campus

cylchgrawn cyn-fyfyrwyr Prifysgol Cymru
the magazine for University of Wales alumni

Haf 2009 Summer 2009

Prifysgol Cymru
University of Wales

Pwysigrwydd y ‘brand’
What’s in a brand?

Mae grym brandio yn amlwg - meddyliwch am frand pwerus byd-eang fel Coca Cola er enghraifft. Ond gall sefydliad fel prifysgol fod ar ei hennill lawn gymaint o ddefnyddio brand yn gyson. Mae brand yn llawer mwy na logo yn unig: mae’n gwneud llawer mwy nag ategu diwyg y deunydd marchnata. Gall brand esgor ar emosiwn, ymlyniad a chredoau, a gall sicrhau fod pawb o fewn y sefydliad hwnnw yn deall ei werthoedd ac yn gweithredu fel llysgennad i’w weledigaeth a’i uchelgais.

Nid rhywbeth sydd wedi’i ‘ddyfeisio’ yw brand Prifysgol Cymru. Mae brand pwerus yn rhywbeth sydd yn cael ei adeiladu ar wirioneddau sylfaenol yn hytrach na dyheadau yn unig. Mae brand Prifysgol Cymru wedi bod dan ystyriaeth dros y flwyddyn ddiwethaf mewn ymgynghoriad â rhanddeiliaid allweddol a thrafodaethau â dwsinau o bobl ddylanwadol mewn meysydd academaidd, busnes a’r llywodraeth. Yna cynhaliwyd profion lleoli’r brand gyda chyn-fyfyrwyr a myfyrwyr cyfredol. Llwyddodd y brand a ddewiswyd - sy’n defnyddio elfennau gorau hunaniaeth sefydledig y Brifysgol mewn ffordd ffres - i sgorio’n uchel ac ystyriwyd ei fod yn ddeniadol, yn berthnasol ac yn gredadwy.

Felly beth mae brand y Brifysgol yn ei gynrychioli?

- **gwarchod safonau academaidd**
- **ystyried etifeddiaeth fel adnodd gwerthfawr, heb fod yn llyffethair**
- **annog rhannu syniadau a diwylliant**
- **gosod addysg wrth galon cymunedau ac economïau cynaliadwy**
- **mynd â’r gorau o Gymru i’r byd a denu’r gorau o’r byd i Gymru.**

Mae’r broses o ailystyried brand y Brifysgol wedi bod yn llawer mwy na diweddaru’r diwyg yn unig. Mae wedi bod yn gyfle gwerthfawr i fireinio a hybu amcanion y sefydliad, a chryfhau a chynyddu’r modd y caiff y rhain eu diwallu. Yn bennaf oll, mae wedi gosod her i bob aelod o staff y Brifysgol! Mae’r holl broses o feddwl am ein cynlluniau, a’r ffordd orau i’w cyflawni, wedi gwneud i bob un ohonom ni edrych o’r newydd ar yr hyn sydd bellach yn gymuned wirioneddol fyd-eang ac ailddarganfod – ac efallai ailddiffinio – ein lle ni ein hunain yn y gymuned honno.

Oni bai eich bod chi wedi graddio eleni, byddwch chi’n sylwi fod eich cylchgrawn hefyd wedi newid, gyda diwyg ac enw newydd. Bydd siaradwyr Cymraeg wrth gwrs eisoes wedi gwerthfawrogi ystyr dwbl y teitl newydd. Rwy’n gobeithio, gyda’n gilydd y gallwn ninnau anelu at fod yn gampus!

The power of branding is clear for all to see when it comes to products – think of a powerful global brand such as Coca Cola, for example. But an organisation like a university can benefit just as much from the consistent use of a brand. A brand is more than just a logo; it does much more than underpin what marketing material looks like. A brand can trigger important emotions, loyalties and beliefs, and can ensure that everyone in an organisation understands its values and can be an ambassador for a shared vision and ambition.

