



THE CAVE HILL BUSINESS INSIDER

VOLUME 2 | ISSUE 3 | JUNE 2023 |

A QUARTERLY NEWSLETTER PUBLISHED BY THE OFFICE OF BUSINESS DEVELOPMENT, THE UNIVERSITY OF THE WEST INDIES, CAVE HILL CAMPUS

STRENGTHENING PRIVATE SECTOR RELATIONS



Top left: New Chief Executive Officer of CIBC FirstCaribbean International Bank, Mark St. Hill visited the Campus in February 2023 and remarked with pride that 99% of staff at all levels of the Bank are alumni of The UWI

Top right: Shimon McIntosh, Managing Director of RBC Royal Bank (Barbados) Ltd signing the Visitors' Book during his courtesy call on Campus Principal, Professor Clive Landis in September 2022

Left: Barbados Hotel and Tourism Association, Chairman Renée Toppin and Chief Executive Officer Ryan Forde present a cheque for BDS\$20,000 to the Principal for three new tourism scholarships

The Office of Business Development at The University of the West Indies (UWI), Cave Hill Campus, continues to facilitate the Campus' engagement with the corporate community. Over the past eight months several new and renewed agreements were signed with external donors and the Pincipal of the Campus, Professor Clive Landis hosted several important courtesy calls. "Outreach is at the centre of the mission of the Office of Business Development," said Business Development Officer, Sonia Johnson. "When we better understand each other's needs, we lay the foundation for solid partnerships."

MOOCs: A NEW STYLE OF LEARNING

PAGE 4

Massive Open Online Courses (MOOCs) and one of UWI's first MOOCs in Palliative Care

RECENT EVENTS

PAGES 6, 7 & 8

A view of events hosted or supported by the Office of Business Development in recent months

Many thanks to our contributors in this edition:

- Ms. Sonia Johnson
- Ms. Rosita Spooner
- Mrs. Julia Bailey-Smith
- Dr. Natalie Greaves
- Dr. Curtis Gittens

PARTNERS SPOTLIGHT

BCCI and UWI to Roll Out National Internship Programme



From left: Executive Director of the Barbados Chamber of Commerce and Industry Misha Lobban-Clarke, former President of the BCCI, Anthony Branker, Professor Clive Landis, Principal of the Cave Hill Campus, Deputy Principal, Professor Winston Moore and Business Development Officer, Sonia Johnson at the MOU signing in September 2022

“Post-COVID recovery in Barbados requires that academia and the private sector work closely together and take advantage of synergies to advance social and economic development through training, innovation, and entrepreneurship. I am particularly keen to work with the Chamber and its members to create value for ourselves and our society from the Campus’ knowledge products as we pursue our goal to become more financially self-sufficient.”

**Campus Principal,
Professor Clive Landis**

The Campus and the Barbados Chamber of Commerce and Industry (BCCI) signed a Memorandum of Understanding (MOU) in September 2022. Under the five-year agreement BCCI will assist the Campus with the promotion of entrepreneurship and innovation and will also provide internships and other experiential opportunities for UWI students through the roll-out of the BCCI-UWI National Internship Programme for BCCI members. The University will support the BCCI in providing research on the business environment and policy guidance. The BCCI will also provide an annual Excellence Award valued at BDS\$5,000 for students in the Bachelor's degree in Management, Innovation and Entrepreneurship at the Campus.

Deloitte & Touche Supports Student Development

Deloitte & Touche (Barbados) Limited formalised its partnership with the Campus in support of UWI students through recent initiatives of the Office of Business Development. The Principal of the Cave Hill Campus, Professor Clive Landis and Ikins Clarke, Partner of Deloitte, signed an MOU during a courtesy call at Deloitte's office in August 2022. Under Deloitte's WorldClass Initiative, the company's social responsibility programme, the company will help enhance the workforce readiness and soft skills of UWI students. Deloitte has also created a BDS\$5,000 scholarship, The Deloitte Excellence Award - The Toppin Walker Scholarship, in honour of founding partners, Patrick Toppin and Gordon Walker. Deloitte will also create a leadership programme to equip high performing students with digital, financial and business strategy skills, as well as soft skills, such as creativity, complex problem solving, emotional intelligence, and critical thinking.



