



THE UNIVERSITY  
OF THE  
WEST INDIES

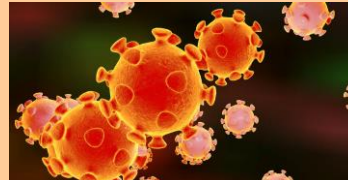
# THE CAVE HILL BUSINESS INSIDER

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

## HELP NEEDED TO ALLEVIATE STUDENT HARDSHIP

The COVID-19 pandemic has left many Caribbean families facing financial hardship and this is now exacerbated by the eruption of the La Soufriere Volcano in St. Vincent & the Grenadines. Thousands of persons across the Caribbean lost their jobs, were laid off or otherwise unable to work over the past year.



Many of these are UWI students, or have children who are enrolled in UWI or planning to start in the next academic year. Students with financial difficulties often experience emotional distress and as a consequence their academic success is undermined. This may result in their academic under-performance or attrition. Some students have even experienced the death of a breadwinner.

Director of the Office of Student Services at the Cave Hill Campus, Dale Lynch, comes face to face with financially challenged students daily. "Some students, are unable to manage because of the widespread nature of unemployment and under employment," she notes. "Families are losing their ability to be resourceful to other family members. There is food insecurity, possible displacement from losing their homes and the inability to cover tuition expenses. There has been a significant reduction in student employment on campus given that the campus is operating remotely. Some do not have the requisite technology to support online studies as well as reliable Wi-Fi."

In the face of these needs, The Office of Business Development launched a year-long campaign in December 2020 to assist students in financial need. "We have had a good start with responses coming in from both members of staff and the external community," said Business Development Officer, Sonia Johnson. One company that has been quick to respond to the appeal is the Barbados Light & Power Company (BLPC). In providing a contribution of \$5,000 to establish five bursaries, Jackie Marshall-Clarke, BLPC's Manager Communications and Government Relations, said, "The COVID-19 pandemic has affected everyone and has changed the world, our island and its people. We recognised that students at all stages have had to make major adjustments. Barbados Light & Power is happy to lend a helping hand to UWI students. We must take action to help through the challenging times." To make a contribution, which can be done by credit card, visit

<http://bit.ly/Give To Scholarships Grants Bursaries>

## PARTNER SPOTLIGHT

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RBC supports student  
scholarships through  
The Race for the Kids

## FACULTY OF CULTURE, CREATIVE & PERFORMING ARTS

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A new Faculty off to a  
flying start despite the  
challenges of the  
pandemic

Many thanks to our  
contributors in this  
edition:

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Mrs. Julia Bailey-Smith  
Ms. Dale Lynch  
Dr. David Akombo

## PARTNER SPOTLIGHT

### RBC Supports UWI Student Mental Health and Wellbeing

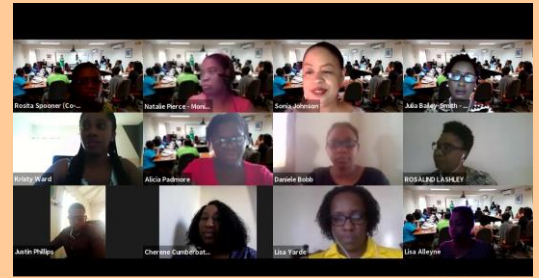
RBC Royal Bank has a long legacy of supporting children's causes worldwide. The RBC Race for the Kids (RFTK) is a global series of charitable races which started in 2008 in New York City and now takes place in seventeen countries worldwide. The first RFTK partnership agreement between the Royal Bank of Canada (Barbados) Limited and The UWI Cave Hill Campus was effected in November 2016 with the Campus committing to jointly execute the family-oriented 5k walk/run races, the proceeds of which would go to students in need at the Campus. Over the past five years, the partnership yielded almost half a million dollars (Bds\$423,930). The race is also used as a tool to enhance employee engagement at the two institutions.

