

WESTERN JAMAICA CAMPUS

Montego Bay

Year ending July 31, 2013



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Campus Director

– Overview –

INTRODUCTION

The academic year 2012/2013 was a transition year for the Western Jamaica Campus. Dr. Luz Longworth assumed the role of Director of the WJC with the mandate to continue the work started in expanding the programme offerings and enhancing the University's presence in Montego Bay as the leading tertiary institution. The campus also took the decision to forge more deliberate partnerships with the Private Sector in Montego Bay through its involvement with the Montego Bay Chamber of Commerce and Industry as well as the Business Process Industry Association of Jamaica. In addition the campus ensured that all staff and students became fully involved with the Operational Planning process in fulfilment of the UWI's 2012–2017 Strategic Plan. The following sections briefly indicate the activities and achievements of the Western Jamaica Campus (WJC) over the period under review.

WORK OF THE WJC

Strategic and Operational Planning

During the period under review, staff members were involved in workshops and retreats which were aimed at familiarising all staff with the 2012–2017 strategic plan. The WJC 2012–2014 Operational Plan was produced after a staff retreat in November 2012 facilitated by Ms. Marguerite Orane.

In May and June 2013 the Senior Management Team of the Mona Campus led by Principal Gordon Shirley met over two days to chart the course forward for the Western Jamaica Campus. The outcome of these meetings will be implemented in the 2013–2014 Academic year and will see the campus embarking on innovative programming, increased authority over local processes in order to improve responsiveness to students and staff, and some infrastructural improvement of the existing site.

Formation of the WJC Ambassador Corps.

As part of their CARIMAC Public Relations course, a group of students worked closely with the Director and staff of the WJC to develop a WJC Ambassador Corps. The Corps consists of 12 outstanding members of the community in Western Jamaica who have pledged to assist in the growth of the Campus through support for recruitment, scholarships and fund-raising.

Student Enrollment

The WJC student body was 805 students inclusive of students enrolled in the Mona School of Business and Management graduation programmes. (see Table 1 below).

Table 1. Registered Students 2012/2013 (Undergraduate and Graduate Programmes)

Faculty	Registered Students
Humanities and Education	105
Law	17
Medical Sciences	145
Science and Technology	5
Social Sciences	475
Graduate Programmes	58
Total	805

GRADUATING CLASS OF 2013

One Hundred and Thirty (130) students from the WJC were expected to graduate in November 2013, fifteen (15) of whom would be graduating with first class honours. This is the largest graduating class from WJC since its inception in 2008.

THE WJC BRANCH LIBRARY

The WJC Branch Library embarked on a major thrust to ensure that as many persons as possible were reached by our information literacy initiatives. UWILINC sessions were scheduled twice per day to accommodate both full and part-time students for two weeks at the beginning of each semester. While a number of students took advantage of this opportunity to learn about the Library resources, more than 50 percent of those who signed up ahead of time failed to show despite telephone and/or email reminders. We were also challenged with finding training areas to accommodate the Library sessions as we had to rely on the general campus computer lab which was often scheduled for other class activities. Sometimes we were forced to hold training sessions in the Library thereby displacing other users. A total of 435 students were trained during the year across 57 hours of scheduled library sessions and foundation course models. This is a 75 per cent increase in the number of persons receiving training in information literacy the previous year up from 249 persons trained over 18 hours.

PAPERS PRESENTED

Dennis, Denarto. "Techniques in the teaching of Mathematics: transforming the Jamaican educational system," Jamaica Association of Principals and Vice Principals Annual Conference, February 27, 2013.

PUBLICATIONS

Anderson, R., Mansingh, G., “An intelligence based knowledge-driven decision support system for Social Protection programmes,” SIG DSS Proceedings of the third BI Congress, ICIS 2012, Orlando Florida, December 2012.

Campbell, S.R.K., (2013). “Thou shalt not be black: The subjugation of Negroes in the Caribbean through Christianity.” *International Journal of Education and Research*, 1 (4) April, 215–228

PUBLIC LECTURES AND OUTREACH

In order to raise the profile of the UWI in the community, the campus embarked on an ambitious public outreach campaign in Academic year 2012/2013. This saw several public lectures, panel discussions and cultural events taking place including:

- Panel discussion on “Language in Jamaica” led by Professor Hubert Devonish
- CARIMAC Panel Discussion and Public Lecture “The Impact of Coral Gardens: Lessons in Police-Citizens Relations and the Way Forward”, Keynote Speaker – Mr. Hugh Small QC.
- Launch of the first WJC Heritage Month Celebrations, October 2012.
- Panel Discussion “Liberators Rising from the West: Sam Sharpe, Marcus Garvey and Rastafari” featuring presentations from Professor Verene Shepherd, Dr. Daive Dunkley and Ms. Nicole Plummer.
- Public Lecture on “Jamaica’s Music Festivals rising from the West” by Dr. Donna Hope Marquis.
- Public Lecture celebrating Parents’ Month “Engaging parents and families in early childhood development programs,” by Dr. Carmen Bovell, Visiting Fulbright Scholar, School of Education, UWI Mona Campus

