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Shaping Agendas

UCD has helped to shape Ireland's culture, history and economy over the past 150 years. It continues to do so today, delivering academic excellence and facilitating leading international research.

Those who have the greatest responsibility for shaping the Irish society of the future are our young graduates. To that end we are actively pursuing a richer relationship with our alumni. As individuals they will make their mark on society, as influencers they can affect positive change and as advocates they can promote UCD in ways that the university can never do.

The role of the Development and Alumni Relations function is to ensure that a strong relationship is forged and maintained between UCD and its alumni. A dedicated communications function has also been established to deliver compelling and meaningful messages which reflect the quality of the UCD academic endeavour to all stakeholders. Combined, these efforts will result in a stronger bond with generations of UCD alumni and increased levels of private funding which UCD will use to further its objectives.

UCD has many relationships with universities across the world, and students and staff from these universities, as well as our own, ensure that different cultures are understood and embraced. After all, international students play their own important role in shaping not only their home societies, but that of any country in which they spend time studying.

To celebrate the 150th anniversary of the university a comprehensive programme of events was implemented in 2004. This celebrated everything that is special about the university, encouraging students, staff, alumni and the general public to get involved.



Communications

Development and Alumni Relations

International Student Activity

UCD 150th Anniversary

COMMUNICATIONS

The Communications Office was created in 2004 to ensure that messages about our successes were delivered as effectively as possible within the university, across Ireland and, indeed, to the rest of the world.

A Director of Communications was appointed in July 2004, and a communications strategy specifically developed to support the objectives set out in the university's Strategic Plan.

The communications focused on raising awareness of UCD's status in terms of its role in the education, research and wider national development arena. The timing of the university's 150th anniversary and the change management programme also meant that the Communications Office rolled out key projects to raise the profile of UCD externally, establish new channels of communication internally, and develop new central services that will have a significant impact in coming years.

PROGRESS TO DATE

A major project to articulate the university's identity was undertaken during 2005. This included an assessment of the current image of the university, drawing on quality reports and commissioned market research. It informed several other projects, including a re-branding of the university, which combined UCD's strong heritage and modern drive with its national role and international aspirations.

In its central marketing capacity, the Communications Office undertook a number of projects to support the introduction of a new modular curriculum for students (to commence September 2005). Market research was undertaken to support the development of a brand for UCD's modularisation initiative – UCD *Horizons*. A marketing drive was then initiated to inform stakeholders (students, Careers Guidance Counsellors, parents, etc.) about this new curriculum and how it would affect them.

In terms of student recruitment, the development of the UCD *Horizons* brand included the launch of a national campaign, the organisation and management of Open Days in March 2005, the restructuring and rewriting of the university prospectus, an update of the student recruitment video and regular media coverage.

On a strategic level, the advertising approach of the university was reformulated to maximise effectiveness in terms of attracting high calibre staff and students.

The Communications Office also planned and introduced the internal communications process which provides information to staff on the progress of UCD *Horizons*.

In the area of media relations, the Communications Office provided a responsive, pro-active and transparent service which:

- Maximised coverage of UCD research and education initiatives in the national media
- Raised the quality of newsworthy stories emanating from the university
- Responded to media queries and requests in an effective and professional manner.



The new university magazine, *UCD Today*, went into production. Published five times during the academic year, the magazine aims to provide a channel for news stories of interest to the UCD community and further afield.

FUTURE OBJECTIVES

To support the core objectives of the university, the Communications Office will establish a communications forum and network made up of representatives from across the university, to help ensure effective communications both internally and externally.

The period 2005/06 will see the development of a more detailed marketing strategy that focuses on UCD's priority areas. This will include a roll-out of the advertising strategy as well as renewed attention on national and international media.

The web content management system project will involve a major tender and is planned for roll-out in September 2006.

Public relations will remain a core activity for the Communications Office and includes special events, publicity, branding and merchandising, media relations and training.



The new UCD brandmark communicates the intellectual excellence and strong heritage of UCD, while positioning the university as dynamic and forward-looking



The original 1911 crest, now redrawn and used for ceremonial occasions

DEVELOPMENT AND ALUMNI RELATIONS

The Development and Alumni Relations function seeks to foster a mutually beneficial lifelong relationship between alumni and the university, where UCD continues to be an educational, support, and networking resource for alumni. Our alumni are a hugely important part of the university: they are the embodiment of the university in the wider world and play a major role in positioning UCD as the leading academic institution in Ireland.

UCD alumni attending a garden party as part of the 150 celebrations



The Development and Alumni Relations function aims to optimise this relationship and has developed an ambitious and wide ranging alumni relations programme.

