

WESTERN JAMAICA CAMPUS

Montego Bay

Year ending July 31, 2015



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Campus Director

– Overview –

WORK OF DEPARTMENT

The academic year 2014/2015 saw the realization of the physical expansion of the UWI Mona – Western Jamaica Campus as a result of the tremendous growth in student numbers. With an overall increase of 35% new students from the August 2014 intake (Fig.1), the Campus had been proactive in acquiring additional classroom and office space in the neighboring building at the Praise Plaza. This resulted in the opening up of 6 new classrooms, new staff offices, the Mona School of Business and Management, the conference room, and the movement of the Facilities Management Unit to more comfortable surroundings.

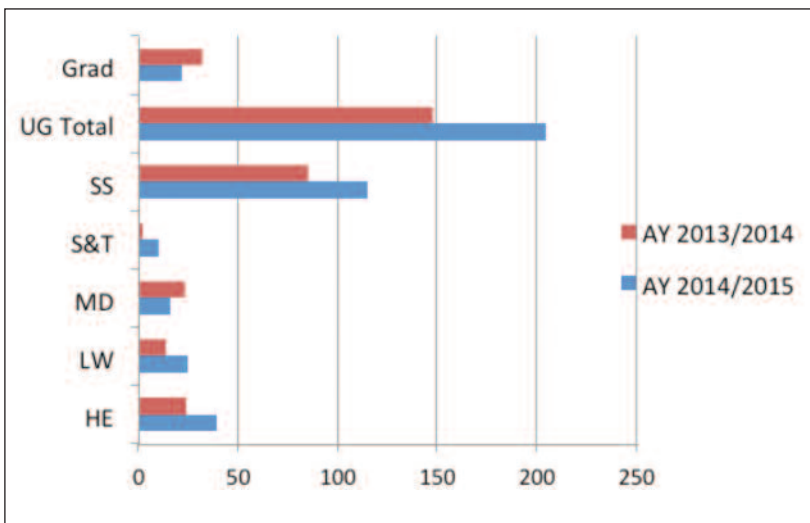


Fig. 1. Bar Graph comparing enrollment statistics at WJC for academic year 2013/2014 and 2014/2015 at the graduate and undergraduate (by faculty) levels.

The campus also saw an increase in academic staff in the areas of Nursing, Government, and Mathematics. New courses were introduced by the Institute of Caribbean Studies, the Institute of Gender and Development Studies and the Department of Government. Both the addition of new faculty and courses underscore the growing interest in the offerings of the UWI Mona-WJC and the need for improved market intelligence to introduce relevant programmes in the region.

The year also saw continued efforts to raise funds for student scholarships and bursaries through the efforts of the WJC Ambassadorial Corps and the MoBay City Run Committee as well as other donors from the wider Western Jamaica community. Our students excelled in the field of intra and inter institutional debating and the campus had two students and one staff member representing at the World University Debate Competition in December of 2014. Additionally, the UWISON-WJC received the prestigious Nursing School of the Year Award from LASCO and the Nursing Association of Jamaica. Two nursing students (Latter Barker and Sasha-Marie Paul) were placed in the top three of the Nursing Student of the Year competition.

The campus continued its active involvement in community outreach and engagement with the business sector through joint activities with the Montego Bay Community College, Cornwall College and interaction with the Canterbury Community. Chief among these was the successful piloting of the UWI Community Film Project at the UWI Mona-WJC by the Centre for Tourism Research and Policy which also helped to widen our outreach to the Canterbury and Norwood communities (see appendix).

The campus also continued its active membership in the Business Process Industry Association of Jamaica (BPIAJ) and the Montego Bay Chamber of Commerce and Industry (MBCCI) where Mr. Patrick Prendergast was elected as a Director in April 2015.

