



ACTT

The Accreditation Council
of Trinidad and Tobago

Established by Chapter 39:06

Quality is the Key



The Accreditation Council of Trinidad and Tobago's

4TH NATIONAL Essay COMPETITION 2014

Theme: Quality in Higher Education in the Knowledge Age

SPONSORSHIP PROPOSAL



4th National Essay Competition 2014

Proposed Start Date: Tuesday, September 2, 2014

Sponsorship Proposal

About ACTT

The Accreditation Council of Trinidad and Tobago (ACTT) is the principal body in Trinidad and Tobago responsible for the quality assurance of post secondary and tertiary level institutions, programmes and awards. ACTT was established in 2004 by The Accreditation Council of Trinidad and Tobago Act, Chapter 39:06 of the Laws of the Republic of Trinidad and Tobago (hereinafter referred to as "the Act"). It was formally launched on November 28, 2005 and currently operates three (3) offices in Port of Spain, San Fernando and Tobago.

The establishment of ACTT has transformed the higher education landscape in Trinidad and Tobago. ACTT was established to regulate the sector, which plays a key role in the development of a creative and productive workforce and an articulate, resilient and empowered citizenry capable of transforming the society and securing the future of the nation. The mechanisms used to regulate the sector include:

- Conferment of Institutional Title
- Registration of Post Secondary and Tertiary Level Institutions
- Accreditation of Post Secondary and Tertiary Level Institutions and Programmes
- Programme Approval
- Recognition of Transnational (foreign) Programmes
- Issuance of statements of recognition on Programmes and Qualifications
- Equivalence Assessment

ACTT also provides quality enhancement support which fosters continuous quality improvement in post secondary and tertiary level institutions for effective learning experiences for students. In addition to these services ACTT has created a Compendium of Registered, Accredited and Recognised Institutions, Awarding Bodies and Programmes which assists students and other stakeholders in making informed decisions when choosing an institution or programme which best meets their educational and career/professional goals. The Compendium is available on the Council's website www.actt.org.tt.

Vision

ACTT will be the principal authority in Trinidad and Tobago for quality assurance and continuous improvement in higher education and a leader in innovation and best practice.

Mission

To assure the quality and integrity of higher education primarily through recognition, registration and accreditation as well as public education and related activities, while ensuring the efficiency and transparency of our operations and demonstrating commitment to national development and global competitiveness.

Core Values

ACTT's core values include:

- Accountability
- Commitment to personal growth and development
- Customer focus
- Integrity
- Teamwork
- Trust

Services

For Students

- ***Provision of Statements on Recognition of institutions and qualifications***
This service is used to determine whether a qualification from a foreign institution is quality assured by a legitimate agency in the country of origin.
- ***Comparability/ Equivalence assessments of foreign qualifications to locally offered qualification***
This service is used to determine the comparable academic value of a foreign qualification in Trinidad and Tobago.

For Institutions

- ***Conferment of (protected) Institutional Title***
This service applies to institutions that wish to carry any of the protected titles identified in the Act, for example titles such as 'university', 'college' and 'polytechnic', among others, are granted to institutions based on the range and level of educational programmes offered. ACTT confers these protected titles when institutions have demonstrated that they have the capacity to deliver programmes at the stipulated level.
- ***Registration of post secondary and tertiary level institutions***
This is a mandatory process through which all post secondary and tertiary level institutions demonstrate that they have met the minimum criteria to operate in Trinidad and Tobago. With the exception of Conferment of Institutional Title, Registration is the gateway to access other services offered by ACTT, such as Programme Approval, Accreditation and Recognition of foreign programmes, awarding bodies and institutions. Registered status maybe awarded to an institution for a period between one (1) and three (3) years.
- ***Institutional Accreditation of post secondary and tertiary level institutions*** – This is a

voluntary process through which ACTT externally reviews registered post secondary and tertiary level institutions in order to assure academic quality, improve accountability and support continual institutional development. Accredited status is granted to an institution that has been evaluated and found to have met or exceeded stated criteria of educational quality. ACTT grants Institutional Accreditation for periods of five (5), seven (7) or ten (10) years. The accredited post secondary and tertiary level institutions are:

- Arthur Lok Jack Graduate School of Business (ALJGSB)
- Cipriani College of Labour and Co-operative Studies (CCLCS)
- Caribbean Nazarene College (CNC)
- College of Science, Technology & Applied Arts of Trinidad and Tobago (COSTAATT)
- St Andrew's Theological College (SATC)
- Trinidad and Tobago Hospitality and Tourism Institute (TTHTI)
- The University of Trinidad and Tobago (UTT)
- The University of the West Indies (UWI) - St Augustine Campus
- University of the Southern Caribbean (USC)

- ***Specialised/Programme Accreditation***

This service usually applies to disciplines for which there are licensing/registration requirements for employment (e.g. medicine, psychiatry, dentistry, nursing, law, engineering and architecture). The accreditation of programmes relies significantly on the involvement of internationally, regionally recognised programme accreditation such as CAAM-HP, ABMA, IMECHE and the relevant professional body/association for the specialised knowledge field, as well as educators and practising professionals in the field.

- ***Programme Approval of new and amended locally developed programmes offered by registered and accredited institutions***

The primary aim of Programme Approval is to ensure that programmes offered by post secondary and tertiary level institutions within Trinidad and Tobago meet the standard of the field of study and practice. It also depends on practising professionals in the field. Programmes are approved for a period of five (5) years.

- ***Recognition of transnational programmes and awards.***

Recognition of transnational programmes and awards is a process through which ACTT quality assures foreign programmes that are delivered by registered institutions in Trinidad and Tobago. Transnational programmes are offered by foreign institutions and awarding bodies in collaboration with local post secondary and tertiary level institutions.

COMPETITION PROPOSAL

BACKGROUND

The Accreditation Council of Trinidad and Tobago (ACTT) is committed to promoting awareness of the importance of pursuing programmes at quality assured higher education institutions to ensure students earn recognised qualifications. ACTT's National Essay Competition was conceptualised to highlight the benefits of quality assurance in higher education. This initiative is expected to increase the awareness of students and the general public with respect to issues related to registration and accreditation of institutions and the recognition of programmes and awards. This year, the **4th National Essay Competition 2014** is proposed to target fifth form, sixth form and undergraduate students.

GOALS

The competition intends to:

- Foster an appreciation for issues related to quality assurance in higher education and the impact on and benefit to students, institutions, society and the economy.

OBJECTIVES

- To promote awareness of ACTT's role and the benefits of its services.
- To influence students in making informed decisions on higher education.

STAKEHOLDERS

Stakeholders for this initiative include:

- Secondary school students
- Undergraduate students
- Higher education institutions
- Ministry of Tertiary Education and Skills Training
- Ministry of Education
- THA – Division of Education, Sport and Youth Affairs
- Parents and guardians
- NLCB
- Sponsors
- Media
- ACTT BOD, Management and Staff
- Essay Committee and judges

TARGET AUDIENCE

Primary target audience

- Students from public and private secondary schools
 - Form 5
 - Form 6
- Higher education students
 - Undergraduates

Secondary target audience

- Principals and teachers
- Parents and guardians of entrants
- Ministry of Tertiary Education and Skills Training
- Ministry of Education
- THA – Division of Education, Sport and Youth Affairs

APPROVALS GRANTED

Approvals have been granted from the following authorities to host ACTT's 4th National Essay Competition:

- Ministry of Education
- National Lotteries Control Board

Competition Details

PROPOSED THEME

‘Quality in higher education in the knowledge age’

ELIGIBILITY

The Essay Competition is open to students at ALL secondary schools and tertiary level institutions in Trinidad and Tobago. The specific target groups within the schools and institutions are as follows:

- **Secondary**
 - Category 1A – Form 5
 - Category 1B – Form 6
- **Higher education**
 - Category 2 – Undergraduate students
- **Exemptions**
 - Members of ACTT’s Board of Directors, management and staff and their immediate relatives ARE NOT eligible to participate in the competition.

COMPETITION DATES

- Launch: Tuesday September 02, 2014
- Submission Deadline: Thursday October 02, 2014

JUDGING DATES

- Judging Period: Friday October 03, 2014 – Thursday October 23, 2014

PRESENTATION OF PRIZES

Quality Assurance Month Closing Ceremony and Dinner: Wednesday October 29, 2014.

