

Shaping Agendas

Through academic excellence, educating outstanding young graduates and leading-edge international research UCD continues to make a major contribution to Ireland and its place in the world.

The success of UCD's core academic mission of teaching and research is supported by the activities of internal and external communications, fundraising and alumni relations.

The role of UCD Communications is to ensure that a strong relationship is forged between the university and its stakeholders through a variety of communications channels. Audiences include both internal and external groups. All must be addressed with coherent messages and comprehensive information to provide understanding at home and abroad of UCD's many activities and the central role the university plays both in Ireland and within the global Irish community.

UCD Development and Alumni Relations provides a central link between UCD and the global alumni base worldwide. The Alumni Programme fosters a spirit of loyalty, involvement and lifelong commitment to the university. UCD Development and Alumni Relations is also responsible for securing increased private funding which allows the university to further improve its high standards of education and services.

Investment in education and research is essential to secure and expand UCD's ability to absorb, generate and harness new knowledge. This investment can be attracted through continuing to shape agendas and building relationships with alumni and others who support the university's work.



Communications

Development and Alumni Relations

Special Recognition

COMMUNICATIONS

The primary objective of UCD Communications is to raise awareness of UCD in Ireland and internationally through quality communications across all channels.

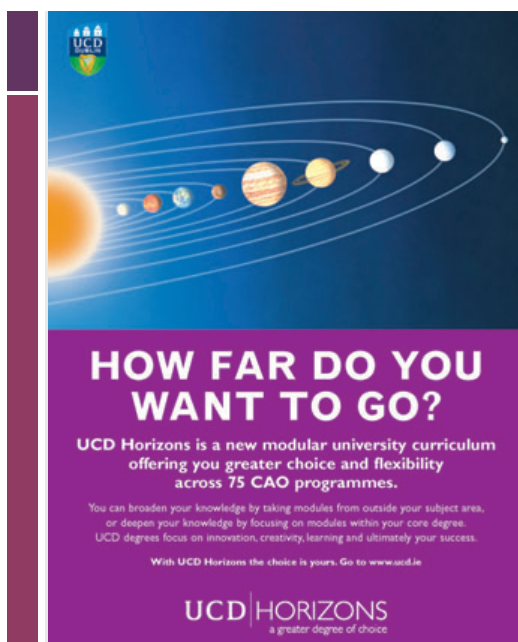
The objective is to encourage high-calibre students to come to UCD, to promote the research work of academics to a wider, non-academic audience and to provide a quality communications service to media and other stakeholders.

Keeping internal staff and student stakeholders informed and engaged is also a key objective for the university.

Over the past year UCD Communications has undertaken a number of transformation projects, designed to support the university's strategic objectives. The redesign of the website, the development and implementation of a marketing strategy for undergraduate student recruitment, the roll-out of consistent branding and a focus on communicating research outputs in the mass media were all prioritised.

UCD Communications offers a support service to key areas within the university; providing practical and strategic assistance in the areas of local marketing, event management, design and publication and public relations.

Press advertisement
for UCD Horizons



HOW FAR DO YOU WANT TO GO?

UCD Horizons is a new modular university curriculum offering you greater choice and flexibility across 75 CAO programmes.

You can broaden your knowledge by taking modules from outside your subject area, or deepen your knowledge by focusing on modules within your core degree. UCD degrees focus on innovation, creativity, learning and ultimately your success.

With UCD Horizons the choice is yours. Go to www.ucd.ie

UCD | HORIZONS
a greater degree of choice

WWW.UCD.IE



The UCD website (www.ucd.ie) is an enormous repository of essential, practical and interesting information. The key to its success is a design and navigation that is easy to manage and maintain at local level and that lets the user access information efficiently. During the year UCD Communications worked with Schools to restructure their web content and publish in the new template. The UCD School of Biomolecular and Biomedical Science (www.ucd.ie/sbbs/index.html) site is a good example where the UCD template is being used to maximise the impact and reach of research, teaching and staff information.

PROGRESS TO DATE

The marketing campaign designed to increase awareness of the new UCD Horizons curriculum contributed to a rise of 10.4% in first preference applications over the previous year.

The branding project created a single strong identity, replacing numerous disparate logos and creating a sense of UCD as the entity of recognition for staff, students and visitors.

