



dateline UVI

The monthly newsletter of The University of the Virgin Islands

January 29, 2002 vol. viii, number 1

Radio Host Tom Joyner to Raise Money for UVI on Syndicated "Tom Joyner Morning Show"

Just as the University of the Virgin Islands reaches its 40th year anniversary, the good news about UVI's programs and promise will reach millions of radio listeners and potential donors when radio talk show host Tom Joyner launches a month-long fundraising drive on his nationally syndicated "Tom Joyner Morning Show" in May.

Joyner announced his intentions to promote UVI at a recent press conference, grabbing headlines and thrusting UVI into the local spotlight during his one-day visit to St. Thomas aboard the cruise ship Explorer of the Seas. It was exactly that kind of attention and prestige that Joyner and members of the UVI Institutional Advancement team hope to bring to the University on a national scale when Joyner begins touting the University to more than seven million listeners on 120 radio stations across the country in May.

"This is a wonderful opportunity for us," said Dr. Gwen-Marie Moolenaar, UVI's Vice President for Institutional Advancement. Dr. Moolenaar joined Joyner to announce the project, thanking him for a great 40th birthday gift to the University.

The promotion is part of an ongoing effort by the Tom

Joyner Foundation to raise funds for Historically Black Colleges and Universities. Each month the foundation selects a different university to spotlight on Joyner's show, introducing

its programs to millions of listeners and asking for donations for scholarships. Dr. Moolenaar said she and other members of her team lobbied hard for more than two years to add UVI to the list of schools for 2002.

While some schools have received up to a half-million dollars from the exposure on Joyner's show, UVI officials expect a more modest sum, part of which will be complemented by matching pledges from national corporations. Giants like Coca-Cola, Exxon Mobil, the Ronald McDonald House and Cingular Wireless have contributed to other HBCUs spotlighted on Joyner's program in the



Dr. Gwen-Marie Moolenaar, UVI Vice President for Institutional Advancement, welcomes Tom Joyner as he announces the selection of UVI as the HBCU to be featured during the month of May on the Tom Joyner Morning Show.

past.

"We hope to raise a lot of money for the University of the Virgin Islands," Joyner said as he and Dr. Moolenaar unveiled the project.

In addition to the free publicity, the Tom Joyner Foundation will also donate three \$1,500 scholarships each week in May to the University. Joyner has pledged his continued support of UVI and the people of the Virgin Islands.



Tom Joyner wears a UVI baseball cap during a recent visit to St. Thomas. During the months leading up to May, UVI will sponsor several events to rally community support for the UVI/Tom Joyner Foundation Scholarship Campaign. Future mailings will inform UVI alumni and friends of ways to donate funds for deserving UVI students.

Events Calendar

Feb. 2	SBDC Seminar: Intro to Quickbooks	STT
Feb. 8	Open House for highschool students	STT
Feb. 16-18	Agricultural & Food Fair	STX

Admissions, Enrollment Figures Up for Spring 2002

This Spring, the University has seen an increase in applicants and admissions on both campuses. There were 436 new applicants, up almost 50 from Spring 2001. More than half of those new applicants were admitted to the University.

New student enrollment is also up. Of the 293 students accepted, 202 enrolled for classes.

Those statistics are especially impressive since enrollment generally drops during the Spring semester, said UVI's Director of Enrollment Management, Carolyn Cook.

Overall enrollment on the St. Croix campus has increased. Full-time graduate and undergraduate enrollment on St. Croix has increased by 4 percent. Graduate enrollment has increased

by 12 percent since last Spring.

It's a positive sign that enrollment went up in Spring, Cook said. She credits the increase to outreach and recruitment efforts on both campuses. One enrollment initiative that may be responsible for the increase is the school-to-work program, a collaboration with the V.I. Department of Labor.

"We're seeing these initiatives make an impact in applications," Cook said.

"Overall the picture is better," she said. Cook said the University will continue its outreach efforts in hopes of attracting even more students.

There are 935 students enrolled on the St. Croix campus and 1,309 students enrolled on the St. Thomas campus.



UVI Business Services Supervisor Robert Chen assists a student during the Spring 2002 registration on the St. Thomas campus.

V.I. Writing Project to Improve Writing Skills in K-16 Classrooms

The University of the Virgin Islands, the U.S. Department of Education and the Virgin Islands Department of Education have entered into a collaborative university-school partnership to establish the Virgin Islands Writing Project (VIWP) at the University of the Virgin Islands.

The V.I. Writing Project is a residential writing program for teachers. It is the first such program established in the U.S. Virgin Islands.

Through invitational summer institutes, the National Writing Project provides teacher-centered professional development aimed at improving student writing and learning in K-16 classrooms.

With a total of \$85,000 contributed by the three collaborating partners, the V.I. Writing Project will hold its first five-

week, residential, invitational summer institute for teachers at the University of the Virgin Islands from June 17 to July 18, 2002. Applications are being accepted through March 15.

UVI Humanities Professor Dr. Trevor Parris is the director of the VIWP. Ivanna Eudora Kean Senior English Teacher Amy Roberts is co-director. Dr. LeRoy Trotman, the V.I. Department of Education's Deputy Commissioner for Curriculum and Instruction, is facilitator of the project.

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