

THE UWI MONA CAMPUS

3. ENGAGING LOCAL AND RE

MONA SERVING INSTITUTIONS AND STRENGTHENING COMMUNITIES

The impact that the UWI, Mona's graduates have had on the nation and region's development is yet to be quantified. Since the turn of the twentieth century, the Campus has graduated more than 90,000 highly qualified students who have assumed leadership positions, served in the fields of medicine, science and technology, education, the civil service, business, the creative and cultural industries, and as entrepreneurs in our archipelago of island states. This Campus boasts some twenty-two prime ministers and premiers that were graduates, including three who served, or are serving in Jamaica.

In AY 2015–16, Mona graduated 3,460 students, 39% of them with first or upper second class honours. Most of our graduates (some 80%) will enter the world of work within a year of graduation, fully qualified to lead in their respective fields and positively impact their work environment. Of the other 20%, some will pursue higher studies to further hone their skills towards accelerating their careers, or towards achieving terminal degrees that will enable them to advance





REGIONAL COMMUNITIES



knowledge in their workplace or in higher educational institutions.

Outside of our graduates' impact on our nation and region through their contribution to, and leadership in the workplace, the Campus continues on its mandate to directly impact communities by disseminating its knowledge and innovations through community development programmes, its annual Research Days exhibition, public lectures, symposia, conferences, workshops and the like. Faculty and staff contribute their expertise through service on national and regional boards, and they, as well as students through their halls or student clubs, give voluntary service to entities, causes and programmes where there are identified needs.