An emphasis on quality and relevance influenced the redesign of university literature in terms of content and style. Examples include the alumni magazine *UCD Connections* and the *UCD Horizons* prospectus.

10-million-year-old fossilised frog specimen held by the Museu de Geologia del Seminari, Barcelona, Spain

UCD Today and the online news service continue to promote work of interest to our internal and external audiences. Special emphasis is given to promoting research and events in the national and international media.

Building on the findings of the Internal Communications Task Force, the position of Internal Communications Manager was established. As well as assisting senior management in establishing two-way channels of communications with staff and students, the role works to promote and demonstrate the wide range of activity that takes place within the university, helping to foster a dynamic and engaged community.

The redesigned website was rolled out across the university and extensive training and support was provided to encourage localised content update and management by Schools and units.

UCD Communications has been shortlisted for industry awards in branding, advertising and internet communications.

Strong UCD branding used to promote the visit of world renowned linguist Noam Chomsky



FUTURE OBJECTIVES

The future presents new challenges in terms of increased competition in the undergraduate sector. UCD Communications will continue to develop and implement plans to promote UCD in support of the efforts of the Student Recruitment Office.

The development of a university strategy for fourth-level education and research and the creation of five new Graduate Schools will require individual communications strategies under the banner of graduate studies and postdoctoral training.

INTERNATIONAL MEDIA COVERAGE



One research output promoted by UCD Communications was the work undertaken by Maria McNamara. As part of a team of researchers she managed to extract the first ever example of fossilised bone marrow from frogs and salamanders that died over 10 million years ago in a sub-tropical lake in north-eastern Spain (see p 22). Following publication in the academic journal, Geology, the story was written up for UCD Today, the national and international media. It appeared in broadcast, print and electronic media throughout the world.

Through a wide range of channels and mechanisms UCD Communications will continue to build and promote effective two-way communication frameworks and policies to encourage meaningful dialogue and feedback around crucial issues for the UCD community.

The focus on communicating research outputs to non-academic audiences remains a key objective for the future.

The launch of the architectural competition for the Gateway Project will require in-depth communications with stakeholders in Ireland and internationally.

DEVELOPMENT AND ALUMNI RELATIONS



Newman Scholars pictured here with Dr Hugh Brady, President, UCD: Aurora Trif, AIB & Aughinish Alumina - New Employment Relations; Aoife O'Donovan, Craig Dobbin - Mental Health; Brenda Murphy, Ann Westby - Food Safety; Annetta Zintl, Cuisine de France - Food Safety; Declan Healy, Punchestown Kidney Research Fund - Kidney Research; Aisling O'Riordan, Baxter Healthcare Ltd - Nephrology; Denise Drudy, Diageo - Food Safety; Joanna Griffin, Pfizer Animal Health UK - Animal Health; Carmen Negredo, C & C - Food Safety; Rebecca O'Mahony, Dunnes Stores - Food Safety; Ciara Walsh, Dawn Farm Foods - Food Safety

UCD Development and Alumni Relations supports UCD's strategic plan through the creation of a permanent fundraising structure that will deliver a continuous programme of communication, involvement and relationship building with key constituencies.

The aim of this programme is to build a shared vision with UCD's constituents and to engage past, current and future donors in that vision. These will include both our alumni and new prospective donors who will be identified through the social and business networks of our board members, major donors, and influential friends.

UCD each year. An electronic newsletter is distributed each month to all alumni who opt to receive email from UCD.

PROGRESS TO DATE

Scholarship Programmes

Development activity was focused on the funding of the UCD Scholarship programmes to promote academic excellence and to provide people from disadvantaged backgrounds with the benefits of a university education.

AIB Bank made a very generous donation to support the provision of scholarships to the New ERA Access programme.

The Keith Cameron Chair in Australian Studies

The Australian Government has pledged a large sum to endow the Keith Cameron Chair of Australian Studies. The pledge was made during the visit of John Howard, the Australian Prime Minister to UCD in May 2006.

The Mícheál Ó Cléirigh Institute

The Mícheál Ó Cléirigh Institute received a major donation towards its work on the preservation of the Irish Franciscan archive.

Australian Prime Minister John Howard on his visit to UCD



A donor cultivation programme has been established in Ireland and the USA to identify, cultivate and solicit donors for major gifts that will allow UCD to deliver on its strategic objectives.