Thanks to the RFTK over the last five years the Campus was able to award fifty-nine scholarships with a total value of \$294,000 to deserving students. In addition, \$107,000 was contributed to the Campus' Mental Health and First Year Experience programmes, and \$22,930 to the Student Hardship Fund. In 2020, the Campus also participated in the inaugural Global Virtual Race for the Kids (GVRFTK). This event was held to accommodate thirty-six charities in seventeen countries that could not execute the physical race because of the COVID-19 pandemic. In addition to the Race, several other fundraising activities are usually undertaken and sponsorship support is also sought from other entities. RBC also provides annual internship opportunities for students and recent graduates of the Banking and Finance undergraduate programme at the Campus. RBC Royal Bank remains committed to student success and we thank them for their vision and assertive action in this regard.



## RECENT EVENTS

### Staff Workshop - Income Generation in a University Context



Twenty-four participants from nineteen different departments within the Campus, including both academic and non-academic staff, recently completed a workshop entitled "Income Generation in a University Context". The training is part of the Campus' thrust to become more self-sufficient and promote entrepreneurialism at all levels.

Participants examined a range of income generation approaches generally used in higher education institutions internationally. Emphasis was placed on generating ideas for creative and innovative alternative revenue streams and on developing the skills needed to assess, present and secure approval for new business ventures. It was interactive with practical exercises, case studies and group discussion and presentations. The workshop was facilitated by Ms. Sonia Johnson, Business Development Officer.

A highlight of the workshop was the development of business cases for a new venture. The five new business proposals were presented to a team of reviewers. The review team comprised of Professor Winston Moore, Deputy Principal, UWI, Cave Hill Campus; Ms. Lisa Alleyne, Campus Bursar, UWI, Cave Hill Campus; Mr. Brian Layne, Business Development Officer, Barbados Investment and Development Corporation; and Mr. Richard Blades, Business Development Specialist, Blades & Blades Consultancy Services LP.

Participants were glowing in their assessment of the value of the workshop. It was described as "very informative and one of the best I have attended for a while"; "an excellent space that allowed for creativity, collaboration and networking"; and "very useful for all staff to be engaged and to understand why income generation for The UWI is so important". One participant summed up the experience, "Great job to The Office of Business Development for giving us the opportunity to help UWI thrive!"

## BUSINESSES ON CAMPUS

Translation Bureau: Certified  
Translations at Reasonable Rates



The Translation Bureau in the Faculty of Humanities and Education provides translation and simultaneous interpreting services in a wide variety of interdisciplinary areas, including legal, business, medical, technical, humanities, social sciences and creative works. Translations of written documents are certified with legal national and international validity. Translators have broad experience in both translation and simultaneous interpretation and are all native speakers of the foreign languages being translated/interpreted.

Great pride is taken in the speed of translations and the quality that should be expected from professional translators is in no way sacrificed. Translation is done from French, Spanish, German, Portuguese and Mandarin Chinese to English. Rates are competitive and reasonable. Standard translation cost is BD\$0.24 per word. This rate can be negotiated, to accommodate a charge per page, as well as large projects.

Simultaneous interpretation is undertaken from French to English and Spanish to English. Standard interpreting cost is BD\$200 per hour. If you are in need of these services please call (246) 417-4402/4/5 or email [llhead@cavehill.uwi.edu](mailto:llhead@cavehill.uwi.edu).

## PREPARING CULTURAL CREATORS, ARTISTS AND SCHOLARS FOR THE 21ST CENTURY CARIBBEAN ECONOMY

**“We have to ensure that the interplay between understanding our cultural identity and the unleashing of artistic creativity demarcates a new economic subsector.”**

***Campus Principal at The UWI Cave Hill, Professor the Most Honourable V. Eudine Barribeau***



The UWI Cave Hill Campus began a new chapter in its history on August 1, 2020 with the launch of the Faculty of Culture, Creative and Performing Arts (FCCPA). Not coincidentally, the launch was held on the celebration of Emancipation Day across the region. Dean of the Faculty is Dr. David Akombo, an internationally recognised educator, researcher and scholar in the fields of music education and interdisciplinary research in the arts and health. Over the past year, FCCPA has been pursuing its vision to be the one Caribbean centre where cultures are experienced, creativity is developed, and artistic endeavors are nurtured among all students. Steady growth aimed at programme development, funding, and collaboration with external stakeholders has been a major focus. A recent BB \$50,000 donation from the Caribbean Development Bank for the development of a new MFA degree programme in Caribbean Visual Arts represents a good start to achieving this goal.