Principal Clive Landis and Ikins Clarke of Deloitte at the Signing

Business Development Raises Public and Private Support for Campus Mural

The 390-foot mural on the wall bordering the Frank Worrell Halls along University Drive is nearing completion and has been a source of delight and inspiration for motorists and pedestrians. The Barbados Public Workers Cooperative Credit Union Ltd (BPWCCUL) recently made a generous contribution to assist in completing the mural. The rendering, designed by Neville Legall and Don Small, honours the history of the credit union movement in Barbados. In February 2023 the financial institution held a ribbon-cutting ceremony to unveil its portion of the wall. The stunning section features a typical village scene, the founder of the BPWCCUL Olive Trotman moving around the village with her famous suitcase educating persons about the value of the credit union, as well as the current headquarters, named Olive Trotman House.

Other financial and in-kind support for the mural was provided by the Arts and Sports Development Fund of the Ministry of Finance, Berger Paints, all donations solicited through the Office of Business Development. Artists Jill McIntyre, Walter Bailey, Kadera Hinds and UWI student Rena King contributed to the design and painting of these sections of the mural.



Top left: Group CEO of BPWCCUL, Glyne Harrison viewing the depiction of Olive Trotman with artists Don Small and Neville Legall; Top right: Kadera Hinds' piece depicting the six Faculties; Bottom left: Jill McIntyre's underwater scene; Bottom right: Rena King interprets sports at Cave Hill and the UWI Blackbirds

FEATURE

MOOCs: UWI Enters the New Style of Learning

Pivoting, retooling, reskilling and upskilling...and fast! Whether you are a student, professional or retiree, continuous learning and development is key in the new global environment. More persons want to receive information in small bites, whenever and wherever suits them, advancing at their own pace and earning certificates if possible. Massive Open Online Courses (MOOCs) present a way to satisfy this demand, while bringing many benefits to institutions like universities that offer traditional educational options.



In 2020, MOOC providers launched over 2,800 new courses, 19 online degrees, and 360 micro credentials, while the number of learners registered on MOOC platforms increased by 33%. Most of the world's leading higher education institutions have established partnerships with the major MOOC providers to deliver courses, micro-credentials and degrees to millions of subscribers worldwide.

Through its Office of Online Learning, The UWI, as part of its global strategy, has entered the world of MOOCs in collaboration with its partner Future Learn (<https://www.futurelearn.com/>). The UWI now offers these seven bite sizes courses on the platform including: West Indies Cricket: Our Story; The True Story of Jamaican Jerk: Cooking and Caribbean Culture; Powerful Women and the Principles of Feminist Transformational Leadership; Introduction to Medical Cannabis: Seed to Sale; and Key Principles of Palliative Care. The last two were developed by lecturers at the Cave Hill Campus, Dr. Damian Cohall and Dr. Natalie Greaves respectively.



Natalie Greaves MBBS, PhD is Lecturer in Public Health, Chair of the Faculty of Medical Sciences Entrepreneurship Committee, is the creator of one of the Campus' first MOOCs.

Contact:

natalie.greaves@cavehill.uwi.edu



Dr. Natalie Greaves' MOOC on Palliative Care, was the first launched on the Future Learn platform in June 2022. "Frankly I am simply thrilled", said Dr. Greaves. "This MOOC presents a tremendous opportunity to improve the quality of life of patients and their families throughout the Caribbean who face challenges associated with life threatening illnesses. This is the birth of a new era of increased awareness and access to palliative education. At a self-directed pace (over 3 weeks) learners engage with material on the scope of palliative care, approaches to difficult or tender conversations, and obtain tools for assessing and managing symptoms such as pain, nausea, and shortness of breath (in the palliative care context).

