

## EXPANSION PROGRAMME

BECOME A COLLABORATIVE  
EDUCATION PROVISION PARTNER



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*At UCC, we believe in fostering and creating the business leaders of tomorrow. We're guided by the belief that the key to [a country's] growth lies in the development of its people, so we try to build an ethos of innovation and entrepreneurialism. That's the basis on which the institution was established.*

**– Dr. Winston Adams, Executive Chairman**

<http://businessviewcaribbean.com/university-college-of-the-caribbean/>

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## BECOME A COLLABORATIVE EDUCATION PROVISION PARTNER

The Commonwealth Caribbean, or CARICOM region, faces an unmet need for high-quality, expanded tertiary educational opportunities.

With an established history of academic excellence, a time-tested business model and our focus turned to the future, the University of the Commonwealth Caribbean is perfectly positioned to respond to this need.

UCC seeks to expand into emerging markets through an innovative network of partners. By offering customisable license or joint venture packages that can be structured as traditional brick-and-mortar universities, online learning institutions, or hybrid entities, UCC will enable experienced entrepreneurs and aspiring organisations to launch new educational opportunities in areas where tertiary educational development has traditionally been a challenge.

Our strategic initiative is designed to provide qualified investors and partners with a unique opportunity to generate positive returns while cultivating regional access to high-quality tertiary education. If you are an entrepreneur with a passion for education, a business entity seeking new revenue-generating opportunities in the higher education sector, or an existing educational institution looking to enhance your current degree programmes, we would be delighted to hear from you.

**TOGETHER, WE CAN INVEST IN THE FUTURE  
OF OUR COMMUNITIES AND COUNTRIES BY  
DEVELOPING THE BUSINESS LEADERS OF  
TOMORROW.**

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# AN INNOVATIVE, FLEXIBLE EDUCATION MODEL AND BUSINESS CONCEPT

UCC was established in 2002 through the merger of two well-known and respected educational institutions: the Institute of Management Sciences (IMS) and the Institute of Management and Production (IMP). Today, UCC is a private, for-profit higher educational institution comprised of seven campuses throughout Jamaica. It employs more than 180 administrative staff and 250 full and part-time faculty; and has seen more than 70,000 students graduate to begin careers in information technology, business management, marketing, tourism and more.

**AN ESTABLISHED MODEL FOR GROWTH.** The UCC business model is driven by the UCC's commitment to relationships at all levels, including students, educators, businesses and community partners. This same loyalty will extend you and your UCC location through support from a solid and extremely experienced management team, every step of the way.

Our time-tested model has evolved over more than two decades and has replicated itself through multiple campus locations in Jamaica. This translates to an ability to support locations region-wide.

Strategic partnerships and memberships are a cornerstone of the UCC approach to education. Relationships with international institutions such as the Florida International University (FIU), the American Council of Education (ACE), the Commonwealth Consortium of Universities, the Association of Caribbean Tertiary Institutions (ACTI), the Quality International Study Abroad Network (QISAN), the Commonwealth of Learning (COL) and the University of London (UOL), allow UCC to provide a number of unique degree programmes. In fact, UCC is the only tertiary institution in Jamaica to be recognized and formally registered by the prestigious University of London (UOL) to offer select UOL degree programmes in Jamaica.



**A REPUTATION FOR ACCESSIBILITY AND QUALITY.** UCC is internationally accredited as a premier higher education institution by the reputable UK & International Accreditation Body, the Accreditation Services for International Colleges & Universities (ASIC). Furthermore, all the UCC programmes are also either fully accredited or in process of being accredited by the local/regional Accreditation Body, the University Council of Jamaica (UCJ). UCC's history in the Caribbean will bring your campus location immediate visibility and credibility, throughout the region and abroad. Your UCC campus will be regarded as a world class education institution, differentiated from others in the region in terms of the breadth of your course offerings, the quality of your educators and the partnerships that UCC has developed with leading education, business and government organisations.

Another key to UCC's expansion strategy is a significant investment in state-of-the-art technology. This will facilitate innovation across the design and delivery of course content, and flexibility within the partnership opportunity.

To help attract and retain students, UCC offers a number of scholarship, lending and payment plans. The quality and accessibility of a UCC education is proven by a student retention rate of approximately 80 percent; a rate that is nearly 20 percent higher than most comparable educational institutions in the United States. And all of UCC's programme offerings are benchmarked against international standards, to ensure that your graduates will be able to compete in the fast-paced global marketplace.



