



FACULTY OF SOCIAL SCIENCES

Year Ending July 31st, 2022

Dean



Prof. David Tennant

*BSc. UWI, MA, PhD,
Manchester*

OVERVIEW

The FSS at a Glance in 2021-2022: Rebuilding the Foundations for the Post-COVID Era The Faculty demonstrated significant resilience throughout the pandemic in the 2021-2022 academic year (AY) and made concerted efforts toward rebuilding foundations for the post-COVID era in preparation for the resumption of face-to-face operations in the AY 2022-2023. With change becoming a new norm, the faculty and staff of the Faculty of Social Sciences are commended for exhibiting tremendous agility and dedication as we maneuvered the AY with resilience and professionalism. The Faculty received over 3,200 applications, made over 1,100 offers, and admitted over 720 students in the academic year. Over 2,500 students graduated during the year with undergraduate and post-graduate degrees, and over 450 students were awarded various prizes for academic performance. FSS scholars continued their scholarly engagements through published work and conference participation. They published a combined total of 15 books and book chapters, and 19 refereed journal articles, presented at over 16 conferences, and hosted over 114 seminars.

In alignment with The UWI Triple A Strategy, the FSS-REACH Vision charted the Faculty's Strategic Vision for the AY 2021-2022 - Realizing impact through research, Exceeding the expectations of our stakeholders, Actively advocating for inclusive, sustainable development, Committed to being caring professionals, and Harnessing our skills through continuous improvement and empowerment. The Faculty's Vision Morning (formerly Faculty Day) 2021 was held on August 24, 2021, under the theme "FSS A.C.T – Acknowledge, Correct, Transform". Inspired by the FSS-REACH tagline "Together. Exceeding Expectations", the Dean, Deputy Dean and all Associate Deans designed strategic initiatives for AY 2021-2022 to:

- Acknowledge the context within which we were operating, both in terms of the constraints and the opportunities;
- Acknowledge where we were coming from, and what we had done thus far as a Faculty towards the specific goals being targeted;
- Adjust certain targets to ensure the realization of the Faculty's strategic priorities; and
- Facilitate transformation in certain critical areas such as increased research activity and research output.

The operationalization of the FSS-REACH vision resulted in several key strategic achievements for AY 2021-2022. Twelve (12) examples are provided below:

- Hosted virtual Orientation and Award Ceremonies;
- Modernized the FSS Website;
- Employed targeted marketing initiatives to attract increased numbers of students to the University;
- Established a Committee to manage the resumption of face-to-face operations;
- Expanded the Roll-With-It Programme to enhance resilience among students and staff, including the introduction of a Faculty Mascot;
- FSS Tiger Mascot
- Continued work on the Banner CAPP (Curriculum Advising and Programme Planning) project to facilitate the digital declaration of an additional number of degree majors in the Faculty.
- Completed the pilot of the Comprehensive Academic Advising Programme (CAAP);
- Launched a Lecturers' Toolkit for lecturers to enhance engagement and communication with students as well as provide additional training for remote teaching;
- Engaged in partnerships with local entities such as the UWI Development and Endowment Fund (UWIDEF), CIBC FirstCaribbean, and Digicel Foundation.
- Engaged in partnerships with international entities such as the Organization of American States (OAS), the Organisation of Eastern Caribbean States (OECS), the United Nations Economic Commission for Latin America and the Caribbean (ECLAC), the Office of CARICOM Special Rapporteur on Disability, the Commonwealth Secretariat, the United Nations Educational, Scientific and Cultural Organization (UNESCO), the Institut culturel Karl Lévesque, the Global Partnership Network, the World Bank Group and the Pan American Health Organization.
- Increased efforts to improve research output and revitalize the research culture in the FSS, including the hosting of seminars geared towards increasing research productivity, a research writers' retreat for academics, efforts to increase involvement in grant writing, and institutional research projects;
- Increased visibility of the Faculty via seminars, social media channels and media appearances, to focus on faculty achievements, impactful research and advocacy efforts.

Redefining Sources of Funds and Expenditure in the AY 2021-2022

The Faculty's efforts at resource mobilization and financial management were prioritized using the FSS Triple-C thrust to cut, conserve and create new sources of funding.

1. Initiatives to Cut and Conserve

1.1 FSS Awards Ceremony

The FSS Undergraduate and Graduate Awards Ceremony was held virtually in the AY 2021-2022 on February 24, 2022, to recognize outstanding academic performance. The ceremony was hosted via the Faculty's YouTube channel @FSSUWIMONA, and students were issued e-certificates. This resulted in savings of approximately JM \$1,000,000, which is usually budgeted for a face-to-face ceremony to cover plaques, refreshments and venue rental.

2. Initiatives to Create

2.1 Income Generated from Weekend Programme

The FSS Weekend Programme generated an income of JM \$17,281,782.37 and expenditure of JM \$6,345,405.06, resulting in a surplus of JM \$10,936,377.31 for the period December 1, 2021, to March 31, 2021.

2.2 Income Generated from West Indian Economic Conference (WECON) 2022 The fourth staging of the Department of Economics' WECON was held on March 10-11, 2022, via the Whova event app management online platform. The major sponsors of the conference were the Inter-American Development bank (IDB), Sygnus Group and the Bank of Jamaica. The conference amassed a net income of JM \$850,000 from sponsorships and registration fees.