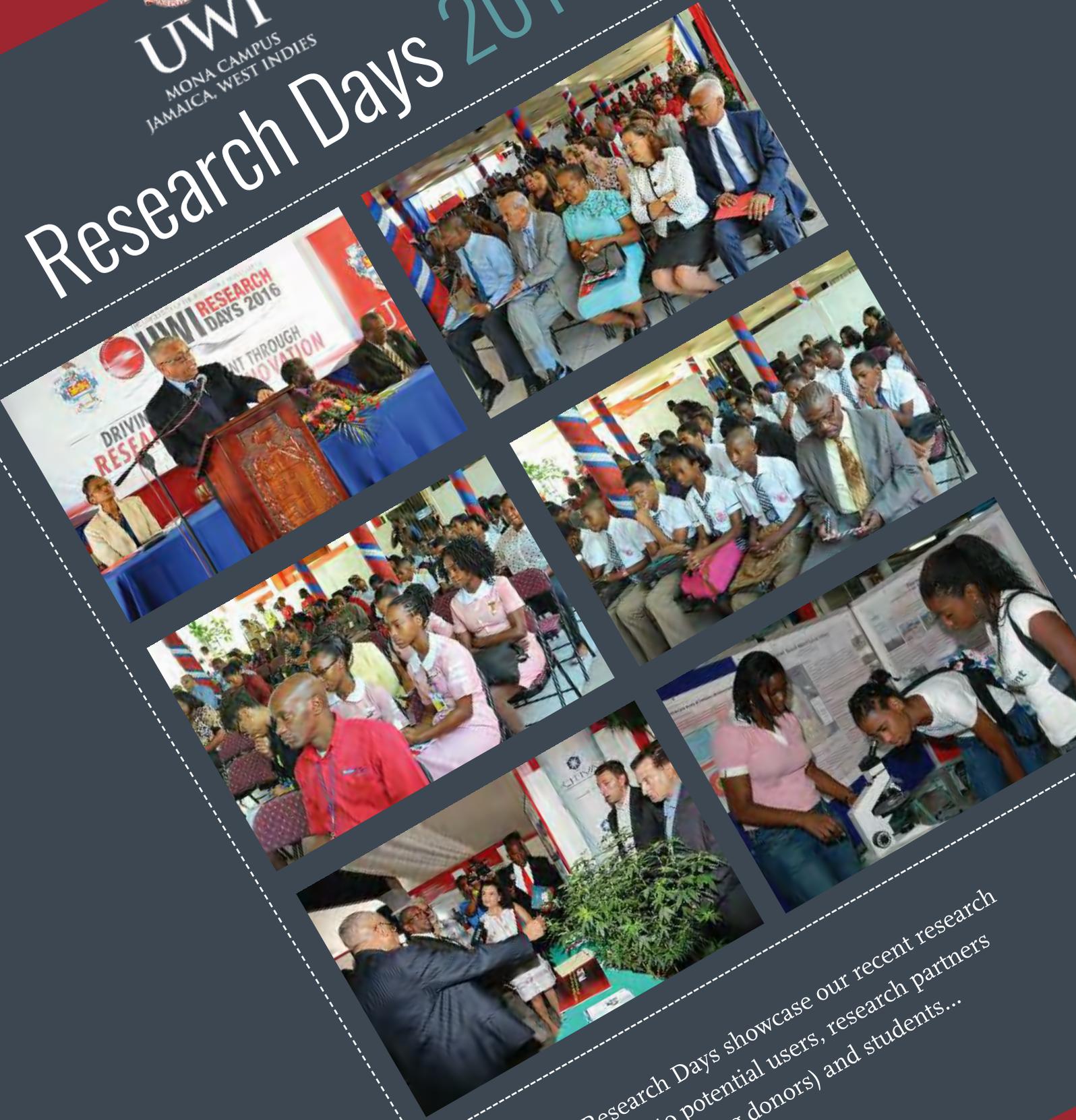
Faculty service in communities

Through its academic and senior administrative staff members, the university has been contributing its intellectual capital to various institutions in Jamaica, within the region and farther afield. Some notable institutions that have benefitted from the public-spirited services of our academic staff during AY 2015–16 include the Caribbean Examination Council (CXC); Caribbean



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Research Days 2016



Our Research Days showcase our recent research outputs to potential users, research partners (including donors) and students...



Disaster Emergency Management Agency; the Organisation of American States (OAS); the National Council on Education (Jamaica); the Jamaica Teaching Council; the Jamaica Office of Disaster Management; the Jamaica Library Board; the Social Development Commission, ICAJ, Denbigh Agricultural Show, College of Insurance and Professional Studies, National Housing Trust, Ministry of Education's Early Childhood Commission, University Council of Jamaica, and the JBDC/Self-Start Fund/MIDA.

As an extension of the same public outreach thrust, this time calculated at promoting teaching and learning in the nation's secondary schools, many departments organised workshops at different times to assist students preparing for the Caribbean Advanced Proficiency Examination (CAPE). The Departments of Physics, Mathematics, and Chemistry, and the Mona School of Engineering, for example, hosted CAPE workshops aimed at assisting high school students in grasping important science concepts. The opportunity was also used to sensitise the students about university life and the competitiveness of getting into Science programmes at the UWI. In a similar vein, with a view to helping grade nine students develop problem-solving skills, the School of Education organised the *Grade 9 Mathematics Solving Competition* for more than 200 students from various schools across the country. CARIMAC organised two days of revision workshops for high school students who were writing the CAPE Communication examination in May 2016. The workshops attracted over 300 students from more than 20 high schools.

During the year, the Department of Government through its Governance Society, in a joint effort

with the Principal, launched a Partnership Programme with the Organisation of American States (OAS). The objective of the programme is to promote citizenship education highlighting the importance of governance to society. For this initiative, the OAS will provide technical assistance and capacity strengthening to the Department which will, in turn, develop practical projects for civic education, which will be further developed into programmes for schools and communities across Jamaica.

The Campus organised and executed a number of conferences, lectures and symposia during the academic year 2015–16. In this regard, the listing, below, from the Faculty of Social Sciences is indicative of the Campus's output.

- Launch of lecture series on Latin American in the Caribbean (Department of Government)
- International Research Society for Public Management Regional Conference (Department of Government and MSBM)
- Caribbean Youth Development Conference (SALISES)
- Local Government Symposium (Department of Government)
- National Security Policy Seminar (MSBM)
- SALISES 10th Annual Caribbean Child Research Conference (SALISES)
- The SPSW Derek Gordon Research Seminar (SPSW)
- MSBM Reasoning with CEOs Series (MSBM)
- SALISES 17th Annual Conference (SALISES)
- Psychology Conference Theme: Psychology For Us, By Us: Strengthening Regional Development. (SPSW)
- Public Forum – The Assassination of Walter Rodney in Guyana: Reflections on the

Commission of Enquiry Report
(VC,GDS,DGOV)

- MSBM Symposium: Jamaica's Preparedness for the Opening of the Panama Canal
- Caribbean Student Drug Policy Conference (Department of Government)
- Public Forum, Elections 2016: Reflections and Next Steps (MSBM and Government)
- Academic Conference on International Football 2016 – The Business of Football
- Public Forum: An Export-led Economy Implications for Jamaica (MSBM)
- Public Forum: The RJR-Gleaner Merger:

Implications for the Media Business in Jamaica (MSBM)

- SPSW Symposium: "Beyond Homophobia: Identifying Identities and Sexualities in Jamaica" (SPSW).

MSBM published in AY 2015-16 Volume 3 Issue 3 of its *Business Review*, launched in 2010 and devoted to analysis and commentary on major developments in business, both in Jamaica and the Caribbean. The issue addressed and provided critical insights on: the impact of "big data" on organisations, the RJR/Gleaner media house merger, and current IMF policies. The new circulation strategy – a partnership for the



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Public Lectures, Conferences and Symposia



distribution of free magazines with Fly Jamaica and Knutsford Express – appears to resonate with marketers for domestic and multinational firms. Henceforth, the magazine will be issued twice per year.