"Given the aging population of the Caribbean and the increasing burden of non-communicable diseases this course is a timely, and essential tool for every Caribbean family", added Dr. Greaves. "Enrolment in these taster courses is continuous and we encourage you to join one of The UWI's courses and look out for more courses in the future." Enrolment is continuous.

Join the course (<https://www.futurelearn.com/courses/key-principles-of-palliative-care>) and share the resource with family members, friends, and the wider community.

BUSINESS ON CAMPUS

New Analytical Centre Offering Valuable Services to Industry

Fed-up of the exorbitant analytical testing and shipping costs? Frustrated with the time it takes for you to receive results that inform your decision-making? The Centre for Commercial Analytical Services (CCAS), a market-oriented testing laboratory within the Faculty of Science and Technology, can assist you. Officially opened on March 3, 2023, the CCAS is an agile, modern, analytical testing facility that is ready and able to service the industrial sector as well as the individual through fast turnaround times at reasonable prices. The CCAS leverages a wealth of expertise, instrumentation and infrastructure to provide services not previously accessible on the island. The lab meets the needs of the environment, alternative energy, agriculture, food, pharmaceuticals and other manufacturing sectors. Services include on-site sampling, sample preparation, data analysis and targeted recommendations. Nadine Benn-Greaves (previously affiliated with Roberts Manufacturing Co. Ltd.) was officially appointed on April 1, 2023 as the Operations Manager for the CCAS facility. CCAS got off to a strong start offering its analytical services to clients such as Massy Properties Barbados Ltd., PreConco Limited, and The West India Biscuit Company (WIBISCO). Contact: ccas@cavehill.uwi.edu



At the launch of CCAS from left: Professor Clive Landis – Principal UWI, Cave Hill Campus, Mark Hill - CEO Export Barbados, Hon. Davidson Ishmael -Minister of Industry, Innovation, Science & Technology, Wayne Marshall, PS Ministry Innovation, Science and Technology, Professor Avril Williams – Head of Department of Biological and Chemical Sciences

New Food Truck Cruising on Campus

This academic year, the Campus community enthusiastically welcomed alumni Gerard Massiah and Kevin Skinner with their Cruiser's Café food truck offering a variety of wraps, smoothies, salads and delicious fish cakes at great prices.



Frosteez Buzz for 60th Launch Parade



The presence of the Frosteez ice cream truck with its giveaways created a buzz at the launch parade for the Cave Hill 60th anniversary celebrations. Staff and students alike were eager to take advantage of the giveaways offered by partner Chefette Restaurants Limited. The UWI Cooperative Credit Union Ltd and Caribbean Cuisine similarly lent their support to the anniversary Legacy Lectures through generous donations. The Office of Business Development is assisting with securing corporate sponsorship of the 60th anniversary activities. To sponsor, donate or in any other way support the celebratory activities planned please contact us. For full details of the 60th anniversary celebrations go to:

<https://cavehill.uwi.edu/diamondjubilee/home.aspx>

RECENT EVENTS

Wise Financial Thinking

Christmas always offers an opportunity to think about personal and family finances and plan for the future. The Office of Business Development and ten financial institutions brought this important exercise right to Campus through the inaugural Christmas Financial Advisory Fair held in December 2022 at the 3Ws Pavilion, Cave Hill Campus. Partners showcased their financial products and services (loans, credit cards, saving plans, etc.). Visitors were treated to prizes and giveaways by The Office of Business Development, The University Bookshop and the participating companies. The Office of Business Development extends sincere thanks to its partners in this worthy event:

- CIBC FirstCaribbean International Bank;
- Lifestyle Co-operative Credit Union Ltd;
- The UWI Cooperative Credit Union Ltd;
- Republic Bank (Barbados) Ltd;
- First Citizens Bank;
- Scotiabank;
- Axcel Finance;
- RBC Royal Bank (Barbados) Ltd;
- BWU Cooperative Credit Union Ltd;



Contact us to participate in the 2023 event.