2.3 Surplus Generated from Summer School 2022

The FSS Summer School did not generate any income for the period 2021-2022, however, a surplus of JM \$21,756,494.06 was brought forward from the previous academic year. After expenditure of JM \$380,018.50 was applied, there was a cumulative surplus of JM \$21,196,475.96.

ACCESS

(A) STUDENT ACHIEVEMENT

1. Prizes Awarded to Students

1.1 FSS Graduation Ceremony

The 2020-2021 Graduation Ceremonies for the University of the West Indies were held on Thursday, November 4, 2021, and Friday, November 5, 2021. A total of 1,394 students from the Faculty of Social Sciences were awarded BSc degrees, and a total of 1,106 postgraduate students were awarded their various degrees (MSc, MBA, MPhil, PhD, DBA).

1.2 Dean's List

A significant number of FSS undergraduate students achieved very high standards of performance in AY 2021-2022, with 455 students making the Dean's List for Semester 2, including 35 students at the Western Jamaica Campus (WJC) and eight (8) from the Weekend Programme (WEP). The most outstanding of these students (demonstrating excellent performance in Level I with a cumulative GPA above 3.6) were inducted into the FSS Honours Society.

1.3 FSS Virtual Undergraduate and Graduate Awards Ceremony

Spearheaded by Associate Deans Dr Caryl James-Bateman (Undergraduate Studies & the Student Experience) and Dr. Delroy Chevers (Graduate Studies & Research) as well as a planning committee comprising of Faculty Office and Departmental representatives, the Faculty hosted its first virtual Student Awards Ceremony on February 24, 2022, to recognize outstanding academic performance in the AY 2021-2022. The Awards Ceremony was also held via the Faculty's YouTube channel @FSSUWIMONA (<https://www.youtube.com/watch?v=taaj1oZj5gE>) and recognised 424 students, as follows:

Undergraduate

1. Honours Society Inductees (85) - Level I – 57; Level II - 28
2. First Class Honours - 129
3. Special Awards - 33

Graduate

1. Graduate Distinction - 99
2. Special Awards – 77
3. Graduate Diploma - 1

2. Marketing initiatives to attract increased numbers of students to the University

Recruitment for the AY 2022-2023 commenced in the AY 2021-2022, and significant efforts were made to market the Faculty via social and digital media. These included but were not limited to the modernization of the FSS website, targeted marketing initiatives, and marketing of the FSS Weekend Programme (WEP).

2.1 Modernization of the FSS website

In August 2021, the Faculty launched its modernized website boasting a new structure that is more modern, persuasive and easy to navigate. The website was made more attractive and includes more useful content to increase engagement with prospective students (<https://www.mona.uwi.edu/socsci/>). A few of the new features include:

1. The Automated Student Request System (ASRS) with links for Registration, Course Adjustments, Examinations, Student Status and External Affairs
2. A Degree Checklist
3. Programme Regulations
4. Student services offered by the Faculty
5. A specific webpage to support January 2022 orientation efforts for new and returning students (<https://www.mona.uwi.edu/socsci/orientation>)
6. A Website Accessibility Implementation Plan was designed and implemented to make the website user friendly for individuals with disabilities

2.2 Targeted Marketing Initiatives

Other targeted marketing efforts for AY 2021-2022 included, but were not limited to:

1. The launch of an Orientation Ceremony on the FSS YouTube Channel

2. The dissemination of promotional material for the targeted programmes via the Faculty's Social Media pages (Facebook, TikTok, Instagram, Twitter, YouTube)
3. The official launch of the FSS Mascot, the Tiger, to the FSS and UWI Community
4. The promotion of three courses offered by the Centre for Disabilities, which saw an uptick in registration
5. The promotion of Faculty Seminars
6. The promotion of the FSS Virtual Faculty Office to stakeholders
7. The acquisition of an FSS student email address used to communicate FSS notices, events and happenings directly instead of the 1-week wait associated with Mona Messaging
8. The circulation of the Faculty's Newsletter Fresh From FSS
9. The circulation of the Roll-With-It newsletter, including the launch of a special issue of the Faculty's newsletter Fresh From FSS: Ask the Psychologist Newsletter
10. The promotion of research of Faculty members via social media
11. The airing of the FSS Awards Ceremony on the FSS YouTube Channel
12. The promotion of the Global Mentorship Initiative Program (GMI) and related success stories
13. The preparation of a TikTok video for the UWI FOR YOU Metaverse of Education expo which took place on Thursday, March 24, 2022, as a recruitment event for prospective undergraduate and graduate students. The video was voted number one in the Tik Tok Competition.

2.3 Marketing of the FSS Weekend Programme (WEP)

Special efforts were also made in the AY 2021-2022 to promote the FSS Weekend Programme (WEP) for a January 2022 intake. These resulted in the registration of 17 new students in January 2022. The special marketing efforts included:

1. A full-colour print half-page Sunday Gleaner advertisement in the business section
2. A UWI/FSS Push initiative, a partnership with UWI Mona's social media to promote the programmes
3. A Media Tour for the WEP with Kensley Shay (FSS WEP Valedictorian) featured on All Angles on TVJ in January 2022

(B) TEACHING, LEARNING AND STUDENT DEVELOPMENT

1. Efforts made to improve the quality of teaching, learning and student development

To better serve our students, a number of efforts were taken to improve the student experience in the AY 2021-2022.