Special note must be also be made of CARIMAC's hosting of more than 200 participants in the third annual Cyber Security Conference, under the theme, *Data Protection, Financial Services and Customer Awareness*. The Cyber Security Conference is an initiative of the Mona ICT Policy Centre, CARIMAC, UWI, in association with the Internet Society (ISOC), International Telecommunication Union (ITU) and the

Ministry of Science, Technology, Energy and Mining. The conference has been organised over the last three years as part of a national response to the growing number of cyber threats, identity theft, hacking and other risks to businesses, government departments and individuals' online properties.

In furtherance of its promotion of public education, The UWI, Mona, Western Jamaica Campus (WJC) introduced its *Educators' Series on Issues Impacting the West*, featuring presentations from:

- Dr Simon Clarke – *Culture and the Development of Western Jamaica*



reaching our publics

- Dr Angela Samuels-Harris – *Education and the Development of Western Jamaica*
- Dr Denarto Dennis – *Economics and the Development of Western Jamaica*

The WJC branded February 2016 as *Black Future Month* which was highlighted by a lecture series that examined topics related to the emancipation and empowerment of Black people in Jamaica. One of these activities was a youth forum which featured student leaders from the UWI Mona-WJC, UTech-Western, Montego Bay Community College and Sam Sharpe College.

The WJC also initiated activities that brought about closer collaboration with the Mona Law

Institutes, Mona Social Services, and the UWI Community Film Project (UWICFP) for which an office is now fully operational at the WJC. The UWICFP has added significant value to the outreach activities of the WJC, and is helping to solidify both its presence and contribution to the social transformation of the wider Montego Bay region. The UWI Community Film Project which offers a six-week film course to youth living in inner-city areas, extended its reach from two to seven communities, producing 14 graduates. These communities include Salt Spring, Rosemount, Rose Heights, Flankers, Norwood, Glendevon, all in St James, and Johnson Town in Hanover.



UWI Community Film Project (Top left): Western Jamaica community in action; others – prize winners from Kingston inner-city communities

WJC also collaborated with the Mona Social Services in leading the *PIOJ Community Reasoning* series for Montego Bay, which involved three sessions with the elderly, youth, and professionals. Mr Patrick Prendergast, Acting Director of the WJC, collaborated with the administration of six other tertiary institutions operating in Western Jamaica to establish the Association of Western Jamaica Tertiary Institutions. This association serves as a collaborative effort to develop the education sector of Western Jamaica.

WJC also staged its first *Principals' Luncheon* which engaged the principals and senior administrators from high schools with new sixth forms in Western Jamaica. This outreach initiative was geared towards assisting with the development of the new sixth form programmes, with the aim of increasing the number of students that matriculate to the university.

During AY 2015–16, the Faculty of Law (FOL) through the Mona Law Institutes Unit and the Office of the Deputy Dean for Graduate Studies and External Affairs, hosted numerous initiatives aimed at contributing to national and regional development, including support to underserved communities. These events included: An open public forum on *The Caribbean Court of Justice as Jamaica's Final Court of Appeal – From Debate to Implementation – Where now and in what direction should we go*; and to address some of the issues faced by persons with disabilities, a seminar under the theme, *From Charity to Human Rights – The Development of Disability Rights under International Law*, which encouraged participants to treat disability as a human rights issue rather than a “problem” to be solved only with medical treatment or charity. A wide cross-section from the legal fraternity and human rights interest groups attended the latter conference and, at the end of the seminar, ombudspersons and related institutions issued a joint statement on citizen security and human rights.



Attendees at the forum, “From Charity to Human Rights – The Development of Disability Rights under International Law”

The Faculty also held its 2nd Annual Symposium on *Law, Governance and Safeguarding Ethics*, where the focus of presentations and discussions was *Safeguarding Ethics, Justice and Ideas*. The event was accredited by the General Legal Council.

The Faculty of Science and Technology launched an initiative known as the *Science Experience Park* which sought to bridge the link between the Faculty as creators, and the users of science.



High school students visiting the Science Experience Park

The Mona School of Business and Management (MSBM) embarked on its major outreach initiative – dubbed *MSBM Outreach Day* – at the Fort George Early Childhood Institute, Fort

Graduates (2016) of the



Class of First Degree Awarded

Programme	2014	2015	2016
	% Distribution		
First Class Honours/Distinction	13	12	9
Upper Second Class Honours	25	28	30
Lower Second Class Honours	37	32	32
Third Class Honours (Eng)	0.2	0.0	0.0
Pass	25	28	29
Total	100	100	100



UWI, Mona Campus



IN AY 2015–16, MONA GRADUATED 3,460 STUDENTS, 39% OF THEM WITH FIRST OR UPPER SECOND CLASS HONOURS. MOST OF OUR GRADUATES (SOME 80%) WILL ENTER THE WORLD OF WORK WITHIN A YEAR OF GRADUATION, FULLY QUALIFIED TO LEAD IN THEIR RESPECTIVE FIELDS AND POSITIVELY IMPACT THEIR WORK ENVIRONMENT.

