

# Philanthropy & You

AT THE UNIVERSITY OF THE VIRGIN ISLANDS

University of the Virgin Islands

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## Marriott Donation Helps UVI to Impact VI Tourism Industry

Marriott Frenchman's Reef Resort General Manager Jean Paul Nel has long known that in order to have a strong hospitality industry, you must have skilled professionals. A \$100,000 donation from Marriott Frenchman's Reef to the University of the Virgin Islands Hospitality and Tourism Program will strongly bolster development of this particular workforce within the territory. The Marriott is part of the Diamond Rock Hospitality Group of Hotels.

Nel said that Marriott wanted to do its part to benefit the hospitality industry on the island and throughout the Caribbean region. "We are excited by what UVI is doing and has done," he said.

This generous donation is being used for scholarships, student professional development, conference and workshop attendance, professional materials and publications, and facilitating student membership in hospi-

tality professional organizations, said UVI Hospitality and Tourism Management Program Director Tamara Lang. "We are very grateful for all donations that have been contributed to the program as well as those that will be given in the future," she said. "With the additional resources, we will be able to build a world class pro-

gram." Lang continued, "UVI's Hospitality and Tourism Management Program will provide an avenue for local and regional students to assume leadership roles in the hospitality and tourism industry."

*UVI's Hospitality and Tourism Management Program will provide an avenue for local and regional students to assume leadership roles in the hospitality and tourism industry.*

- Tamara Lang

Nel said that he continues to work closely with UVI to develop the industry and the workforce on the island and in the Caribbean region. "I just believe we are too reliant on the mainland for skilled positions," he said. "We need to look more at the local talent that the island has to offer." It is his hope that Marriott's corporate offices will also be able to contribute to developing the tourism industry in the territory.

"This is a phenomenal program," said Brandon Jeffers, a junior in UVI's Hospitality and Tourism program. "I feel that the level of information packed into this program is highly beneficial and I would encourage anybody to take it."

Once he has attained his bachelor's degree from UVI, Jeffers plans to work in customer service and front-of-the-house operations in the territory for a few years. Then, it is his

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Dear Friends,

In this installment of Philanthropy and You, the UVI Development Office proudly features several initiatives our donors are supporting in an effort to promote student achievement at its highest levels. You will learn about a donor who believes in the collaborative effort forged between the St. Croix Foundation and the University to promote STEM (science, technology, engineering and mathematics) career fields to students participating in a "cutting edge" robotics program. We also highlight investments being made in our Hospitality and Management Program, which are having an overwhelmingly positive outcome developing future leaders in the regional tourism industry. In our student segment, we showcase several summer enrichment program graduates who are helping to build our economy with innovative projects resulting from their experience participating in our entrepreneurship summer programs.

Every program featured in this newsletter is supported, in large part, by a donor who has decided to address a pressing need in our community through philanthropy. Our Development Office works collaboratively with each donor to identify their preferred area of interest at UVI. These success stories represent a small group of initiatives that are available

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UVI Hospitality and Tourism Management program students pose with Gov. John de Jongh, Jr. (center) after serving at the Fall Yacht Show. (From left to right) Darisa Bobb, Kayresha Collins, Biggie Dodson (caterer), Jenee Reynolds, Gov. John de Jongh, Jr., Rena Innis, Ashley Allen, Sr., Program Director Tamara Lang and Brendon Jeffers.

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hope to work for Viceroy, Snowmass Resort in Colorado. “Being from the Caribbean, I am used to the beach resort, but I want to find a different flavor and a different feel at a ski resort – something I am not used to,” he said. Jeffers interned at Viceroy Hotels and Resorts in Anguilla this past summer.

“It was a great experience,” said Jeffers. “Viceroy is one of the premier resorts in the Caribbean. It was a great learning opportunity. They are one of the few hotels in Anguilla that operate on international standards.” Ultimately, he plans to work in tourism and hospitality internationally.

UVI offers a bachelor’s degree in Hotel and Tourism Management. UVI’s Hospitality Management Program is designed to prepare the graduate for middle management responsibility in large establishments or for greater responsibility in smaller enterprises.

