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### Shaping Agendas

UCD plays and will continue to play a central role in Ireland's advancement. Its excellence in teaching, learning and research ensure that UCD graduates enjoy outstanding prospects. Its research achievements and discoveries advance the frontiers of human knowledge at both local and global level.

The effort to realise UCD's vision is supported by the internal and external communications work of UCD University Relations and the fundraising and alumni relations work of UCD Development and Alumni Relations.

The university attaches the highest importance to ensuring that its continued progress across a range of fronts is communicated to all its audiences. The role of UCD University Relations is to use a wide variety of communications channels to build strong relationships and understanding with the university's diverse array of stakeholders both internal and external.

UCD Development and Alumni Relations broadens and deepens the relationship between the university and its global alumni base. A two-way relationship building programme encourages private funding to the university to further enhance its facilities and programmes. It also ensures that alumni are well informed about UCD, building a spirit of loyalty, involvement and lifelong commitment to the university.

*Reminiscing at the Living  
History exhibition which  
was part of The Farewell  
to the Terrace programme  
of events*



University Relations

Development and Alumni Relations

Special Recognition

## University Relations

The primary objective of UCD University Relations is to communicate key defining messages from UCD in Ireland and internationally through all media by means of a range of high quality activities and practice.

Specifically, University Relations manages central strategic marketing, media relations, public relations and event management activity. It also supports a wide range of internal communications activity. The objective is to provide a platform to promote UCD's achievements in teaching and learning, research and other areas.

### Progress to date

During the year a number of evaluation assessments were undertaken to analyse the effectiveness of major communication projects, designed to support the strategic objectives.

A review of the in-house magazine *UCD Today* led to some revision of the content and design. Market research confirmed the value of the magazine, which is published five times per year and has a circulation of 5,000, as a channel to showcase UCD's research outputs, the achievements of UCD staff as well as publicising many of the events held on campus.

A review of staff recruitment advertising led to a reinforcement of the advertising policy and practice in this area.

As well as proactive media relations and marketing, UCD University Relations provides a reactive information service to the media, aiming to provide timely and accurate responses to university-related issues of interest to the general public and key stakeholder groups.

The ongoing marketing of *UCD Horizons* concentrated on promoting the omnibus degree programmes and improving the quality and quantity of communications with prospective students.

The development of an online events calendar on the UCD website provides access to lectures, guest speakers, seminars and social events on campus.

The online news service continues to promote work of interest to internal and external audiences. Hits on this area of the web witnessed steady growth over the year.

*UCD Connections* is the university's flagship annual publication to alumni and has a circulation of 120,000. The magazine represents the high end of quality publications from UCD.



UCD affinity card launch

### Notable achievements

In 2006 the university was named as the Sunday Times University of the Year. The selection was largely based on the level of innovation and strategic change witnessed by the newspaper and commentators.

To commemorate the departure of UCD from Earlsfort Terrace after 124 years, a *Farewell to the Terrace* programme of events was organised. This programme covered four days and included a sell-out literary concert in the National Concert Hall at which Maeve Binchy was presented with the 2006 Foundation Day Medal. UCD graduate, pianist John O'Connor was joined by a host of UCD writers who performed passages from other famous UCD writers including Kate O'Brien, James Joyce and Flann O'Brien. The programme also included a celebration for retired staff of the Terrace and an L&H challenge debate between the current students and former members of the society on the motion *That youth is wasted on the young*.

Almost 3,000 alumni attended the Terrace garden party, the exhibition on the history of UCD from 1880 to 1970 and the lecture and tours series. A performance of Mozart's *Coronation Mass* drew many graduates back to University Church on St Stephen's Green. To accompany the programme



of events, a commemorative book, *Farewell to the Terrace*, and an *Irish Times* supplement were published. In total over 5,000 alumni attended the events.