George, Annotto Bay, St Mary. MSBM staff from all locations – North, South and Western Jamaica campuses – turned out in support of the initiative. The school’s staff and friends donated: educational toys and school supplies; a used but functional television set for entertainment; education devices; utensils and small appliances for use in the preparation of meals for the children; toiletries; an 800 gallon water tank, paint, painting supplies, and a face basin. There was a formal hand-over of the gifts to the school’s principal. The faculty and staff spent the day painting and participating in general activities to enhance the school’s exterior. Corporate sponsors, Tastee and Sherwin Williams Paints WI, supported the initiative with meals for the volunteers, and paints for the restoration activities.

The Faculty of Medical Sciences (FMS) continued the development of the Outreach Dental Clinic at the Golden Age Home in Vineyard Town where students are rotated to serve the elderly population. The outreach programme donated two dental chairs to the Golden Age Home to add to



its dental chair complement in its new medical complex. Both the dean and the Polyclinic coordinator attended the formal opening in June 2016, where the former gave remarks. The FMS also held discussions with the Bellevue Hospital to formalise a plan of action for the

re-introduction of dental services from their dental clinic in a similar outreach programme to that of the programme at the Golden Age Home.

Mona Campus Library staff were active during the period with a number of outreach activities, including workshops and seminars to library professionals. Ms Rosemarie Runcie, Head of the Library’s Cataloguing Section, conducted two Resource Description and Access (RDA) workshops with the goal of preparing libraries for transitioning to an automated library integrated system. The Science and Technology Information Network (STIN) RDA workshop was held in November 2015 at the Scientific Research Council. Library personnel from 21 institutions participated in the workshop which looked at the shift in cataloguing standards from AACR2 to RDA. The same workshop was conducted during April 2016 with 15 participants from the Jamaica Library Service which has acquired the KOHA integrated system, and needs to apply the current cataloguing standards. Both workshops were reported to be successful, with participants having a clearer understanding of the RDA fields required for the MARC 21 format.

The Library also hosted its second *Preservation Awareness Week* from April 11 to 15, 2016, under the theme, *Transition*, focusing on how preservation of items has evolved over time, as well as the transition from old to new resources in libraries. In keeping with the theme, there were several papers and presentations that addressed varied issues and challenges faced by libraries, archives, and museums in Jamaica. Over 320 participants, including staff and students from the UWI Mona Campus, representatives from various libraries, archives, and museums, and the wider public in Jamaica, attended the week’s event.

The Care to Share Team of the Library continued to impact nearby communities with its outreach activities. The team solicited donations of school supplies from staff members, and presented these to the Shady Grove Basic School in St Andrew on November 30, 2015. On Friday April 2, 2016 the



team also delivered several boxes of toiletries to the Strathmore Gardens Children’s Home in St Catherine. As part of communicating the value of the Mona Library at the UWI Mona, it published Issue 3 of the *Librations* newsletter.

Following on its commitment to promoting health and wellness in Jamaica, the University participated in the 2016 *Sagicor Sigma Corporate Run*, registering some 120 participants and, ultimately, placing 3rd in the college category. In June 2016, the Faculty of Science and Technology (FST) participated in the annual *Relay for Life* for the fourth time. The annual event supports the work of the Jamaica Cancer Society and its efforts to raise funds to eliminate cancer as a major health problem in Jamaica. The focus of the FST

team was on prostate cancer. The FST booth highlighted the work of departments involved in cancer research. The Faculty’s participation came as the result of a collaborative effort among all FST departments who raised funds, manned the booth, and took part in the relay. The FST received two awards: “Best Tent” and “Bronze winner for most team donation”.

The Phillip Sherlock Centre for the Creative Arts (PSCCA) Centre continued its support for community and performance education groups, theatre and dance companies. Most notable among these is the Junior Musical Theatre Company (JMTC) which continues to support several local charities through its performances.



THE CB/UWI 5K WALK/RUN

The University successfully staged another CB/UWI 5K Walk/Run in the 2015–16 academic year. The event, which was in its 4th year, has assisted 75 students since its inaugural staging in 2012.