An enhanced programme of communication has been established to communicate regularly with our alumni utilising both printed and electronic communications. This programme guarantees that all of our alumni will receive a minimum of one official communication from

Newman Fellowships

2006 has been another successful year for the Newman Fellowships programme with the funding of seven new Newman Fellowships during the year. The annual Newman Fellows dinner in Newman House was revived to celebrate UCD's premier academic research support programme.

The event gives the university an opportunity to thank our donors and encourage them to continue their support of the Newman programme. The event also highlights the importance of donors within the UCD research agenda. It provides them with an opportunity to meet the Fellows they sponsor in person. The Fellows in turn can present their research and explain the importance of the Newman Fellowship to their work.

Pictured are artist Seamus McGuinness (left), UCD's first Ad Astra scholar, with Professor Kevin Malone standing with the 21 Grams installation

FUTURE OBJECTIVES

UCD will continue to enhance the services available to our alumni and to broaden and deepen relationships with them. We will develop a program of benefits available to all alumni, organise alumni related events focused on schools and colleges and cater for specific needs and interests.

The alumni web site will continue to be developed to facilitate alumni interaction with classmates, affinity groups and the university. The web site will act as the main channel for this communication and actively encourage and motivate alumni to engage with the UCD community in new ways.

Alumni, staff and students will have an opportunity to assist the university realise its strategic goals by supporting the UCD affinity credit card programme which will be re-launched in the coming year with an updated design and new benefits for alumni.

Development activity will focus on working with the Colleges and Schools across the university to identify suitable projects, to engage potential donors to support these projects and to raise the funding necessary to deliver on plans.

AD ASTRA SCHOLAR PROFILE

The first externally funded Ad Astra scholarship in Suicide Studies was awarded to textile artist Seamus McGuinness, who is based at the UCD School of Medicine and Medical Science. A lecturer in textile design from Donegal, he has been working in the area of suicide for several years.

In late 2003, he began gathering old and disused men's white shirts, sculpted the remnants of these shirts into the shapes of young male human form and placed them together in his art. Although these



remnants were different shapes and sizes, they all weighed 21 grams, the mythical weight of the human soul. The shirts depicted the lives lost and the empty shell of early manhood left behind with the destruction in its wake.

In November 2005, Seamus brought this piece of textile art to a textile art conference in Lithuania where over 260 pieces of art by artists from 92 countries were on display. Seamus' piece 21 Grams won the top international award for 'art in a social context'.

Seamus is now working on his next piece of art titled The Presence of Absence - a further exploration of suicide in modern Ireland through textile art. At UCD he will work under the direction of UCD Professor of Psychiatry, Kevin Malone, and their intention is to move from awareness to the acquisition of new knowledge around suicide.

The Ad Astra Scholarship allows UCD to foster Seamus' creativity and provides an institutional platform to visually depict the problem and tragedy of suicide in modern Ireland.

SPECIAL RECOGNITION

HONORARY DEGREES

Honorary Degrees were conferred on the following in June 2006:

Eileen Collins

Eileen Collins was conferred an Honorary Doctor of Science in recognition of her achievement in becoming the first woman to pilot and command a NASA space shuttle and spend a total of 872 hours in space over four different missions. She was also recognised for the work she does in encouraging young people to choose careers in maths, science and engineering and to choose those subjects at school.

Anthony Cronin

Anthony Cronin was conferred an Honorary Doctor of Literature in recognition of his work as a distinguished poet and author. He was cultural and artistic adviser to the former Taoiseach, Charles J Haughey and the founding member of Aosdána, of which he was made a Saoi in 2003.

Peter Gleeson

Peter Gleeson was conferred an Honorary Doctor of Laws in recognition of his contribution to Irish business. As Chairman and CEO of Castle Knitwear he enhanced the company's commercial success in an extremely competitive climate. He served on the board of the Smurfit Group for two decades and is a committed philanthropist to medical and educational causes.

Michael Kelly SJ

Michael Kelly was conferred an Honorary Doctor of Laws in recognition of his work with Irish Aid in the development of its policy on HIV/AIDS in the education sector in Zambia and other African countries. His

contribution to the complex subject of HIV/AIDS combines the highest standards of scholarship with compassion and courage.