1.1 Committee to Manage the Resumption of Face-to-Face Operations

In response to the discontinuation of the GOJ Disaster Risk Management Act and ensuing COVID-19 protocols, the UWI Mona signalled that it would return to full face-to-face operations as of Semester 1, AY 2022-2023. This meant that all courses would revert to their pre-COVID-19 modes of delivery and assessment. In response to this mandate, an FSS Post-COVID-19 Resumption to Face-to-Face Teaching and Learning Committee was established in February 2022 with the objective to spearhead the safe resumption of face-to-face operations in the 2022-23 AY in adherence with prevailing COVID-19 protocols. The work of the FSS committee commenced immediately and was chaired by Dr Heather Ricketts, Deputy Dean, and constituted HODs/representatives, Associate Deans, the Building Supervisor, MITS and IT representatives and administrators. Considerations and recommendations were made by the committee relating to space constraints and funding to effect critically needed structural and technological repairs to teaching spaces. The financial cost of implementing the Committee's recommendations to ensure the smooth resumption of face-to-face teaching and learning was estimated at J\$47.2M.

1.2 Roll-With-It Programme for Students and Staff

In recognition of the issues facing students and staff largely on account of the pandemic, the FSS offered additional resources to help them cope with the challenges. Spearheaded by the Associate Dean for Undergraduate Studies and the Student Experience, Dr Caryl James-Bateman, the Faculty's Roll-With-It-Programme was expanded in AY 2021-22 to include an Ask the Psychologist series. Dr Caryl James-Bateman enlisted the assistance of 5 volunteer psychologists who provided expert information on developing tools to cope with life's challenges such as relationships, transitions, the pandemic and related issues. A number of issues were launched in the AY 2021-2022 and included:

1. The first issue of "Ask the Psychologist" was launched in February 2022 as a special issue of the Faculty's newsletter Fresh From FSS. The objective

of this special issue was to offer staff and students additional resources by introducing a team of trained psychologists to provide mental health support, tips on coping, exercise and healthy living. In addition, the newsletter focused on student and faculty engagement with heavy reliance on the Faculty Mascot - Available at https://issuu.com/fssmarketinguwi/docs/ask_the_psych_responses_1_

2. "Ask the Psychologist" issue on online fatigue, relationships and studying in February 2022 - Available at <https://cutt.ly/ask-the-psych-feb-2022>

3. "Ask the Psychologist" issues on managing stress in the resumption of face-to-face in April 2022

4. "Stress Management" - Available at https://issuu.com/fssmarketinguwi/docs/special_issue_newsletter_2b4942e3c40cae

7. "Managing Mental Health in the Resumption of Face to Face" - Available at <https://issuu.com/fssmarketinguwi/docs/coping>

9. "Managing Trauma in the Resumption of Face to Face" - Available at https://issuu.com/fssmarketinguwi/docs/trauma_f2f_1_

10. "Managing Oppression in the Resumption of Face to Face" - Available at https://issuu.com/fssmarketinguwi/docs/minority_1_

As part of the Roll-With-Initiative, the FSS continued to build the resilience of staff, students and the wider UWI community through an FSS 12-Week Challenge for Self-Improvement, wherein weekly messages of inspiration and self-improvement challenges were circulated through Mona Messaging. The challenges were designed to foster increased intentionality and mindfulness as readers considered their mental and physical health. Very positive feedback was received from within the faculty and from colleagues in other faculties. The challenge included:

Week 1: Being Responsive (September 13, 2021)

Week 2: Take a Moment (September 20, 2021)

Week 3: Being in the Zone (September 27, 2021)

Week 4: Healthful Boundaries (October 4, 2021)

Week 5: Being comfortable with being uncomfortable (October 11, 2021)

Week 6: Become Infectious (October 19, 2021)

Week 7: How your losses can be your gain (October 25, 2021)

Week 8: What You Throw Out Comes Back To You, Star! (November 1, 2021)

Week 9: It's Not An Easy Road... (November 8, 2021)

Week 10: How Can Eating More Food Help You Lose Weight? (November 15, 2021)

Week 11: The Gratitude Muscle (November 22, 2021)

Week 12: "Woke!" What is Next at the End of the 12-Week Challenge? (November 29, 2021)

A survey was also conducted in the AY 2021-2022 using the “What’s on your plate” platform as a way of getting information from students on their stressors. The survey was extended to the wider university, and other faculties participated. A Mindfulness seminar was subsequently conducted on October 15, 2021, with mindfulness specialist Dr Lotte Berk from Utrecht College, with the objective to increase FSS Pride/Spirit, bring awareness to what each discipline does and expose students to the many available career options.