The University of Wales brand has not just been ‘invented’. A powerful brand is built on fundamental realities and not wishful thinking. The University of Wales brand has been considered afresh during the last year in consultation with key stakeholders and discussions with dozens of influential people in academia, business and government. Brand positionings were then tested with alumni and current students. The chosen branding – using the best elements of the University’s established identity in a refreshed way – scored highly and was seen to be appealing, relevant and credible.

So what does the University of Wales brand stand for?

- **championing academic standards**
- **valuing heritage without being restricted by it**
- **encouraging the exchange of ideas and culture**
- **putting education at the heart of sustainable communities and economies**
- **taking the best of Wales to the world and bringing the best of the world to Wales.**

Reconsidering the University’s brand has proved to be far more than simply updating its “look” to the outside world. It has provided a valuable opportunity to refine and promote the aims of the organisation, and to strengthen and increase the means of fulfilling these.

Above all, it has set a challenge for each member of the University’s staff! The whole process of thinking about our plans, and how best to achieve them has made us all take a new look at what is now a truly global community, and to rediscover – and maybe redefine – our own place in that community.

Unless you have graduated this year, you will have noticed that your magazine has also changed, with a new look and a new name. Those of you who are Welsh speakers will already have appreciated the double meaning contained in the new title. Not only does **campus** refer to your place of study – and, indeed, the University’s new Global Campus (see the next page) – but in Welsh the word has the meaning ‘excellent’. I hope that, together, we shall be able to live up to that description!

Prifysgol Cymru
University of Wales
Y BYD YW EIN CAMPWS
THE WORLD IS OUR CAMPUS

Mwy na Gwefan Lachar yn unig

– Cyflwyno ein Prosiect Campws Byd-Eang

Not Just a Big Shiny Website

– Introducing our Global Campus Project

Er mai'r wefan newydd fydd cynnyrch mwyaf amlwg Campws Byd-Eang newydd y Brifysgol, mae'r prosiect wedi'i gynllunio i fod yn fenter lawer ehangach. Ei nod yw darparu ystod gynhwysfawr o wasanaethu ar-lein, wedi'u gyrru gan system rheoli cynnwys menter. Y prif amcan yw galluogi cydweithio effeithiol – yn fewnol ac allanol – rhwng staff y Brifysgol, adrannau, sefydliadau a myfyrwyr, presennol a gorffennol. Bydd myfyrwyr, cyn-fyfyrwyr, ymchwilwyr a staff y sefydliadau yn gallu defnyddio nodweddion rhwydweithio cymdeithasol, ysgrifennu blogiau, creu grwpiau trafod, rhannu ffeiliau ac uwchlwytho fideos. Ein gobaith yw creu cymuned gref, fyd-eang, gwbl ryngweithiol o staff, myfyrwyr a chyn-fyfyrwyr – Prifysgol yng ngwir ystyr y gair.

Wrth galon y Campws fydd ei system Rheoli Cynnwys (CMS) – amgylchedd awduro gwe hawdd ei ddefnyddio, sy'n caniatáu i bawb gyfrannu'n hawdd. Y teclyn awduro hwn yw'r allwedd i lwyddiant y CMS. Gall staff Cyfathrebu ddiweddaru newyddion a datganiadau i'r wasg, a gall Swyddog Dilysu ddiweddaru manylion y sefydliadau partner a'r cyrsiau rydyn ni'n eu dilysu iddyn nhw. A bydd staff academaidd, myfyrwyr a chyn-fyfyrwyr yn canfod ffyrdd newydd o gyfathrebu, o wella'u hastudio – a hyd yn oed ymlacio! Bydd CMS y Campws Byd-Eang yn darparu llu o nodweddion defnyddiol eraill, gan gynnwys nodweddion cydweithio, cyfathrebu, amserlennu, e-fasnach ac adnodd 'sgwrsio' â desg gymorth.

