

**The Association  
of Commonwealth  
Universities**

*Award Winners 2005/6*

---

**ACU PR, Marketing and Communications Awards**

Prospectuses and Student Recruitment

Handbooks

Annual Reports

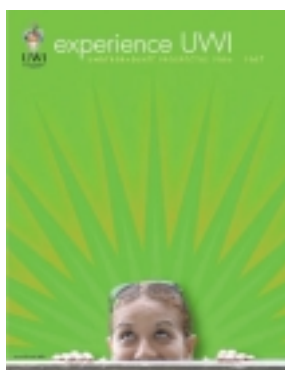
Calendars

Bulletins and Newsletters

Websites

Outreach and Community Development

The ACU prides itself on the range and quality of the services that it provides to its members and we keep these services under constant review. The Association's development of professional networks in research management, human resources and marketing and public relations represent a significant extension of our programme of benefits to members. These inaugural awards for higher education institutions in medium and low income countries are an important measure of the success of the network that we have developed in this sphere. We would like to thank all the institutions that took the time to enter the awards.



**W I N N E R**

- University of the West Indies (UWI), Trinidad and Tobago  
Experience UWI: Undergraduate Prospectus 2006 - 2007



**W I N N E R**

- Andhra University, India  
Repository of Knowledge

## Prospectuses and Student Recruitment

**JUDGING CRITERIA**

This category attracted a high number of entries, reflecting a broad range of approaches. Considered in the evaluation were the cover, format, graphics, page layout and the use of colour. The judges also looked at how the mission and strengths of the institution have been captured and communicated to prospective students.

With the objective to market itself as a modern university – on a par with any international competitor – UWI produced this prospectus in October 2004 and reprinted it in 2005. The theme of 'Caribbean-ness' was effectively used in the design of the prospectus, while the University efficiently demonstrated that UWI offers a good standard of international education. Following the launch of the prospectus, the St. Augustine campus experienced a 15% increase in applications. The prospectus delivers a well-constructed set of statements about the institution. There is strong presentation of information and a clear identification of audience and goals. The design effectively and creatively incorporates strong photography, colour coding that supports the overall theme and enhances content segmentation as well as graphic elements that help break-up the text.

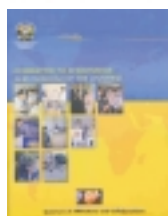
**HONOURABLE MENTION**

- University of Pretoria, South Africa  
Home of the Innovation Generation:  
Admissions Requirements and General Information 2006



**SPECIAL MENTION**

- Guru Gobind Singh Indraprastha University, India  
University Profile



## Handbooks

**JUDGING CRITERIA**

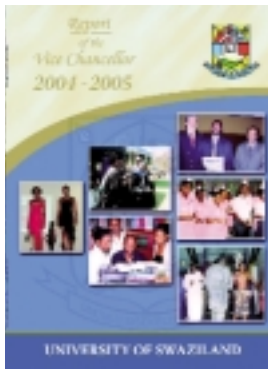
This category was introduced to recognise and support general publication entries targeted at an internal and/or external audience, which did not fit in any of the other categories. As in all categories, the judges were looking for a strong understanding of the target audiences and a clear articulation of the objectives of the publication.

When developing this handbook, Andhra University was keen to produce a publication that would introduce the institution and its educational programmes to the wider public, as well as attract international students.

With excellence in both design and production, the publication succeeds in presenting an overview of both the academic and social aspects of the student experience. The result is a handbook that can be of use as both promotional material and as a keepsake. Clearly laid out programme information, and the inclusion of a wide range of high quality photographs of the facilities and colleges, creates a positive and appealing image of the University.

I am delighted to say that the response to the awards has been of such high quality that our judges found the process of choosing a winner in each category particularly challenging. In some cases it was simply impossible and the judges decided to compromise by making two awards. Congratulations to those who won awards and commiserations to those who we not successful. We look forward to seeing entries from you all in the future.

Dr John S Rowett OBE, Secretary General, The Association of Commonwealth Universities



W I N N E R  
 ● University of Swaziland  
 Report of the Vice Chancellor  
 2004 - 2005



W I N N E R  
 ● University of  
 Nairobi, Kenya  
 Calendar 2005 – 2006

## Annual Reports

### JUDGING CRITERIA

The judges were looking for visual appeal, clarity of structure and presentation and effective use of colour, graphics and photographs. The best entries recognised the use of annual reports as a marketing tool, while still meeting statutory and regulatory requirements.