**UCC:** a nearly 80% student retention rate

*I chose UCC because of their strong history in the management sciences & they were flexible enough to meet my busy schedule.*  
– **Rory Frankson-Salmon, Exec. MBA Graduate**



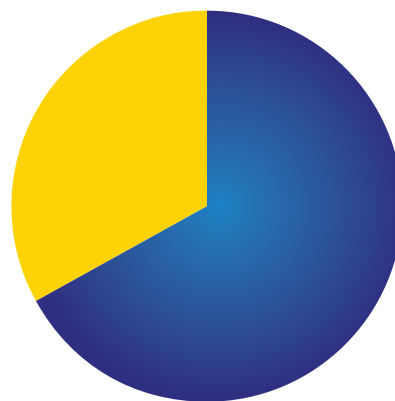




## RESPONDING TO UNMET DEMAND FOR QUALITY TERTIARY EDUCATION

The Commonwealth Caribbean is comprised of 13 sovereign states and 17 dependent territories, with a population of nearly 40 million people.<sup>1</sup> This vibrant and culturally diverse region is characterised by service-oriented economies and steadily growing GDP.

However, historically, there has been a noticeable lack of emphasis on tertiary education across the region. Not only are there a small number of internationally renowned higher education institutions, but most do not offer modern scientific courses or actively engage in research. This dynamic is reflected in the remarkably low enrolment rates across the region. Reports published by UNESCO show that only around one-third of the young adult population (aged 18 to 24) in the Caribbean and Latin America was enrolled in higher education; while this figure is twice as high in more developed countries.<sup>2</sup>



**Unmet Demand:** Only one-third of the region's young adult population enrolled in higher education.

This climate of restricted academic opportunity has incredible detrimental effects on the Caribbean economy and labour market. Many regional students travel abroad to study, and then stay to work, creating a deficit of skilled workers throughout the Caribbean. Almost all the Caribbean countries rank among the top 20 countries in the world with the highest tertiary-education migration rates.<sup>3</sup> The lack of local academic options also hinders the region's ability to develop into a knowledge-driven economy.

Governments across the Caribbean are aware of and concerned about the effects of limited tertiary education opportunities. Many offer programmes to encourage enrolment through grant funding of tuition, a network of community colleges, and student loans.

### WE SEE THIS AS AN OPPORTUNITY TO EFFECT POSITIVE CHANGE.

The lack of quality tertiary education options in tandem with government sponsored education incentive programmes creates an extraordinary expansion opportunity for UCC. It's time for qualified individuals and institutions to join us, as we answer the call for better education, region-wide.

# A VARIETY OF INVESTMENT MODELS, OPERATIONAL STRUCTURES & COURSE OFFERINGS

The UCC expansion programme offers a variety of structural options to consider, including licenses, collaborations and joint ventures. And because the core course offerings are transferrable to other countries, the business model is not bound by particular geographic or temporal restrictions.

**FLEXIBLE OFFERINGS.** Most new campuses will take the form of fully-branded UCC institutions. However, an expansion opportunity within an existing educational institution can be achieved through using UCC as a sub-brand to complement your existing courses and materials.

UCC partners will also have flexibility for launching either a traditional institution with physical locations and face-to-face instruction and testing, or a web-based institution with internet-supported instruction and testing, or hybrid institutions featuring elements of both modalities. Programmes can be initiated in existing, shared, or rented space. All of this will allow the education model to best respond to the education needs and space availability in desired or existing locations, and can even help to initiate operations with minimal financial outlay.

**BROAD STUDENT POPULATION.** Best of all, as a UCC strategic partner, you will have the ability to meet the educational needs of a wide range of students. You can make courses for undergraduate, graduate and specialty degree programmes available in-person or online, day or night, year-round. These flexible options are designed to accommodate the needs of both full-time students, and the ever-growing population of working professionals who are seeking higher education possibilities as a path to promotion, to augment a community college degree, or for general career changes or advancement.

**ONLINE & TECHNOLOGY TOOLS.** In particular, UCC anticipates significant growth of online programmes, across all campuses. When you join the UCC system, you can offer online courses that utilise a range of world-class technology-based teaching tools, including Adobe Connect, Smarthinking, Moodle, Aeorion, E-brary and others. This technology-based structure will allow you to effectively recruit and retain new students, and grow your programme or campus into a dynamic academic community.