The programme promotes alumni involvement in the university at a global and local level. A range of benefits are provided to alumni, including access to knowledge, networking opportunities and the ability to stay in touch with old friends and colleagues. With tens of thousands of UCD alumni around the world – over 110,000 graduates registered on the alumni database – UCD's alumni will play a critical role in supporting the university's objectives.

The programme also focuses on fundraising. Fundraising from private sources has played a vital role in helping UCD achieve its ambitious goals. A permanent professional fundraising structure is being put in place, which will include a major fundraising effort aimed at key donors and prospects at national and international levels.

PROGRESS TO DATE

An enhanced communication programme has been established to engage our alumni. This programme ensures that UCD alumni receive a minimum of one official communication each year. A monthly electronic newsletter is also distributed to those alumni who have opted to receive it.

In April 2005, all 110,000 alumni received the UCD alumni magazine, *UCD Connections*, for the first time,

with over 8,000 alumni taking the opportunity to update their details. In June 2005, over 700 alumni attended a garden party as part of the UCD 150 celebrations.

A continuous programme of communication, involvement and relationship building is creating a shared vision that appeals to past, current and future donors. These comprise alumni as well as prospective donors who have been identified through the social and business networks of our board members, major donors and influential friends.

For the period 2003/05, the UCD Foundation received nearly €14 million in donations from foundations, industry and private individuals. Key projects supported by the office during the period include:

- **Peter Sutherland Chair in European Law**

This was established in the Faculty of Law following a generous donation from UCD graduate Sir Peter Sutherland.

- **O'Kane Centre of Film Studies**

The opening of the O'Kane Centre of Film Studies in the Magnetic Observatory, thanks to Dr Frank O'Kane's generous donation to the School of Film.



Pictured at the opening of the O'Kane Centre of Film Studies are President, Dr Hugh Brady and Dr Frank O'Kane





UCD Newman Scholars for 2004/05

• *Newman Scholarship Programme*

The Newman Scholarship Programme provides research opportunities at post-doctoral level at UCD. Since its inception in 1989, this programme has consistently attracted high calibre researchers to become a leading international platform for researchers in both the humanities and sciences. To date over 90 scholars have been appointed and more than €8 million raised from Irish and international companies, semi-state bodies, voluntary organisations and individuals. In the period 2003/05, over €1.2 million was raised and 15 new Newman Scholars were appointed.



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

FUTURE OBJECTIVES

UCD will continue to look at ways to enhance the alumni relationship providing improved benefits to alumni as well as encouraging donations to improve UCD's strategic goals. An annual giving programme will focus on providing alumni with an opportunity to contribute to specific projects that reflect their interests or areas of study.

Increased alumni related communications (e.g. the *eConnections* electronic newsletter) will appear online as a more comprehensive alumni website is established. This will empower alumni to interact with classmates, affinity groups and the university. An 'email address for life' is also planned. The number and range of alumni related events will be expanded to provide alumni with greater opportunities to interact with former classmates and the university.

A major gifts programme to support UCD's development objectives will be launched in 2006. It will focus on attracting large donations from private individuals, corporations and foundations.

BA graduates in attendance at the 2005 Golden Jubilee with President Dr Hugh Brady and Professor Mary Daly

INTERNATIONAL STUDENT ACTIVITY

International students create a welcome and essential multicultural dimension to university life, and UCD continues its efforts to encourage more international students. At the same time the International Office continues its policy of encouraging outward student mobility, by developing the opportunities for UCD students to study abroad.

PROGRESS TO DATE

• *Inbound*

In the academic year 2004/05, the number of international students at UCD was close to 3,000 (in excess of 11% of the student body). These students came from 102 different countries - the first time the number has exceeded 100. Approximately 71% of international students were registered for full-time undergraduate and postgraduate degree programmes; the remaining 29% were visiting students on JYA and bilateral exchange programmes.

Since 2000/01, there have been noticeable increases in the number of students from Canada, China, France, Germany, Great Britain, India, Malaysia, Nigeria and the United States.

• *Outbound*

As part of the Socrates/Erasmus programme, 302 UCD students studied abroad in 2003/04 and 283 in 2004/05. New programme participants include universities from the Czech Republic, Poland and Lithuania.

International students marking UCD's 150th anniversary



Attending a reception for international students

Almost 60 students studied abroad on non-EU exchange agreements in Australia, Canada, Chile, Japan and the United States. New exchange agreements are now in place with the Universities of Toronto and British Columbia in Canada, the PUC in Chile, the University of New South Wales in Australia, the University of Otago in New Zealand and the Chinese University of Hong Kong.