Paul Rusesabagina

Paul Rusesabagina was conferred an honorary Doctor of Laws for his humanitarian actions during the Rwandan genocide of 1994 when, as manager of the Hotel des Mille Collines, he sheltered over 1,268 Tutsis and moderate Hutus from being slaughtered by the Interahamwe militia. The film *Hotel Rwanda* is based on this story.

José Saramago

José Saramago was conferred an Honorary Doctor of Literature in recognition of his work as an author. He won the Nobel Prize for Literature in 1998 and has also written poetry, essays, plays and a journal. Born in Portugal, he was educated as a technician and had several manual jobs before devoting himself to writing in 1979 when he won international acclaim in his mid-fifties.

FOUNDATION DAY MEDAL

Paddy Hillery

An outstanding UCD alumnus, Dr Paddy Hillery was awarded the Foundation Day Medal in November 2005 to honour his enormous contribution to Irish public life. As a government Minister over three decades, he served in several Departments, including Education, where he set up the Commission on Higher Education whose report in 1965 was a landmark in shaping Irish education for the rest of the twentieth century. As President of Ireland from 1976 to 1990 he was widely applauded for his integrity, honesty and devotion to duty.



(Right to left)
Dr Peter Gleeson,
Dr José Saramago,
Dr Hugh Brady,
President, UCD,
Dr Anthony Cronin
and Dr Michael Kelly
SJ at the UCD
honorary conferring
in June 2006

Prof Klaus Schwab (left) pictured with Kieran McGowan, Chairman of UCD's Governing Authority

ULYSSES MEDALS

James Heckman

Professor Heckman received the Ulysses medal for his contribution to research in economics and human behaviour. He has taken a very strong interest in the economic benefits of investment in early child wellbeing. His work shows that the early childhood environment has a direct influence on the subsequent economic success of that child into adulthood. Winner of a Nobel prize for economics in 2000, Professor Heckman has taken up an appointment as UCD Professor of Science and Society this year.

Edna O'Brien with Prof Andrew Carpenter, Head of the UCD School of English and Drama



Edna O'Brien

Aoibhinn Ní Shúilleabháin (BSc) and Brian Dooher (MBV) both received UCD Foundation Day awards for outstanding achievements in 2005

Edna O'Brien received the Ulysses Medal in recognition of her contribution to Irish literature over five decades. She has written plays, children's books, essays, screenplays and non-fiction works about Ireland. She has received several literary awards, including the *Kingsley Amis Award for fiction* in 1962, the *Yorkshire Post Novel Award* in 1971 and the *Los Angeles Times Book Prize* in 1990. Her literary papers have been added to UCD Special Collections in the UCD James Joyce Library and she has been appointed Adjunct Professor of Creative Writing at the university.

Klaus Schwab

Professor Schwab was awarded the UCD Ulysses Medal in recognition of his work for entrepreneurship in the global public interest over the past 35 years. He was Professor of Business Policy at the University of Geneva from 1972 to 2002. He founded the World Economic Forum in 1971 as a non-profit foundation, and under his leadership it promotes global partnership as a means of tackling issues such as third world debt, international trade, the global TB epidemic and the Middle East peace process.



FOUNDATION DAY AWARDS

Two young graduates received Foundation Day Awards in November 2005.

Aoibhinn Ní Shúilleabháin began her UCD career as an entrance scholar in 2001. She completed her undergraduate studies with a first-class honours BSc in Theoretical Physics and was conferred last December. Winning the Rose of Tralee in the summer of 2005 brought Aoibhinn to the attention of the nation. She displayed a passionate and unapologetic advocacy for science alongside her strong and gifted personality. In her first public engagement as Rose of Tralee, at the BA Festival of Science, she encouraged students to pursue careers in science.



Brian Dooher was Captain of the 2005 All-Ireland Gaelic Football champions Tyrone. He is one of UCD's outstanding graduates who has managed to combine the academic rigours of achieving a degree in veterinary medicine (MBV 1998) with enough talent and determination to win a Sigerson Cup medal for UCD in 1995. Brian took up the mantle of Cormac McAnallen after his tragic death in 2004 and showed his true leadership qualities in the manner in which he led Tyrone to All-Ireland victory the following year.