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## Shaping Agendas

For more than 150 years, UCD has played a central role in shaping the development of Irish culture, society, history, politics and economy and establishing for Ireland a place amongst the world's nations. This ambition prevails in UCD today, with its focus on providing academic excellence and facilitating leading international research.

Crucial to the continuation of UCD's ability to realise its far-reaching ambitions are its young graduates. By actively pursuing a deeper relationship with its alumni, the university hopes to create external powers of influence that can effect positive change and promote UCD to a global audience.

UCD University Relations provides a cohesive and coherent internal and external communication environment to support UCD's education and research activities.

UCD Development and Alumni Relations aims to provide a lifelong connection between the university and its global alumni and foster a continued spirit of participation, involvement and loyalty. Its fundraising responsibility hopes to persuade UCD alumni to give something back to their alma mater to ensure its continued success, which will benefit future generations of talented students.

*In November 2007, UCD hosted Tarja Halonen, the 11th President of the Republic of Finland, at a lunch on human rights in Newman House. Pictured are (from left): Dr Maurice Manning, President of the Irish Human Rights Commission; Dr Pentti Arajärvi, Finnish President's husband; President Tarja Halonen and Dr Pádraic Conway, Vice-President for University Relations*



University Relations

Development and Alumni Relations

Special Recognition

## University Relations

UCD's reputation, both nationally and internationally, is key in attracting and retaining the best students in Ireland and from overseas. Similarly, reputation and the perception of the university play an important role in bringing the most talented teachers and researchers to work in UCD. Ireland must be portrayed as a confident, talent-filled country, a magnet for R&D, and UCD as an institution that is pushing the knowledge frontier and a natural home for cutting-edge research and innovation.

UCD University Relations works to communicate key defining messages from the university to internal stakeholders and externally, through the media, to national and international audiences. The primary focus is to support the university's aims and assist in achieving its objectives through the skilled use of external communications media and tools, as well as to support and advise on internal communication procedures and practice. Specifically, this involves managing the central strategic marketing, media relations, public relations, internal communications and major event-management activities for the university.

### Progress to date

In the past year a number of key projects were initiated to advance communication capacity throughout the university.

A major review of 48 academic websites was conducted during the year. An audit of the navigation, content and design used by each School and College identified a number of areas requiring attention. Moreover, the review helped redefine the purpose of the UCD website as a channel for external communication. The financial benefit of operating within the universal template was confirmed as the findings of the audit showed clearly that those Schools that remain within the universal template are able to tailor the web to their own needs, maximise the impact of their content and transfer to the new UCD content management system with least difficulty.

Conscious of the central project looking at graduate and international fees, the graduate marketing projects provide niche marketing campaigns to the Graduate Schools and to individual Schools. A longer-term, more strategic plan will be developed alongside the outcome plan from this project.

The events calendar database is now online and active. In recent months it has been extended to include student events, with the objective of easily facilitating students, staff and visitors to find out what is on in UCD today.

The marketing toolkit provides practical support to Colleges, Schools and Institutes who may not have in-house marketing expertise or experience.

Building on the benchmark report on media monitoring, the Office undertook a further review

of UCD's presence in the national print media.

The review provided useful insight into the impact of media relations and demonstrated the value of promoting academic expertise.

Last year, a review of staff-recruitment advertising led to a reinforcement of the advertising policy and practice in this area. Taking this work further, a business plan, including international competitor analysis and measures of the effectiveness of different advertising channels, was completed.

The work of the Office is assisted by the UCD Communication Board, comprising members drawn from the academic community, along with a number of key functions such as student recruitment and NovaUCD. It also involves the Communication Network, which is made up of staff who are specifically employed by different units throughout the university in communication roles.

### Notable achievements

UCD is a university that offers its students opportunities that are as good as anywhere in the world. The continued success of *UCD Horizons* is just one example that has led to a 5.2% increase in first preferences in the 2008 CAO applications. Clear communications to students and other relevant stakeholders of the opportunities UCD offers play an important role in attracting and retaining the best national and international students.