A joint initiative between the University and Corporate Jamaica, the CB/UWI 5K Walk/Run is intended to raise funds for the development of students in the areas off sports and academics. Principal Archibald McDonald has noted that the initiative is the single largest fund-raising event



for the University’s Scholarship Programme. As a charity initiative, this is an open event that includes a 2k walk/run for children. The November 2015 staging raised \$15M.



SUPPORTING SOCIAL ENTERPRISES

The Office of Social Entrepreneurship's (OSE's) mandate is to reach out to under-served communities to empower them towards self-sufficiency and formalised contributions to Jamaica's economy. Under the dynamic leadership of Dr Kadafi K'nife, OSE's generated \$21,761,792 in project funding over the 2015-16 academic year to pursue four main projects (See table below).

Under the Community Empowerment and Transformation Project, Phase Two (COMET II) OSE trained fifteen (15) community-based organisations (CBOs) and community development councils (CDCs) in building sustainable social enterprises. Training was done on a phase by phase basis, where the COMET office chooses the most prepared organisation to be trained in the business development component for social enterprises. To further assist the organisation, an incubation framework was developed, under which each organisation benefits from a three-month incubation period, where they are assisted with their governance component, accounting and financial auditing, communication and marketing, and the assessment of their social rate of return (SROI). The intention is to build the capacity of the managers of the enterprises, equipping them with

the necessary skills to grow the enterprise and get additional funding.

Eight organisations participated in the training in the final programme. These included: Mount Charles Luna Benevolent Society (Bee Farm and Honey Production), St Johns Height Citizens Association (Landscaping Company), St Michael Steppers Marching Band (Juice Depot), Positive Youth in Action (Block Factory), Central Jamaica (Red Peas Production), Hannah Town Cultural Group (Dried Fruits), Bull Bay Football Club (Car Wash) and Rockfort Football Club (Poultry Rearing).

Jamaica National Social Enterprise Boost Initiative: Survey of Jamaica's Social Landscape

Following the Jamaica National Scoping Exercise of Social Actors of the third sector in 2013, which was the baseline research for social entrepreneurship in Jamaica which OSE conducted, there is now a better understanding of the sector and how it operates. From the baseline, practitioners are better able to:

1. Understand the scale and scope of social enterprises and how they contribute to communities, economic growth and employment.

Project Name	Project Duration	Project Cost
COMET II Social Enterprise for Community Development	August 21–December 18, 2015	\$9,200,000.00
Digicel Foundation-Urban Social Enterprise Cluster	February 2016–July 31, 2016	\$4,545,542.00
Digicel Foundation: Status of Social Enterprise in Inner Cities	June 2016–August 2016	\$4,250,000.00
Jamaica National Social Enterprise Boost Initiative Research	August 1, 2015–October 31, 2015	\$3,766,250.00
TOTAL		\$21,761,792.00

THE OFFICE OF SOCIAL ENTREPRENEURSHIP'S MANDATE IS TO REACH OUT TO UNDER-SERVED COMMUNITIES TO EMPOWER THEM TOWARDS SELF-SUFFICIENCY AND FORMALISED CONTRIBUTIONS TO JAMAICA'S ECONOMY

2. Gain an understanding of those organisations currently operating as social/community enterprises, including their legal structures, business performance, products/services, sector size and their income-trading versus grants and funding, areas where profit is reinvested, benefactors.
3. Establish what these organisations' challenges are and how/ if they differ from other sectors, and if these challenges are inhibiting their growth.
4. Understand the business development needs of these ventures.
5. Provide a baseline for future research studies to monitor the development of the sector over time.



Dr K'nife (left) leading a sensitisation session at the Comet Office for Central Jamaica

The OSE undertook another research project which included a more robust study on social enterprises and the difference between social enterprises, private sector organisations and voluntary organisations, and the contribution to GDP of the social enterprises. From this research, data was collected and analysed based on:

1. The size and value of social enterprises that have been operating for one year or more.
2. The contribution that these organisations are making to the GDP.
3. The impact, with examples, that these organisations are making to Jamaica's social and/or environmental development;
4. The challenges that this group faces.
5. How social enterprises differ from traditional businesses, and why the MSME policy is not adequate for their growth.
6. Whether – and the extent to which – these organisations have benefitted from technical

capacity building programmes aimed at assisting them to become social enterprises.

From the findings of the research, OSE was able to make specific policy recommendations to Government for supporting the SE Sector.

During AY 2015–16, The OSE, under the Digicel Foundation USE-C project, provided \$4,545,542 to purchase equipment, as well as to train youth from three Downtown Kingston districts to develop social enterprises. The programme aims to establish three social enterprises. The Cluster includes *Mama Joys Therapeutic and Wellness Cluster*; *Sole-2-Soul*, and *Rockers-Fashion*, all of which form a part of the creative and cultural industries anchored in brand Jamaica.