1.3 Introduction of Faculty Mascot, the FSS-Tiger

In collaboration with the FSS student leaders, the Faculty made efforts towards building FSS identity and pride through the identification of a Faculty Mascot, the FSS-Tiger - representing strength, courage, determination, dignity and independence. The Mascot became official on August 10, 2021. There was a heavy reliance on the mascot to disseminate important information to the student population in the AY 2021-2022, including on the FSS website, FSS newsletters, the FSS YouTube Channel, the FSS social media pages and by the Faculty’s Guild Representative.

1.4 Comprehensive Academic Advising Programme (CAAP)

With the aim to improve the academic advice provided to FSS students, the Faculty introduced a Comprehensive Academic Advising Programme (CAAP), a five-step process that seeks to provide students with the fullest support and guidance in selecting their programmes and courses so that they are fully equipped to complete their programme of choice within the required time period. The introduction of CAAP included the launch of a web-based academic advising webpage on the FSS website. Each Department had at least two academic advisors and two department advisors, and was assigned six advisees each.

1.5 FSS Lecturers Toolkit

The Faculty launched an FSS Lecturers’ Toolkit in July 2021 (<https://cutt.ly/lecturerstoolkit>), which included academic advising, ongoing student feedback, training on digital tools, and general information on the FSS and FSS excellence in teaching awards. The toolkit is a useful resource for lecturers to enhance engagement and communication with students as well as provide additional training for remote teaching.

1.6 FSS Partnerships with Local Institutions

1.6.1 UWIDEF

The Faculty continued its FSS@60 Scholarship Drive that was initiated in the AY 2020-2021 to raise funds and seek partnerships to secure sixty scholarships for FSS students. The continuation of the scholarship drive was possible through a partnership with the UWI Development and Endowment Fund (UWIDEF) on the Mona Campus.

1.6.2 UWI/FSS Push

The FSS partnered with UWI Mona's social media platforms to promote the Global Mentorship Initiative (GMI) on Instagram Stories and Emails to the wider UWI community with the goal of increasing the uptake of students being mentored by international mentors from companies such as Microsoft and Google (<https://globalmentorship.org/schools/uwi/>). As of January 2022, 298 students had applied for the GMI programme, with 107 completing the programme, 98 matched, 45 being unresponsive, 22 terminated early, 12 on hold, 6 needing training, 6 declined and 2 waiting to be matched.

1.6.3 CIBC Scholarship Opportunity

A CIBC FirstCaribbean (CIBC) Scholarship Opportunity was made available to FSS, Mona students in the AY 2021-2022. This scholarship was negotiated in a partnership meeting with CIBC and UWI, Cave Hill.

1.6.4 Digicel Foundation

The Digicel Foundation partnered with the FSS in the AY 2021-2022 to sponsor Social Media Giveaways and Data Credit for Marketing interns, valued at JM \$30,000.

1.7 Virtual Faculty Office

The Social Sciences Faculty Office launched its first ever Virtual Faculty Office Information Centre (<https://www.mona.uwi.edu/socsci/news/virtual-faculty-office>) in the AY 2021-2022. The Virtual Faculty Office Information mimicked the services the Faculty Office offered yearly to students in SR4. The virtual office was hosted via the BlackBoard Collaborate (BBC)

platform and was open and active for an extended period during the AY, and provided advice to several students.

1.8 Vincent HoSang University of the West Indies Venture Competition (UWIVC)

The 2021-2022 staging of the Vincent HoSang University of the West Indies Venture Competition (UWIVC) Semi-Finals was held virtually on November 24-25 2021 and hosted by the Mona School of Business and Management (MSBM). The aim of the competition was to support the development of tertiary-level student entrepreneurs and was open to both undergraduate and graduate students at the UWI Mona. Students had a chance to win over a J\$1 Million in cash and prizes. Eight (8) Semi-Finalists emerged from twenty-eight (28) teams with projects spanning across various industries, including Technology, Environment, Manufacturing and Services. Of the eight (8) teams, three (3) teams were from the Faculty of Social Sciences: The Green Team, Trade Central and T&S Delivery.

Arising from the UWIVC 2018, team RUSH Alert introduced a RUSH Alert App to the Faculty in the AY 2021-2022. This security notification application was developed by MSBM staff and students in response to some of the security concerns on the Campus. It enables an individual when in a distress situation, to send out a notification to a set of predefined emergency contacts who can then respond. By utilizing the most advanced satellite and tracking technology, users of the Rush Alert App are able to send timely notifications to their emergency contacts, one of which is the university's campus police. In addition, users can share the license plate number of the driver with whom they are travelling, with their emergency contacts.

1.9 FSS Graduate Seminar Refresher Series

The Faculty offered a series of refresher seminars for Graduate students interested in refreshing their skills/knowledge in key areas. Two seminars were held - *"Becoming More Efficient in Your Research Efforts: How to create an Annotated Biography"* on October 20, 2021, and *"Citation Managers"* on November 18, 2021.

ALIGNMENT

(A) RESEARCH AND INNOVATION

1. Efforts made to improve the quality, quantity and impact of research, innovation and publication. In AY 2021-2022, the FSS made progress with innovation through the continued phased implementation of the Banner Curriculum Advising and Programme Planning (CAPP) project. The FSS also made a number of efforts to improve research output and revitalize the research culture within the FSS. These efforts included the hosting of seminars geared towards increasing research productivity, a research writers' retreat for academics, efforts to increase involvement in grant writing, and institutional research projects.

