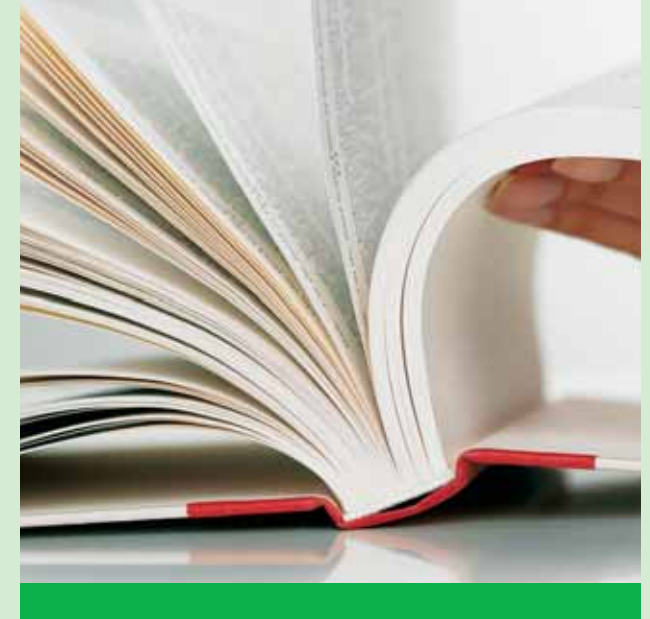


Reading Corners and Reading Trolleys stocked with readers are donated to underprivileged schools. Between 10 and 15 schools benefit from this donation per annum.

## *Weza Home Publishing*

### **OUR FOCUS:**

Enterprise development to support black-owned companies to enter the publishing industry.



We partnered with Weza Home Publishing and thirty-two students were trained and supplied with resources such as laptops to carry out freelance work.



# Partnering with Macmillan Education for a sustainable CSI programme

*Macmillan Education strives to make a difference in education through sustainable custom-made solutions. We developed a variety of innovative products and services that relate to the National Education Department's current priorities and that support interventions in education.*



## TYPES OF INTERVENTIONS THAT WE CAN ASSIST WITH

- › Creating bespoke product packages to enhance teaching and learning
- › Running teachers' professional development programmes
- › Facilitate learner support programmes
- › Support school governance, leadership and management training
- › Upskill ECD practitioners with a formal accredited ECD qualification to empower them
- › Enable ICT integration in education

# Products and Offerings

**Literacy Support**

**Language and Grammar Support**

**Maths Support**

**Teacher Support Material/Teaching Resources**

**Teacher Development**



# Literacy Support

*Reading stimulates children's imaginations and expands their understanding of the world.*



## Please help me to:

- go places
- become a leader
- dream about my future
- expand my mind
- be exposed to different ways of life, ideas and beliefs
- satisfy my curiosity about people, places and things
- make sense of life
- plug into the shared wisdom of mankind
- learn about the world around me
- understand how things work
- develop my imagination so that I can become anything I want
- solve problems
- learn about myself
- become a fluent reader
- enrich my vocabulary
- improve my language skills
- become a successful learner
- communicate with confidence
- open doors to academic success
- get higher grades in all my subjects
- become a life-long learner

*Please help me  
to reach my full  
potential – give me  
access to books*



# EARLY CHILDHOOD DEVELOPMENT (0 – 5 years)

*'Investing in young children for high returns'*

## Here we go! Big Book Packs



- › 10 full-colour, A3-size Big Books
- › A range of stories and texts that young children can relate to
- › Available in Afrikaans, English, isiXhosa, isiZulu, Sepedi, Sesotho and Setswana



## Here we go! Poster Pack



- › 20 full-colour A1-size laminated posters
- › Bright colours that grab the learners' attention, stimulate their imagination, and hold their interest.



