

6. MARKETING AND OUTREACH

There is no gainsaying that marketing and outreach efforts play a significant part in enhancing the visibility and reputation of an institution. In recognition of this, the STT recommended for approval by the Finance and General Purposes Committee (F&GPC), an increase in the budget for public relations for the academic year. Members of Faculty participated in the media features organized by the Public Relations Department and enabled by the enlarged budget. The weekly full-page feature, *UWI: Eye on Science*, produced by the Faculty of Pure and Applied Science and also enabled by the enlarged budget, went a long way in exposing to our stakeholders, the Campus's Science research work.

The Campus, during the year, also sought to market its own history. The Office of the Deputy Principal worked closely with the Heritage Committee to establish heritage markers on campus, installing signage and four obelisks marking aspects of our campus heritage, including villages of enslaved, plantation remnants and East Indian and Gibraltar refugee communities. A Founders' Park, honouring the first students and administrators of the University of the West Indies, Mona was

opened during the year. A park in honour of UWI graduates who are, or have been, Heads of Government was also opened during the year. Both these parks were sponsored by the Mona Cooperative Credit Union based on the Campus.

Members of Faculty were engaged in a range of projects that brought them in touch with various segments of the community served by the UWI. During the year under review, many were integrally involved in the work of the Caribbean Examinations Council in virtually all of the disciplines examined by the Council, either in the role as chief examiners or members of subject/discipline teams at both the CSEC and CAPE levels. Members of the Campus were also involved in other public service activities such as membership of various government committees, statutory boards, as well as undertaking public lectures nationally and regionally.

The Department of Library and Information Studies continued to attract external recognition as is reflected in the individual awards received and appointments to regional and international organizations. Professor Fay



Above: G-G, Chancellor, VC and Principal declare the Founders' Park open



Below: The park dedicated to UWI Graduates who became heads of governments

◀ *Left : Principal of the Mona Campus, 1996–2006, Professor the Honorable Kenneth O. Hall became the 5th Governor General of Jamaica in February 2006.*



Durrant, for example, was elected vice-president of The Inter-Governmental Council of UNESCO Information for All Programmes (IFAP). In addition, the department continued to provide leadership in its area of specialization within the Caribbean. Professor of History in the Department of History and Archaeology, Dr Verene Shepherd, was appointed chair of the board of the National Heritage Trust. Professor Shepherd was also appointed by the Prime Minister as chair of the National Planning Committee to plan commemorative events for the bicentenary of the abolition of the trans-Atlantic slave trade (1807–2007).

Professor Stephen Vasciannie, Head of the Department of Government at the UWI, Mona Campus was elected President of the Caribbean Conference on Maritime Delimitation for the period 2005–07. The Caribbean Conference on Maritime Delimitation is an inter-governmental group

with membership drawn from all countries in the Caribbean and countries that have territories in the Caribbean. The conference considers technical questions concerning the delimitation of maritime boundaries in the Caribbean Sea and provides guidance on the administration of a trust fund that has been established to finance maritime delimitation among Caribbean states. Under the 1982 Law of the Sea convention, all countries in the Caribbean are entitled to claim an exclusive economic zone, in addition to a territorial sea and a continental shelf. These maritime areas will overlap with each other in several parts of the Caribbean Sea and this creates the need for maritime delimitation. The Caribbean Conference seeks to ensure that all countries have access to expertise in the application of the law to their particular situation.

Professor Rupert Lewis, also from the Department of Government, acted as chair of

Below from left. *Dr Claudette Crawford Brown, Education (forefront), Mr Horace Levy, Social Sciences and Professor Ishenkumba Kahwa, Chemistry (stooping) engaging and educating students and communities*

RESEARCH OUTPUT IMPACTING COMMUNITIES



the *Friends of Liberty Hall*, which supports the *Liberty Hall – Legacy of Marcus Garvey Project* in Downtown Kingston. The Centre for Leadership and Governance, under the leadership of Professor Trevor Munroe, engaged in a number of activities including the development of an internship programme for students who had the opportunity to work with the Jamaican Parliament. Faculty associated with the Centre for Public Safety and Justice including the director, Professor Barry Chevannes, along with Mr Horace Levy, continued their work in the area of peace-making in the communities surrounding the Campus and further a-field. Many Faculty members were involved in a wide range of training activities that involved local, regional and international participants. Notable among these was Dr Lucy Eugene who continued to play a coordinating role for the extensive UWI/WTO training course in trade policy.