Great UWI Talent for Major Companies

Industry needs the University's help in building a future-ready workforce. Access to diverse student talent has become an important factor in attracting industry partnerships as the competition for the best and brightest has become intense, especially in areas such as cutting-edge information and communication technologies. The Campus' ability to satisfy corporate talent needs can bring with it a steady stream of valuable partnerships and expansion of existing collaborations.

These topics came into focus as thirty-five professionals in talent acquisition from a range of private and public sector institutions participated in a webinar organised by the Office of Business Development in collaboration with the Office of Student Services and Development and the Alumni Relations Office in September 2022. The session was titled "Partnering with The UWI to Make Your Search for the Best Talent Easy". Two large employers, global apparel manufacturer Gildan and EY, the multinational professional services partnership, shared their processes for recruiting the best UWI talent on an annual basis and the benefits of having a recruiting relationship with The UWI. They also sang the praises of the UWI students with whom they have worked. Hear about Gildan's UWI internship programme here:

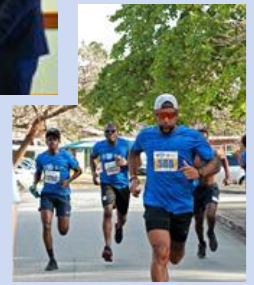
<https://www.youtube.com/watch?v=7rF9NtL4lKU>



Mrs. Esther Hackett, Vice President, Human Resources, Gildan (left) and Ms. Amanda Chandler, Manager Assurance, Ernst & Young, (right) provided testimonials

Race for the Kids Back with a Bang

#We are back! The RBC Race for the Kids (RFTK) 2023 resumed its face-to-face road race in 2023 after running virtual races for two years due to the Covid-19 pandemic. The 5k race, which supports Student Wellness programmes and the Student Hardship and Emergency Fund at the Cave Hill Campus, as well as undergraduate scholarships, was held on Sunday, March 12, 2023. Some 1,500 runners, walkers and roller skaters conquered the route from RBC Royal Bank (Barbados) Limited, Chelston Park, through Bridgetown and returned to the starting point. This year's road race, was the fifth one organised by the Office of Business Development in collaboration with RBC and their international team. The 2023 race raised BDS\$120,000. To date, funds raised total almost Bds\$600,000.



UWI Applied ICT Research Shared With Financial Sector

The Office of Business Development coordinated the dissemination of research projects funded by CIBC FirstCaribbean International Bank under the current Memorandum of Understanding with UWI. Top notch researchers from across the University teamed up with international researchers, advanced UWI students and the Bank's staff to deliver cutting edge applied research focused on information and communication technologies (ICT) for the banking and finance sector. The studies included: *A Decentralised Vehicle Asset Management (DeVAM) System* by Dr. Wayne Goodridge and Dr. Koffka Khan of the St. Augustine Campus and their team of Computer Science students; *Deep Neural Networks for Hedging Against Climate Risks* by Dr. Karl Payne of the Cave Hill Campus; and the artificial intelligence project, *Comparing and Evaluating the Effectiveness of a Social Robot and an Intelligent Voice Assistant in Influencing Digital Banking Service Adoption*, delivered by Dr. Mechelle Gittens and Dr. Curtis Gittens of the Cave Hill Campus. The events were broadcast live on UWI tv



Drs Mechelle and Curtis Gittens discuss their research on social robots with Dr. Jeanease Badenock, Dean of the Faculty of Science and Technology



Dr. Karl Payne, Centre for Resource Management & Environmental Studies, The UWI, Cave Hill

Donors and Scholarship Winners Honored

On April 4th the Campus recognised its supportive scholarship donors and celebrated its outstanding students at the 2023 Student Awards Ceremony held under the theme 'Resolute and Resilient'. The event applauded benefactors from various industries and sectors who presented scholarships and grants to more than one hundred high-performing Cave Hill students.