Publication of the university's two main magazines, *UCD Connections* and *UCD Today*, continues to provide channels to showcase research discoveries and academic achievement as well as publicising many of the events held on campus. A Publications Advisory Group oversees

The success of UCD Horizons has contributed to a 5.2% increase in first preferences in the 2008 CAO applications



the publications with representatives from across the university. The online news remains the premier channel for coverage of UCD achievements and discoveries.

The University Relations Office provided professional media relations and event management support to many high-profile events, launches and conferences that took place within the university. Below is a sample of some.



### Inequalities in health

The findings from a seven-year research programme involving almost 40,000 people ranging from women in early pregnancy, to children, to the elderly, was officially launched by President Mary McAleese at UCD on 20 September 2007. The massive project, conducted by the HRB Unit for Health Status and Health Gain, involved 24 research papers published in a special supplement by the *Irish Medical Journal*. The findings point to pockets of real disadvantage, especially in urban areas, and suggest that special policy effort must be made to reach the most disadvantaged groups and individuals in Irish society.

### Four Masters in historic reunion

October 2007 saw the reuniting of *The Annals of the Four Masters* – a chronicle of Irish history from prehistory to 1616 compiled by the Irish Franciscans – for the first time since 1636 in a unique collaborative exhibition between the Irish Franciscans, the Royal Irish Academy, UCD and TCD. Entitled *Writing Irish History: The Four Masters and Their World*, the exhibition forms part of the Louvain 400 commemoration, which celebrates the 400th anniversary of the founding of the Irish Franciscan college of St Anthony's in Louvain in Belgium.

### Finnish President visit

On 13 November 2007, UCD hosted Tarja Halonen, the 11th President of the Republic of Finland, at a lunch on human rights in Newman House. Dr Maurice Manning, President of the Irish Human Rights Commission, and leading academics engaged President Halonen on issues concerning social justice and the promotion of equality, which have been central themes throughout her political career.



## Future objectives

Growth of the graduate base both at undergraduate and postgraduate level will entail working to keep the best Irish students and attract top international talent. Communicating the opportunities UCD offers to discrete groups of students will play a vital role in meeting the government's Strategy for Science, Technology and Innovation targets, among others.

The web project has presented a footprint for the development of a 'School of best practice' in terms of external communications. Over the coming

### Test may ease breast cancer trauma

In January 2008, scientists at the UCD Conway Institute and St Vincent's University Hospital developed a new enzyme test for newly diagnosed breast cancer patients that could help some women avoid chemotherapy. By measuring the levels of a particular enzyme in the tumour, the test can predict whether the patient's cancer will spread beyond the breast site or not. The findings have been tested and validated by a number of independent groups worldwide in studies involving in excess of 8,000 patients.

### Under-investment in universities highlighted

In March 2008 and subsequently working through the Irish Universities Association, Dr Hugh Brady, alongside the presidents of the six other Irish universities, brought attention to the funding crisis within the sector. After a decade of under-investment, core grant funding has fallen progressively in 'real terms' and the universities believe they have reached a tipping point where service quality will begin to suffer.

### Book launch by former UCD president

The launch of *The Sense of Creation: Experience and the God Beyond* at Newman House on 25 June 2008 brought past and present UCD presidents together as its author, Dr Paddy Masterson, was joined by Dr Hugh Brady and Dr Art Cosgrove to celebrate this new work, which has been described as a major contribution to contemporary philosophy of religion. At its core, the book explores whether, if all knowledge derives from empirical science and all meaning and value from human subjectivity, God becomes the unneeded hypothesis.



Dr Art Cosgrove, Former President of UCD (1994-2003), Dr Paddy Masterson, Former President of UCD (1986-1993), and Dr Hugh Brady, President of UCD, at the official launch of *The Sense of Creation* at Newman House, Dublin

year this will be developed and rolled out to all Schools. The web also offers opportunities for better connection with external audiences through the use of multimedia. The office plans to use the website in a more dynamic way in the coming year.

