

**The Association  
of Commonwealth  
Universities**

# *Award Winners*

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**ACU PR, Marketing and Communications Awards  
2007-2008**

**Prospectuses and student recruitment**

**Annual reports**

**Bulletins and newsletters**

**Websites**

**Outreach and community development**

The ACU launched its PR, Marketing and Communications Awards in 2005 to share, encourage and reward good practice amongst higher education institutions.

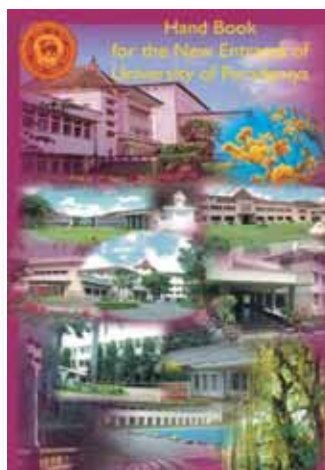
The 2007-2008 Awards, presented in July 2008 at the gala dinner of the 2nd conference of the ACU's PR, Marketing and Communications Network in Durban, South Africa, showcase the best from a competitive call for entries. The submissions were of such high quality that the process of choosing a winner in each category was particularly challenging. In some cases, it was simply impossible and two awards were made. Congratulations to those who won awards and commiserations to those who were not successful.

The ACU would like to thank all of the institutions that submitted entries, and we look forward to receiving entries from you all in the future.

## 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.



**WINNER**  
University of Peradeniya,  
Sri Lanka  
Hand Book for the New Entrants of  
University of Peradeniya

The **University of Peradeniya** produced the *Hand Book for the New Entrants* with the clear objective of providing comprehensive pre-arrival information that would assist undergraduate students in acclimatising to their new environment and independent lifestyle. Set out in a clear, simple format, the booklet provides practical advice on this transitional period, dealing with diverse issues within education, society and health. In order to ensure that the publication was accessible, the university distributed it in both hard copy and CD format. The publication filled a gap in the information available to prospective students and effectively prepared them for their forthcoming studies.

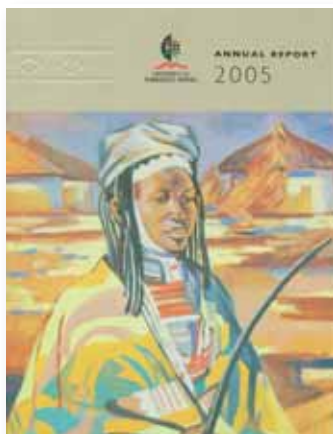


**HONOURABLE MENTION**  
Guru Gobind Singh Indraprastha  
University, India  
Admission Brochure

## Annual reports

### JUDGING CRITERIA

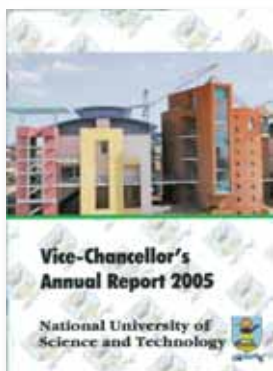
The judges were looking for visual appeal, clarity of structure and presentation and effective use of colour, graphics and photographs. The best entries recognised the use of annual reports as a marketing tool, while still meeting statutory and regulatory requirements.



**WINNER**  
University of Kwazulu-Natal, South Africa  
Annual Report 2005

As one of the largest universities in sub-Saharan Africa, the **University of Kwazulu Natal** is committed to access, social redress and outreach. The *Annual Report 2005* sought to highlight achievements in these areas, as well as report on the institutional structures and research initiatives within the university.

By clearly identifying their diverse audience of government departments, business and community leaders and members of staff, the publication effectively communicates the message of achievement to all concerned. The outstanding use of localised imagery and clear, concise text draws the audience in to produce a content-rich annual report that provides an immediate understanding of the institution and its goals. The publication succeeds as both a promotional tool and a document that highlights the progress of the university in meeting its own targets.

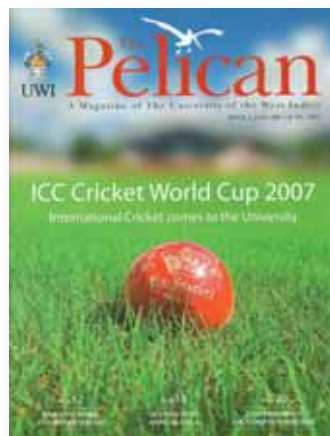


**HONOURABLE MENTION**  
National University of Science and Technology, Zimbabwe  
Vice-Chancellor's Annual Report 2005

## Bulletins and newsletters

### JUDGING CRITERIA

This was the largest campaign category in the awards competition, with the most entries. 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.