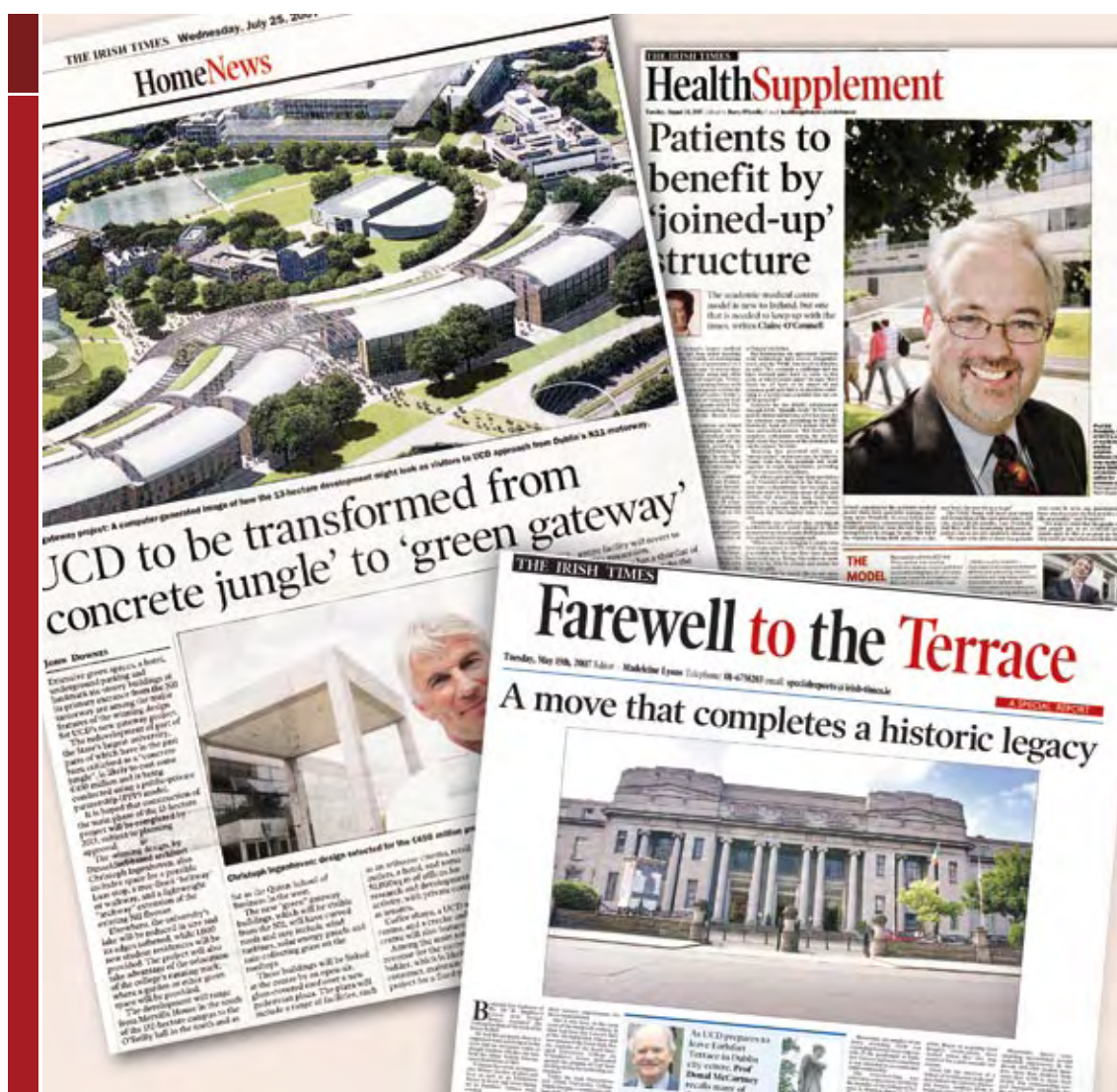
Other major communications initiatives involved supporting the Gateway architectural competition and developing the communications and media relations strategy for the launch of Dublin Academic Health Care, a partnership between UCD, the Mater Misericordiae University Hospital and St Vincent's University Hospital.

A new affinity credit card arrangement was negotiated with AIB whereby the bank donates €25 per new account opened and contributes a percentage of every transaction to the university's development fund.

## Future objectives

A comprehensive communications programme will concentrate on attracting top students to UCD and will explain the academic, along with the holistic, benefits of the *UCD Horizons* curriculum. Close work with the Student Recruitment Office will deliver strong and convincing messages to prospective students. Web based communication is a clear priority for the coming year. This will be realised through online and other marketing activities driving prospective students, parents and career guidance counsellors to a dedicated, customisable micro website, *MyUCD*.

The emphasis on promoting research outputs to non-academic audiences remains a key objective for the future. The University Relations Office is planning an expert guide to make access to academic experts easier for the media.



## Development and Alumni Relations

The appointment of Aíne Gibbons as Vice-President for Development signalled a new direction for Development and Alumni Relations activities. She will oversee the expansion of the UCD Foundation in preparation for the launch of a major fundraising initiative in 2009.



*Dr Hugh Brady, UCD President, Professor Imelda Maher, Sutherland Chair in European Law and Peter Sutherland SC. Mr Sutherland made a leadership gift of €4 million to UCD for the development of the new UCD School of Law*

The results of the graduate survey to assess the support of alumni for the university's plans yielded an overwhelmingly positive response, with some 89% indicating confidence in UCD and acknowledging the value of their UCD degree to their career success. This gave the UCD Foundation the imprimatur to approve the new fundraising strategy, the key elements of which are to:

- Establish the culture of giving to UCD;
- Build the UCD alumni networks;
- Implement new fundraising programmes;
- Prepare for a major campaign.