High Achievers Programme

The OSE continue to support the Junior High Schools in Kingston and St Andrew through its remedial education programmes, namely the GNAT High Achievers Programme and the Pre-CXC programme.

Through interventions such as these, as well as membership on national boards and committees, the OSE is integral in community outreach interventions that strengthen Jamaica's underserved communities, and ultimately, Jamaica's economy.

Reaching out to international communities

In March 2016, the WJC hosted a group of eight students and two academic facilitators from Old Dominion University in Virginia, for a week at the WJC campus where they participated in several service-learning projects.

The Mona Campus hosted a group of twenty athletes and four coaches from inner-city communities in Colombia for the Campus's 1st staging of the UWI International Track and Field Camp. The male-female group comprised student athletes ranging from ages 11–17 years. The participants were housed on the A.Z. Preston Hall and were exposed to Jamaican track and field techniques, the English language and the Jamaican culture.

This camp began as an initiative to expose international athletes to the rich track and field culture of Jamaica. Coach Jason Dawson introduced the group to track and field techniques that sprinters, long distance runners, hurdlers and in-field events athletes use. Campers were also exposed to health and wellness tips through instructional presentations on nutrition/health and mental training. The campers also received English classes at the Faculty of Humanities, and got a taste of Jamaica's history and culture through trips to historical and cultural locations across the island. Additionally, this camp afforded these student athletes the unique opportunity of meeting some of Jamaica's and, indeed, the world's top athletes, including Usain Bolt and Yohan Blake, and their coaches, among them, Glen Mills.

Student outreach

Mona's students play an active role in the University's outreach activities to its communities, not only through their academic programmes, but also, and significantly, through student clubs, societies, and hall activities. Worthy of noting during the academic year was the MSBM's Banking League's launch and execution of its inaugural *Community Service Committee*. Club members were given the opportunity to participate in planning the various activities in which the club was involved, thereby building



WJC Ambassadorial Corps – a student initiative

service hours and increasing their contribution to the club. Some of their outreach projects were: International Coastal Clean-up Day: Maxfield Park





Children’s Home visit; Mona Blood Drive; Feeding Day; and Sagicor Sigma Run.

At the WJC, students continued to volunteer for various conferences and forums that take place in Montego Bay. A few of the organisations that benefited from student participation are the St



The Office of Student Services and Development (OSSD) to which student services managers are attached, actively encourages students to view outreach as a developmental tool for the beneficiaries as well as the students themselves. During the academic year, therefore, there were numerous student-led outreach activities that impacted neighbouring communities and many further afield. Each group in the dynamic First Year Experience programme conducted an outreach project. Projects were undertaken in and out of Kingston. Students identified projects with the guidance of their facilitators. Several of the projects involved children, the elderly, the mentally ill, and community welfare and service to persons living with disabilities. A total of 26 projects were conducted.

The One-Life Programme is another of the outreach campus-wide programmes coordinated out of the Office of the Director of Student Services and Development. The objective of the One-Life Project is to foster a culture of social responsibility in our students. The main project



James Parish Council, Registrar General’s Department, Ministry of Education, and Jamaica Customs. The WJC also installed the second cohort of its *Ambassadorial Corps*. The Ambassadorial programme evolved from a student initiative, with the specific goal of positioning the nascent Campus at front of mind among the influential class in Western Jamaica. The objective is to have the economic, social and cultural power-brokers from across the Western region as advocates for the UWI Mona-WJC, promoting the Campus as the preferred choice for global education and professional development.



for the year was an inter-coastal beach/environmental clean-up. The exercise was used as a means of holistic development and team building.

One-Life also facilitated a Dominica Relief Project to assist Dominica in their most recent national crisis that was brought on by hurricanes. The relief project was geared towards gathering materials to provide disaster management support. One-Life sensitised the Campus, using several communication platforms, inclusive of Mona Messaging, social media posts, as well as print media. A “Call to Action” was also disseminated among the campus population, and Club Fusion was also used as a medium to mobilise support for the relief efforts.

On Tuesday, April 19, 2016, the One-Life team took part in the street-feeding programme initiated by the executive body. Twenty-two members of the club went out in the town of Half-Way-Tree and St Williams Grant Park in Downtown Kingston. The group’s target was to feed the homeless and the mentally-ill.

A number of commuting students, along with their advisors, spearheaded an outreach project at the Jamaica National Children’s Home. A whole-day event, its aims included an outdoor clean-up, assisting the residents with homework, an art and craft session with the residents, and grooming of the girls’ hair. The male commuting students played “scrimmage football” with the boys.

Halls often partnered with international and local organisations to ensure that our students were involved in national, regional and international conversations around social and economic justice, women’s rights and the rights of children, and the peculiar needs and rights of young women. They undertook outreach initiatives that focused on various places such as the Strathmore Gardens Children’s Homes, the Homestead Place of Safety, the Office of Special Student Services and the Sisters for Sisters Inreach programme, often donating gifts, appliances and food.