**WINNER**  
University of the West Indies  
The Pelican

The *Pelican* was first published in 2006 as the flagship magazine of the **University of the West Indies**, with the aim of differentiating itself from the existing campus publications. Featuring articles from a cross section of UWI faculty, students and alumni, *The Pelican* provides the Caribbean, and those interested in Caribbean issues, with an insight into the university and the region as whole.

The visual strength of *The Pelican* was highly commended by the judges, and in particular the 'creative' and 'powerful' use of photographs that not only complement the features but serve to draw the reader into the story and provide a flavour of the magazine's overall theme.



**HONOURABLE MENTIONS**  
Jomo Kenyatta University of Agriculture and Technology, Kenya  
Agritech News

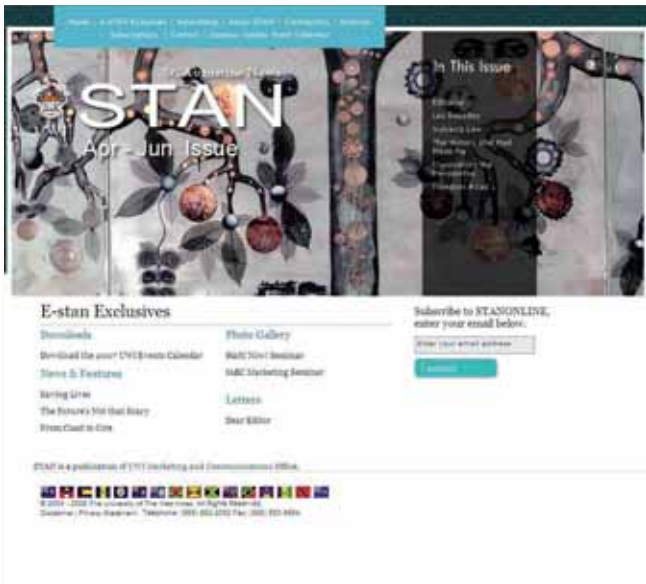
University of Kwazulu Natal,  
South Africa  
ukzndaba



## 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.



### WINNER

University of the West Indies at  
St Augustine, Trinidad and Tobago  
<http://sta.uwi.edu/stan>



### WINNER

University of Jammu, India  
[www.jammuuniversity.in](http://www.jammuuniversity.in)

The **University of the West Indies at St Augustine** has established a dynamic, informative news source in the form of the UWI St Augustine News (STAN Online) website. Aimed primarily at UWI staff and students, the website allows the campus to communicate its achievements, events and news immediately to the community at large. It provides easy access to all, utilising a highly accessible format and features that assist those who are visually impaired.

UWI chose a contemporary design, with clear text and local images from regional photographers and artists. A mixture of creative interviews, well-written feature articles and an up-to-date event calendar and photo gallery combine to create an interactive website that successfully promotes the campus and its identity to readers.

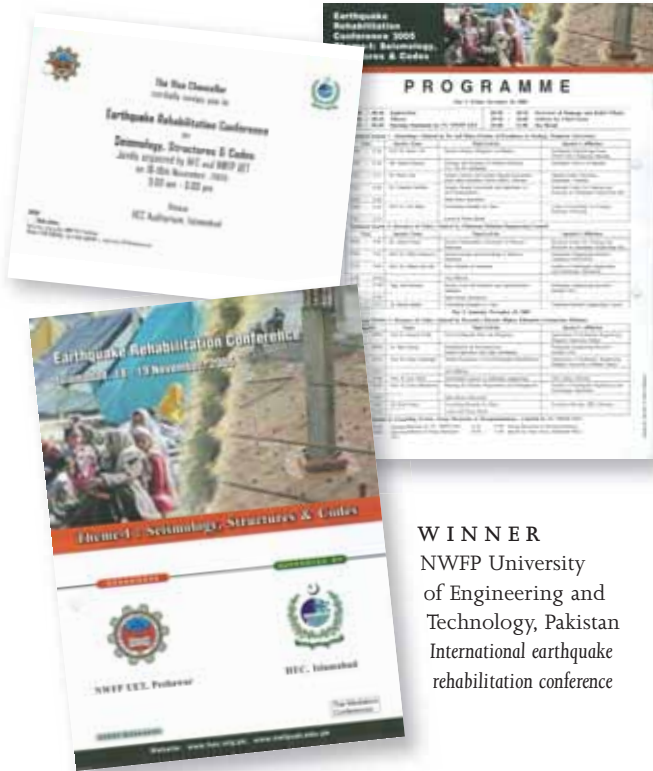
The **University of Jammu** has created a visually strong website that fulfils the primary objective of any site: it is easy to navigate! The user is provided with well-structured and relevant content and the all-important homepage provides quick and easy access to desired information, using clear links and navigational aids. The judges particularly commended the section for alumni, proving that Jammu has successfully met the needs of past, current and prospective students.