The staff recruitment advertising plan will be assessed in the context of UCD and other higher-level institutions.

The internal communications function will continue to assist senior management implement their communications plans directed towards staff and students and implement the output from the university work programme in which several projects address communication and decision-making issues.

## Development and Alumni Relations

The Development and Alumni Relations Office maintains contact with a highly engaged community of alumni worldwide; leads the university's major fundraising campaigns; and manages all philanthropic income to UCD through the UCD Foundation (Ireland), The John Henry Newman Foundation (USA) and The Friends of UCD (UK).

Contact with alumni was enhanced through a dynamic programme of reunions in O'Reilly Hall for the classes of 1958, 1968 and 1983 known as the Silver, Ruby and Golden Jubilees and a programme of international events is planned for the year ahead. The main vehicle for communication with alumni is *UCD Connections* and the new-look alumni magazine has been overwhelmingly received.

### Progress to date

The Newman Fellowship Programme provides research opportunities at postdoctorate level and has, since its inception in 1989, consistently attracted high-calibre researchers whose work has been generously sponsored by business and industry. The total number of Newman Fellows grew to 11 in 2008, funded by A. Menarini, Abbott Laboratories, Actelion, Baxter Healthcare, C&C, Dawn Farm Foods, Merck Serono, Nycomed Products, Pierse Contracting, Sanofi-aventis and Safefood.

The UCD Foundation has prepared the groundwork for a major multi-project fundraising campaign called *The Campaign for UCD: Forming Global Minds*. Five world-class projects have been selected for inclusion in the campaign, the goal of which is to:

- Achieve Ireland's fourth-level leader status;
- Have research at the convergence of disciplines;
- Be recognised as distinctively Irish but with global impact;
- Produce creative and innovative graduates.

### Notable achievements

The campaign for the new UCD Sutherland School of Law advanced significantly during the year and fundraising for the €27 million new building is nearing completion. The lead corporate sponsor of the new Law School is A&L Goodbody.

Universities in the UK and USA have an established tradition of asking their alumni to make a gift each year to their alma mater. The goal is to establish a lifelong relationship and to foster a culture of giving back. To this end, UCD Foundation launched its first telephone fundraising campaign in autumn 2007 to create an Alumni Fund. Over the course of the year, some 8,000 graduates have been contacted and €250,000 has been pledged. The purpose of the Alumni Fund is to enhance the quality of the academic, sporting and cultural experience of students while at UCD. In its first year, the Fund supported New ERA scholarships, UCD Choral Scholars, UCD Symphony Orchestra scholarships and the Student Counselling Service.

### Future objectives

Seeking continuous improvement in the Alumni Relations Programme, the Development and Alumni Relations Office will endeavour to add new reunion events into its programme and will introduce a 10th-anniversary reunion, which will seek to reconnect with 'lost alumni' – graduates the Office has lost contact with because it does not have their up-to-date contact details. To do this, the Office must improve its capability to use digital platforms to reach out to its networks.

In anticipation of a fundraising campaign launch in the year ahead, a professional fundraising team will be appointed to assist the work of UCD Foundation and its brother and sister organisations in the USA and UK.

UCD Connections  
alumni magazine



## Special Recognition



### November 2007

#### Dermot Desmond

Dermot Desmond was conferred with an honorary Doctor of Laws by UCD on 23 November 2007 in recognition of his outstanding contribution to business innovation and enterprise in Ireland. At the conferring ceremony, he was also presented with the UCD Ulysses Medal, which is awarded to those who have created an entity or body of knowledge that adds significantly to the public good. The latter award acknowledges his pivotal role as the visionary behind the IFSC.