A group of fifteen Irvine Hall students responded to the Jamaica Cancer Society’s (JCS’s) dire need

for volunteers to help with promotions. The Irvinites’ performance was so impressive that the JCS asked to name them as the first Jamaica Cancer Society Ambassadors. They will be further engaged in the 2016–17 academic year.

The Pelicare Programme is an outreach initiative spearheaded by the UWI, Mona sports teams. Each team carries out a project in an effort to give back to society. Under this programme, a group of 13 student athletes made a trip to the Waterford Primary School. The group spoke to students, ages ranging from 9–12 years, sensitising them to the various sports and the benefits of continuing sports after the primary school level. Post discussion, members of the track team presented the group with gears and conducted a demonstration session.

MARKETING THE UNIVERSITY TO ITS VARIOUS PUBLICS

Critical to Mona’s sustainability is its programmed approach to reaching out to its various publics – potential students both local and foreign, potential business and international partners for support of its academic and social programmes and infrastructure, supporting governments, and alumni. It is the role of the Marketing, Recruitment and Communications Office (MaRComm) to spearhead this crucial marketing function for the Mona Campus. The merger of the student recruitment and marketing and communication functions facilitated a more strategic approach to establishing marketing priorities to reinforce brand identity. The Office’s focus continues to be to make UWI a household name, not only in Jamaica and the Caribbean region, but also globally.

The 2015–16 academic year saw MaRComm increasing its outreach in significant ways. It continued to manage eight social media platforms in order to engage all its constituencies. The charts below are indicative of the noteworthy growth in the reach of its social media channels.

Growth of Social Media Channels

Platforms	Jan 2015	Jan 2016	% Increase
Twitter	3,096	4,218	36%
Facebook	14,092	23,307	65%
Facebook MSS	5,968	6,130	3 %
Instagram	2,088	3,845	84%
LinkedIn	1,406	8,247	487%
Flickr	22,300	27,000	21%
YouTube	11,750	22,884	95%
Google+	80,000	117,447	47%

LinkedIn saw greatest growth since August 2015, with a 92% increase in the number of followers. Alumni accounted for the majority of the following on this medium. LinkedIn is growing rapidly, allowing the Mona Campus to have a direct link to alumni across the world.

YouTube ranked 2nd in annual growth, with Instagram 3rd and Facebook 4th, with figures of 85%, 60% and 48% respectively. YouTube primarily attracts prospects and students.

Facebook continues to dominate social media following, with a total of 26,630 likes. LinkedIn has the second highest following with 10,474 followers. (It should be noted that YouTube, Flickr and Google+ are based on views rather than followers for growth figures).

The 18–24 age group continues to dominate on YouTube. There are 27 videos on UWI, Mona's YouTube channel. Videos most shared were *World Class Dentistry Programme*, followed by *Caribbean Day*, then *Why UWI*. The top 15 Geographic locations outside the Caribbean are: USA, UK, Canada, India, Pakistan, Nigeria, Italy, Colombia, France, Germany, New Zealand, Bangladesh, Sweden, Kenya, and Australia. The Top 3 videos for Jamaica were: *UWI Mona Campus Tour*, *UWI Handbook in 15 Minutes* and *World Class Dentistry Programme*. The Top 3 videos for India were: *Cardiac Simulator*, *UWI Mona Campus Tour* and *World Class Dentistry Programmes*.

MaRComm employed Social Media to promote programmes to prospective students, and to provide a call to action for them to apply to The

Growth in Social Media Platforms (Expanding UWI, Mona's reach globally)

Platforms	2015	2016	% Change
LinkedIn	5,442	10,474	92%
YouTube	15,508	28,650	85%
Instagram	2,804	4,481	60%
Facebook	17,950	26,630	48%
Flickr	27,000	35,000	30%
Google+	100,927	125,961	25%
Twitter	3,687	4,521	23%
MSS	6,005	6,370	6%

Public relations and promotional

MaRComm promoted approximately 250 UWI events (on and off campus) and gave marketing support to the various departments/units responsible for hosting the events. These events related to conferences, lectures, seminars, workshops and student initiatives – all promoting the work of the university, as well as highlighting the active student life on campus.