1.1 Curriculum Advising and Programme Planning (CAPP)

There was continued phased implementation of Curriculum Advising and Programme Planning (CAPP) as the foundation for digitizing the degree declaration process in the AY 2021-2022. An additional number of programme majors was now able to be declared digitally. The CAPP improves the efficiency with which degree declarations are done, cutting down processing times.

1.2 Increased Efforts to Improve Research Output and Revitalize the Research Culture in the FSS

The FSS implemented strategies to increase scholarly activities among its Faculty members. These included hosting seminars geared towards increasing research productivity, a research writers' retreat for academics, efforts to increase involvement in grant writing, and institutional research projects.

1.2.1 Seminars Geared towards Increasing Research Productivity

The Faculty hosted seminars geared toward increasing the research productivity of staff members. These included:

1. The Caribbean Journal of Social Work: New Authors' Presentations on January 25, 2022, and February 1, 2022
2. A Panel Discussion on "How To Be Successful At Research In Spite Of..." on May 20, 2021

1.2.2 Research Writers' Retreat for Academics

An FSS Research Writers' Retreat organised by the Associate Dean for Graduate Studies was held between January 6 and January 9, 2022, at the Golden Shore Resort in Lyssons, St. Thomas. A total of 13 staff members attended either physically or virtually. Three Professors-in-Residence (Prof Rupert Lewis, Prof Christopher Charles and Emeritus Prof Evan Duggan) provided mentorship and support to the participants. Progress was tracked throughout the AY 2021-2022, and it was noted that the retreat helped to see the completion of the following three books:

1. Doreen Gordon. "Blackness and Social Mobility in Brazil: Contemporary Transformations" (2022). Palgrave Macmillan
2. Trevor A. Smith. "Marketing Effectiveness and Accountability in SMEs: A Multimethodological Approach" (2022). Springer International Publishing
3. Trevor A. Smith and Kenroy C. Wedderburn. "Compulsive Buying: Consumer Traits, Self-Regulation, and Marketing Ethics" (2022). Lexington Books

1.2.3 Efforts to Increase Involvement in Grant Writing

The Mona Office of Research and Innovation (MORI) partnered with the Faculties across the Campus to create research focal points to bolster research output and build capacity within the University through grant funding in the AY 2021-2022. An FSS Research Focal Point was designated to be responsible for:

1. The dissemination of funding opportunities within the Faculty;
2. Providing guidance and support to the Faculty researchers for the grant application process;
3. Ensuring that the application conforms to the grant requirements;
4. Facilitating internal reviews and approvals;
5. Collecting and collating Faculty data; and
6. Facilitating training, information sessions and related activities as required by the Faculty.

1.2.4 Institutional Research Projects

Two research teams led by the Dean of the FSS, embarked on institutional research projects aimed at providing critical information to guide decision-making in the Faculty, as well as to result in publishable research

output.

- 1. A Research Productivity survey was designed to collect information on the research productivity of academics in the Faculties of Social Sciences, and Science and Technology. The survey results will be used to determine the factors that impact on research productivity as well as to inform the design of interventions aimed at increasing research productivity in the two Faculties. The survey results were analyzed in the AY 2021-2022 and presented to the Senior Management Team (SMT). Based on the recommendation of the SMT, the study was extended to the entire campus, and circulated to the other faculties.
- 2. Institutional data on UWI undergraduate students were collated to provide information on the profile of the students and the determinants of performance. The preliminary results were presented to the SMT and data analysis continues.

(B) NATIONAL ENGAGEMENT AND OUTREACH

- 1. Research that responds to industry / government demands
Strengthening the long-standing research culture within the Faculty, FSS researchers led national conversations on the significance of research in numerous areas via Conferences and Research Seminars during the AY 2021-2022 (see Table 1 below). Faculty members also showcased impactful research by publishing several books and peer-reviewed journal articles (see Table 1 below).

Table 1: Publication Count: AY 2020-2021 and 2021-2022

Type of Publication	Number of Publications	
	AY 2020-2021 (59)	AY 2021-2022 (46)
Books and Book Chapters	15+	15+
Refereed Journal Articles	19+	19+
Conference Presentations	25+	12+

1.1 Showcasing Impactful Research in Publications

1.1.1 Showcasing Impactful Research through Published Books and Book Chapters

Faculty members launched several books during AY 2021-2022:

- Bernal, Richard (SALISES). Globalization, Trade and Economic Development: A Study of the CARIFORUM-EU Economic Partnership Agreement (Kingston: University of the West Indies Press, October, 2021).
- Doreen Gordon (SPSW). Blackness and Social Mobility in Brazil: Contemporary Transformations. Palgrave Macmillan in March 2022.
- Trevor A. Smith (MSBM). Marketing Effectiveness and Accountability in SMEs: A Multimethodological Approach (2022). Springer International Publishing
- Trevor A. Smith and Kenroy C. Wedderburn (MSBM). Compulsive Buying: Consumer Traits, Self-Regulation, and Marketing Ethics. (2022). Lexington Books

Faculty members also contributed 11 chapters to edited collections.