- Book Launches of “Ringtones of Opportunity” edited by Professor Hopeton Dunn; and “Better Men are made by Women” by Mr. Patrick Parchment
- Public Screening of the documentaries “Bob Marley: The Making of a Legend” and “Bad Friday”
- Hosting of the Jamaica Folk Singers in Concert to raise funds for the WJC student Financial Assistance Fund
- Hosting of the first WJC week including two days of Open House involving presentations, lectures and seminars for High School students

THE STUDENT EXPERIENCE

2012/2013 was an extremely active year for the WJC Guild Committee. Along with the OSSD the new Guild Committee worked assiduously to ensure that students had the benefit of a wide array of co-curricular activities including over 12 different sports. The WJC sporting teams were quite successful and scored victories in the inter-hall football and basketball competitions in both male and female categories.

Students continued to benefit from participation in the First Year Experience and Mentorship Programmes.

Enhanced Teaching and Learning

New Programmes

The Bachelors in Law LLB programme was re-introduced at the Western Jamaica Campus with seventeen students enrolled. The programme relied on streamed lectures from Mona as well as on site tutorials from Ms. Coleen Lewis who was assigned to the WJC on a full time basis. Students completed Level 1 of the LLB programme at the WJC and moved up to Mona for the second and third years.

The BSc Information Technology was also introduced in the academic year but due to late marketing attracted only 3 students in the programme. Nevertheless several other students chose to do courses as electives from

the degree programme. The campus welcomed Mr. Ricardo Anderson from the Department of Computing as Coordinator of the BSC IT programme.

The introduction of the BSc in Human Resource Management at the Western Jamaica Campus was enthusiastically greeted by many students of Management Studies as this is a growing field especially in Western Jamaica.

Internships

This year saw an increase in internships with students doing internships in several organisations in the Montego Bay community. These included

- o Sandals Resort International
- o Vista Print
- o Montego Bay Credit Union
- o Summerfest Productions Limited (Reggae Sumfest)
- o Island Outsourcers
- o MBJ Airports Limited
- o KPMG

Community Outreach

Students continued to be very involved in community outreach including the following:

- Feed the Streets programme which involved the feeding of over 200 street people before Christmas
- Labour Day project which involved painting and landscaping of Farm Primary and Junior High
- St. James Infirmary residents treat
- Social skills programme for children in central Montego Bay
- Participation in the Granville Community Peace and Justice Forum
- Flanker Outreach programme to the elderly

Contribution to Enhancing the reach and reputation of the UWI in Western Jamaica

The Public Relations students of CARIMAC presented their annual Expo with this year's theme "Securing A Nation . . . Sustaining our Future One Step at a Time" on November 28 and 29, 2012. The Expo focused on matters of cybercrimes, the anti-scramming legislation and was attended by over 300 persons from the business community and schools in Western Jamaica.

The Western Jamaica Campus was recognised by the Montego Bay Chamber of Commerce and Industry through the Chamber's Education Award for 2012. This honour clearly indicated the UWI Mona Campus' growth and development in the West over the past five years. This was further reinforced by the election of the Director, Dr. Luz Longworth to the Board of Directors of the Montego Bay Chamber of Commerce for 2013–2014.

Financial Assistance to Students

Due to the deepening financial crisis, the WJC has actively begun fund raising activities to establish a Student Financial Assistance Fund. Through various fund raising activities and the individual effort of one of our final year students, Ms. Janet Silvera, at the end of the academic year the fund had accumulated \$700,000.00 and a committee was set up to review requests for assistance from students. The Committee is chaired by Dr. Cheryl Bennett, Senior Lecturer, Faculty of Medical Sciences, WJC.

INCOME GENERATING ACTIVITIES

The WJC is increasingly becoming the venue of choice for seminars, lectures, external examinations etc. This has resulted in revenue generation from rental of the facilities to bodies such as the Overseas Examination Office, The Nursing Council of Jamaica, the Ministry of Education, among others.

Additionally the Campus piloted a 13 week Beginners Spanish programme for the Secrets Hotel and Resorts in which 30 employees of the Resort enrolled.

SUMMARY

The University of the West Indies, Mona Western Jamaica continues to expand its presence in Western Jamaica and to establish a position of leadership in the tertiary landscape. The challenges of growth include the need to develop programmes that will be more relevant to the key developmental areas in the West, as well as increasing the number of graduate programmes offered at the Campus. The WJC should continue to focus on its technological edge and to enhancing the use of video streaming and other technologies to offer a wide range of programmes and courses to Western Jamaica.

As the numbers grow, it will be important to increase the number of full time staff on the campus to ensure that the students have the benefit of more academic advisement from lecturers. In addition, a research agenda for the faculty members at the Campus is an area that will require more focus in the 2013/2014 academic year. With increasing competition in the delivery of undergraduate degrees in Western Jamaica, the UWI Mona's strength in research and graduate programmes will be the centre of its strategy for growth in that region.