# GRADE R (5/6 years)

*Grade R is critical and will shape the child's future academic performance*

## Solutions for all Grade R Packs



- › 40 Readers in pack
- › 4 Big Books in pack
- › An Anthology of stories
- › 20 posters in pack
- › Available in English and Afrikaans



## Solutions for all Grade R Reader Boxes



- › 40 Readers in box
- › Available in English and Afrikaans





# GRADE R (5/6 years)

Grade R essentially lays the groundwork to prepare our little ones for schooling as well as for life

## Thokozani

- › 40 Readers pack
- › 4 Big Books
- › African language reading programme
- › Available in isiXhosa, isiZulu, Sepedi, Sesotho, Setswana



# FOUNDATION PHASE (Grades 1–3)

*Children must learn to read in order to read to learn*

## Thokozani



- › 9 Readers per grade
- › 4 Big Books per grade with two stories each
- › A collection of lively, original stories drawn from the real world that will develop literacy as well as a love for reading
- › Each grade has three levels (Beginner, Intermediate and Advanced) and three readers per level to ensure learners progress in their reading abilities
- › African language reading programme
- › Available in isiXhosa, isiZulu, Sepedi, Sesotho and Setswana



# INTERMEDIATE PHASE (Grades 4 – 6)

## Thokozani



- › 12 Readers per grade
- › Locally produced reading series, developed by mother tongue speakers
- › A collection of lively and original Readers to help learners discover the joy of reading and learn more about the world they live in
- › Each grade is divided into Beginners, Intermediate and Advanced Readers
- › African language reading programme
- › Available in isiXhosa, isiZulu, Sepedi, Sesotho and Setswana

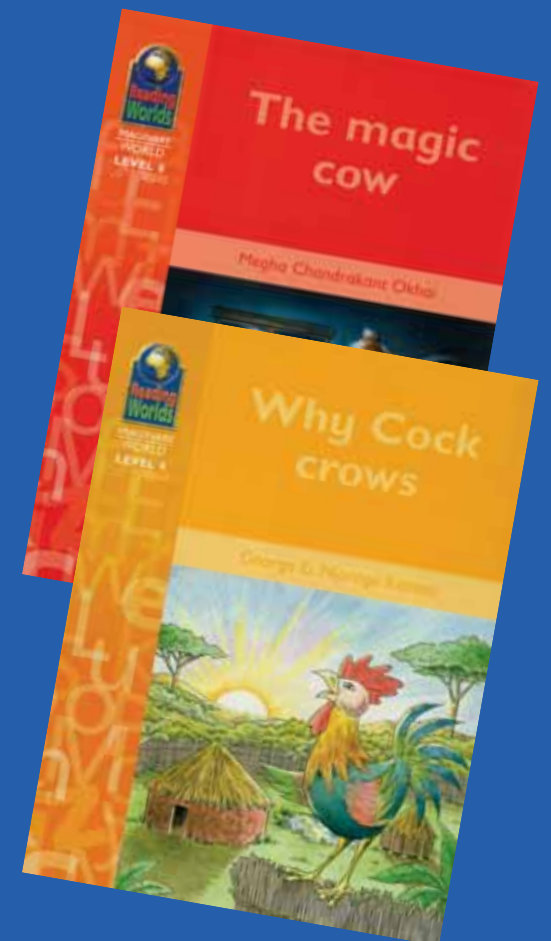
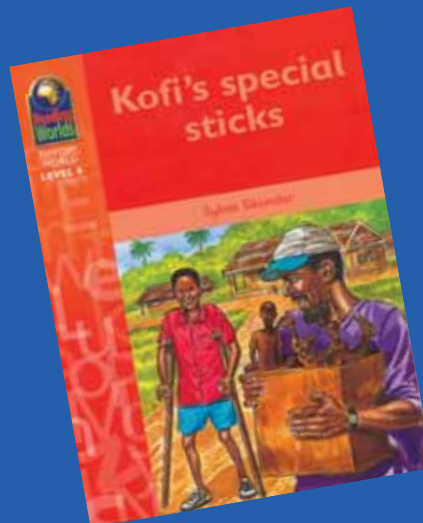




# INTERMEDIATE PHASE (Grades 4 – 6)

## Reading Worlds

- › 18 Readers per grade
- › This reading series encourages children to take active interest in reading for pleasure and understanding and to help children develop into confident, independent readers by the time they leave primary school



# CLASSROOM LIBRARIES

*A large variety of books makes class libraries most effective*

## Reading Corners (Grades R – 3)

- › 4 x foam floor mats
- › 10 x cushions
- › 2 x wooden browsing boxes
- › 1 wooden easel
- › Poster pack with 30 full-colour posters
- › Full colour alphabet freeze
- › Teacher pack (Grades 1–3 only)



## Reader Packs

- › Many and varied books make classroom libraries most effective.
- › Reader packs can be tailor made for your specific budget and the language of your choice.