1.1.2 Showcasing Impactful Research through Publications in Refereed Journals

Faculty members also published articles in over 19 refereed Journals. Publications in refereed journals demonstrate that the Faculty maintains the high standards and rigours expected in research and academic publishing. Articles explored a wide range of research themes such as body dissatisfaction and eating behaviours, information security, human trafficking, issues of law and policy, foreign and domestic investment, psychometrics and economic sustainability.

1.1.3 Showcasing Impactful Research at Academic Conferences

Faculty members also presented over 16 papers at various conferences and seminars, both locally and internationally, during the AY 2021-2022. Papers were presented on various topics, such as COVID-19, ICT, Tourism, migration, social protection, child rights, time use, government services and legislation and sustainable urbanization.

In addition to Conference participation, Departments hosted several major conferences in the AY 2021-2022. Conferences provided a valuable space

for the sharing of research outputs and findings, promoting Faculty researchers and drawing attention to our work.

1.1.4 Showcasing Impactful Research through Seminars on COVID-19 Post-Pandemic Recovery

An FSS Research on COVID-19 Pandemic seminar was held on October 13, 2021, which highlighted the work of research being conducted on the COVID-19 pandemic. Presentations included:

- Sentiment Analysis on COVID-19 restrictions, socio-economic impact in Jamaica (Dr Lila Roa-Graham, Dr Maurice McNaughton and Dr Suzana Russel)
- Unequal Pandemics: Caribbean Perspectives (Dr Doreen Gordon, Dr Moji Anderson, Dr Heather Ricketts and Michael Yee Shui)
- Caribbean Economies and COVID-19 (Dr Christine Clarke)
- The effects of COVID-19 on UWI students (Ms Camille Daley and Leemoy Weaver)
- The effects of COVID-19 on prison overcrowding in Jamaica (Dr Dacia Leslie)
- The impact of COVID-19 on Young males in depressed communities in Jamaica (Dr Laurajan Obermuller)

2. Efforts made to promote greater activism and public advocacy

The FSS played a key role in national and regional activism and advocacy in the AY 2021-2022, with staff members participating in a number of activities relating to children and adolescents, health and wellness, persons with disabilities, sports, staff morale, sustainable and economic development, and COVID-19 post-pandemic recovery. A sample of activities that the FSS used to promote greater activism and public advocacy in these areas is presented below.

2.1 Advocacy for Children and Adolescents

The Sir Arthur Institute of Social and Economic Studies (SALISES) hosted several events which promoted advocacy for children and adolescents. These included:

1. Back to School – Are We Re-Gaining Lost Learning? in commemoration of Child's Month (May 24, 2022)
2. A Faculty Food Drive for the St. Judes Primary School (June 1, 2021)

3. Recovering Childhood and Building Child Agency in the Caribbean Book Launch (May 25, 2021)
4. Sexually, Physically, Emotionally Battered: Will our Children Ever Be Safe? (May 31, 2021)
5. The 16th Annual Caribbean Child Research Conference (November 24-25, 2021)

2.2 Advocacy for Health and Wellness, including Mental Health

1. Department of Sociology, Psychology and Social Work, UWI Mona, hosted a seminar on Organic farming and healthy eating in Jamaica (November 11, 2021)
2. Minding your Mind: Using Mindfulness Techniques to Take Care of your Daily Stressors was facilitated by Lotte Berk, Ph.D, Assistant Professor, University College Utrecht and Mindfulness Trainer (October 15, 2021)
3. Navigating the minefield of students with divergent psychological needs: Tools for support was facilitated by Dr Tracey-Ann Coley, Clinical Psychologist, Lecturer, UWI (March 17, 2022)

2.3 Advocacy for Persons with Disabilities

1. Seminar on Guidelines for Maintaining Appropriate Standards of Professional Behaviour (September 9, 2021)
2. Disabilities Seminar on The Disabilities Act 2014: What's In It For Me? (January 12, 2022)

2.4 Advocacy for Sports

1. The Department of Sociology, Psychology and Social Work, UWI Mona, hosted a seminar on What of the Olympic Coaches (September 30, 2021)

2.5 Advocacy for Increased Staff Morale

1. Emotional Intelligence Seminar, facilitated by Mrs Shian Ottley-Reid, Industrial and Organisational Psychologist (March 16, 12, 23 & 24, 2022)
2. Managing Email Communications: An Intermediate Guide to Using Microsoft Outlook 2013, facilitated by Mr Chris Muir, Senior IT Officer, MITS (October 1, 2021)
3. Assessment: How to set examinations at different levels of the taxonomy, facilitated by Dr Clavia Williams-McBean, Lecturer in Educational Mea-

surement and Research (October 1, 2021)

2.6 Advocacy for Sustainable and Economic Development

Seminars hosted by the Department of Economics:

1. Elections in Jamaica: Voter Registration vs Voter Turnout (October 14, 2021)

2. Dissecting the 2022/2023 Budget: Cuts, Spending and Debt (April 6, 2022)

3. The Definition of Unemployment in Jamaica Revisited (March 31, 2022)

4. Throwing Darts and Missing the Bullseye: Fiscal & Debt Sustainability in Open Economics (April 14, 2022)

Seminars hosted by the Mona School of Business and Management (MSBM):

