

WESTERN JAMAICA Montego Bay

Vilma Clarke, BA *UWI*, MBA *Nova*, MA *Leeds*
– Resident Tutor & Head

WORK OF THE CENTRE



For the year under review, the School in Jamaica Western continued to promote non-traditional routes for adult learners in Western Jamaica to improve their educational qualifications. The School was approached by several stakeholders in Negril about the possibility of setting up a satellite centre in that community. Interest was expressed in the UWI offering tourism related courses in the long term. Several new programmes came on stream, namely, the Associate degrees, Marketing & Sales, and English for Tertiary Level Studies. The Resident Tutor is the only academic staff member at the Centre.

Continuing Education

Investments in increased promotion, improved student support and strengthened administrative procedures paid off as the improvement in registrations for programme offerings continued. Courses which attracted reasonable enrolment were Computer courses, Social Work, Business Management and Supervisory Management. The table below provides enrolment figures.

| | Programme Student Status Grand Totals New Continuing MFTMF T | | | | | | |
|---------------------------------|--|----|----|----|----|----|------------|
| ASc in Business Management | | | | | | | |
| Business Management Year 1 | | | | | | | |
| Business Management Year 2 | | | | | | | |
| Conversational Spanish | | | | | | | |
| Early Childhood Education | | | | | | | |
| English For Tertiary Level | | | | | | | |
| Fundamentals of English (12 wk) | | | | | | | |
| Introduction to Computers | | | | | | | |
| | 03 | 09 | 12 | 12 | 19 | 02 | 30 |
| | 24 | 05 | 09 | 02 | 03 | 18 | 68 |
| | 04 | 05 | 09 | 02 | 02 | 02 | 18 |
| Journalism | 04 | 05 | 09 | | | | 09 |
| Marketing | 04 | 12 | 16 | 03 | 04 | 07 | 23 |
| Marketing & Sales (10 wk) | 01 | 04 | 05 | | | | 05 |
| Microsoft Office | 17 | 35 | 52 | | 02 | 02 | 54 |
| Remedial Mathematics | 04 | 19 | 23 | | | | 23 |
| Social Work | 07 | 27 | 34 | 03 | 13 | 16 | 50 |
| Supervisory Management | 16 | 37 | 53 | 09 | 17 | 26 | 79 |
| Supervisory Management (10 wk) | 20 | 41 | 61 | | | | 61 |
| Total | | | | | | | 485 |

Public Education & Outreach

Social intervention and involvement through outreach remained a high priority. The School continued its work with inner city communities in collaboration with Faith Temple Assembly of God by completing two additional phases of the project, *Regenerating Communities: empowerment through training for personal development and employment*. Courses offered were Introduction to Computers and Customer Service & Telephone Techniques. A total of forty persons participated, primarily from the

inner city communities of Mount Salem, Flanker and Canterbury. Hon. Portia Simpson-Miller, Minister of Social Security and Sports was Guest Speaker at the Presentation of Certificates ceremony, organised for the participants of the second phase which was held in January 2005.

The Centre continued to support and work in collaboration with the HFLE-HIV community project, *Promoting Healthy Life Styles in Western Jamaica*. The formal launch of the project was held in May 2005. This initiative is spearheaded by Dr. Phyllis Macpherson-Russell, consultant to the HRDU/SCS. The Rotary Club of Montego Bay made a presentation to the project and the Affiliated Computer Services (ACS) of the Montego Bay Free Zone made a financial donation.

Main Targets 2005-2006

Introduce a lecture series for Western Jamaica

Establish a mentoring programme for high school boys

Explore funding to sustain outreach to inner city communities

Undertake a programme review process

Help revive western chapter of UWI Alumni Association

Income Generation

For the first time, local revenues matched and surpassed budgeted income. The School also earned a sum of J\$63,000 through rental of facilities for workshops. Cost savings for administrative management were accomplished through sourcing more cost effective suppliers, budgetary restraint and implementing new in-house arrangements.

PUBLIC SERVICE Vilma Clarke

- ☐ .- Member, Montego Bay Chamber of Commerce
- ☐ .- Member, Association of Caribbean Higher Education Administrators (ACHEA)
- ☐ .- Member, Jamaica Adult Literacy (JAMAL)
- ☐ .- Member, Jamaica Association for Distance and Open Learning (JADOL)
- ☐ .- Member, International Third World Leaders Association (ITWLA)
- ☐ .- Member, American Society for Training and Development (ASTD)
- ☐ .- Member, Greater Montego Bay Re-Development Company (GMRC)