# CLASSROOM LIBRARIES

*The more contact children have with books, the better readers they become*



## Reading Trolley (Grades 1 – 12)

- › Trendy trolley that will appeal to learners and create a curiosity for books
- › Strong and durable with mesh panels
- › Lightweight with 4 swivel casters (2 lockable) for safe and easy moving and storing
- › Lockable
- › Adjustable shelves with dividers to keep books of different sizes in order
- › Dimensions: Height – 1 300 mm; Length – 1 000 mm; Width – 300 mm
- › Colour: Red (lead-free powder coating)
- › The slogan on the header board can be customised and sponsor details added if required
- › Includes 4 additional A4 shelves that hook onto the side panels
- › Can be filled with a variety of books





A photograph of a classroom scene. A female teacher with long brown hair, wearing a white button-down shirt, is leaning over a desk to assist a young Black male student. The student is wearing a white shirt and a dark tie with red and blue stripes, and is looking at a laptop. Other students in the background are also wearing white shirts and ties, some are working at their desks. The classroom has a bulletin board with papers on the wall and a window in the background.

# Language and Grammar Support

*"The limits of my language are the limits of my world."*

~ Ludwig Wittgenstein

## Spelling Rules

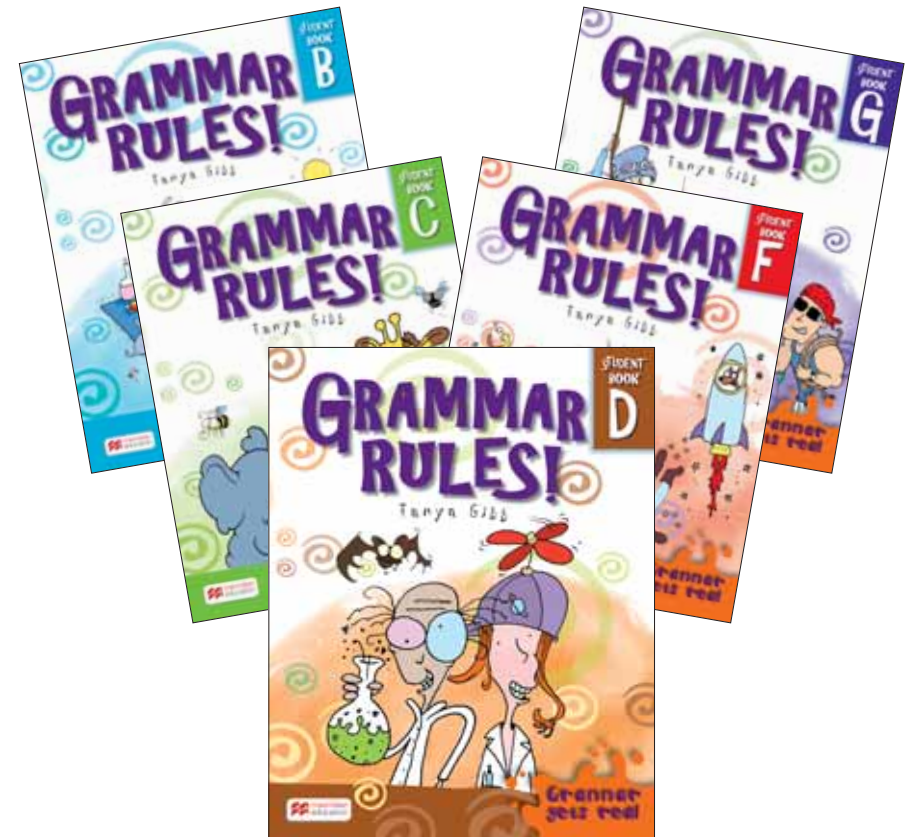
Macmillan's **Rules!** series is a whole-school primary programme. The books can be used across selected grades as deemed fit by the teacher.

The **Spelling Rules** programme teaches learners strategies that move spelling from working memory into long-term memory – making spelling stick.



## Grammar Rules

The **Grammar Rules** series covers grammatical structures for particular text types, purposes and audiences. Your learners will learn about grammar from the contextual level of the whole text down to the sentence and word level. They'll also learn how to use grammatical knowledge when responding to texts and when constructing their own texts.





