

WESTERN JAMAICA CAMPUS

Montego Bay

Year ending July 31, 2012



Michael Williams – Campus Director

Overview

Introduction

The academic year 2011/2012 marked the fourth year of the Western Jamaica Campus' establishment at the former Chatwick Centre in Montego Bay. The WJC continued to make steady strides in improving the learning and working environment for the students and staff as well as to enhance the University's presence in the Montego Bay Community. The following sections briefly indicate the activities and achievements of the Western Jamaica Campus (WJC) over the period under review.

The 1st International Research Conference “Dying to Be Beautiful? Eating Behaviours, Body Image and Health in the Caribbean” January 11-15, 2012

The event was born out of collaboration between the Faculties of Medical Sciences and Social Sciences with the planning Committee spearheaded by academic staff at the WJC. The Conference was a unique one which brought together academics, practitioners and the general public to discuss the effect of environmental factors on body image. The Conference attracted over 150 participants including international participants from Belize, Trinidad and Tobago, West and South Africa and well as the United States. The project received sponsorship from the National Health Fund, the CHASE fund, pharmaceutical companies and other private donors.

The Conference was an unqualified success and the organisers are compiling the proceedings to be published online. The WJC hosted the conference with all the main conference sessions being held at the Campus. The model used for this Conference saw the academic staff in the Faculties of Medical Sciences and Social Sciences collaborating with all the other Departments on the WJC Campus to host a highly successful conference. The cross disciplinary nature of the WJC allows for an expansion of this model to future conferences which can draw on the expertise of the full time academic staff on the campus to offer similar conferences with themes that can be addressed from both a multi and an inter-disciplinary perspective. It is anticipated that the WJC will hold one major international conference in each academic year, expanding on the model used for the **“Dying to be Beautiful”** Conference.

Formation of the First Student Chapter of the Institute of Internal Auditors in Jamaica

The UWI, Mona – Western Jamaica Campus Student Chapter was organized in January 2012 through the initiative of President David Hall, Institute of Internal Auditors Jamaica Chapter (IIA) and the Campus Director for The University of the West Indies, Mona - Western Jamaica Campus, Mr. Michael Williams. The student chapter had its first meeting in March 2012. **This is the first student chapter formed in Jamaica.** The Jamaica Chapter of the Institute of Internal Auditors provides the Student Chapter with an opportunity to participate in IIA activities, such as, training, research and social activities. The IIA also provides the Student Chapter with access to training material, an internship programme and professional mentors.

Montego Bay Chamber of Commerce and Industry Education Award

The Campus was informed by the Montego Bay Chamber of Commerce and Industry (MBCCI) that The UWI, Mona - Western Jamaica Campus would receive its **Education Award** for the Campus sustained and visionary contribution to the City of Montego Bay, at the Chamber’s

Annual Banquet in November 2012 at the Hilton Rose Hall Resort and Spa in Montego Bay.

Graduating Class of 2012

Seventy Three (73) students from the WJC were expected to graduate in November 2012, ten (10) of whom would be graduating with first class honours and twenty-eight (28) with upper second class honours. The first batch of nursing graduates and the first batch of digital media production graduates would graduate in November 2012.

Annual Carol Service

The Annual Carol Service, Festival of the Nine Lessons with Carols was held in December 2011 at the Saint James Parish Church. The University Singers and The University Chorale gave a memorable performance.

Student Enrollment

The WJC student body was 820 students inclusive of students enrolled in the Mona School of Business programmes. (see Table 1 below).

Table 1. Registered students 2011/2012 Western Jamaica Campus

Faculty	Programme	Registered Students
Social Sciences	Economics	3
	Marketing	15
	Psychology	57
	Banking and Finance	61
	General Management (includes undeclared options)	14
	International Relations	1
	Management Studies (MIS)	58
	Hospitality and Tourism Management	3

	Management Studies (General)	175
	Tourism Management (Special)	2
	Management Studies (Accounts)	94
	Management Studies (Marketing)	35
TOTAL – Faculty of Social Sciences (Undergraduate)		518
Medeical Sciences	Nursing	76
	MBBS	47
Total – Medical Sciences (Undergraduate)		123
Humanities and Education	Media and Communication	59
	Digital Media Production	42
Total Humanities and Education (Undergraduate)		101
Social Sciences	MSc Accounting	20
Mona School of Business	MBA	58
Total (Graduate Programmes)		78
Total Registered Students		820

The Student Experience and Development

During the academic year 2011/2012 the campus, along with the OSSD and the Guild chapter organised several activities to ensure that the University’s goal of producing the ideal UWI Graduate could be achieved. Some of the key achievements were:

- Expansion of the First Year Experience Programme to include a larger pool of facilitators from among the staff of the WJC. Two

WJC students were selected to be a part of the Eastern Caribbean FYE tour.