The identity of the university is clearly conveyed to the target audiences with the use of visual imagery, news snippets and statements of achievement. The website succeeds in its aim of providing the user with a window into the academic heart of the university as well as the culture and tradition of the local region.

## 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.



**WINNER**  
NWFP University of Engineering and Technology, Pakistan  
International earthquake rehabilitation conference



**WINNER**  
Mbarara University of Science and Technology, Uganda  
Healthy Child Uganda project



In the wake of the 2005 earthquake in Pakistan, the **NWFP University of Engineering and Technology** (NWFP-UET) utilised the expertise of its Earthquake Engineering Centre (EEC) to organise a timely conference on earthquake rehabilitation. Working with the Higher Education Commission in Pakistan and UK-based Campus Consultancy Services, they investigated the causes of the devastating effects of the earthquake and made recommendations to prevent future catastrophes. Seizing the moment, the conference sought to gain greater exposure of the work of the EEC among the general public and policymakers.

A carefully planned communications strategy, alongside collaboration with the government and international organisations, allowed the EEC to establish itself as a leading institute for research as well as a community-focussed organisation. Advertisements, press releases and interviews resulted in national press coverage for the NWFP-UET, which may have contributed to the EEC's later upgrade to national level with increased government investment. By addressing the immediate needs of the community in the aftermath of the earthquake, the conference increased public awareness of the issues and engaged with local people.

Healthy Child Uganda is a community partnership project, led by **Mbarara University of Science and Technology**, working to reduce child mortality rates. The university provides training for local healthcare practitioners and community volunteers in areas such as preventable disease control, with the aim of strengthening overall child health.

The university has established a strong working relationship with local rural communities, enabling the project to implement a range of activities successfully. The 2006 'healthy homes' competition awarded mosquito nets and water containers to local families with the 'healthiest' homes, encouraging community participation and promoting the project's message through local media coverage.

Mbarara University of Science and Technology has developed a strong concept for their outreach programme that directly meets the objectives of the university's core mission to provide quality education with an 'emphasis on science and technology and its application to community development'.

**HONOURABLE MENTION**  
Uganda Martyrs University  
Training of farmers



## The Judges 2007/2008

### Dr John Kirkland

Deputy Secretary General (Development),  
The Association of Commonwealth Universities

### Gina Evans

Programme Officer, The Association of Commonwealth Universities

## Advisory Panel

### Dawn-Marie De Four-Gill

Director of Marketing and Communications,  
University of the West Indies, Trinidad and Tobago

### Adrienne Jerram

Director, Marketing and Student Recruitment,  
University of Sydney, Australia

### Peter Reader

Director of Marketing and Communications,  
University of Portsmouth, UK

### 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 by an international panel of judges. The Awards recognise, encourage and celebrate the achievements of higher education institutions and the professionals who work in them, and draw attention to models of good practice. The 2005-2006 Awards were presented in July 2006 at the gala dinner of the inaugural conference of the ACU's PR, Marketing and Communications Network in Toronto, Canada.

## About the Network

The PR, Marketing and Communications Network is one of the ACU's four professional networks, established to connect the ACU with its members across all levels of the institution.

The Network was officially launched in 2003 and since then membership has grown to over 400 registered members from 37 countries. The aim of the Network is to provide opportunities for practitioners in the field of higher education PR, marketing and communications to collaborate, exchange experiences and share good practice.

Our registered members are able to keep abreast of current thinking through our regular publication, *Impact*, and conferences which are held every two years. The Network is run by the ACU with the assistance of an informal steering committee.

## The Association of Commonwealth Universities

### Contact Us

To join the ACU PR, Marketing and Communications Network, or for further information about the ACU PR, Marketing and Communications Awards, please contact:

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

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

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