Byddwch yn barod ar gyfer lansio'r Campws Byd-Eang newydd ym mis Hydref.

Matt Armitage, Swyddog Prosiect
Gwasanaethau Gwybodaeth

Although a new website will be the most obvious product of the University's new Global Campus, the project is designed as a much wider-ranging venture. It aims to provide a comprehensive array of online services, driven by an enterprise content management system. The primary goal is to enable effective collaboration – internally and externally – between University staff, departments, institutions and students, past and present. Students, alumni, researchers and institution staff will be able to use social networking features, write blogs, form discussion groups, share files and upload videos. Our aspiration is to create a strong, world-wide, fully interactive community of staff, students and alumni – a University in the truest sense of the word.

At the heart of the Campus will be its content management system (CMS) – an easy-to-use web-based authoring environment, allowing everyone to contribute with ease. It is this authoring tool which is the key to the success of the CMS. While Communications staff can maintain news and press releases, a Validation Officer can maintain the details of partner institutions and the courses we validate for them. And academics, students and alumni will find new means of communicating, enhancing study – and even relaxing!
The Global Campus CMS will provide a whole host of other helpful features, including collaboration tools, communication, scheduling, e-commerce and a helpdesk 'chat' facility.

Look out for the launch of the new Global Campus in October.

Matt Armitage, Projects Officer
Information Services

Ein Academi Fyd-Eang
Our Global Academy

Yr Athro Andrew Barron gyda EUB Tywysog Cymru.
Professor Andrew Barron with HRH The Prince of Wales.

Lansiwyd yr ysgoloriaethau gan y Tywysog yn ei breswylfa yn Llundain.
The scholarships were launched by the Prince at his London residence.

Yn rhifyn y llynedd amlinellwyd cynlluniau uchelgeisiol y Brifysgol i sefydlu'r Academi Fyd-Eang. Rydym ni'n falch iawn i allu cyhoeddi fod menter gyntaf yr Academi, Ysgoloriaethau Arloesi Tywysog Cymru, wedi'i lansio'n ffurfiol gan Dywysog Cymru ym mis Mai, wedi i'r Brifysgol sicrhau cyllid partneriaeth o raglen ERDF Swyddfa Cyllid Ewropeaidd Cymru. Mae'r rhaglen £11.3M arloesol hon bellach yn datblygu prosiectau ymchwil a datblygu cydweithredol manwl gyda chwmnïau ar draws Cymru, ac mae ar fin dechrau recriwtio myfyrwyr gorau'r byd ar gyfer yr ysgoloriaethau PhD. Rhwng 2009 a 2012 byddwn ni'n cynnig 100 Ysgoloriaeth Arloesi Tywysog Cymru i fyfyrwyr PhD wedi'u lleoli o fewn diwydiant.

Bydd Ysgoloriaethau Arloesi Tywysog Cymru yn darparu cyflog flynyddol o £20,000 ac un taliad grant ymchwil o £5,000; a chan nad yw'n codi ffioedd dysgu mae hon yn un o'r rhaglenni PhD sy'n talu orau drwy'r byd. Yn 2009 rydym ni'n dechrau drwy gynnig 20 o Ysgoloriaethau Arloesi Tywysog Cymru, ac rydym ni'n chwilio am fynegiant o ddiddordeb gan fyfyrwyr yn y prif feysydd canlynol:

- **Economi Ddigidol:** Diwydiannau creadigol, TGCh, cyfathrebu symudol a diwifr diogel
- **Economi Carbon Isel:** technolegau adeiladu cynaliadwy, mentrau trydan adnewyddadwy, cerbydau carbon isel
- **Iechyd a Biowyddorau:** heneiddio a lles, niwrowyddorau, peirianneg feddygol, e-iechyd a delweddu
- **Peirianneg a Chynhyrchu Datblygedig:** deunyddiau datblygedig gan gynnwys micro a nanodechnoleg, systemau ymreolaethol