In Ireland, as in other countries, the last decade has seen fundamental changes in a number of aspects of higher education. The move towards mass higher education and the accompanying rise in student numbers, coupled with the demands made by society for more highly-educated citizens have made it necessary for universities to broaden their funding base and obtain philanthropically-generated income. The goal of UCD Development and Alumni Relations, therefore, is to grow income and support for UCD in such a way that the donor feels good about the contribution and the university clearly benefits. The redevelopment of the campus and the quality of the UCD experience for students will be ever more dependent on the success of the university's fundraising strategies.

### Progress to date

The Newman Fellowship Programme provides research opportunities at postdoctoral level and has, since its inception in 1989, consistently attracted high calibre researchers who have been generously sponsored by business and industry. Two new and important partnerships, with Baxter Healthcare and Safefood, will help to ensure the programme's continued success.

The Newman Fellowships are a vital element of UCD's research strategy. The programme continues to enable the university to expand the boundaries of existing knowledge and to benefit the Irish and global economy. The extensive publications of UCD's Newman Fellows contribute greatly to the research output of the university.

Contact with alumni was enhanced through a dynamic programme of reunions for the classes of 1956, 1966 and 1981. In addition, the alumni magazine *UCD Connections* and electronic newsletter *eConnections* help maintain vital links and continue to facilitate and broaden communications with alumni around the world. The creation of UCD's online community allowed graduates even greater opportunities to interact. Virtual graduates' associations take time to build but already the benefits can be measured by the discussion boards and social networking as well as the improvement in data quality for the alumni database.

### Notable achievements

Peter Sutherland SC, Chairman of BP and of Goldman Sachs International, made the lead gift of €4 million towards the development of the new €20 million UCD School of Law which will enable building plans to commence on schedule. Peter Sutherland is one of the School's most distinguished alumni and has been a committed benefactor for many years.

UCD bade farewell to Earlsfort Terrace with a series of celebratory events and what was possibly the biggest reunion in the history of the university.

The Terrace Graduates' Fund Appeal was launched to ensure the legacy of the Terrace would be preserved for future generations of students. The purpose of the appeal was to fund the restoration of the famous and much loved Kevin Barry Memorial Window and to establish hospitality facilities for Terrace graduates as part of the new Gateway Project. It was the most successful mass marketing appeal of its kind and is indicative of the loyalty and support of the Terrace Graduates.

The UCD Boat Club named a boat *The Graduate* in honour and appreciation of the graduates who donated to the UCD Boat Club Graduate Fund. The Boat Club, founded in 1917 and located in Islandbridge, is one of the oldest clubs in the university.

Earlsfort Terrace in an earlier era



### Future objectives

To increase and diversify its private income generating capability the UCD Foundation will undertake the first telephone fundraising campaign in the autumn of 2007. A team of approximately forty students will be recruited and trained as callers and two six-week campaigns are planned so that approximately 10,000 graduates can be contacted each year.

The purpose of the campaign is to:

- Enhance the relationship between the university and alumni;
- Encourage interest in forthcoming reunions and major events;
- Establish the Alumni Fund to support and enhance the quality of the academic, cultural, social and sporting experience for students;

Mass fundraising will be the cornerstone of the new fundraising strategy as the numbers of graduates who are donors to the university will be an important negotiating tool when persuading major benefactors to support key priorities.

Groundwork is underway to prepare the university for the Campaign for UCD, the first major multi-project fundraising effort. A number of potentially world-class projects will be chosen for the campaign, based on interdisciplinary research, innovation, the conservation of heritage and an investment in the students and academic staff that make up the university. The campaign goal is firmly rooted in a past that is punctuated by great acts of generosity towards UCD and confidence in the future. The UCD Foundation will create an international board to support the campaign drive and co ordinate fundraising on behalf of UCD.

The Alumni Relations programme of reunion events - silver, ruby and golden jubilees - will continue and new events will be added to the calendar in an effort to build meaningful relationships with ever increasing numbers of graduates.



## Special Recognition

### November 2006



#### Denis O'Brien

Denis O'Brien was conferred an Honorary Doctor of Laws in recognition of his exceptional achievements as one of Ireland's leading businessmen and entrepreneurs. A UCD graduate in Politics, History and Logic in 1977, he has founded and operates broadcasting and telecoms companies with interests in Ireland and over 30 countries overseas. He was Chairman of the Organising Committee for the Special Olympics 2003 in Ireland and led fundraising of €73 million for the event. He is a director of Concern worldwide, and chairman and co-founder of Frontline, the International Foundation for the Protection of Human Rights Defenders.