- UWI, Mona -Western Jamaica Campus Circle K Club got the Club T-shirt Award for 2011-2012 at the Circle K District Convention.
- Increase in the number of sporting activities and extra-curricular events available to students with the addition of coaching staff for each sport. Sports offered at WJC include:
 - Aerobics
 - Badminton
 - Basketball
 - Chess
 - Lawn Tennis
 - Netball
 - Swimming
 - Volleyball
- Introduction of the UWI Speaks programme to students at the WJC
- Upgrading of the student lounge in the Academic Building and establishment of another lounge for Medical Science students in the MBBS block.
- Support of a number of student outreach projects including:
 - Fund raising activities by UWI CARE in aid of the St. James Hospice
 - The MBBS Class of 2015 did voluntary service at the Blossom Gardens Children's Home
 - The MIS Association and the Guild of Students were active in the Flanker Peace and Justice Centre donating care packages to the elderly of the community and hosting a fun day for the children

- A very successful Blood Drive was held with over 80 units being collected
- Breast Cancer Awareness Week was highlighted at the Campus through the work of the MBBS students and the Guild
- World Aids Day seminars
- Canterbury Homework Project
- Women's Centre in Montego Bay

Enhanced Teaching and Learning

Technological Enhancements

The Western Jamaica Campus continues to refine its innovative use of technology to ensure that the students of the Campus are able to benefit from the best available technology. In this regard the Faculty of Medical Sciences continues to lead the way in the use of the video streaming of lectures and laboratories from Mona to the students at WJC. This provides students with a level of interactivity with the lecturers at Mona while being able to benefit from locally run tutorials. Seminar Room 1 was upgraded by the addition of a Polycom unit and an LCD screen. The room is used primarily by the first year MBBS students and has increased the Campus facilities to a total of 3 rooms which are fully equipped to facilitate interactive streaming.

The issue of frequent power cuts affecting the streaming of lectures for the MBBS programme was also solved through the acquisition of a new UPS with up to two hours of power supply dedicated to the MBBS streaming room. This has ensured that there is no break of transmission in the lapse between the failure of the public electricity supply and the cut in of the generator

Student Service Learning Activities

Students were involved in activities and projects which required them to participate in providing solutions for local businesses as a part of their

course. The Systems Construction and Implementation course, which is the Capstone for the BSc (MIS) is the indicator used to identify the number of finalizing students. For the academic year 2011/12 3 groups of students from the course undertook projects for organizations in the Montego Bay area namely Sandals Resorts International and Ruddock's Hardware. Feedback from the clients was extremely positive particularly about the quality of the work produced by the students.

Similarly the PR students of CARIMAC presented their annual Expo with this year's theme **"It's my business: Engaging youth in Entrepreneurship"** on November 18 attended by over 200 students from secondary schools and other tertiary institutions in Western Jamaica. This allowed for students to be exposed to and to network with persons in the business community. Some of the speakers at the Expo included Ms. Imani Duncan (JMMB/YUTE), Mr. Tyrone Wilson (Ezines), Mr. Wayne Cummings (Sandals) and Mr. Davon Crump (Montego Bay Chamber of Commerce).

Two students were also selected for a Job Shadowing experience with KPMG which proved very successful. It is hoped that this programme can be expanded in the 2012/2013 academic year.

Internships

There was a marked effort to increase the number of student internships available to WJC students through partnering with the local business community. Several private sector companies in Montego Bay provided opportunities for our students to intern with them. These included:

- Sandals Resort International
- Vista Print
- Montego Bay Credit Union

Expansion of the opportunities and availability of internship spaces is a priority for the 2012/2013 academic year.

The WJC Branch Library

The WJC Library sought to continuously improve its collection and its service to the students at the Campus. Library hours were extended to accommodate the request for expanded availability of study areas for the students. In addition the WJC Library was the recipient of several donations including:

- A copy of the book *The Caribbean: From Pirates to Hoteliers* from outstanding hotelier Josef Forstmayr. This publication was done for the 50th Anniversary of the Caribbean Hotel and Tourism Association.
- Author Pauline Reid donated a copy of her book *‘Montego Bay-Jamaica: An Awe-Inspiring Photographic Journey.’*
- CARIMAC coordinator for WJC Mr Patrick Prendergast donated several volumes from his personal collection.

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

Despite its relatively small size, the Western Jamaica Campus was able to put on several outreach activities including lectures, seminars, and an international conference. The details of these are as follows:

- CARIMAC held a highly successful **PAJ Journalism Week Forum** on *“Covering Elections and Political parties: Media and democratic societies”* on November 29, 2012 with the presence of outstanding media personalities such as Gary Allen of the Media Association of Jamaica.
- The annual **Carimac@WJC Public Lecture** was held on April 19, 2012 featuring international Jamaican author and communication specialist Dr. Grace Virtue on *“The Today Show, Usain Bolt, Slum Dog Millionaire: The Caribbean Media and the Crisis of Globalisation”*

- The WJC Library a mounted several exhibitions on plagiarism, electronic resources as well as an exhibition in honour of the “Dying to be Beautiful” conference.

PAPERS PRESENTED

Michael Williams

- “Quality Health Care and Medical Tourism,” Nurse Practitioners’ 59th National Seminar, July 2012, The Holiday Inn Sunspree Resort, Montego Bay.
- “Technology and Creative Genius,” The Digital Media Production Final Year Exhibition, April 2012, UWI Western Jamaica Campus.
- “Voluntarism,” Jamaica Red Cross Society, Western Jamaica Induction Ceremony, October 2011, Saint James High School.

Conclusion

The University of the West Indies, Mona Western Jamaica has begun to establish itself in the intellectual life of the Montego Bay and Western Jamaica communities. The activities of the academic year 2011/2012 sought to provide a robust and rewarding environment for students and staff at the Campus. In the coming academic year, it is anticipated that the new operational plan for the campus will seek to develop on the activity areas established in the last academic year and to significantly increase the marketing, outreach and recruitment programmes. In addition, it is of great importance that WJC works closely with the Departments and Faculties to develop a suite of new and unique programmes that will attract larger numbers of students to the Campus.