Professor Denis Benn, who is the Michael Manley Professor of Public Policy, was invited to serve as Cyrus Vance Professor of International Relations at Mount Holyoke College in Massachusetts, USA for the fall 2005 semester. Mount Holyoke is part of a consortium of five universities which also includes Amherst, Hampshire and Smith Colleges and the University of Massachusetts at Amherst. The Cyrus Vance Professorship at the Centre for International Relations at Mount Holyoke was established in honour of Cyrus Vance who served as US Secretary of State under President Jimmy Carter from 1977 to 1980.

The Mona Campus was selected by the International Institute for Labour Studies in Geneva, Switzerland as the venue to host the Prestigious ILO Nobel Peace Prize Social Policy Lecture Series for 2005. The lectures were held from December 5 to 7, 2005.



RESEARCH OUTPUT IMPACTING COMMUNITIES



Associated with the lectures were also three symposia meant to facilitate a policy dialogue between the academic community and practitioners on emerging issues of concern to the ILO.

The Social Sciences Honours Society continued its community service activities and cooperated with that Faculty Office to raise funds to donate a fax machine to Hope Valley Experimental School.

Twelve communities in the environs of the University benefited from curative services (5,371 patients) and maternal and child health (4,664 patients) through the outreach activities of the Section of Community Health and Psychiatry.

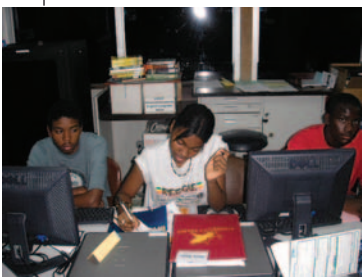
A UNESCO *Information for All Programme* award made it possible for the Library to successfully organize a workshop on *Promoting Preservation as a Means of Protecting Caribbean Cultural Heritage* in Antigua in November 2005. Thirty-one participants from eight Caribbean countries attended the workshop which was held in Antigua. Participants came from libraries, archives and museums. Presenters were from Belize, Antigua, Jamaica, Barbados, and the United States. The workshop benefited from the attendance of the Antiguan Minister of Culture and Belize's Archivist and Head of the Library Service.

CUSO volunteer, Mr Robert Routh, revamped

the Caribbean Disaster Information Network's website and developed the *Caribbean Disaster Virtual Library* during a short assignment to the project. The webpage now offers an updated newsletter, a "What's New" section and a country profile page. The website was posted and later launched in January 2006 by the Dean of the Faculty of Pure and Applied Sciences, as part of Research Day activities. CARDIN received the *Albertina Perez de Rosa Information Units Alliances and Collaborative Projects in the Caribbean* award at the 36th Annual ACURIL Conference held in Aruba from May 28 to June 3, 2006. This award recognizes and honors excellent performance of alliance and collaborative efforts of local or regional information units.

A very successful workshop held during the year, *Learning for Life: Information Skills for Today and Tomorrow* sought to: increase information literacy skills among high school students; help students make the transition from high school to university; strengthen links between high schools and the UWI; and improve research readiness among incoming UWI Mona students. Twenty-three students were drawn from 12 schools in Kingston and the rural areas. Two teachers were invited to attend the sessions so as to promote information literacy in schools. The workshop provided hands-on experience in analyzing an information need and identifying, locating, evaluating and using information resources to fill the need. Students explored use of the online

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Mona Information Literacy Unit – Summer programme

catalogue, online and printed reference resources, printed indexes, data bases and the Internet. Other sessions covered note-making, intellectual property and plagiarism, as well as some common writing errors and how to correct these.

The UWI Library in collaboration with the Department of Library and Information Studies, the Jamaica Library Service and the Commonwealth Library Association, organized a workshop in January 2006 on *Information Literacy for Public Librarians Across the Commonwealth*, in Kingston. The objectives were to equip librarians with skills to make innovative use of the web, help them to develop information literacy programmes for their users, and to lobby and advocate for the inclusion of libraries into national plans.

Significant strides were made in the field of marketing for the past year in the Bahamas-based Centre for Hospitality and Tourism Management (CHTM). The new Programme Director, Mr Berkley Williamson, was employed with a mandate to bring the CHTM into closer touch with the Bahamian community. A number of steps were taken to recruit students to the programme, resulting in the largest ever projected intake of Bahamian Students: over 25 percent of the new student intake for 2006–2007.