## Language Gaps Series (Grades 4 – 6)



- › Improve English proficiency
- › English Home Language or English First Additional Language

Five titles per pack that cover the core skills that learners need as building blocks of their language journey. Each book covers Grades 4, 5 and 6 and works through all the basics that learners will need.



### Titles in this pack:

- Reading with comprehension
- Concord, grammar and tenses
- Literature
- Working with words
- Writing



## Woordwys Series (Grades 4 – 6)



- › Improve Afrikaans proficiency
- › Afrikaans Home Language or Afrikaans First Additional Language

Five titles per pack that cover the core skills that learners need as building blocks of their language journey. Each book covers Grades 4, 5 and 6 and works through all the basics that learners will need.



### Titles in this pack:

- Lees met begrip
- Werk met sinne
- Letterkunde
- Werk met woorde
- Skryf





## KLIEK

### Afrikaanse Digitale Kursus vir Generasie-Z



- › Afrikaans First Additional Language
- › Grades 6 – 12

Using technology is second nature for Generation-Z and with KLIEK it can be utilised to the benefit of the learner to study and teach Afrikaans at school.

This innovative product engages learners through a concise language practice workbook supported by digital games and mini-quizzes accessible on any device.

Learners are motivated to learn as their progress is measured through badges and their results are available for teachers to quickly monitor.

It effectively teaches learners where they are at, at their own level.

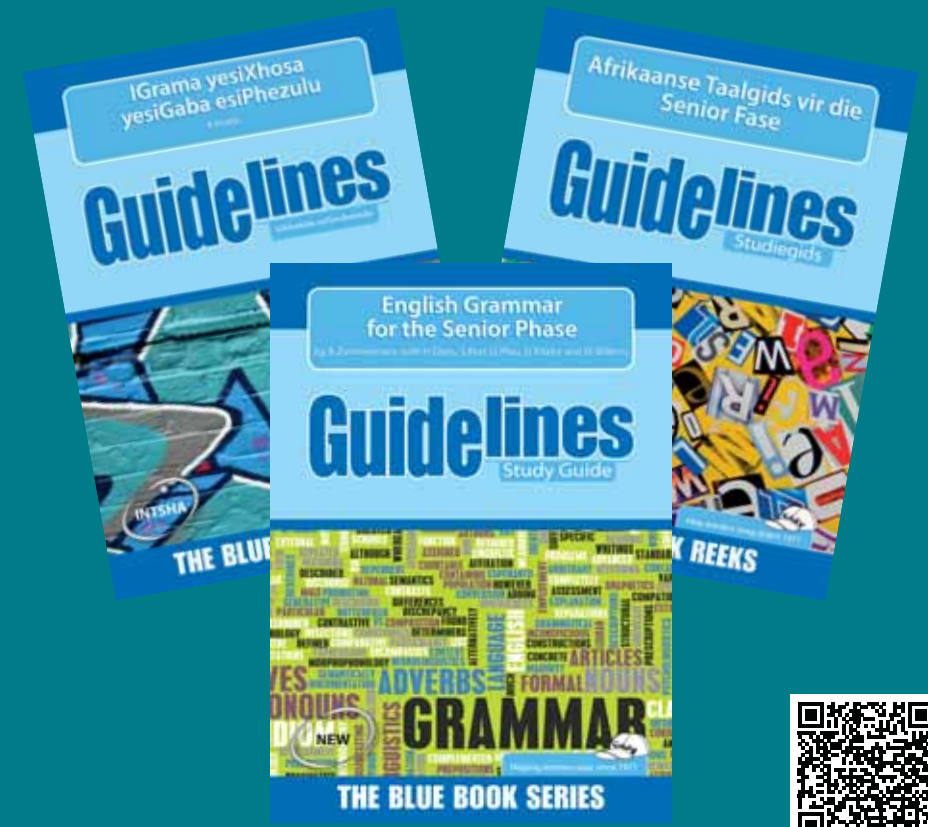


## Language Study Guides



### Guidelines Grammar for the Senior Phase Study Guides

- › Home Language or First Additional Language
- › An invaluable tool in preparing for tests and exams
- › Available in all 11 languages





# Maths Support

*"Without mathematics, there's nothing you can do.  
Everything around you is mathematics. Everything around you is numbers."*