### December 2007

#### Stephen Rea

On 3 December 2007, actor Stephen Rea was conferred with an honorary Doctor of Literature by UCD for 'contributions to the performing arts'. Outside of his professional life, Rea acts as a spokesperson for Cystinosis Ireland and is an ambassador for UNICEF in its HIV/AIDS



*Pictured (right) at the official conferring ceremony in O'Reilly Hall were Dr Geoffrey Dean and Anthony Pilaro*

*Pictured (left): Dermot Desmond was conferred with an honorary Doctor of Laws in November 2007*

programmes in sub-Saharan Africa. In addition, he has supported research on HIV/AIDS at UCD and provided practical attention to the work carried out at the Centre for Research in Infectious Diseases at UCD.

### June 2008

#### Dr Geoffrey Dean

Dr Geoffrey Dean was conferred with an honorary Doctor of Science by UCD. Dr Dean was the first scientist to conclude from his medical studies that the causes of multiple sclerosis were both genetic and environmental. In 1968, he was appointed the first director of Ireland's Medico-Social Research Board where he built a research base for the Irish health services. In 2003, he was awarded a CBE by the British government in recognition of his contribution to medical research.

*Actor Stephen Rea was awarded an honorary Doctor of Literature in December 2007*

#### Anthony Pilaro

UCD conferred an honorary Doctor of Laws on Anthony Pilaro in June 2008 in recognition of his philanthropy, and in particular his contributions to Ireland. An attorney and investment banker, Pilaro's philanthropic support in Ireland includes the founding of The Studio exhibition gallery in Dublin and the significant gift he gave to help establish the Centre for Research in Infectious Diseases at UCD.

Each year on 16 June, the anniversary of James Joyce's Bloomsday, UCD presents honorary degrees to people from all walks of life who share a desire to make a difference to society and be a catalyst for change. This year the university honoured seven recipients across the fields of forestry, medicine, journalism, economics, social science, trade unionism and botany.



UCD conferred an honorary Doctor of Laws on **Olive Braiden** in recognition of her campaign work for women's rights. In August 2003, she was appointed chair of the Arts Council. A Human Rights Commissioner, a board member of the Courts Service and of the Judicial Appointments Advisory Board, she also chairs the Crisis Pregnancy Agency. Appointed to the Public Service Benchmarking Body in 2006, she is also a member of the London 2012 Olympics Task Force.

**Des Geraghty** was conferred with an honorary Doctor of Laws by UCD. Formerly an MEP and ex-member of the RTÉ Authority, Geraghty is currently a member of the Board of Poetry Ireland. He became an elected shareholder of the Abbey Theatre in 1998 and was appointed to the board of FÁS the following year. He served on the National Competitiveness Council and is currently a member of the Executive Council of ICTU.

An honorary Doctor of Laws was conferred on **Geraldine Kennedy**, editor of *The Irish Times*. Her early career in journalism saw her work for *The Munster Express*, *The Cork Examiner*, *The Irish Times*, *The Sunday Tribune* and *The Sunday Press*.

Elected to Dáil Éireann in 1987, she was appointed the Progressive Democrats party spokesperson on Foreign Affairs and Northern Ireland. In 1989, she returned to journalism with *The Irish Times*, and was appointed its editor in 2002.

Appointed Chair of Metabolic Medicine and Chair of Clinical Biochemistry and Medicine at the University of Cambridge, **Professor Stephen O'Rahilly** was conferred with an honorary Doctor of Science by UCD. He has acted as a scientific advisor to the Dublin Molecular Medicine Centre and the UCD Diabetes Research Centre. Professor O'Rahilly has won many awards for his research, including the Society for Endocrinology Medal, the European Journal of Endocrinology Prize and the Novartis International Award for Clinical Research in Diabetes.

UCD conferred an honorary Doctor of Laws on **Professor Ji Baocheng**, Registrar and former President of Renmin University of China. He is currently a deputy of the 10th National People's Congress; a member of the Academic Degree Commission of the State Council and its Discipline Assessment Group; a member of the Social

Pictured at the event (from left): Ms Olive Braiden; Mr Des Geraghty; Prof. Stephen O'Rahilly; Prof. Jürgen Huss; UCD President Dr Hugh Brady; Prof. Ji Baocheng; Prof. Xu Zhihong; and Ms Geraldine Kennedy





Sciences Committee of the Ministry of Education; and Vice-President of the China Education Association of International Exchange.