Anfonwch unrhyw fynegiant o ddiddordeb yn Ysgoloriaethau Arloesi Tywysog Cymru, gan ddatgan eich maes/meysydd o arbenigedd ymchwil at **powis@cymru.ac.uk.**

Mae ail brif raglen yr Academi Fyd-Eang, sef Arloeswyr Ymweld Tywysog Cymru, sydd â'r nod o ddenu 100 o'r prif ddiwydianwyr ac ysgolheigion i Gymru fel Athrawon Ymweld, yn dal i gael ei datblygu. Fodd bynnag, rydym ni'n falch o fod wedi croesawu ein Harloeswr Ymweld cyntaf, yr Athro Andrew Barron o Brifysgol Rice, Texas, sydd wedi bod yn helpu'r Brifysgol i beilota'r rhaglen newydd. Bydd yr Arloeswyr Ymweld yn treulio rhwng 3 a 6 mis yn gweithio gyda chwmnïau, prifysgolion a'r llywodraeth i gynyddu diwylliant arloesi agored ar draws Cymru. Ein gobaith yw lansio'r rhaglen hon yn llawn ym mis Ionawr 2010 ac unwaith eto rydym ni'n edrych am unrhyw fynegiant o ddiddordeb oddi wrth academyddion a diwydianwyr cymwys: cysyllter â **arloeswyr.ymweld@cymru.ac.uk**.
I gael rhagor o fanylion, ewch i **www.academifyd-eang.org.uk.**

In last year's edition we outlined the University's ambitious plans to establish the Global Academy. We are delighted to announce that the first of the Academy's initiatives, the Prince of Wales Innovation Scholarships, was formally launched by the Prince of Wales in May, after the University secured partnership funding from Welsh European Funding Office ERDF programme. This ground-breaking £11.3M programme is now developing detailed collaborative R&D projects with companies across Wales, and is about to start recruiting the world's top students for the PhD scholarships. Between 2009 and 2012 we will offer 100 prestigious Prince of Wales Innovation Scholarships for industrial based PhD students.

The Prince of Wales Innovation Scholarships will provide an annual stipend of £20,000 and a one-off £5,000 research grant; with no tuition fees charged this makes the programme one of best-rewarded PhD programmes in the world. In 2009 we are beginning by offering 20 Prince of Wales Scholarships, and are actively looking for expressions of interest from students in the four following main fields:

- **Digital Economy:** Creative industries, ICT, secure mobile and wireless communications
- **Low Carbon Economy:** sustainable building technologies, renewable electricity innovations, low carbon vehicles
- **Health and Biosciences:** ageing and well being, neurosciences, medical engineering, e-health and imaging
- **Advanced Engineering and Manufacturing:** advanced materials including micro and nanotechnology, autonomous systems

Please send expressions of interest for a Prince of Wales Innovation Scholarship, stating your field(s) of research expertise to **powis@wales.ac.uk.**

The second major programme within the Global Academy, Prince of Wales Visiting Innovators, whose aim is to bring 100 of world's top industrialists and academics to Wales as Visiting Professors, is still in development. However, we are delighted to have hosted our first Prince of Wales Visiting Innovator, Professor Andrew Barron from Rice University, Texas, who has been helping the University pilot the new programme. Visiting Innovators will spend between 3 to 6 months, working with companies, universities and government to increase the open innovation culture across Wales. We hope to launch this programme fully in January 2010 and are again looking for expressions of interest from suitably qualified academics and industrialists to **visiting.innovators@wales.ac.uk.**
For further information visit **www.globalacademy.org.uk.**

Helpwch ni i adeiladu gwefan newydd Campws Byd-Eang Prifysgol Cymru!

Bydd eich adborth chi yn ein helpu ni i drefnu'r cyfleusterau rydych chi am eu gweld.