<sup>1</sup>Central Intelligence Agency. World Factbook. [https://www.cia.gov/library/publications/the-world-factbook/wfbExt/region\\_cam.html](https://www.cia.gov/library/publications/the-world-factbook/wfbExt/region_cam.html)

<sup>2</sup>UNESCO (May 2014). Regional Report about Education for All in Latin America and the Caribbean. [http://www.unesco.org/fileadmin/MULTIMEDIA/HQ/ED/ED\\_new/pdf/LAC-GEM-2014-ENG.pdf](http://www.unesco.org/fileadmin/MULTIMEDIA/HQ/ED/ED_new/pdf/LAC-GEM-2014-ENG.pdf)

<sup>3</sup>Marshall, S., Brandon, Thomas, M., Kanwar, A., Lyngra, T. (2008). Foreign Providers in the Caribbean: Pillagers or Preceptors? Commonwealth of Learning. Vancouver.







## OUTSTANDING ACADEMICS AND SUPERIOR SUPPORT FOR YOUR EDUCATIONAL VENTURE

While remaining committed to the integrity of our education institution and offerings, UCC has also created a department that is solely dedicated to the development and continuous growth of its strategic partnership initiative. We are here to support and guide a range of your strategic decisions, from initial engagement through the launch of your local class offerings and beyond. Some of the key resources available to you for this turn-key programme include:

- **INITIAL ASSISTANCE:** Your UCC leadership team will provide guidance on the selection or retrofitting of your location, including a review of accessibility, parking, square footage, leasing agreements, as applicable. If build-out is required, we will make recommendations throughout the design and construction process, including the selection of lecture-room furniture, the configuration of classrooms, student and staff amenities, and more. We will work with you to ensure your facility has a comfortable, safe and inviting environment, to help nurture a strong and engaged student community.
- **EARLY-STAGE TRAINING:** All strategic partners will be invited to participate in a modular training programme at our Kingston campus headquarters, to ensure programme compliance, service quality and brand integrity. We will review admissions policies, student financing options, campus technologies, instructor recruitment/training, the administration of examinations, student marketing strategies and more.
- **IN-MARKET SUPPORT:** Visits will be made to each campus on an ongoing basis, to review business plans, curriculum development and technology updates. And as questions arise during your ongoing operations, accessible remote support will always be available.



*The University of the Commonwealth Caribbean is motivated by the prospect of collaborating with partner institutions to expand excellent tertiary educational opportunities within countries across the region, and around the world. We are dedicated to ensuring that such partner organisations have full access to the academic and administrative support infrastructure required to provide quality education in their local areas.*

**– Professor Dennis J. Gayle, Executive Chancellor**



- **TOP-LINE COURSEWARE:** UCC partners will have the right to use all curricula and courseware materials developed by UCC for use in business, management and computer training courses, as well as any future programmes of study established by UCC. This will allow for the immediate offering of proven programmes of study to potential students in your region, and ensure academic consistency with other UCC campuses.
- **SHARED LIBRARY RESOURCES:** All digital journal subscriptions and e-Resources secured for UCC libraries will be available at every campus, to ensure all UCC students have access to the best possible tools for research and learning.
- **AMPLE TECHNOLOGY SUPPORT:** As part of the UCC network, schools can leverage a range of established technology systems to support administrative processes and course delivery. This includes a student management system (Aerion), learning management system (Moodle) and document management system (OnBase).
- **A COMPREHENSIVE OPERATING MANUAL:** All strategic partners will receive a comprehensive operations manual containing daily procedures, operational policies, business management tasks and essential forms for local school operations. This will prove to be an invaluable resource in ensuring best practices within your local campus or class offerings.
- **EFFECTIVE MARKETING STRATEGIES:** We will provide you with an initial supply of suggested student recruiting materials, as well as access to additional materials for you to purchase at your discretion. Collateral materials will be updated as new programmes are announced and launched, and UCC will be available to approve all marketing materials that partners create and distribute locally, to ensure compliance with the UCC brand guidelines.

# CREATING THE BUSINESS LEADERS OF TOMORROW THROUGH STRATEGIC PARTNERSHIPS

The University of the Commonwealth Caribbean is proud of its position as a premier tertiary education provider in the Caribbean region. With a broad array of world-class undergraduate, graduate and specialty degree programmes, the University serves thousands of students annually and contributes to the ongoing economic and intellectual development of the Commonwealth region.

The UCC expansion programme represents an extraordinary opportunity to help educate the business leaders of tomorrow, while investing in the financial future of organisations that join us, as well as that of their local economies.

**JOIN US.** Together, we can continue to grow the University of the Commonwealth Caribbean into a valued global brand that businesses, institutions, governments and individuals turn to for assistance in improving themselves, their organisations and their communities.

**THANK YOU FOR YOUR INTEREST IN THE UNIVERSITY OF THE COMMONWEALTH CARIBBEAN'S EXPANSION PROGRAMME.**









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