In addition to outreach, the campus continued to engage the community with its lecture series, book launches and panel discussions. Notable lectures during the year included:

- *We Don't Want No Charity* by then principal of the UWI Cave Hill campus, Professor Sir Hilary Beckles
- *Freedom's First Fruits: Blacks in Post Slavery in Western Jamaica up to 1865* by Dean of the Faculty of Humanities and Education, Dr. Swithin Wilmot
- *Serious Things! Comedy and Comedians – Insights on Identity Communication in the Caribbean* by Jamaican theatre artiste, Owen “Blacka” Ellis
- *World Politics and the Process Towards Fence Mending* by the Russian Ambassador to Jamaica, Valdimir Polenov
- *Grassroots Activism: Leveling the Field for Citizen Participation in Democratic Societies*, by Martin Luther King scholar, Dr. Clayborne Carson, hosted by the US Embassy.

The campus also worked closely with colleagues in the Mona School of Business and Management to facilitate the hosting of two international conferences during the year:

1. The International Tourism conference in November of 2014, and
2. The first International Conference on Business and Management in January 2015.

On May 1, Mr. Patrick Prendergast took over the reins as Acting Director of the Campus following the assignment of Dr. Luz Longworth as Acting Principal at the UWI Open Campus.

PAPERS PRESENTED

Conference Papers

- **Anderson, Ricardo, Stascia Gordon,** and Gunjan Mansingh. “An assessment of the potential impacts of knowledge-driven decision support in social welfare.” In Global Humanitarian Technology Conference (GHTC), 2014 IEEE, pp. 499-505. IEEE, 2014.

CONFERENCE PRESENTATIONS

- **Larmond, Kerasha.** “The Problem with Leaders: Enhancing Effective Leadership Competency through Programme Delivery”. Caribbean Tertiary Level Personnel Association Conference. Trinidad & Tobago. June 2015. (Oral presentation).

PUBLICATIONS

Refereed Journal Articles

- **Anderson, Ricardo,** and Gunjan Mansingh. "KIISA: Towards a Reference Architecture for Integrated Knowledge Services." In *Intelligent Systems'* 2014, pp. 247–257. Springer International Publishing, 2015.
- **Anderson, Ricardo,** and Gunjan Mansingh. "Data Mining Approach to Decision Support in Social Welfare." *International Journal of Business Intelligence Research (IJBIR)* 5, no. 2 (2014): 39–61.
- Anderson, Ricardo, “A Model for Data-driven Knowledge Creation and Improved Accountability in Jamaican Public Schools through ICTs” *The International Journal of Educational Organization and Leadership* 21, no. 2 (2015): 1–7.

2014–2015 OUTREACH ACTIVITIES AT WJC

- The campus hosted another successful two-day Open House in January 2015 which saw nearly 2000 students attending CAPE lectures and viewing exhibitions from all Faculties at UWI Mona. This continues to be a signature event in the WJC’s annual outreach calendar.
- Through collaboration with Professor Ian Boxill, the UWI Community Film Project initiative sought to offer youth from the Norwood and Canterbury communities a six week film course. Thirteen young persons from both communities completed the programme.
- The Computing Department of the Faculty of Science and Technology

offered a series of Mathematics Workshops across several Western Jamaica-based secondary education institutions, including the Manning's High school. This programme sought to assist CSEC students in acquiring entry level requirements for UWI and to market the institution to prospective applicants.

