

WESTERN JAMAICA CAMPUS

Montego Bay

Year ending July 31, 2014



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Campus Director

– Overview –

The academic year 2013/2014 was characterised by a tremendous thrust to market the WJC aggressively among the target population in Western Jamaica. The Marketing and Communication Unit at WJC in collaboration with the Marketing and Communication Office at Mona, refined the strategy and focused on attending school and college fairs as well as accepting invitations from individual schools to present the campus' offerings to fifth and sixth formers. There was also an increased thrust by the Mona Recruitment office to highlight the WJC on their regional marketing trips. By the end of the year the effect of the marketing strategy was becoming evident as applications to WJC increased by 30% and acceptances were up by 50% over the previous year. Significantly, the campus also saw an increase in applicants from the other Caribbean countries which augurs well for the improved diversity of the campus community at WJC.

As part of the expansion strategy for UWI Mona in Western Jamaica a strategic partnership agreement with Barnett Estate Limited for the development of a new campus at Barnett Estate was signed in May 2014. It is anticipated that, along with the development of the Hartmont property as a Medical Sciences campus, the over 50 acres at Barnett Estate will see the Western Jamaica Campus expand to house over 6,000 students, with a strong focus on international students.

WORK OF THE WESTERN JAMAICA CAMPUS**Student Enrollment**

The WJC student body was 736 registered students inclusive of students enrolled in the Mona School of Business and Management graduate programmes. (See Table 1 below).

Table 1. Registered Students 2013/2014 (Undergraduate and Graduate Programmes)

Faculty	Registered Students
Humanities and Education	91
Law	17
Medical Sciences	145
Science and Technology	6
Social Sciences	408
Graduate Programmes	69
Total	736

In addition to the formal registration figures, the WJC had approximately 70 students who were not in good financial standing and were forced to sit out the academic year.

Graduating Class of 2014

One Hundred and Twenty Two (122) students graduated from the WJC in November 2014.

PUBLISHED CONFERENCE PROCEEDINGS

- 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.

CONFERENCE PRESENTATIONS

- **Nicole Plummer and Steffon Campbell**, “Untold Stories: Using Oral History to Explore the Coral Gardens ‘Incident’, 1963” Oral History Network Conference, Talking about protest: Oral history methodology in social and political movements research , University of Warwick, September 20, 2013.
- Nicole Plummer and Steffon Campbell, “Untold Stories: Using Oral History to Explore the Coral Gardens ‘Incident’ as a Continuation of the Self Liberating Ethos of the Jamaican People”, Rastafari Studies Conference, UWI, Mona, August 14, 2013.
- **Luz Longworth**, “Business Competitiveness: A 21st Century Model for the Caribbean”, Eastern Caribbean Central Bank, ECCU Business and Innovation Forum, Basseterre, St. Kitts and Nevis, October 22, 2013.
- **Luz Longworth** “Distance, virtual/online learning in the Caribbean Context: The UWI Model”, Annual Meeting of the International Association of University Presidents, Montego Bay, Jamaica, January 30–1, 2014.

PUBLICATIONS

Refereed Journal Articles

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

PUBLIC LECTURES AND OUTREACH

- In April of 2014, the WJC partnered with the School of Education in a one day Symposium entitled: “The Implementation of STEM:

Opportunities and Challenges.” Over 300 students and teachers from Western Jamaica attended the forum which was also accompanied by an exhibition featuring companies such as JPS E-Store, National Water Commission, Port Authority of Jamaica among others.

- In May of 2014 the WJC, Mona School of Business, Montego Bay Chamber of Commerce and Industry and the Caribbean Maritime Institute, held a highly successful Symposium entitled “The Logistics Hub: Implications for Western Jamaica.” The symposium attracted a full house for both the panel discussions and the keynote lunch speaker who was Professor Gordon Shirley, CEO and Chairman of the Port Authority of Jamaica.

Other public lectures and fora held during the year included the following:

- “The Reparations Debate in the Caribbean” by Professor Verene Shepherd
- “Peter Tosh Poet and Philosopher” by Dr Clinton Hutton
- “Sacred Science the Integral Paradigm of Ancient Egypt” by Mr. Patton Duncan
- “A Social Sciences Approach to Environmental Protection” by Professor Harold McDougall
- “Sustainable Development with Social Business” by Professor Harold McDougall
- “The Importance of the Pinnacle Debate” by Ms. Doneshia Prendergast

FINANCIAL ASSISTANCE TO STUDENTS

The WJC collaborated with the Montego Bay City Run Committee to stage the first annual 5K/10K Run/Walk in May 2014. This was a fundraiser to provide scholarship funding for students in tertiary institutions in Western Jamaica including the UWI Mona WJC. The event was highly successful and the campus received J\$1.2 million to be distributed to students for financial assistance in paying tuition fees.

INCOME GENERATING ACTIVITIES

The WJC sought to increase its financial stability through various strategies, namely:

- Increasing the use of the physical plant to generate additional sources of revenue. The plant was used extensively by groups such as the CXC office, the Nursing Council and various private and public sector groups that hosted seminars, workshops and other ceremonies on the property. This has resulted in the generation of over \$2 million in funds.
- Continued efforts in offering short courses which included the expansion of the Spanish language programme at Secrets Hotel and Spas as well as Spanish and Mandarin classes were offered during the summer to the public. This resulted in raising approximately \$600,000.00 of additional revenue.

In addition to raising funds, the campus also embarked on several cost saving measures which included:

- Replacement of all incandescent light bulbs by LED or fluorescent lighting.
- Constant monitoring and replacement of leaky faucets and other bathroom fixtures
- Installation of a back-up water supply system for the campus

PUBLIC SERVICE

In April 2014, the Director of the Campus, **Dr Luz Longworth**, was re-elected to the Board of Directors of the Montego Bay Chamber of Commerce and Industry for a second term of office, having been first elected in May 2013.

SUMMARY

The University of the West Indies, Mona Western Jamaica Campus continued to expand its presence in Western Jamaica and to establish a

position of leadership in the tertiary landscape. Indications are that the new student intake for the academic year 2014/15 will exceed the targeted 25 % increase as more students from Western Jamaica make the WJC their first choice for tertiary education. As the numbers grow, the challenges of space and plant management will also grow. While we await the construction of the new campus, accommodation of our growing student numbers will be a priority including both classroom and dormitory facilities. There has already been an effort to increase our teaching and administrative space through leasing of additional rooms in an adjacent building which should help to ease the pressure on the current facilities. Expanding the number and scope of programmes offered will also have to be an imperative for the remaining three years of the strategic plan, requiring close collaboration with Departments and Faculties at Mona. Finally, the constant challenge of funding for tuition fees is one that the WJC will also have to face as more students have difficulties in funding their education. In that regard, increased efforts to fund scholarships and student financial assistance programmes will be a priority for the campus.