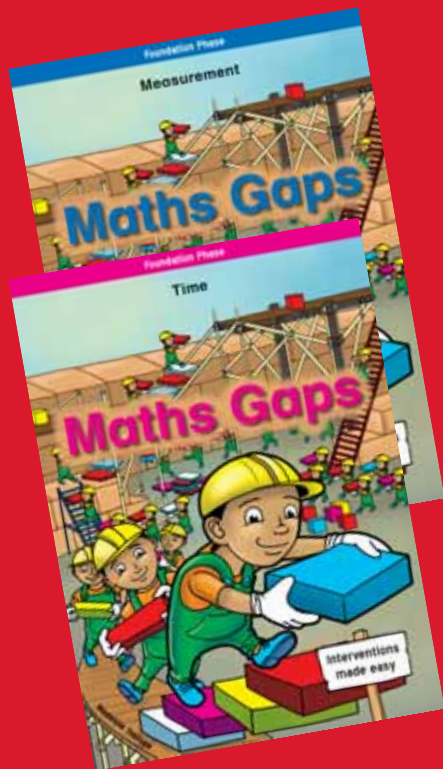
~ Shakuntala Devi



# MATHS INTERVENTION

*Early interventions are important to help learners to overcome the areas that they struggle with in maths so that the problems don't continue in later years.*

## Maths Gaps Series



- › Foundation and Intermediate Phases
- › A practice and intervention tool to help learners to overcome problems in maths and to develop sound mathematical understanding.
- › Each Maths Gaps book addresses mathematical gaps in specific categories.

FOUNDATION PHASE PACK	INTERMEDIATE PHASE PACK
8 books	5 books
Each book deals with one main problem area in mathematics	Each book deals with one main problem area in mathematics
Available in all 11 languages	Available in English and Afrikaans





# MATHS INTERVENTION

*Early interventions are important to help learners to overcome the areas that they struggle with in maths so that the problems don't continue in later years.*

## Bettermarks

**bettermarks**<sup>7</sup>  
MATHS MADE EASY



- › Grades 4 – 10
- › A digital maths programme scientifically-proven to improve results in mathematics.
- › A highly interactive maths learning and teaching solution which has over 100 000 exercises to offer a personalised problem-solving experience!
- › Identifies errors immediately and then provides learners real-time feedback and tips to help them to improve.
- › Accessible on any connected smart device.
- › Learners are supported through every step of an exercise via tips and definitions and the integrated textbook.
- › Teachers can access the bank of questions and develop their own worksheets or tests for formal and informal assessment.
- › Teachers can easily monitor learners' progress.
- › Learners are motivated to complete activities through immediate feedback and by earning coins and stars.



# MATHS STUDY GUIDES

## Guidelines Mathematics for the Senior Phase Study Guides



- › Grades 7–9
- › Maths in the Senior Phase forms the basis of all learning that will be covered in Grades 10, 11 and 12 and it is therefore essential to put every effort into Senior Phase maths
- › Set of 5 study guides, one for each learning area of the Senior Phase curriculum, with the focus on the content that learners find difficult and which has been identified as problem areas by teachers
- › Available in English and Afrikaans

## Learn Xtra Live Study Guides



- › Give learners the opportunity to study anywhere, any time, on their phone, PC or tablet!
- › In collaboration with well-known TV programme 'Mindset'
- › Includes 20 hours of video footage on a micro SD card together with a study guide that contains explanations of core concepts, revision questions and examination-type questions.
- › Separate study guides for Maths Grades 10, 11 and 12
- › One study guide for Maths Literacy Grades 10 – 12





# Teacher Support Material/Teaching Resources

*Teacher Support Material is aimed at building, supporting, and sustaining teachers' classroom practices and effectiveness, with the ultimate goal to improve the educational experiences and achievement of learners in the classroom.*



# EARLY CHILDHOOD DEVELOPMENT

## Solutions for all – A Practical Guide to Teaching Early Childhood Development

Learning through play and using good-quality resources are important for children's physical, intellectual and social development.