5. An Explanation of the Association between cultural context congruency and advertising effectiveness on television audiences in small open emerging economy (October 11, 2021)

6. Do Anti-Money Laundering Activities Impact Economic Growth? Evidence from CARICOM Member States (December 20, 2021)

7. Partnering for Sustainable Development - Civil Society and Tourism Policy Development in Tobago (April 14, 2022)

8. Preparing For The Impact Of Sanctions On The Global Supply Chain (June 8, 2022)

9. Strengthening SMEs' resilience (November 2, 2021)

10. The Global Data Barometer Caribbean Launch: Benchmarking the Caribbean's Progress with Data for Development (June 2, 2022)

11. Do Financial Markets Bear the Cost of Curbing Government Fiscal Indiscipline? Global Evidence from Fiscal Councils (with Implications for Jamaica) (May 31, 2022)

Seminars hosted by the Department of Government:

12. Enslaved by the Dollar: Globalization and Jamaica's Financial System. An investigation into Jamaica's Financial Crisis of the mid 1990's and identification of the fundamentals that negatively impacted the Financial System (November 25, 2021)

13. Inclusive Agri-Food System: An Enabler to the Integrated Participation and Retention of Jamaica's Youth (November 25, 2021)

14. The Securitization of Migration in the Global South: Haitian Migrants in the Dominican Republic (May 19, 2022)

Seminars hosted by the Department of Sociology, Psychology and Social Work:

15. An investigation into the Psycho-cultural Factors Impacting Adoption of Appropriate Agricultural Technologies Among Jamaican Farmers (May 19, 2022)
 16. Jamaica's Energy Challenge: The Role of Policy and Regulations (April 14, 2022)
 17. The Haitian Crisis at our door (October 14, 2021)
- Seminars hosted by the Sir Arthur Lewis Institute of Social and Economic Studies (SALISES):
19. Arbitration As A Viable Dispute Settlement Mechanism at the WTO (April 21, 2022)
 20. How are Self-Employed Jamaicans Motivated to be Tax Compliant (November 5, 2021)
 21. SALISES Research for Development Forum (January 31, 2022)
 22. Strengthening National Statistics for Sustainable Development through Gendered Lenses (April 29, 2022)
 22. Tailoring Biotechnology To Better Serve Afro-descendant Farmers And Rural Development In The Caribbean (September 1, 2021)
 23. Creating Alternative Modes of Development Cooperation for Food Sovereignty and Reparatory Justice (June 23, 2022)

Seminars hosted by the Faculty of Social Sciences:

1. The Russia-Ukraine Crisis (March 15, 2022)
2. The Future of Jamaica (May 5, 2022)

2.7 COVID-19 Post-Pandemic Recovery

A tremendous amount of research was done and showcased in over 20 Research Seminars in the AY 2021-2022 that were geared towards the COVID-19 post-pandemic recovery. Seminar topics included the Sociology of Covid-19, busting COVID-19 myths, sustainable rural and agricultural development, food security, customer care, entertainment, research, vaccination, the impact of covid-19 in the Caribbean, economic imperatives for growth and sustainable development, the war era, as well as teaching and learning.

AGILITY

(A) REGIONAL AND INTERNATIONAL COLLABORATION

1. Efforts made to enhance the global presence of the University
The FSS enhanced the global presence of the University in the AY 2021-2022 through a number of partnerships with entities with a global footprint and through our efforts to improve the visibility of our scholars.

1.1 West Indies Economic Conference (WECON)

The fourth staging of the WECON was held on March 10-11, 2022. The webinar focused on economic, environmental, and societal sustainability. The two-day event brought together experienced researchers and industry leaders from all over the world to present interesting and up-to-date research on various topics.

Day 1 of the event featured a keynote speech, "On Binscatter", delivered by Matias Cattaneo, Professor of Operations Research & Financial Engineering, Princeton University. There was also be a special industry panel with the Inter-American Development Bank (IDB) on the topic; "Digital Infrastructure and Development in the Caribbean". In addition, there were six research panels presenting on various topics on the day.

Day 2 of the conference featured a keynote speech, "Child Mental Health as Human Capital" delivered by Janet Currie, Henry Putnam Professor of Economics and Public Affairs, Princeton University. There was also a session delivered by W. Bentley Macleod, Sami Mnaymneh Professor of Economics and Professor of International and Public Affairs, Columbia University on the topic "Inequality, Crime and the Jean Valjean Effect" with Roman Rivera and Suresh Naidu, Professor of Economics and International and Public Affairs, Columbia University who presented on "Power and Dignity in Low-Wage Labor Markets: Evidence From Wal-Mart Workers".

1.2 Global Mentorship Initiative (GMI)

Spearheaded by the Associate Dean for Partnerships and Resource Mobilization, the partnership with the Global Mentorship Initiative Program (GMI) continued in the AY 2021-2022, with the GMI Student Applications having opened in December 2021. Students were encouraged to apply at

<https://cutt.ly/GMI-FSS-Apply>.

1.3 Linnaeus-Palme Fellowship

A letter of intent was received in August 2022 to continue the Linnaeus-Palme International Exchange programme with the School for Global Studies, University of Gothenburg. The programme facilitates staff and student exchanges to the University of Gothenburg and the Faculty of Social Sciences, UWI Mona. The Faculty promoted this student exchange programme under the campaign title, "Sweden Here I Come." Information sessions were held with over 10 students, and of those, 5 were nominated by the Associate Dean for Partnerships and Resource Mobilization for the fellowship.

