



marketing and public relations



- Radio Mona**
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During the academic year, the Campus continued to pursue aggressively its marketing and public relations campaign begun during 2000-2001. The objectives of the campaign are to: project a corporate image of the campus that describes its mission and focus of operation; develop a cohesive marketing communications programme to ensure that desired target audiences are reached; and enable improved and sustainable relationships between the campus and all its stakeholders.

Consistent with these objectives, the Mona Campus carried out two market surveys to examine attitudes and perceptions of the UWI Mona. The first survey examined the views and attitudes of the general public, high school students, UWI students and lecturers while the second examined the attitudes of employers and business executives. Service sector organisations that provide legal, accounting, auditing, management, consulting, travel and information technology services; manufacturers, retail traders, wholesale traders, agriculture, construction, transportation and finance oriented organisations comprised the sample in the latter instance.

The objectives of the surveys were to elicit the opinions of the target audiences on the standing and relevance of UWI and its programmes in today's society, as well as the:

- utilisation of graduates by the business community
- quality of graduates, their strengths and weaknesses
- types of graduates most needed by the business community
- support for the UWI:
 - * financial
 - * scholarships to UWI Students
 - * provision of work-based experience for students
 - * government support
- future of the UWI over the next five years.

The overall perception of the general public of the UWI was generally good. Fifty-nine percent consider it the most important Jamaican tertiary institution; another

seventy-one percent believe that it can be very influential; seventy-three percent believe that its academic standards are high and that the programmes offered are relevant to Jamaica.

The business community was generally supportive of the UWI, and indicated a willingness to provide scholarships and financial support to the UWI, and to provide internships for students. Graduates in the Social Sciences are currently in highest demand while needs within the Pure and Applied Sciences include electronic and mechanical engineering, computer science and agriculture. Foreign language proficiency also emerged as a growing demand.

The surveys also identified some emerging trends that will have to be addressed to avoid major dislocation in the market in the near to medium terms. These are the perception that the UWI may not be the first choice for employees in the next 5 years; that access by prospective students to the institution is still difficult and may therefore not be the first choice for higher study, and that affordability remains a problem.

Both of these reports point to certain actions that are needed, and during the course of 2002-2003, the Campus will be taking appropriate actions to implement recommendations made while continuing the necessary institutional research.

Radio Mona

During the year, Radio Mona, in addition to being an independent commercial radio station, continued to serve to promote the activities of the Campus. In particular, **Campus Report**, a Monday to Friday newscast highlights the daily activities and achievements of the UWI and the Edna Manley College for the Visual and Performing Arts. Invitations have been extended to other tertiary institutions with a view to developing another collaborative link among tertiary institutions in Jamaica.

Mr. Michael Anthony Cuffe was appointed **General Manager** to oversee the station's daily activities, and he and his



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team have negotiated permission from three world-wide broadcasting services to carry live news and current affairs programmes. National Public Radio, Voice of America and the British Broadcasting Corporation are currently included in Radio Mona's programme format.

The broadcasting frequency was also changed from 88 to 93 to facilitate improved output.

Media Breakfasts

During the year, regular media breakfasts were hosted at which new developments at the university as well as information about the work at the Campus were shared with representatives of the media.

* On October 17, 2001, the UWI Marketing Thrust, Research Day 2001, and the work being done by the Mona Institute of Applied Sciences and the Natural Products Institute were highlighted. The Natural Products Institute was the subject of an article in the Education Observer during November 2001.

* At the breakfast held on November 8, 2001, the Graduation Ceremonies and the development and implementation of a Distance Degree Programme for Teachers in Secondary Schools in Jamaica were the subject of discussion.

* The SALISES and Labour Studies Conference was launched at the March 20, 2002 session and the results of one of the marketing surveys commissioned were also disseminated and discussed with the media. Mr. Michael Cuffe, the new Manager of Radio Mona was also formally introduced to representatives of the media at that forum.

* On April 30, 2002, the IBM Scholars Programme in which the Campus is a participating member and through which free access to software to support research and training is offered to universities, was highlighted. A presentation was made by a

representative from the IBM World Trade Corporation highlighting the benefits that would accrue to participating universities.

* On May 22, 2002, the Vice Chancellor was invited to present his Annual Report for 2000-2001 and an overview of the new Strategic Plan for 2002-2007, to members of the media.

* At the breakfast held on August 22, 2002, details of the Mona Academic Conference 2002, the Opening of the Rex Nettleford Hall and the opening of the New Mona School of Business Building were shared with the media.

Executive Speakers Series

During the year, **Mr. James Moss-Solomon, a senior executive of Grace, Kennedy and Company Ltd., joined the Mona School of Business as Executive-in-Residence.** Mr. Moss-Solomon arranged an Executive Speaker Series in which several leading business persons in the Jamaican private sector came to the Campus to speak and interact with members of faculty and students in both lecture and informal settings.

Speakers' Profile

The first volume of a **Speakers' Profile** was presented to the media in August 2002 as part of the Campus' efforts to share the expertise of its members of staff and faculty with the Jamaican community and the many audiences with which the University interacts.

The Speakers' Profile was developed on the premise that, despite recent developments in communication technology, the best way to deliver a message is still "to stand up and say it." Faculty and staff continue to be in demand as presenters at various fora, and the Profile provides background information on speakers who have a variety of interests and levels of expertise in many areas. Additional volumes are being prepared for circulation within the Jamaican society and the region.



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Research Day

Research Day 2001 was held on October 18, 2001 and featured fora on **“Prospects for Jamaica’s Economic Growth - Public and Private Sector Perspectives.”** In addition to the display by Faculties and Departments highlighting the research being carried out on the Campus, the *fora* have become an important element in the day’s activities which are aimed at disseminating information to the wider community about the research being conducted on the Campus. Speakers at the fora included Minister of Finance and Planning, Dr. the Hon. Omar Davies, Mr. Wayne Chen, Mr. Peter Moss-Solomon and Ms. Audrey Marks.



Section of the audience at the opening of Research Day 2001

His Excellency the Most Hon. P.J. Patterson, Prime of Jamaica, addresses the audience at the opening of Research Day 2001



The Hon. Omar Davies, Minister of Finance and Planning, viewing the Reggae Studies Unit’s exhibits during Research Day 2001

Students, assisted by exhibitor Dr. David Miller, view exhibits from the Department of Geography and Geology during Research Day 2001