The year 2005 saw the expansion of the UCD-Waseda University (Tokyo) student exchange agreement.

This new one-way visiting student programme attracted nine Waseda students to UCD's Faculty of Arts and Celtic Studies, Faculty of Human Sciences and Faculty of Commerce. UCD has also instigated a reciprocal exchange agreement with Keio University, Tokyo, and the first students are expected on campus in September 2006.



A notable Asian development in 2005 was the first graduating class (39 students) on the joint BSc in Computer Science - administered jointly by UCD and Fudan University in Shanghai.

FUTURE OBJECTIVES

An Internationalisation Strategic Plan identified the need to establish an International Advisory Committee and the appointment of a Director of International Relations. A series of workshops is due to be held to discuss and finalise the plan.



UCD 150TH ANNIVERSARY: CELEBRATING THE PAST, CREATING THE FUTURE

The 150th anniversary of the opening of the Catholic University of Ireland, under the rectorship of John Henry Cardinal Newman in November 1854, was celebrated throughout 2004. A comprehensive programme of events was organised to celebrate the impact of the university in the national and international context.

In the spirit of Newman's definition of the value of a university for the modern world, UCD has never ceased to pursue his challenge to be "the alma mater of the rising generation". To that end, and through its history, UCD has always strived to play an influencing role directly as well as through its graduates.

Under the chair of Mr James McGuire, a UCD 150 committee was set up to pursue the following objectives for the celebrations, to:

- mark the impact of the university
- maximise the positive image of the university
- engage external audiences in UCD activities
- engender a sense of pride amongst staff and students
- provide a record of the achievements of the university over the past 150 years
- provide a platform for the future.

• **Members of the committee:**

Mr James McGuire	<i>Chair</i>
Dr Richard Aldous	<i>School of History</i>
Dr Pádraic Conway	<i>VP for University Relations</i>
Professor Patricia Lysaght	<i>Department of Irish Folklore</i>
Dr John McCafferty	<i>School of History</i>
Mr Peter MacDonagh	<i>Graduate</i>
Mr Moore McDowell	<i>Department of Economics</i>
Ms Eilis O'Brien	<i>Director of Communications</i>
Dr Anthony Roche	<i>School of English</i>
Professor Michael Ryan	<i>Chair of Pharmacology/Conway Institute</i>
Mr Mark Simpson	<i>Faculty of Agri-Food and the Environment</i>
Dr Cormac Taylor	<i>Conway Institute</i>
Mr Ryan Tubridy	<i>Graduate</i>
Professor Harry White	<i>Chair of Music</i>

Throughout UCD, staff undertook special initiatives to highlight the university's unequalled influence on the economic, social, political, scientific, literary, academic and legal development of Ireland. A special website was created to promote the various events organised for staff, students, graduates and friends of the university.

Here are some of the events that took place:

Among the publications commemorating the 150th anniversary was *The UCD Aesthetic, 150 Years of UCD Writers* – edited by Dr Anthony Roche, School of English. From Newman to contemporary playwright Conor McPherson it covers twenty eight influential UCD authors and poets as assessed by other UCD writers and academics.



Pictured at the launch of The UCD Aesthetic, 150 years of UCD writers, is alumnus Conor MacPherson

An International Centre for Newman Studies (ICNS) was opened in Newman House. The ICNS is an academic centre established by UCD in partnership with the Newman Foundation of Ireland. Its objective is to facilitate study and scholarly research into the life, times and work of John Henry Newman, the founder of the Catholic University of Ireland. ICNS houses the Newman Foundation library, generously given to UCD on permanent loan. The Foundation also awards two postgraduate scholarships annually. Dr Teresa Iglesias, from the Department of Philosophy, was appointed Director of the Centre.

Pictured at the opening of the International Centre for Newman Studies is Professor Mary Lambkin, UCD Quinn School, Dr Joseph Dunne, St Patrick's College, Dr Pádraic Conway, VP for University Relations, Dr Teresa Iglesias, Centre Director, and Donal McCartney, Professor Emeritus of Modern Irish History, UCD



MUSIC

Michael McGlynn, graduate of music, was commissioned to compose a celebration piece for the UCD Choral Scholars; *Road of Passage* was premiered at the honorary conferring on 2 November under the musical direction of Desmond Earley.

Music was a strong theme in the anniversary year: a special performance of Elgar's setting of Newman's *Dream of Gerontius* took place in the National Concert Hall on 3 November, with the RTE Concert Orchestra, Our Lady's Choral Society and the UCD Choral Scholars.