The activities in this guide provide teachers, practitioners and caregivers with suggested resources as well as guidance on how to use these resources effectively to stimulate learning for the following age groups:

- › 0 – 18 months
- › 18 – 36 months
- › 3 – 4 years

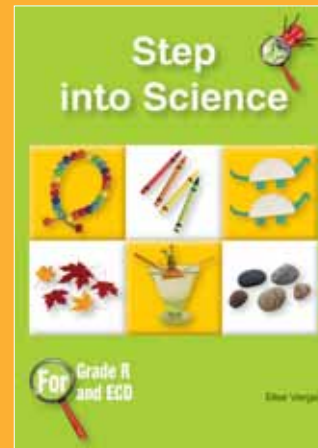


## Step into Science for ECD and Grade R



Step into Science introduces young learners to science by arousing their natural curiosity about the world around them. It includes a range of fun, play-based activities, each based on a scientific or technological principle.

The activities are presented in a clear, easy-to-use way, listing the resources needed and steps to follow for each activity. Suggestions for accessing cheap or free resources are also provided.



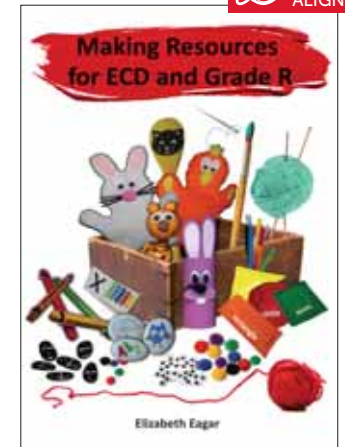
## Making Resources for ECD and Grade R



A significant part of learning for children at the Early Childhood Development and Grade R level is play based. 'Play' is essential at this stage of development and it is also the driving force behind the resources and activities in this book.

This book empowers teachers, practitioners and caregivers by showing them step by step how to make their own low-cost teaching resources with many ideas for how to use these resources effectively in various learning situations.

Making their own resources means a sustainable solution to financial constraints that would otherwise limit the quality of education in under-resourced schools.



# FOUNDATION PHASE

## Making Resources for the Foundation Phase Pack

Teaching resources help teachers to better explain, and help learners to better understand what is being taught in the different areas of the curriculum.

The learning experiences will be more effective and permanent the more the five senses are targeted within an activity. Learners remember more when they are actively involved in a task by using the senses of hearing, sight, speaking and 'doing'.

These books provide teachers and parents with instructions on how to make their own low-cost resources, with many ideas for how to use these resources effectively in various learning situations.



CAPS  
ALIGNED



# FOUNDATION PHASE

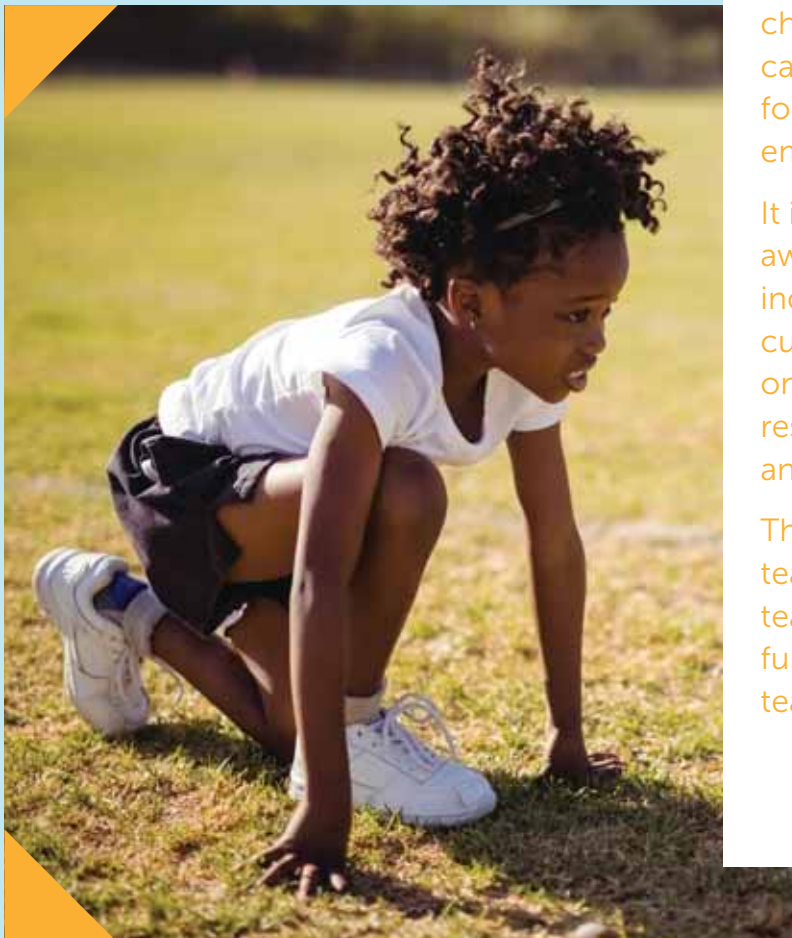
## Teaching Physical Education in the Foundation Phase



Physical and motor development is vital to young children and can affect a learner's entire school career. Physical Education forms the foundation for cognitive learning, as well as social and emotional development.