1.4 Increased Visibility of Faculty through Media Coverage

The Faculty's visibility was increased through numerous media mentions during AY 2021-2022. FSS faculty members very frequently appeared in the non-print mass media, such as talk show programmes and other news and discussion radio, television and cable programmes, as our views on topical issues were highly demanded. Our work was also featured very highly in print media. A very small sample of media highlights is presented in Appendix D.

1.5 Increased Visibility of Faculty through Newsletters

The Faculty increased its visibility through a number of e-newsletters during AY 2021-2022. These newsletters increasingly have an international readership with our alumni in the Diaspora. A sample is presented below:

1. Mona School of Business and Management (MSBM) e-newsletter
2. Sir Arthur Lewis Institute of Social and Economic Studies (SALISES) newsletter
3. Department of Economics newsletter
4. Fresh From FSS - Psychologists Answer Your Questions
5. United Nations Jamaica and the Department of Economics at The University of the West Indies (UWI) Mona Jamaican Economy Panel Discussion 11 - April 2022 Newsletter.

2. Initiatives aimed at increasing the number of international students en-

rolled at Mona and increasing partnerships with international institutions. The Faculty's ability to increase the number of international students enrolled at UWI Mona for the AY 2021-2022 is tied to the initiatives highlighted in other sections of this report; along with our efforts to create improvements in our students' experience, efforts to increase the visibility of the achievements of both students and staff, efforts to foster partnerships with industry, and efforts to conduct relevant and impactful research. In addition to these efforts, Faculty facilitated partnerships with several entities/organisations in the AY 2021-2022.

2.1 Organization of American States (OAS)

The FSS collaborated with the Organization of American States (OAS) and the Faculty of Humanities and Education to host the 2022 Resistance to Slavery and Unity Against Racism Art and Poetry Competition in celebration of the Inter-American Week for People of African Descent (IAWAD). The presentation and awards ceremony was well attended and included a keynote speech by Mr. Vivian Crawford, Executive Director of the Institute of Jamaica. The competition was sponsored by Digicel and Jamaica National.

The Department of Government also partnered with the OAS to host a Virtual Model OAS Simulation for the English-speaking Caribbean and Historically Black University. Six International Relations Majors from the Department of Government represented the University of the West Indies (Mona) in the Model OAS (April 4 -6, 2022).

2.2 Events Hosted with International Partners and Universities

A sample of the seminars conducted with international partners during the AY 2021-2022 is presented below:

- Faculty of Social Sciences, Organization of American States (OAS), and the Caribbean Disaster Emergency Management Agency (CDEMA) - A Chat with Organization of American States (OAS): Building Resilience in the face of Climate Change and Natural Disasters (April 11, 2022)
- Sir Arthur Lewis Institute of Social and Economic Studies (SALISES), Organisation of Eastern Caribbean States (OECS), United Nations Economic Commission for Latin America and the Caribbean (ECLAC) - Public Financing for Sustainable Development in the COVID-19 & War Era and Beyond (April 7, 2022)
- Organization of American States, The Faculty of Humanities, The Faculty of Social Sciences, UWI Mona - OAS Art & Poetry Virtual Presentations (March 23, 2022)

- UWI Centre for Disability Studies (UWICDS) and Office of CARICOM Special Rapporteur on Disability, with support from the Commonwealth Secretariat, United Nations Educational, Scientific and Cultural Organization (UNESCO) and Digicel Foundation - Special Ministerial Conference for Specific Legislation for Persons with Disabilities in the Caribbean (July 27 and 28, 2021)
- Institut culturel Karl Lévesque; The University of the West Indies; Global Partnership Network - Creating Alternative Modes of Development Cooperation for Food Sovereignty and Reparatory Justice (June 23, 2022)
- Faculty of Social Sciences, World Bank Group - The Future of Jamaica (May 5, 2022)
- UWI Western Jamaica Campus; Ministry of Health and Wellness; Western Regional Health Authority; National Health Fund; Pan American Health Organization - Mental Health Conference 2021 – Mental Health In An Unequal World: The Have and Have Notes – How Did We Get Here? (October 12, 2021)

CONCLUSION

During the AY 2021-2022, the Faculty continued its usual contributions to society and exhibited remarkable resilience in the face of the protracted COVID-19 pandemic. In alignment with The UWI Triple-A Strategy, the FSS continued the implementation of our REACH vision in an effort to mobilize and energize our staff to engage with the UWI Strategic Plan. The operationalization of the FSS-REACH vision resulted in several key strategic achievements for AY 2021-2022. The Faculty's success was encapsulated in initiatives aimed at improving the quality of teaching, learning and student development; improving the quality, quantity and impact of our research; as well as promoting greater activism and public advocacy. The Faculty also remained agile to national, regional and global opportunities. Preparation for the smooth resumption of face-to-face operations in the AY 2022-2023 began in the AY 2021-2022, including preparation of a budget for the implementation of necessary repairs and installation of required equipment and telephones.