PRIZES

- Winners will be published in the Council’s *ACTT NOW* magazine, daily newspapers, on the Council’s website and other electronic media
- Winners will be awarded prizes as follows:

CATEGORY	1ST PRIZE	(2nd place)	(3rd place)	SPECIAL PRIZES/ Honourable Mention	SCHOOL PRIZE
Form 5 (1 each)	iPad (Air) - 32 GB (valued @ \$3,864.00) \$2,000 Cash Prize	Kindle HDX Tablet - 16 GB, 8.9" (valued @ \$2,445.00) \$1,500 Cash Prize	UTC Shares \$1,500	Book vouchers \$800	\$5,000
Form 6 (1 each)	IPad (Air) - 64 GB (valued @ \$4509.00) \$2,500 Cash Prize	Kindle HDX Tablet - 32 G, 8.9" (valued @ \$2,767.05) UTC Shares \$2,000	UTC Shares \$2,000	Book vouchers \$1,000	\$5,000
Undergraduate (1 each)	iPad (Air) - 128 GB (valued @ \$5154.00) \$2,000 Cash Prize	Kindle HDX Tablet - 64 G, 8.9" (valued @ \$3,090.00) UTC Shares \$2,500	UTC Shares \$2,500	Book vouchers \$1,500	

SPONSORSHIP CATEGORIES:

ACTT invites corporations and organisations to support the competition and sponsor prizes. Our sponsors continue to be an integral part of the competition and we look forward to partnering with you.

Your organisation will benefit from significant exposure to an interested, relevant and influential audience as this forum provides an excellent opportunity to promote your products and services. We are committed to ensuring that our sponsors enjoy a high level of visibility among academics and the nation's youth.

SPONSORSHIP BENEFITS:

- **Publicity and professional association with the Council**

The 4th National Essay Competition 2014 will be promoted to key players in the education sector and the general public, ensuring wide exposure for you, the sponsor, through your association with the Competition. Promotions will include your corporate logo in print, broadcast and social media.

- **Opportunity to interact with competition winners and other stakeholders**

Sponsors will be presented with invitations to ACTT's Excellence in Higher Education and Awards Ceremony that culminates ACTT's Quality Assurance Month of activities. At this event, sponsors will present prizes to winners of the competition. ACTT has always had great media coverage at this event.

- **Distribution of company profile and services**

Sponsors will have the opportunity to present their services to stakeholders and tokens to students at the various rounds of the competition.

- **Strengthening your corporate image**

Through the competition, your company will be projected as an industry leader committed to activities that benefit the education sector.

SPONSORSHIP LEVELS:

Platinum Sponsor: \$40,000.00

Silver Sponsor: \$20,000.00

Gold Sponsor: \$30,000.00

Bronze Sponsor: \$10,000.00

Note: Contributor: Donation of prizes, marketing materials, or general giveaways for the event

Benefits	Platinum	Gold	Silver	Bronze	Contributor*
Acknowledgement in competition literature such as the instruction manual, posters, etc.	X	X	X	X	X
Inclusion of your corporate logo, highlighted by the level of sponsor in promotion material and hyperlinks to your company website from the essay competition's webpage and ACTT's social media platform.	X	X	X	X	
Acknowledgement in press and radio advertisements associated with the Essay Competition.	X	X	X	X	
Inclusion of your corporate logo in promotional material distributed at career fairs and outreach initiatives before and during the competition period.	X	X	X	X	
Invitations to ACTT's Excellence in Higher Education Awards Ceremony 2014 at which winners of the competition will be presented with their prizes.	X (4)	X (3)	X (2)	X (1)	
Opportunity to present the prize to winners at the Awards Ceremony.	X	X	X		
Inclusion of full page advertisement in ACTT's newsletter, 'ACTT NOW', which is circulated locally and regionally to quality assurance agencies.	X	X (½)Page	X (¼ Page)		
Inclusion of full page colour advertisements in ACTT's Quality Assurance Month Supplement and produced in a magazine format and distributed to stakeholders and at all QA Month events and placed on-line.	X (2)	X (1)	X (½ Page)	X (¼ Page)	
Post-award interview with Executive Director of ACTT to be uploaded on the Council's website and other social media platforms.	X				

* A contributor may be invited to the Higher Education Awards Ceremony based on the value of contribution.