It is important that teachers are fully aware of all the benefits and how to incorporate Physical Education into the curriculum and the classroom. A section on sports and games gives the rules and resources required to teach the sports and games.

This step-by-step guide will help new teachers to master the basic skills of teaching Physical Education, and provide fun and exciting ideas for experienced teachers.





# STEP INTO SCIENCE

*ECD to Senior Phase*



*Step into Science* is Macmillan's new series of science activity books. The books in this series include a range of fun activities, each based on a scientific or technological principle. You don't need to be a science teacher to use these books – the activities are presented in a clear, easy-to-use way, listing the resources needed and the steps to follow for each activity.

The features have been carefully designed to help teachers/parents bring scientific learning into the classroom.



# STEP INTO SCIENCE

FET Phase



## Resource Books for Practical Activities

Grades 10–12

Chemistry • Life Sciences • Physics

Practical tasks and investigations are an integral part of the teaching and learning process in science and a significant amount of time should be spent on this.

The focus of the *Step into Science* Series is to promote knowledge and skills in scientific inquiry. The series will enable learners to complete investigations, analyse problems and use practical processes and skills in designing and evaluating solutions. The practical activities in the series also develop attitudes and values that underpin the practical ability of the learners.

Each practical activity consists of teacher support that enables the teacher to plan the practical tasks and investigations, as well as photocopiable worksheets and assessment tools and guidelines.

The series also includes complete guidelines to ensure safety in the science classroom.



# EXPERT EDUCATOR SERIES

## *A Professional Development Kit for Educators*



This series of 21 books provides teachers with a solid base and understanding of what is fundamental to teaching in South African schools.

The series covers a wide range of topics to equip educators with the knowledge and practical know-how to handle a variety of situations inside and outside the classroom.

Case studies demonstrate the application of theory, with handy tips for the classroom and clear explanations of terminology.







# Teacher Development

*No education system can realistically move beyond the capacity of its teachers.*

# MACMILLAN TEACHER CAMPUS

*CSI packages to choose from*

## Who is Macmillan Teacher Campus?

Macmillan Teacher Campus (MTC) was established in 2007 and has spent over a decade supplying the highest quality education and training to businesses, governments, corporations, universities, schools and learners countrywide.

MTC has trained over 150 000 teachers, practitioners, lecturers and learners nationwide and managed numerous successful projects that have contributed to the upliftment of education.



MTC is a nationally recognised accredited **ETDP SETA** training division. Workshops and training materials are developed according to the **South African Council of Educators' (SACE)** requirements. MTC is also accredited with the **Quality Council for Trades and Occupations (QCTO)** and offer an Early Childhood Development (ECD) qualification.