Donor, Jeremy Nurse, presenting his scholarship to the winner

Don't Miss Our Gala Dinner and Fete

Contact us to purchase corporate tables, individual seating, or to sponsor the dinner. Party at the all-inclusive fete following the dinner with RPC, Edwin, TC, Blood and Mikey. DJ Gerald B, and MC Carl "Alf" Padmore.

Save The Date

The University of the West Indies
Cave Hill Campus
invites you to save the date
for the
60th Anniversary Black Tie Gala Dinner
for the Honorary Graduands and to celebrate the 60th
anniversary of the founding of the Cave Hill Campus
under the theme
"Glowing in the Dark - the 60th Anniversary Edition"
Saturday, October 14th, 2023
7:30 p.m.
Graduation Tent
The UWI, Cave Hill Campus

Become a Valuable UWI Partner

Are you considering partnering with The UWI but you are not sure how to get started or which area best fits with your organisation's priorities? [Complete the form](#) to provide us with a bit of information and we will be happy to contact you.

Partner Feedback

We welcome your feedback and input. [Chat with us](#) and let us know how best we can work with you to align your priorities with ours.

Subscribe to OBD Newsletter

[Join our mailing list](#) to receive a copy of our quarterly newsletter right in your inbox.

Produced and published by:

**THE OFFICE OF BUSINESS DEVELOPMENT
THE UNIVERSITY OF THE WEST INDIES
CAVE HILL CAMPUS**

ST. MICHAEL

PHONE: 246-417-4541 | 417-4543

E-MAIL: businessdevelopment@cavehill.uwi.edu

WEBSITE:

<https://www.cavehill.uwi.edu/business-development/home.aspx>

Partner with IEEE GEM Conference and Unlock the Future of Gaming, Entertainment, and Media

If you are ready to take your business to new heights in the exciting and rapidly expanding gaming, media and entertainment industries, then the Institute of Electrical and Electronics Engineers (IEEE) Games Entertainment and Media (GEM) 2023 conference, is a partnership opportunity that will propel your organisation to greater success.

Witness what happens when technology and the arts collide at the IEEE CTSoc GEM 2023 conference. This premier conference brings together leading researchers, academics, and industry professionals to explore the intersection of technology, games, entertainment, media and the arts.

For more details visit us at <https://ieeegem.org>

KEY DATES	
GEM Around the World	Nov. 19, 2023
Research & Industry Sessions	Nov. 20-21, 2023
Conference Reception	Nov. 20, 2023
Workshops & Tutorials	Nov. 22, 2023

IEEE Consumer Technology Society
Gaming, Entertainment & Media Conference
Bridgetown, Barbados, November 19-22, 2023

Why Partner with IEEE GEM 2023?

- 1. Brand Exposure:** The conference attracts attendees from around the world and will give your brand significant exposure and access to a global community of professionals, industry leaders, and researchers.
- 2. Forge Lasting Connections:** You will gain direct access to students, researchers, faculty members, engineering professionals and investors who are driving innovation in the gaming, entertainment, and media industries. The **Industry Session Forum** allows you to exchange with industry leaders, share your expertise, and explore collaborations that will drive innovation and growth.
- 3. Be at the Forefront:** Through this partnership you will gain exclusive insights into emerging trends, cutting-edge technologies, and groundbreaking research that are shaping the future of these vibrant industries. This will help your organisation position itself to take advantage of the next big technological wave.
- 4. Tailored Promotions:** Gain prominence on the IEEE GEM 2023 conference's website, with information, links, and exclusive offers related to your organisation. Stand out during the opening ceremony as a proud patron, reinforcing your commitment to excellence in the gaming, entertainment, and media industries. Secure an exhibition table to showcase your products, services, and innovations amidst industry players. Network with potential customers, partners, and investors, and pave the way for strategic collaborations.

To secure your partnership or learn more about this remarkable opportunity, contact: Dr. Curtis Gittens, Executive Conference Chair, curtisgittens@ieee.org.