Significant among these events were the following which attracted attention for the University at the local, regional and/or international levels:

- Conversations with Danny Glover. The actor, producer, humanitarian, and UNICEF Goodwill Ambassador was hosted by the Vice-Chancellor on a familiarisation visit to The UWI in Jamaica from October 3–6, 2015 and was guest speaker at a Lecture on October 5, 2015 to connect and communicate with students and leaders of the creative industry.
- Inaugural Mona Debates: The UWI, Mona Office of the Principal, in conjunction with the Indian High Commission, hosted the inaugural “Mona Debates” on Thursday, April 14 at the Faculty of Law. In recognition of UWI’s partnership with the Indian High Commission, the moot was “Marginalised Jamaicans have Benefited from Independence”, a topic which was chosen to reflect and celebrate the 125th Birth Anniversary of the life of Dr B R Ambedkar, popularly known as Babasaheb Ambedkar, an Indian legal and economic luminary who was born in extremely humble circumstances, but managed to become the first law minister and the drafter of that country’s constitution.
- Launch of ‘Street Law Caribbean’: MaRComm assisted the Mona Law Institutes Unit, Faculty of Law, in promotion of the launch of *Street Law Caribbean* on 6 June 2016.
- Special Convocation: The UWI conferred an honorary doctor of laws degree on the University of Oxford’s first female Vice-Chancellor, Professor Louise Richardson. The conferral took place at a special convocation in the Assembly Hall at The UWI’s Mona Campus in Jamaica on 10 June, 2016.
- Visit of the Commonwealth Secretary General: The UWI partnered with the Commonwealth Secretariat to host Commonwealth Secretary-General, Rt Hon. Patricia Scotland, QC, for a leadership programme and a Town Hall meeting at its Regional Headquarters, Mona, Jamaica from July 5–8.
- Induction Ceremony on July 20, 2016 for the Prime Minister of the Republic of Trinidad and Tobago, Dr the Hon. Keith Rowley, into the Roll of Honour at the Park in honour of UWI graduates who are or have served as Heads of Government. The Office also coordinated the Prime Minister’s tour of the Campus and the visit by his wife, Mrs Sharon Rowley, to the Faculty of Law and the Norman Manley Law School’s Legal Aid Clinic.

support



UWI. The social media applications campaign reached 18,000 people.

Capitalising on the traditional media – radio, television and newspaper – to enhance the UWI, Mona brand, MaRComm produced, or assisted in producing, attractive and engaging publications and print advertisements, promoting the Campus’s achievements and programmes for the national and online readership. It also produced its annual calender – this year promoting high-achieving students – that is distributed to leaders in the private and public sectors, diplomatic missions locally and overseas, as well as to donors, alumni and other friends of The University. In addition, working closely with the Faculties, the WJC, the OSSD and the BDO, MaRComm promoted the Campus’s programmes, its image, and the products and sevicees of the UWI generally, during scheduled and structured visits to high schools across the nation.

Given the dwindling support of regional Governments to the UWI, Mona Campus, its aggressive outreach and marketing thrust is of critical importance in ensuring the academy’s future sustainability.





HOMECOMING

Our 2016 Honorary GRADUATES

The Mona Campus conferred two honorary degrees on distinguished members of the society, The act of conferment of these degrees serves not only to honour the recipients but also, by virtue of their reputation and association with the academy, augment the UWI brand worldwide.

Jamaica's the Hon. Shelley-Ann Fraser-Pryce, Olympics Sprint champion, was awarded the Doctor of Laws (LLD), while Jamaica's world acclaimed poet, Ms Lorna Goodison, was awarded the Doctor of Letters (DLitt).



CELEBRATIONS

Re-igniting the Pelican Flame

The Campus held its major event aimed at strengthening students' pride in their university. The *Homecoming Celebrations 2016* were held in February 2016 in honour of former Pro Vice-Chancellor and Principal, Professor Elsa Leo-Rhynie, with the theme *Re-igniting the Pelican Flame*. MaRComm augmented the celebrations by: enhancing the Parade and Flag Raising Ceremony, inviting high schools to attend the Caribbean Day Festival in order to introduce them to the lifestyle offerings available to current students; and introducing three new competitions to promote interest in Caribbean Day – *Favourite Booth*, *Favourite Dish*, and *Festival of Food and Culture Overall Champion*. More emphasis was placed on cultural expression, for example, Anancy Stories by Amina Blackwood-Meeks; 'Jelly Man' on site selling coconut jelly; appearances by reigning Miss World, Miss UWI, Miss Coco Caribbean; and music and performances from across the Caribbean. MaRComm also collaborated with the Guild of Students in organising celebratory activities at the Integration Thursdays' event following the students' parade around Ring Road and culminating at the Assembly Hall.

The Homecoming celebrations reached out to parents of Mona's scholarship athletes, inviting them to participate in the 1st annual UWI Homecoming Parent's Day. Parents were treated to both breakfast and lunch, and were given a tour of the University campus.

The celebrations culminated with the Homecoming game at the UWI Mona Bowl where the UWI team faced the UTech Knights in a friendly invitational which resulted in a 4-1 victory for the Pelicans.





