

UNIVERSITY COLLEGE OF THE CARIBBEAN
PRESS RELEASE
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FOR IMMEDIATE RELEASE

The University College of the Caribbean will be hosting its annual information fair Edu Expo 2007 on Friday April 20 at its Worthington campus in Kingston and the following Friday, April 27 at the Civic Centre in Montego Bay, St James under the theme, Learn Today and Live for Tomorrow.

Unlike the typical college information fair, UCC is staging an event that provides potential students more than just UCC relevant information. "As an institution of higher learning, we are concerned for the hundreds of students and even adults who remain overwhelmed and daunted with their career direction. The stats show that students graduating from high school today will change jobs 10 to 15 times over the course of their working lives and change careers as many as 3 or 4 times. If we can at least plant the seeds to stem professional frustration at this phase of students' lives, then we'll be helping these youngsters on their way to a more purposeful existence," shares chair of the Edu Expo 2007 Committee Keisha Johnson.

Having questioned potential students to identify the gaps in guidance, the UCC has decided to use the one-day Edu Expo to at least lay a foundation to begin bridging that information divide by creating an opportunity to provide real guidance that will either direct or ignite the potential in these youngsters. To accomplish this, UCC has teamed with the professionals who have the expertise to provide the desired practical and relevant information. Linton Smith of Delta Learning Systems for example, will lead the session on 'Identifying the Best Career for Me'. A limited number of student oriented career motivational tests will also be administered to help especially those students who have no inkling of their career orientation. Learning styles is another issue that will be addressed to prepare students for the changes in educational methods at the college level where students are thrown into an very independent environment where if they are not even remotely clear of what they want to accomplish at college, they could easily be caught in the tide of peer or parental pressure and miss the foundation needed for the career path that is best suited for them.

So how will the day be structured? Edu Expo commences at 9:00 am in Kingston and runs through to 5:00 pm. The day will start at 11:00 am in Montego Bay. There will be a number of general sessions highlighting UCC services and programme offerings and several concurrent career and lifestyle sessions. The presenters are drawn from among UCC faculty and local industries. An element of fun is also incorporated in the presentation styles and there will be a fashion show and panel discussion on what is appropriate wear for work and college and why. A Tae-Kwan-Do school will also provide a demonstration on self-defense. The RJR Radiocarbon team was also invited and they will be present with a number of other exhibitors such as Grace Kennedy with their Grace cook off, an impromptu culinary competition among students. The UCC is also

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making a contribution to the educational development of both students and guidance counselors who, by virtue of their attendance at Edu Expo among other criteria, will have the opportunity to access discounted rates to specific programmes of study at the UCC for a limited time.

Among the various sessions scheduled for Edu Expo 2007 are: Balancing Work & Study, Financing Higher Education, Study Techniques, Substance Abuse, Identifying an Individuals Preferred Learning Style(s) and Career Orientation. The career sessions include, Marketing, Human Resources, Information Technology, Public Relations, Business Administration, Hospitality Management and Law.

Admission to Edu Expo 2007 is free of charge. High schools across Jamaica are invited to attend with their fourth to sixth form students. Adult learners interested in pursuing studies at UCC are also invited to attend the Edu Expo closest to their locale. For further information contact the UCC Marketing Department at 929-2830-4 or 1-888-CALL-UCC.

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