The Mona School of Business also raised its consciousness regarding the need to develop a well articulated marketing plan. Throughout

the year it sponsored a range of activities that placed it in the public's eye. Significant among these were the activities of the newly established Telecommunications Policy and Management Programme. Other departments in the Faculty of Social Sciences also had notable projects and programmes which were actively marketed during the period. For example, the Jamaica Economy Project which is coordinated by Dr John Rapley had a very active profile in the media. Activities were also undertaken by the Department of Management Studies to celebrate the thirtieth anniversary of the MSc Accounting programme.

The student population, through its extra-curricula activities continued to play a major role in marketing the Campus. Students were highly visible on national sporting teams and outreach programmes such as the *Cultural Activities Society, August Town Basic School Outreach Programme, Happy Home for the Aged – August Town, Little Brothers of St Andrew, Mona Commons Basic School, the Sir John Golding Rehabilitation Centre and the Mona High School Mentorship Programme.*

Finally, the Campus sought to gain greater insight into the market for its services. The STT and the Office of the Principal commissioned two major studies on UWI, Mona's share of the market for professional and research services and the needs of the public, private and non-governmental communities for such services.



Hon. Graduates Professor Sydney Mintz, Father Richard Ho-Long and Judge Dolliver Nelson display their doctoral certificates

International Recognition for Faculty



Professor of Medicine and Neurology and former Dean of the Faculty of Medical Sciences, **Dr Owen St Clair Morgan**, was elected to Mastership of the American College of Physicians (ACP). The award was presented at the College's Annual Session held in Philadelphia, Pennsylvania on Thursday, April 6, 2006. Professor Morgan was also elected to Honorary Membership in Alpha Omega Alpha, the national honour Medical Society in the United States and Canada. The election is in recognition of his many accomplishments in the health care field and related sciences. Masters comprise a small group of highly distinguished physicians, selected from among ACP fellows who have achieved recognition in medicine by exhibiting preeminence in practice or medical research, holding positions of high honor, or making significant contributions to medical science or the art of medicine. Masters are authorized to use the letters MACP (Master of the American College of Physicians) in connection with their professional activities. The American College of Physicians (ACP) is the largest medical specialty society in the United States of America and has some 119,000 members who are physicians in general internal medicine and related subspecialties.



Dr Kim Robinson, Publications Coordinator/Editor at the Sir Arthur Lewis Institute of Social and Economic Studies, was named the regional winner for the Americas of the 2005 Commonwealth Short Story Competition 2005. Her winning entry was entitled *Spreeing in the SUV*. The Commonwealth Short Story Competition is sponsored by the Commonwealth Foundation and administered by the Commonwealth Broadcasting Association.

Two Professors of Medicine at the UWI Mona Campus were elected Fellows of the Royal College of Physicians of Edinburgh. They are Head of the Department of Medicine, **Professor Everard Barton** and former Head of the Department, **Professor Charles E. Denbow**. Fellowship in the Royal College of Physicians is conferred on Physicians who have attained high academic and clinical recognition in the field of internal medicine.

Dr Tomlin Paul, lecturer in the Department of Community Health and Psychiatry was accepted as a Fellow to the prestigious FAIMER Institute. The Institute is a non-profit Foundation for Advancement of International Medical Education and Research. Based in Philadelphia, USA, the Institute will host 16 Fellows with outstanding credentials in medical education over the next two years to a mixed residential and distance learning experience. The programme covers advanced leadership, management and education issues. As a part of the fellowship, Dr Paul will also be working to further develop rural-based primary care training for medical students, a programme which he now coordinates at the UWI, Mona in collaboration with the Ministry of Health and its Regional Health Services.



Professor in the Department of Government in the UWI's Faculty of Social Sciences and member of the Strategic Transformation Team, **Dr Trevor Munroe**, received an Honorary Doctoral Degree from Florida International University during that University's fall commencement exercises on December 19, 2005 at its Main Campus in Miami. The award is in recognition of Professor Munroe's long-standing involvement with Labour Unions and his contribution to strengthening Jamaica's system of governance. Florida International University is a member of the State University System of Florida and is the largest University in South Florida. Professor Munroe is a former Rhodes Scholar and recipient of the Gladstone Wilson Award for Excellence in 1999; the Vice Chancellor Award for Excellence in 2000; and the Chancellor Hall Super Lion Award in 1993.