- UWI Mona-WJC lecturer, Miss Stascia Gordon of MSBM delivered a special training seminar on budgeting and preparing financial statements for members of the Montego Bay Chamber of Commerce and Industry and others from within the corporate sector.
- The campus also facilitated student visit from the Old Dominion University. A group of 10 students spent a week at the campus where they had an enriching UWI Mona-WJC experience and participated in a project with the Women's Centre, which was facilitated by Mrs. Verona Henry- Ferguson, Lecturer in UWISON-WJC. From this the coordinators have expressed their willingness to return to WJC in the coming academic year.
- In June 2015, the UWI Mona-WJC partnered with the RuJohn Foundation from California in hosting the Celebrity and Sports Camp for the second time. The camp is an annual event promoted by a Jamaican diaspora group, headed by Mrs. Ingrid Bachelor. WJC Guild members and past beneficiaries of the Foundation's multimillion dollar scholarship programme were active mentors and administrative leaders helping to make the event a success.
- The UWI Mona-WJC Guild of Students also collaborated with private sector partners in hosting the UWI Kids Summer Camp at the campus from July 17–21. Over 400 students participated in the 5-day camp which exposed children from mainly inner-city Montego Bay communities to various social, sports and cultural activities.
- The UWI Mona-WJC was also pleased to host an evening of the prestigious GATTFEST on Friday July 24th featuring 15 films. This was the first time that the Film Festival had moved outside of Kingston. The People's Choice award was won by Ms. Marsha James of Canterbury who was a participant in the first cohort trained by the UWI Community Film project at the WJC.

INCOME GENERATION

As the UWI Mona-WJC seeks to assist its students in funding their education, the institution has also been pursuing several avenues in order to generate income. These include:

- A partnership with the Secrets Resort and Spa to offer Level 1 Spanish classes to its employees.
- Rental of the UWI, Mona-WJC facilities as a venue.

Student Financial Assistance

The UWI Mona-WJC has made it a priority to assist its students in overcoming the financial challenges consequent on their pursuit of tertiary education. This is a strategic attempt at both increasing and sustaining students' chances of enrollment at the institution. With this mandate, the campus has been successful in:

- Negotiations with the Board of Directors of the Doctor's Cave Beach Club to establish the Emile Martin Foundation Scholarship to be made available to students in pursuit of at least a minor in Cultural Studies. The scholarship offers coverage of full tuition for the three year duration of the course.
- The National Health Fund providing assistance to five students enrolled in the nursing programme, amounting to a total of JMD one million.
- Collaborating with the MoBay City Run Committee for the second staging of its "Running for Education . . . Hope for the Future" 5K/10k/Run/Walk which has afforded the UWI Mona-WJC to offer approximately J\$1.1 million in student assistance.
- The continuation of the MAICAN IMPACT Foundation scholarship award of CAD2500 to a student enrolled in the BSc Nursing programme. This year's awardee was Francine Leslie.

The establishment of the WJC Ambassadorial Scholarship Fund with an initial funding of JAD392, 000.

PUBLIC SERVICE

The UWI Mona-WJC continues to be a member of the Montego Bay Chamber of Commerce and Industry. The Campus Director, Mr. Patrick Prendergast currently holds a seat on the Board of Directors of the Chamber with responsibility for Youth, Sports and Culture. Membership in the Chamber strengthens the campus' effort in collaborating with corporate entities of Montego Bay and positioning the University as lead educational institution in the overall development of the region.

STUDENT AWARDS

The UWI Mona – Western Jamaica Campus remains committed not only to the academic development of our students but also to their personal and professional enrichment. The OSSD Student Mentorship and Guild Mentorship Programmes have played a significant role in the coaching of WJC students as they prepare to make their mark in society.

One of our students, Guild President Aubrey Stewart, is a part of this mentorship programme. He received the UWI Student Premier Leadership Award. He was also given the distinct honour of introducing President Barack Obama during his Town Hall meeting at the UWI Mona in April 2015.

SUMMARY

The UWI Mona – Western Jamaica Campus continues to grow and to play its role in furthering the UWI's mission in the Western part of Jamaica. The close partnership with the business and civil society in St James and other western parishes has positioned the campus as a genuine partner in the development of the city as well as strengthening the UWI tradition of excellence. We are a vibrant and growing intellectual space for meaningful exploration of thoughts and ideas and finding solutions to the problems of the society in which the University must operate.

With the imminent expansion of the campus, the UWI Mona – WJC will continue to increase its academic offerings. The thrust is towards new and unique areas of growth and providing leadership and support for the development of higher education and training in Western Jamaica.