The Hotel and Tourism Management bachelor’s program is a professional management program designed to provide students with the necessary academic and practical knowledge to manage various levels of tourism in the Virgin Islands and other markets. The program’s mission is to empower a diverse and global population of student professionals who will develop into strong leaders within the hospitality industry through academic excellence, industry work experience, and community service.

## UVI STEM Summer Program Inspires Tomorrow’s Inventors

For over a decade, the Boosting the Intellect to STEM Summer Enrichment Institute at the University of the Virgin Islands has captured the creative imaginations of countless youth to master robotics engineering and computer languages. While this two week program teaches students how to program robots, they often leave the institute with so much more.

Dr. Velma Tyson, the institute’s director, said students learn critical thinking, reasoning in a logical sequence, written and oral self-expression, how to adequately handle challenges and resolve problems, perseverance and how to work as part of a team. The institute caters to students from the seventh to 11th grades who have an interest in science, technology, engineering or mathematics (STEM).

“The future belongs to those who have mastered STEM subjects,” said philanthropist and long-time St. Croix resident, Attorney Harvey Clapp III, the primary financial supporter for the

*“Today, more than before, those who can discover and understand big data, and use big data to communicate and make decisions – in all walks of life from education, to medicine, to business and science – will be the winners in an increasingly competitive world.”*

*- Harvey Clapp III*

program. His donations over the past several years have supported the University’s Summer Enrichment Institute. “Today, more than before, those who can discover and understand big data, and use big data to communicate and make decisions – in all walks of life from education, to medicine, to business and science – will be the



Boosting the Intellect to STEM Summer Enrichment Institute students work on project.

winners in an increasingly competitive world,” Clapp said.

“It has had a tremendous impact,” said Dr. Tyson, of the program. “The participants are called young engineers, so they get exposure to experiencing the challenges and successes to which engineers are exposed. They learn that effort and hard work do not always bring the desired results, but that perseverance often results in success.”

After completing the program, Dr. Tyson has found that many of the students begin looking at opportunities in engineering as well as

financial support,” said Dr. Tyson.

Since 2005, the St. Croix Foundation, a nonprofit corporation, and the University have worked to find donors to support the STEM Summer Enrichment Institute. The foundation’s mission is to foster economic and social development on the island of St. Croix and throughout the Virgin Islands. With the help of UVI and the foundation, Clapp’s donations have supported the STEM institute for the last five years.

“We think that the more focused and committed our public sector is to ensuring that we have opportunities like this for our young people, the healthier our community will be,” said St. Croix Foundation Chief Operations Officer Deanna James. “All roads that lead to economic development and economic stability lead back to education. If we do not have an educated workforce, we have nothing. What are we developing our economy for, if our young people cannot participate in it?”

Over the years, the institute has also been funded by the UVI Research and Technology Park, a UVI College Access Challenge Grant and the National Science Foundation’s Junior Science Academy grant.

# UVI Entrepreneurship Business Institute Sparks Student Success

Even for adults, it is a challenge to start a business, but with the skills attained at the Entrepreneurship Business Institute (EBI), teenagers in the territory are running their own businesses. Cousins Briana Christian, 16, and Janee Santos, 15, participated in the 2013 EBI program and were inspired, motivated, and provided with the tools needed for a successful business.

The two launched Pinky's Cupcakes. They deliver their cupcake treats to order for special occasions and events on St. Croix. In December 2013, they served up hundreds of red and green Christmas-themed cupcakes at the Governor's Christmas party on St. Croix. "It was a wonderful experience," said Santos, who was pleased that many people truly enjoyed their work.

Christian said the EBI program taught them how to budget and market their business. In the summer of 2014, the two shared their EBI experiences with the students participating in this year's summer program. "It was definitely a lot of work," said Christian of the program. "But it is something that everyone, I feel, should experience."

"It taught me a lot, especially when the people from the businesses, like Lew Henley, came to speak to us about different tips and tricks about owning your own business," said Santos, who felt Henley really connected with the students. "He really got me to thinking that business is something I might want to get into," she said.

Santos said that she recommended the program to several people who participated in this summer's installment. "Up to now, I can't stop talking about how amazing the program was," she said.