**Jürgen Huss** was conferred with an honorary Doctor of Science by UCD in recognition of his influence on the Irish government towards the sustainable development of the forestry sector. He has had a close relationship with UCD and was one of the initiators of the Silva network, a European network of forestry universities that enables Irish forestry students to spend a semester abroad and European students to come to UCD and experience the unique nature of Irish forestry.

UCD conferred an honorary Doctor of Laws on **Professor Xu Zhihong** in recognition of his career-long research into plant development and plant biotechnology. Professor Xu worked at the John Innes Institute, Norwich and the University of Nottingham, developing a procedure to improve culture in barley. President of Peking University since 1999, Professor Xu has also chaired the Chinese Society of Cell Biology and the National Committee of Man and the Biosphere Programme of UNESCO.

## July 2008

### Eddie O'Connor

Eddie O'Connor, founder and CEO of Mainstream Renewable Power, was awarded an honorary Doctor of Science by UCD in July 2008. O'Connor founded Airtricity Holdings in 1997 and served as the company's CEO until its sale in January 2008. His current ambition is to build the European Offshore Supergrid which will guarantee European energy self-sufficiency and the production of carbon-free electricity. He is secretary of the European Wind Energy Association.



Cell biology expert  
Professor Shuh Narumiya  
was awarded the UCD  
Ulysses Medal

## Ulysses Medal

### Professor Shuh Narumiya

One of the world's leading experts in cell biology, Professor Shuh Narumiya, was awarded the UCD Ulysses Medal at the UCD Conway Institute on 23 May 2008. Professor Narumiya received the award in recognition of his scientific research and discoveries in the area of cell biology. Professor Narumiya's scientific work focuses on two main questions: how cells make their shape, move and form tissues; and how derangement of these mechanisms can lead to disease.

### Thomas Kinsella

Irish poet Thomas Kinsella was awarded the UCD Ulysses Medal in recognition of his works, which reverberate with what the poet calls 'established personal places', the city of Dublin being at the heart of his work. Speaking at the award ceremony in UCD on 16 June (Bloomsday) 2008, Professor Maurice Harmon noted how the city of Dublin possessed Kinsella like no other writer since James Joyce.



(Pictured left): Eddie  
O'Connor was awarded  
an honorary Doctor of  
Science by UCD in July  
2008

(Pictured right): Nobel  
Prize-winning scientist  
Professor Ferid Murad  
was awarded the UCD  
Ulysses Medal

UCD alumnus Mícheál  
Ó Muircheartaigh was  
awarded the UCD  
Foundation Day Medal

### Professor Ferid Murad

In recognition of his discovery of the use of nitric oxide in drug development and disease therapy, Nobel Prize-winning scientist Professor Ferid Murad has been awarded the UCD Ulysses Medal. His pioneering scientific work paved the way for biological research to venture into new areas that provide drug targets for many diseases, including pulmonary hypertension, cancer and cardiac disease. After the formal award ceremony, Professor Murad presented his Ulysses lecture entitled *The Discovery of Nitric Oxide and its Application in Drug Development* in the UCD Conway Institute on 17 September 2007.



## Foundation Day Medal

### Mícheál Ó Muircheartaigh

In recognition of his outstanding contribution to Irish sport and the Irish language, UCD alumnus Mícheál Ó Muircheartaigh was awarded the UCD Foundation Day Medal on 9 November 2007. One of Ireland's best-known sports commentators, Ó Muircheartaigh worked as a teacher in Dublin before becoming a full-time broadcaster for RTÉ. In the mid-1980s, he took over from Mícheál O'Hehir as RTÉ's premier radio sports commentator.