As the University of Swaziland is the only university in a country of one million people, its mission is to 'provide a congenial learning environment, accessible to the people of Swaziland and beyond'. The purpose of the report was to provide comprehensive information and highlight activities from all the faculties and units, and to emphasize achievements, as well as provide an accurate financial statement. Further, the aim was to create a high quality report that can be used as a marketing tool.

The result is a very readable and comprehensive report that effectively uses colour, graphics and photographs. Overall, the presentation of the report contributes to a positive impression of the university.

### HONOURABLE MENTION

- University of South Africa  
 Annual Report 2004



- Stellenbosch University,  
 South Africa  
 Annual Report 2004



## Calendars

### JUDGING CRITERIA

The judges were looking for ease of use, readability and visual material. Ideally, content should be presented in a consistent, interesting and attractive way, but also in a well-structured and accessible format.

Although the University of Nairobi has a history of publishing calendars, this is the first time that they decided to be innovative with pictures, shades, master pages, etc.; with the aim of introducing the university's programmes to a wider audience. As a result, other educational institutions, as well as the Kenyan embassies, have used the calendar as a model. To improve the product further, the University decided that the calendar could be reduced in size, while retaining its essential qualities.

The calendar is a well-designed and accomplished piece of work. It is well laid-out, with a typeface that is easy to read and with much of the language being good, 'plain' English. The addition of photographs provides some 'breathers' and the flags allow the reader to find information relatively easy.

# Award Winners 2005/6

## ACU PR, Marketing and Communications Awards



### WINNER

- University of the West Indies (UWI), Trinidad and Tobago  
St. Augustine News, STAN  
(Medium Income Country Category)



### WINNER

- Jomo Kenyatta University of Agriculture and Technology, Kenya  
Agritech News  
(Low Income Country Category)

## Bulletins and Newsletters

### JUDGING CRITERIA

This was the largest campaign category in the Awards programme. A key factor of the winning entries was the extent of their appeal to the target group, despite a wide range of budget profiles. Judges were also looking for publications that demonstrated innovation, creative thinking and a good understanding of reader interests.

In acknowledgement of the importance of communicating the University's vision, mission and core values to the internal audience in a succinct, reader-friendly and cost-effective manner, the UWI Marketing and Communications Office redesigned the newsletter so that it struck a more informal tone and incorporated attractive design. The new design has received a positive response: 31% of those who took part in a survey rated the publication as excellent, while 49% found it very good. Amongst a number of comments that the publication received, one came from Professor G. M. Richards, President of Trinidad and Tobago, who found the newsletter 'particularly interesting and informative'.

One of the newsletter's main strengths is its good understanding of the importance of the internal audience, when it comes to communicating a message about the University. It also uses good audience segmentation as well as excellent production values and photography.

The Jomo Kenyatta University of Agriculture and Technology publishes Agritech News magazine (Agriculture and Technology News) quarterly, with the aim of informing stakeholders of the University's activities. The intention is that the content will add value to its readers.

The magazine has received recognition for good layout and photography. The stories are not only easy to read and engaging, but also show a good understanding of readers' interests. The question and answer format was noted as particularly interesting. Overall, the judges rated the publication as definitely the best amongst those with a smaller budget.

### HONOURABLE MENTION

- University of Ghana  
UG Campus Update
- Kwame Nkrumah University of Science & Technology, Ghana  
Science & Technology Magazine, Technocrat





**W I N N E R**

- Bharathiar University, India  
www.b-u.ac.in  
(Medium Income Country Category)



**W I N N E R**

- Universiti Sains Malaysia  
Demi Masa  
(Medium Income Country Category)

## Websites

### JUDGING CRITERIA

The judges were looking for entries with a relevant and important context, clean and informed navigation, consistency in design, and application of the university's identity throughout the website. Accessibility was also high on the judges' list of criteria.

Bharathiar University has created a dynamic website that enables its target audience to have quick and easy access to the desired information, with clear links and navigational aids. The home page provides extensive information and relevant links that successfully meet the needs of past, current and prospective students. Combined with the ease of use, Bharathiar has also effectively maintained the identity and appeal of the University with the use of visual imagery, news snippets and statements of achievement. It succeeds in communicating the essential qualities of the institution and the necessary information, thus attracting both students and other browsers to spend time exploring.