## COACHING AND MENTORING PROGRAMME FOR TEACHERS

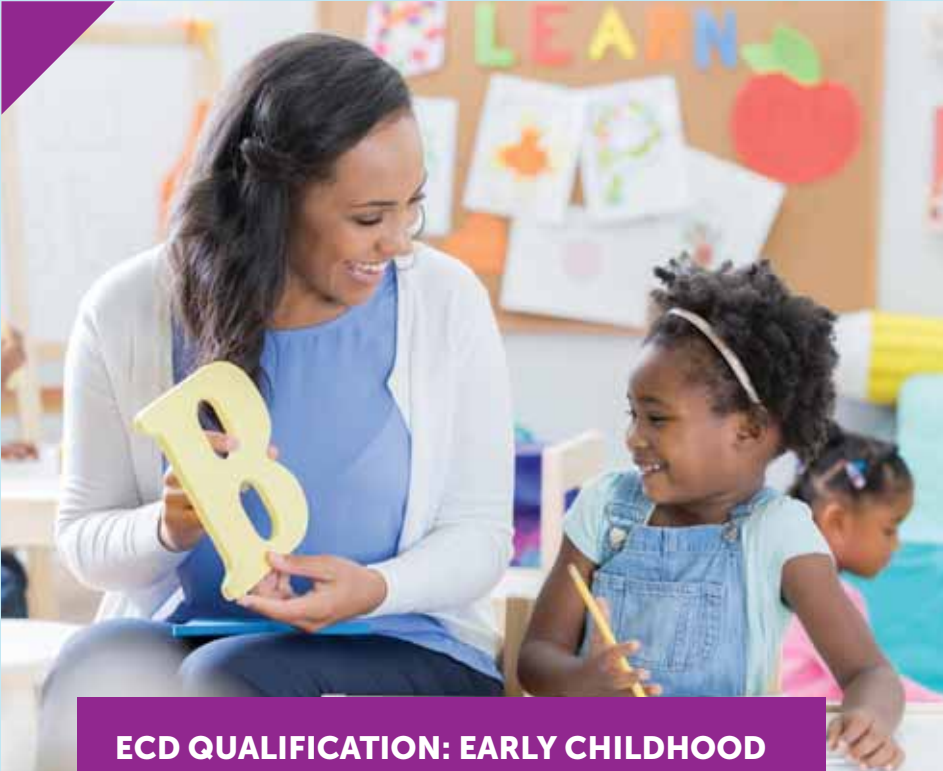
MTC has a unique **one-on-one Coaching Programme**, aimed at enhancing individual and organisational capacity by developing resources, doing demonstration lessons, mediating resources continuously during the programme, and assisting the teachers with planning and preparation.



## PROFESSIONAL DEVELOPMENT WORKSHOPS

MTC offers **Professional Development workshops** and conducts training sessions for all educators. These sessions equip the educators with the required knowledge and skills to deliver lessons that will last a lifetime, where children can learn actively in a safe and stimulating environment. Training packages are compiled considering the needs of the school.





### **ECD QUALIFICATION: EARLY CHILDHOOD DEVELOPMENT PRACTITIONER (97542)**

This qualification prepares a student to practise as an Early Childhood Development Practitioner. Flexibility of the programme enables us to take training to the practitioners to cover theory, and on-site lecturer observation and coaching ensure practical and hands-on assistance for students that not only encourages and motivates, but also strengthens best practice implementation.

### **CORPORATE TRAINING**

Being an accredited training provider, Macmillan Teacher Campus also offers corporate training to inspire, motivate and expand the knowledge base of employees.

We do cost-effective In-House Corporate Training for a minimum of 10 delegates in any province. If you are interested kindly let us know via email so that we can come and do the training at your premises.



## ACCREDITED COURSES

EDTP SETA accredited Assessor, Moderator, Facilitator and Effective Writing in English courses are available.



## LEARNER SUPPORT PROGRAMMES

A **Supplementary Learner Support Programme** for learners provides opportunities for learners to attend Saturday and holiday classes led by experienced tutors using different and effective methodologies. Tailor-made programmes are rolled out for mathematics, physical sciences and other selected subjects in view of improving pass rate and creating a pipeline for further studies.







**Make the most of  
your CSI spend**

# Make the most of your CSI spend

## Benefits of CSI programmes/ projects for your company

- Contribute to your BBBEE scorecard points
- Tax deduction benefit
- Enhance your company's corporate image
- Strengthen brand image and product awareness
- Demonstrate the 'heart' of the company and enhance your credibility
- Build new and deeper community networks
- Enhance goodwill and a stronger presence in the community.

## Macmillan Education South Africa can help your company with your CSI programme/projects

### Macmillan Education South Africa can assist your company with the establishment of meaningful interventions at schools in your community in the following ways:

- Match the needs of the schools in your community with our products in order to provide a solution and enhance the learning experience.
- Develop an implementation plan, set targets, monitor and evaluate the programme/project.
- Conduct training to School Management Teams to ensure the sustainability of the project.
- Conduct training to teachers to upskill them in the use of the products in order to make a meaningful contribution and impact on the lives of their learners.

### Furthermore we can:

- Create company awareness and visibility by placing your company logo on the products.
- Help you to stretch your CSI budget by giving you special discounts on our products.

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macmillan  
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