

CUA NEWSLETTER

**WORKING TOGETHER TOWARDS A
TECHNOLOGICAL UNIVERSITY**

CONNACHT-ULSTER
ALLIANCE 

ISSUE 3



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McCann wins tender for naming & branding



Developing a new brand is a complex process that requires consultation with internal and external stakeholders, writes Dr Seán Duffy, CUA Executive Project Lead.

Our TU brand will aim to best represent what our stakeholders including; students, staff, graduates, employers and funders expect of our TU. The CUA started a consultation process focusing on developing a name for the TU in April 2019. CUA Staff and Students were invited to respond to an online Survey - "Naming of TU":

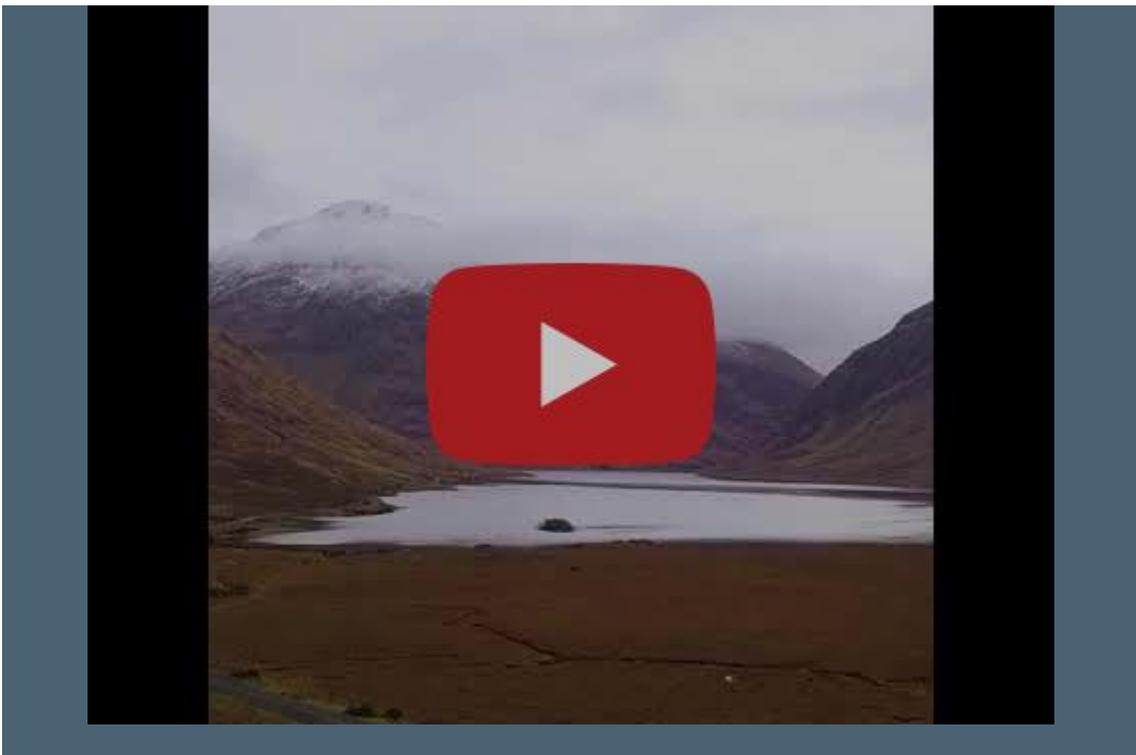
- (i) to indicate preference for one of the suggested names for the TU and/or
- (ii) submit an alternative name for the TU

In June 2019, the findings of the survey were presented to the CUA Steering Group. The total number of responses received were 2,662, with 1,895 from

our students. A range of potential names emerged from the survey with Atlantic Technological University (ATU), with an overseas identity of ATU Ireland, being the most popular. While the survey represented very positive engagement with staff and students, the responses were limited to internal stakeholders. We are conscious that there has been no substantive engagement on this question with external stakeholders/ audience (e.g. potential students, schools, guidance counsellors, public bodies, government agencies, industry partners, community, alumni, professional bodies, etc.).

The next stage of the process is to undertake a naming and branding exercise. In April 2021, following a tender process, an external company McCann Dublin, was chosen to assist with the selection of a name and the creation of a brand platform for the new TU. Over the coming weeks the CUA along with McCann will be engaging with a wide range of internal and external stakeholders as part of the TU Naming and Branding project. We look forward to receiving your inputs to this process.