### December 2006



#### Ronnie Delany

Ronnie Delany was conferred an Honorary Doctor of Laws in recognition of his lifetime achievements which inspired the Irish people. He won the gold medal in the 1,500 metres at the Olympic Games in Melbourne, Australia in 1956 and is one of Ireland's greatest ever sportsmen and ambassadors. An economics graduate of Villanova University in the USA, he competed with distinction all over the world and won Ireland's first gold medal at the World University Games in 1961. He worked for many years in Dublin as Assistant Chief Executive of B&I Line before setting up his own successful marketing and sports consultancy business.

### June 2007

#### Milo O'Shea

Milo O'Shea was conferred an Honorary Doctor of Literature in recognition of his life's work on the stage and screen as one of Ireland's most successful actors. Born and raised in Dublin, his stage career has continued over seven decades. He performed with the Abbey Players, in the BBC sitcom *Me Mammy* and dozens of stage productions, television programmes and films, including the role of Leopold Bloom in Joseph Strick's 1967 film of Joyce's novel *Ulysses*.



*Pictured at the conferring of honorary degrees were (l to r): Milo O'Shea, Alfred Brendel and Professor Amartya Sen*

#### Alfred Brendel

Alfred Brendel was conferred an Honorary Doctor of Music in recognition of his outstanding contribution to musical performance. One of the greatest musicians of all time, he has performed as a soloist, in chamber music, in concerts with the world's great orchestras and conductors. In a career spanning more than 50 years he is especially renowned for his interpretation of the Austro-German repertoire.

#### Amartya Sen

Professor Amartya Sen was conferred an Honorary Doctor of Laws in recognition of his work on famine, human development theory, welfare economics, the underlying mechanisms of poverty and political liberalism. Born in India, his major contribution to late 20th century development economics has been the concept of 'capability'. He has won the Nobel Prize for Economics and his books have been translated into more than 30 languages.



*On the occasion of the 2006 Ryder Cup competition in Ireland, the captains of the teams from Europe and the United States, Ian Woosnam (left) and Tom Lehman, along with four other global figures in golf administration, were conferred with Honorary Doctor of Laws degrees in September 2006*

## Foundation Day Medal

### Maeve Binchy

One of UCD's most famous and most beloved graduates, Dr Maeve Binchy, was awarded the Foundation Day Medal in May 2007. The medal was presented in recognition of her enormous skill and success in continuing the great Irish tradition of storytelling.

Born in Dublin, she began her career as a teacher after graduation from UCD. She became a journalist with the *Irish Times* and her first novel, *Light a Penny Candle*, was published in 1982 and since then she has written more than a dozen novels and short story collections, each of them bestsellers. Several have been adapted for cinema and television.

She is an immensely popular author of international standing. Writing this year about her time as a student in Earlsfort Terrace she said: "There can't have been laughter every single day. But that's how I remember it."

Professor Robert Grubbs

## Ulysses Medal

### Hilary Putnam

Professor Hilary Putnam received the Ulysses Medal in recognition of his outstanding lifetime contributions to the world of philosophy. He has been one of the most influential and prolific American philosophers of the past 50 years. Among his original contributions to philosophy, he was the first to attempt to model the mind on a computer. He also developed "quantum logic", a comprehensive theory of meaning for natural languages, and arguments for and against various kinds of realism. He is an honorary visiting professor in the UCD School of Philosophy.

### Robert Grubbs

Professor Robert Grubbs received the Ulysses Medal in recognition of his ground-breaking work in organic chemistry. He was awarded the 2005 Nobel Prize in Chemistry for the development of a synthetic method known as metathesis - the swapping of atoms between molecules to create new substances. The process has become one of the most important reactions in organic chemistry. Current applications of his catalysts include the replacement of petroleum based chemicals with those from renewable resources including seed oil and the use of his methodology in medicine.

His work has had a major impact on synthetic chemistry and has enormous potential applications in medicine and the polymer industry.

The Ulysses Medal was presented to Professor Grubbs at the 15th European Symposium on Organic Chemistry (ESOC) which took place in UCD in July 2007. It was the largest organic chemistry event ever to be held in Ireland, and drew over 600 national and international scientists to UCD.



## Foundation Day Awards

Two young graduates received Foundation Day Awards in November 2006.

Ciara O'Brien was honoured for her outstanding achievements in sport. She has won 103 caps for Ireland in senior hockey and has also played a pivotal role in the development of UCD Ladies Hockey Club.

Ciaran Lawlor was honoured for his work in promoting debating. He was the driving force behind UCD's successful bid to host the World Universities Debating Championships in 2005 — the largest student event in the world outside sport.

Ciara O'Brien and Ciaran Lawlor with their outstanding achievement awards presented at the 2006 UCD Foundation Day dinner

