



ATTRACTING THE BRIGHTEST AND THE BEST

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Mona continues to act on repeated survey results indicating that the majority of the Region's students consider the UWI their first choice for higher education studies. Unfortunately, the ability to afford a university education is a major deterrent to many of our nation's young people.

The Mona Campus's deliberation on ways to increase the number of scholarships, bursaries and other kinds of financial assistance to potential candidates resulted in a small improvement in disbursements to needy applicants in the 2008–09 academic year. The UWI Regional Endowment Fund added nine (9) full and partial scholarships to the modest bank available to new students. Our data indicate a 10.5% percent increase in the number of new students who applied and received loans from the Student Loans Bureau.

How to provide more substantial financial assistance to University candidates was a major topic for discussion during our vigorous outreach activities to schools and the general public. On our visits to schools and colleges, potential applicants were also given the opportunity to review attractively published campus and programme guides, view DVDs of Campus life and operations, and discuss with knowledgeable faculty and staff the programmes that the Campus offers and how these fit within the aspiring students' career objectives. The Office of Student Services and Development, collaborating with the Public Relations Office, arranged guided tours of the Campus for High School students to familiarise them with its rich historical and cultural heritage. Supporting this thrust to communicate fulsomely to prospective matriculants, the Campus strengthened its media presence, highlighting almost on a daily basis the local and international impact of its teaching, public service and research.

In catering to applicants from the western region, the Western Jamaica Campus (WJC), began opera-

tions, offering through the Faculties of Social Sciences, Humanities and Education and Pure and Applied Sciences 11 programmes. We officially launched the WJC operations in November 2009 to an audience that included the major private and public stakeholder groups, in this way illustrating our commitment to serving the needs of students and employers in the West.

In the forefront of the Campus's agenda was the goal to reverse the 27-year trend towards male marginalisation evident on the Campus, and indeed, throughout the secondary school system. Accordingly we focused attention on introducing initiatives that appeal to young men, while being careful not to discriminate against the female student population.

The appeal of co-curricula activities featured significantly in our effort to attract male students to the Campus. We marketed the Sports Development thrust on the Campus and began a sports scholarship award programme for qualifying candidates in football and track and field. Eight qualifying UWI applicants with outstanding sports records received





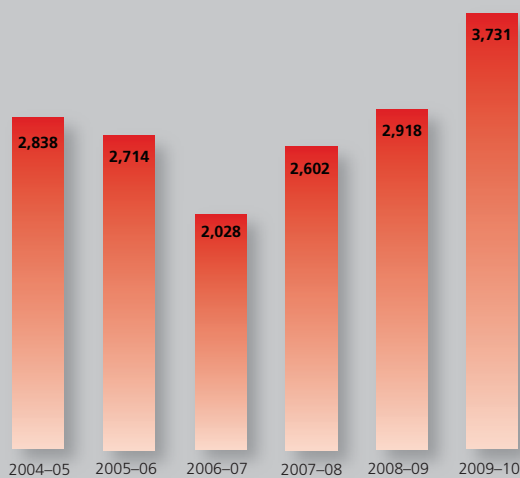
scholarships in football and track and field for academic year 2008–09.

Alongside these activities, we continued to re-engineer the admissions processes to better facilitate entry of all qualified aspiring UWI students. The year saw an impressive 100% student online application record, and by the first week of March 2009 all candidates who qualified on the basis of the CAPE Level 1 results had been offered entry.

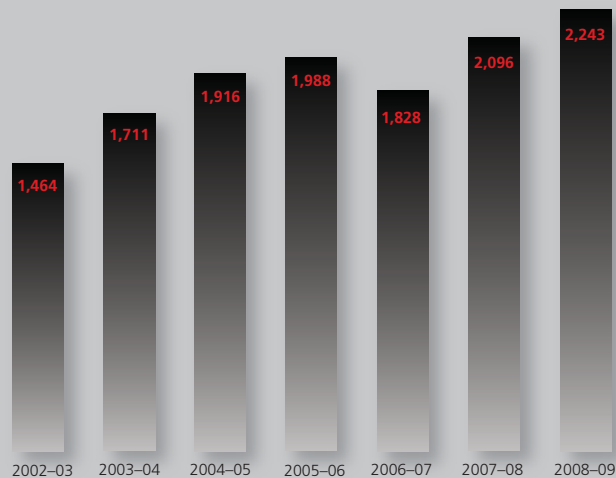
The combined effect of these initiatives on the first year student enrolment process is noteworthy and encouraging. New admissions rose by 28% over

the previous year. In this figure is included the WJC enrolment which has now moved from 186 to 498 in 2009–10, an increase of 168%. Among the 2008–09 new admissions were 38 government scholars, reinforcing the perception of the Mona Campus as the premier Caribbean University.

Significantly, the Faculty of Pure and Applied Sciences increased enrolment in its various Level 1 courses by about 12%. Overall enrolment in that Faculty rose by 7% over the previous year, reversing the decline that had become evident in the 2006–07 academic year.



New Admissions (First Degree)



Enrolment in Pure and Applied Sciences



attracting the brightest and the best



Professor Gordon Shirley presenting members of the winning team in the 2009 TVJ Schools' Challenge Quiz, Kingston College (KC), with the UWI, Mona/ TVJ Schools' Challenge Scholarship. The scholarship is available to members of the team who are offered a place in an undergraduate degree programme in the Faculty of Humanities and Education, Pure and Applied Sciences or Social Sciences, at either the Kingston-based or Montego Bay site for the 2009–10 academic year. The Award covers the cost of tuition and an additional amount towards each student's maintenance costs.