"I thought running a business was



(From the left) Jeana Edney, Jenee Santos and Brianna Christian, of Pinky's Cupcakes, display their cupcakes at the Governor's Christmas Party on St. Croix.

one, two, three, four and then you have your business," Santos said. She now knows that it takes a great deal of investment, time and passion in order to succeed. Christian is currently a junior enrolled at the St. Croix Educational Complex, while Santos is a junior attending Central High on St. Croix.



EBI's Marisha Butcher (left) conducting Marketing Survey.

"I feel very encouraged and productive because the information that we are sharing with the students is really producing results," said UVI EBI Director Paul Fleming. "It is good to see a group of students come into a classroom not knowing much, but walk away reflective of the fact that they have learned a lot." He continued, "They come back with fruit showing that they have indeed implemented the suggestions, techniques and strategies that were shared with them and can

testify that it works."

Several other 2013 EBI students have started their own businesses. They include:

- Andre Lewis – Andre's Lawn Care and Manicure Services (St. Croix)
- Celene Bartley – Michelley Fashion Boutique (St. Thomas)
- Orville Smith – Tropical Custom Shirts (St. Thomas)

The EBI program is a three week program held on UVI's St. Thomas Campus. The students that participate receive a \$500 stipend after successfully completing the program.

It is sponsored by the International Capital and Management Company. "Our hope is that participants of this highly innovative program become empowered with the knowledge required to embark upon their very own entrepreneurial journey," said ICMC President Cornel Williams. "Our long-term goal is to expand the entrepreneurial landscape in the USVI, as we mold and inspire our younger generation, to take the baton towards a successful future for themselves and for the betterment of the entire Virgin Islands community."

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for donors to support at the University. While you read through these pages, we hope you can envision the type of change possible through your personal philanthropy and consider the many ways a partnership with UVI can make it a reality.

Thank you,

Mitchell Neaves  
Vice-President for  
Institutional Advancement

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Contact us at  
(340) 693-1040 or  
(340) 692-4231  
with any questions.

# Ways to Give to UVI School of Medicine

The University of the Virgin Islands is in the development phase of creating a School of Medicine in the Virgin Islands. Our goal is to secure \$10 million in development and operational funding to enable the first UVI School of Medicine class to enroll in 2016. This funding would supplement the generous lead gift – a \$30 million commitment – by Dr. Chirinjeev Kathuria, a physician and Chairman of New Generation Power, as part of his passion for strengthening the health and welfare of the Virgin Islands. Demonstrating broad support and financial commitment is a necessary step in the accreditation process as well.

Virgin Islands Gov. John P. deJongh, Jr. has committed the territorial government to help provide

funding for medical school buildings, creating a public-private partnership that is essential for success. “The Virgin Islands is truly fortunate to be eligible for LCME accreditation of its planned medical school,” said Gov. de Jongh. “This advantage over every other medical school in the Caribbean will put UVI’s medical school on the map and ensure its success ... I fully expect that the opening of the medical school will change the healthcare landscape of the Virgin Islands, as well as enhance the University of the Virgin Islands’ reputation as the preeminent learning institution in the region.”

You can join the effort through contributions for:

- Endowed faculty positions that will ensure that we produce highly

qualified graduates equipped to practice medicine in the USVI, the Caribbean and nationally.

- A state-of-the-art simulation training center that will provide UVI medical students, as well as practicing physicians and nurses from the USVI and beyond, with the training they need to maintain licensure and certification to practice their medical specialties.
- Student scholarship programs to ensure that the UVI Medical Programs can enroll the best students independent of financial circumstances.
- Endowments to support research and teaching opportunities that will further the understanding and practice of medicine in the USVI, the Caribbean and other commu-

nities around the world.

- Innovative learning and communications technologies that will enable knowledge exchange and research collaboration between the Virgin Islands and strategic partners on the mainland and in other parts of the Caribbean.

UVI is striving to develop knowledgeable and caring physicians committed to providing quality health care in the Virgin Islands and Caribbean region. Our challenge is to receive donations and pledge commitments by November 30, 2014, in order to make the Medical School for the Virgin Islands a reality!

*For more information contact the University Development Office at: (340) 693-1040.*