Professor Harry White directed Bach's *Mass in B Minor*, featuring the UCD Baroque Choir and Orchestra. The Choral Scholars released a commemorative CD – *Ad Astra: Road of Passage* – featuring the McGlynn commission.



HONORARY CONFERRINGS

The Foundation conferring was the largest honorary graduation ever to take place at UCD. Nineteen individuals, whose contribution to the fields of science, academia, humanitarianism, the arts, sport and philanthropy reflected the ethos and aspirations of the university itself, were honoured: some are outstanding academics whose reach goes beyond their area of expertise; some have helped form public or social policy; and others have fostered a sense of Irish pride that has lifted a generation, both in Ireland and internationally.

• The Arts

Michael Flatley *Dancer and entrepreneur*

Imogen Stuart *Sculptor*

Eithne Healy *Chair of the National Theatre – The Abbey – and supporter of the Arts*

Anne Madden *Artist*

• Humanitarian action and philanthropy

Christina Noble *Founder of Children's Foundation in Vietnam and Mongolia*

Lochlann Quinn *Industrialist and philanthropist*

• Academic and learning excellence

Sir Derek Morris *Provost of Oriel College*

Professor Garret FitzGerald *University of Pennsylvania: world expert in pharmacology of cardiovascular disorders*

Professor Dr Wolfgang Meid *Universitaet Innsbruck: international expert in classical linguistics and celtic languages*

Fr John Dardis SJ *Principal of the Jesuit Order in Ireland: advocate for refugees in Europe and Joycean scholar*

• Socio-economic and political impact

David Byrne *European Commissioner*

Bruce Morrison *Former US congressman, responsible for US Immigration Act 1990*

Dr Pearse Lyons *President of Alltech: scientist, innovator and entrepreneur*

Charlie Bird *RTE journalist*

Niall O'Dowd *Editor, Irish Voice, Irish America Magazine, and role in peace process*

• Sport

Mick O'Dwyer *Former Kerry footballer*

Kevin Heffernan *Former Dublin footballer*

Willie John McBride *Former Irish and Lions rugby international*

Kevin Moran *International soccer and Manchester United player, former Dublin footballer*

Also awarded with an honorary degree through the NUI for UCD was legendary athlete Haile Gebreselassie.



At the end of the anniversary year, UCD awarded four honorary doctorates for exceptional contributions to global society; with the four recipients are Dr Hugh Brady, Dr Garrett Fitzgerald, and Dr Attracta Halpin

At the end of the anniversary year, UCD awarded four honorary doctorates for exceptional contributions to global society. These were to humanitarian activist and musician Bob Geldof; film producer, author and UCD graduate, Neil Jordan; medical scientist of world repute Dr Robert Gallo; and leading political scientist Professor Carole Pateman.

Others honoured during the year included Dr Phillip Sharp (MIT) who was awarded the inaugural Ulysses Medal for his outstanding contribution to biomolecular discovery and to advances in medical treatment of diseases, such as multiple sclerosis, hepatitis and cancer.

Dr Peter Sutherland, former EC Commissioner for Ireland and UCD graduate, was presented with the inaugural Foundation Day Medal by the President, Dr Hugh Brady, in the presence of the President of Ireland, Mary McAleese.

STUDENT SCHOLARSHIPS

The university launched two UCD 150 scholarship schemes:

- The UCD 150 Scholars is funded by UCD and provides a total fund of €250,000 over three years, to one student from each county in Ireland.
- The Faculty of Agri-food and the Environment launched a €200,000 scheme funded by 10 companies in the agri-business sector. Awarded to 10 students, these scholarships will provide financial assistance as well as the opportunity for professional work experience with the sponsoring company.

CONFERENCES

- A major international conference on neurodegeneration, the process underlying diseases such as Parkinson's disease and Alzheimer's disease, was organised by Dr Dominic Walsh of the Conway Institute.
- The Centre for Development Studies conference on *Issues and Challenges in working on International Development* provided an opportunity for students to learn more about careers and internship prospects with a range of Irish non-governmental development and campaigning organisations, as well as with Development Co-operation Ireland.
- The work of Dr Máire MacNeill, whose centenary fell during the year, was the theme for *150 years of Celtic Studies in UCD – An Léann Ceilteach: comóradh an chéid go leith* – organised by the Faculty of Celtic Studies.