According to Dr. Akombo, FCCPA intends for innovation and inquiry-based learning to contribute to the desired growth of the cultural and creative industries in the Caribbean. To realise this vision, collaboration with the these sectors in Barbados and beyond is essential. FCCPA is seeking scholarship endowments for Caribbean students, funding for creative projects for students with local creators in areas of film, theatre, dance, and music in order to keep the industry vibrant for generations to come.

The Faculty offers programmes leading to the BFA in Creative Arts with concentrations in Theatre, Film, Dance and a Minor in Music, a BA in Caribbean Studies, MA in Creative Arts, MA in Cultural Studies, MPhil in Cultural Studies and PhD in Cultural Studies.

The Errol Barrow Centre for Creative Imagination (EBCCI) provides practical and theoretical education to artists and cultural workers and delivers arts and cultural programming. The EBCCI is also available for rental and accommodates events such as theatrical productions, film screenings, dance performances, meetings, workshops, seminars, lectures, cocktail receptions, awards ceremonies and dinners, as well as spaces for exhibitions, readings and rehearsals.



**Dr. David Akombo,  
FCCPA Dean**



The UWI, Cave Hill Campus  
Office of Business Development

**Sip and Paint Scholarship Fundraiser  
goes virtual just in time for Mother's Day!**

**Saturday, May 8, 2021 at 5:00 p.m. via Zoom**

Tickets are \$55.00 for art materials and a special gift  
\$25 Zoom link only (source your materials)

No art experience necessary  
Create a beautiful painting for Mom  
Win an original painting valued at \$500  
All proceeds for UWI students in financial need

To register, visit <https://bit.ly/co/6Prp>  
or contact us at 417-4541 or 826-0594 if you have any queries

### 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.

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## PARTNER OPPORTUNITIES

### Tell Us About Your Virtual Events Needs

The environment in which we now operate because of the COVID-19 pandemic has forced us to move many events online. Everything from trade shows to concerts, to conventions and networking events are now being held in the virtual arena. We are examining the demand for assistance with the hosting of this type of activity and would love for you to complete a short survey about your organisation's practices. The survey will take no more than three minutes to complete. Thank You!

<https://bit.ly/UWI-virtual-Events-Hosting-Survey>

### Seeking UWI Alumni and Students for Contract Employment

CIBC FirstCaribbean is seeking UWI Science, Technology, Engineering, and Mathematics (STEM) graduates and students for short-term project placements and longer-term contract placements. If you have: a drive to learn and master new technologies and techniques; strong problem-solving skills with an emphasis on product development; proficiency in handling multiple projects in a deadline-driven environment; ability to use Agile methodologies; effective internal consultancy and relationship management skills; and application development and delivery skills, send your resume to [cibcfcbtalent@cibcfcb.com](mailto:cibcfcbtalent@cibcfcb.com)

**Only persons with STEM, high GPA and qualified for placement in Technology should respond.**

### Innovate! Campus New Venture Challenge Seeking Assistance

The OBD will soon launch the inaugural Innovate! The Cave Hill Campus New Venture Challenge, a competition that seeks to reward staff for impactful and innovative ideas that will lead to generation of income for their unit/department and the Campus. The challenge involves developing a creative and professional outline business plan for an income-generating business or activity (product or service) to be presented in the final round to a panel of judges. Staff have the opportunity to win cash prizes and technical assistance for the start up of the businesses. OBD is seeking event sponsors, as well as qualified and experienced persons to serve as advisors to the teams in the development of their business plans and judges for the final round. Please send us an email for more information or to express your interest.

### Establish a Postgraduate Scholarship in Honour of a Loved One

The majority of our postgraduate students are mature persons pursuing careers, often as single parents or the only bread-winner in their home, with a range of heavy financial commitments. Annually, hundreds of well-qualified applicants are unable to take their places because of financial challenges. The OBD has launched a special campaign to address this recurring and now critical problem. At present, there are fewer than five postgraduate scholarships and OBD is aiming to significantly increase this number. Postgraduate scholarships are valued between US\$5,000 and US\$15,000 annually, and are awarded to students who perform exceptionally well in their area of study and/or demonstrate a genuine financial need. Scholarships may be named in honour or memory of a loved one or significant person. [Contact](#) us to discuss your interest.