- Uganda Martyrs University  
www.umu.ac.ug  
(Low Income Country Category)

Uganda Martyrs University has been highly successful in creating a website that meets its defined aims of presenting the institution to the international academic community and providing easy access to information. Clear and simple design is consistent throughout the site. Both students and visitors to the University are provided with straightforward links that are easy to navigate. The clear layout is complemented by well chosen photographs and the University's news.

Initially designed by students and operating on a limited budget, Uganda Martyrs University has excelled in producing a website that provides both comprehensive information and an insight into campus life.

## Outreach and Community Relations

### JUDGING CRITERIA

Due to the variety and complexity of entries, this was the hardest campaign category to judge. The judges were looking for creative methods to promote an initiative that benefits the institution, its students and the wider community. Innovative and original entries that showed clear objectives stood out for the judges.

With a wide ranging calendar of cultural events, Universiti Sains Malaysia sought to provide opportunities for the campus community, the local region and Malaysia as a whole, to engage with the learning and cultural experiences on offer. The aim was to create a recognisable brand within the local, national and international arts events scene and promote the School of Art alongside the established scientific and technological departments. By promoting its events through eye catching, innovative and well designed brochures, the Universiti Sains Malaysia has achieved its aim of creating a clear brand and has established 'Demi Masa' as a significant part of Northern Malaysia's arts and cultural scene.

- University of Lagos, Nigeria  
UNILAG 103.1 FM: Expanding the Frontiers of Knowledge  
(Low Income Country Category)



The radio station at the University of Lagos was established with the intent of providing new experiences for students and increasing the educational opportunities available to the wider community. The station has enabled information to be disseminated with ease and has been essential in advertising events, activities and campaigns. Of particular importance is the role the station has played in encouraging the youth of Nigeria to alter their attitude to lifestyle choices, as part of the continuing campaign to raise awareness of HIV/AIDS. The judges were highly impressed with this initiative which demonstrates the successful combination of realising public relations and communication objectives at the same time as enhancing the student experience.

### HONOURABLE MENTION

- University of Moratuwa, Sri Lanka  
Aperture 2004



## The Judges 2005/6

**Dawn-Marie De Four-Gill**, Director,  
Marketing and Communications,  
University of the West Indies, Trinidad and Tobago

**Dorothy Garland**, Deputy Secretary-General (External),  
The Association of Commonwealth Universities, United Kingdom

**Adrienne Jerram**, Director,  
Marketing and Student Recruitment, University of Sydney, Australia

**Muhammad Rashid Khan**, Head,  
Public Relations, University of the Punjab, Pakistan

**Dr John Kirkland**, Deputy Secretary-General (Development),  
The Association of Commonwealth Universities, United Kingdom

**Peter Reader**, Director,  
Marketing and Communications, University of Bath, United Kingdom

**Jacqui Tam**, Director,  
Public Affairs and Publications, Wilfrid Laurier University, Canada

## About the Awards

The ACU launched its PR, Marketing and Communications Awards to share, encourage and reward good practice. This is the only programme of its kind amongst higher education institutions in medium and low income countries of the Commonwealth. The Awards provide a chance for universities to promote their institutions and have their PR, marketing and communications activities assessed and recognised by an international panel of judges. The Awards recognise, encourage and celebrate achievements of higher education institutions and professionals who work in them, and draw attention to models of good practice.

The 2005/6 Awards were presented on 18 July 2006 at the Gala Dinner of the inaugural global conference of the ACU's PR, Marketing and Communications Network in Toronto, Canada.

## About the Network

The ACU PR, Marketing and Communications Network is one of several ACU programmes designed to bring practitioners in key fields together. Members of the network receive regular electronic newsletters and free or discounted copies of the international Education Marketing magazine, published by Heist three times a year with the support of the ACU. As well as the programme for ACU PR, Marketing and Communications Awards, a small number of scholarships for young PR professionals from universities in developing countries has been established. Membership in the network is open to staff in all ACU member universities.

**The Association  
of Commonwealth  
Universities**

## Contact Us

To join the ACU PR, Marketing and Communications network, or to receive further details on the ACU PR, Marketing and Communications Awards, contact:

Gina Evans  
The Association of Commonwealth Universities  
Woburn House, 20-24 Tavistock Square  
London WC1H 9HF  
United Kingdom

Tel: +44 (0)20 7380 6716  
Fax: +44 (0)20 7387 2655  
Email: [prnetwork@acu.ac.uk](mailto:prnetwork@acu.ac.uk)

Visit our website: [www.acu.ac.uk/prnetwork](http://www.acu.ac.uk/prnetwork)