Professor Mary Daly with alumnus Ryan Tubridy at the 150 Foundation Day Dinner

Dr Hugh Brady presenting Dr Phillip Sharp with the inaugural Ulysses Medal



- The Faculty of Human Sciences presented a conference on *University and Society: From Newman to Market*, with a keynote address by Sheldon Rothblatt, Professor Emeritus, University of California, Berkeley, on *The Modern University and its Discontents: the fate of Newman's legacy in Britain and America*. The three themes of the conference were liberal education post Newman, the research mission of the university, and the university and civil society.
- The Social Science Research Centre held a seminar on *Counting, Measuring, Valuing: Four Decades of Social Science Research at UCD* – marking 20 years of the International Social Survey Programme (ISSP).
- *Biodiversity in the Farmed Landscape: Building a Knowledge Base to Inform Agri-environmental Policy*, was organised by the Faculty of Agri-Food and the Environment. This conference sought to stimulate and inform the debate on the impact of modern agriculture on biodiversity and highlighted the particular needs of policy makers in developing agri-environmental policy.

At the opening of the HIV in the New Millennium Conference were Stephen Rea, Professor Robert Gallo, Professor Bill Powderly and Professor Bill Hall



- *HIV in the New Millennium Conference – The Past, Present and Future of HIV-AIDS* drew experts from around the world as UCD's leading HIV/AIDS academics, Professors Bill Hall and Bill Powderly focused attention on the challenges of tackling the

disease in resource-poor settings. Professor Robert Gallo, who first identified the AIDS virus, was among the distinguished speakers.

SHOWCASES, EXHIBITIONS AND HISTORY PUBLICATIONS

- UCD Press launched the final edition of the *Letters of Peter le Page Renouf, 1822-1897*. Peter le Page Renouf was a lecturer and then professor at the Catholic University during its first 10 years.
- The engineers, architects and planners launched *Realising Visions* – a showcase of research activities, distinguished history and achievement by alumni and academics. A history of the Faculty was written by Professor Vincent McCabe.
- The *Science Uncovered* showcase included a lay seminar of five postgraduate speakers, which was open to the general public, science alumni and students.
- The Graduate Committee in the Faculty of Agri-Food and the Environment organised a two-day *Africa Framed* event, which celebrated the multicultural student body of the Faculty and throughout UCD. It also highlighted the Faculty's and staff's global links, and raised money for Self-Help, an Irish charity specialising in long-term famine prevention.
- The Library held a major exhibition of its Special Collections, gathered over the past 150 years. The exhibition displayed some of the Library's treasures and resulted in a commemorative booklet.
- The Smurfit Business School launched an alumni website to foster greater affinity among graduates during the anniversary year.

STUDENT ACTIVITIES

Students also used the UCD 150 anniversary to highlight their co-curricular activities.

- The UCD Overseas Volunteers published a commemorative book – *Colour on a Grey Canvas* – featuring their shared experiences with the people and children of New Delhi. Supported by Senator Feargal Quinn, the book sold 1,000 copies and will be a reminder, as well as an inspiration, to students who use their university years to broaden their cultural and social horizons.
- The International Office organised *Cultural Diversity Week* – a programme of events which included an international exhibition and various musical performances from drummers *De Jimbe-Bisi* from Nigeria, percussionists from China and traditional Irish music.



Entrance way to the UCD 150 Foundation Day Dinner held on 5 November '04

- The most famous and oldest of UCD student societies – the L&H – published a limited edition two-volume *Centenary History of the Literary and Historical Society of University College Dublin*. The 1855-1955 volume was edited by James Meenan and the 1955-2005 volume was edited by Frank Callanan.
- During UCD 150 Student Week, UCD hosted the *Irish Times University Debating Finals*.

COMMUNITY OUTREACH

The Faculty of Arts hosted a special open event, *BA Student for a Day*, to provide a snapshot of life as an Arts student at UCD with a day-long programme of lectures and activities.

UCD means that students are encouraged to engage in many non-academic activities, recognising that the mind is opened not just by books alone. Its teaching, research, residential and recreational facilities are second to none.



Retired staff members of UCD attending a 150 celebratory event



The core purpose of the anniversary year was to celebrate the achievements of UCD's staff, students and graduates. Social events brought retired staff, long lost graduates and the local community to Belfield as the university aimed to share its heritage with everyone. Everything from the illumination of the campus to the creation of a UCD 150 brand was designed to give a sense of pride in this most remarkable university.

CONCLUSION

UCD is Ireland's premier university. It offers the most diverse range of subjects and greatest opportunities to be involved in cutting-edge research. Belfield campus is unique in Ireland and realises Newman's dream of a true academic community. The holistic educational ethos at