Students Union starts consultation on new constitution



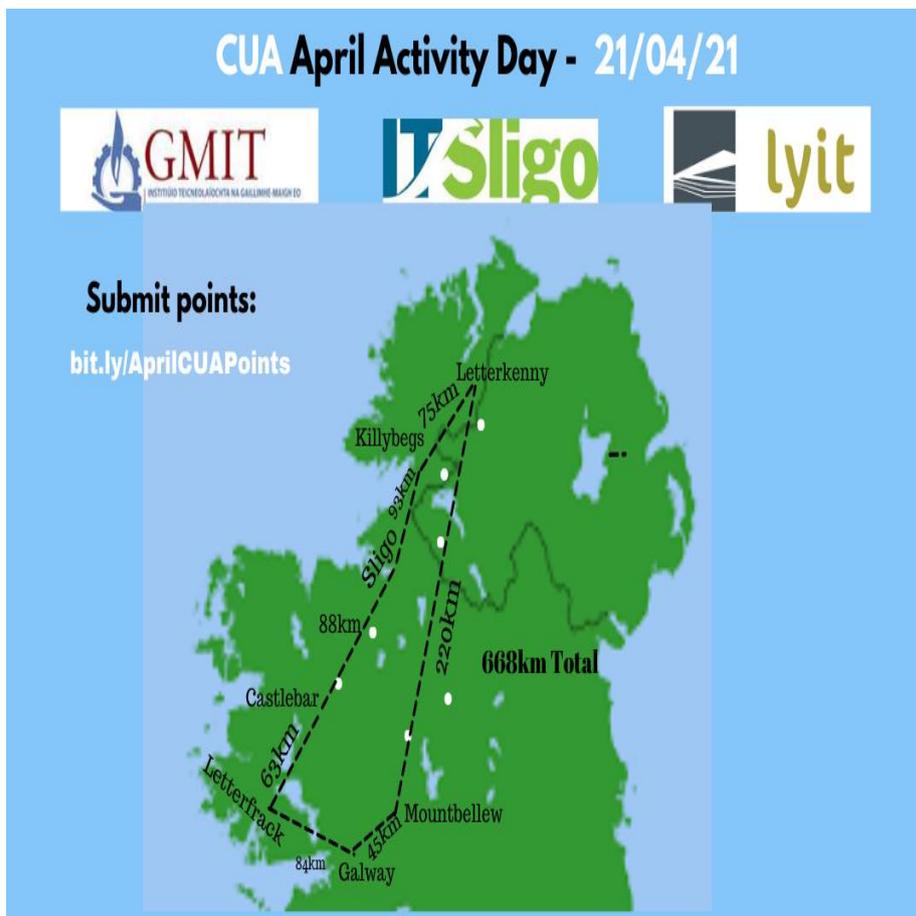
The three CUA Students' Unions have been working with an external consultant for the past number of months to prepare the way for a merger of the SUs for the new Technological University. The focus of the group has been on the development of a new constitution, a new organisation structure and a new funding model. Following recent elections, there will be a change in the SU executives taking the project to the next phase. The short video above outlines progress made to date.

Athena Swan Bronze awarded to CUA institutes



The CUA is delighted that the Athena Swan Bronze has been awarded to all CUA institutes. The three EDI Managers Mary Nestor (GMIT), Helen Grandles (LYIT) and Tom Reilly (IT Sligo) outline the next steps in this video.

New social collaborations



ACTIVITY DAY

Staff and students in all institutes were recently invited to participate in new social virtual gatherings, the new choir and an activity day. The Activity Day was a virtual tour of all 8 campuses of the CUA (668km). Individuals could walk, run, cycle, swim, canoe etc and for each km they logged, it went towards the 668km target.

The event had a high level of participation and the 668km had been more than doubled with a total of 1721km covered by 158 participants.

1. IT Sligo had 33 students & 36 staff partake who combined to cover 817.5km
2. GMIT were represented by 22 students & 32 staff who travelled 512km.
3. LYIT had 20 students & 14 staff participate who covered 391km

Congratulations to those involved in the organisation of this collaborative event:

- GMIT Healthy Campus - Anita Mahony, Jessica Duffy & placement students Aaron Cundelan & Eoin Kennedy
- LYIT Sports Centre - Helen Kennedy, David Gethins, RoseAnn McGinley and Danny Gillespie
- IT Sligo Healthy Campus - Yvonne Roache

CHOIR

GMIT has been running virtual choirs very successfully over the past year as part of their Healthy Campus initiative and recently invited LYIT and IT Sligo to join in a CUA collaboration. Zoom rehearsals have already taken place. This is open to all staff and students regardless of your experience or singing ability and sounds like a lot of fun.

Attendance at rehearsals is not a requirement as all learning materials are in a Google Drive. If this sounds like something you might be interested in please register your interest at the link below:

[Choir Information Here](#)



Podcast: Dr Gabriel J Costello, GMIT



Thought Leaders Podcast presenter Daniel Brown talks to GMIT's Dr Gabriel J Costello at the CUA Research Symposium in Sligo last year (2020) about his project, titled:

Aristotle and the Mission of a Technological University: not as highfalutin as you think!

The proposed mission of the CUA Technological University emphasises: excellence in practical teaching and research; engagement with regional stakeholders; and a focus on knowledge production and dissemination. In the *Nicomachean Ethics*, Aristotle describes three approaches to knowledge: *episteme* (theoretical), *techne* (technical) and the lesser known *phronesis* (practical judgement). His focus on the importance of the pursuit of excellence is captured in his aphorism: “We are what we repeatedly do. Excellence, then, is not an act, but a habit”. This podcast outlines how Aristotle’s writing on excellence in the practical can provide a useful underpinning for the CUA mission.

[See Dr Costello's Bio here.](#)

[Podcast](#)





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If you want to know more about the CUA please contact the [project team here](#) or email: info@cualliance.ie

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