Cwblhewch yr arolwg a'i anfon atom ac fe anfonwn ni gerdyn gostyngiad £10 i chi at Dystysgrif Arddangos Prifysgol Cymru yn gydnabyddiaeth o'n diolch am eich cymorth.

Ydych chi wedi defnyddio gwefan gyfredol Prifysgol Cymru?	✓/ X
Oeddech chi'n gallu dod o hyd i'r hyn roeddech chi'n chwilio amdano?	✓/ X
Oeddech chi'n gallu dod o hyd i'r wybodaeth yn hawdd?	✓/ X
Byddai gennyf ddiddordeb mewn defnyddio gwefan newydd y Campws Byd-Eang ar gyfer:	
Cymdeithasu â chyn-fyfyrwyr eraill	✓/ X
Rhwydweithio	✓/ X
Trafodaeth academaidd	✓/ X
Ymchwil cydweithredol	✓/ X
Clywed hynt cyn-fyfyrwyr eraill	✓/ X
Cyngor Gyrfaoedd	✓/ X
Gwybodaeth am Gyrsiau a Sefydliadau	✓/ X

Graddiwch y nodweddion gwefan canlynol yn ôl pa mor ddefnyddiol y byddech chi'n eu hystyried:	**Defnyddiol iawn**	**Defnyddiol**	**Efallai'n ddefnyddiol**	**Dim yn ddefnyddiol**	**Cwbl ddiwerth**
Nodau tudalennau cymdeithasol (Rhannu hoff wefannau â chymheiriaid)	☐	☐	☐	☐	☐
Blogiau	☐	☐	☐	☐	☐
Adnoddau astudio ar-lein	☐	☐	☐	☐	☐
Blogio fideo	☐	☐	☐	☐	☐
Rhwydweithio cymdeithasol	☐	☐	☐	☐	☐
Rhannu ffotograffau	☐	☐	☐	☐	☐
Rhannu fideo	☐	☐	☐	☐	☐
Calendr gwe	☐	☐	☐	☐	☐
Hafan porthol wedi'i phersonoli	☐	☐	☐	☐	☐
Mynediad ar-lein at eich cofnodion myfyriwr	☐	☐	☐	☐	☐
Cyfres swyddfa ar-lein (prosesydd geiriau, taenlenni, crëwr gwe-dudalennau)	☐	☐	☐	☐	☐
Cyfleusterau cyfarfod/cynadledda ar y we	☐	☐	☐	☐	☐
Rheolwr Tasgau/Rhestr o Bethau i'w Gwneud	☐	☐	☐	☐	☐
Campws rhithiol Ail Fywyd	☐	☐	☐	☐	☐
Rhannu dogfennau	☐	☐	☐	☐	☐
Grwpiau trafod academaidd	☐	☐	☐	☐	☐

Graddiwch y nodweddion gwefan canlynol yn ôl pa mor ddefnyddiol y byddech chi'n eu hystyried:	**Defnyddiol iawn**	**Defnyddiol**	**Efallai'n ddefnyddiol**	**Dim yn ddefnyddiol**	**Cwbl ddiwerth**
Rhannu Powerpoint (sleidiau)	☐	☐	☐	☐	☐
Ysgrifennu/ymchwil cydweithredol (wikis, byrddau gwyn)	☐	☐	☐	☐	☐
Gwasanaeth anfon negeseuon e-bost @cymru.ac.uk i fyfyrwyr	☐	☐	☐	☐	☐

Oes gennych chi gyfrif Twitter?	✓/ X
Ydych chi'n defnyddio darllenydd newyddion /rss?	✓/ X
Ydych chi'n defnyddio:	
Facebook	✓/ X
MySpace	✓/ X
Bebo	✓/ X

Graddiwch y nodweddion cyn-fyfyrwyr hyn yn ôl defnyddioldeb:	Defnyddiol iawn	Defnyddiol	Efallai'n ddefnyddiol	Dim yn ddefnyddiol	Cwbl ddiwerth
Pecynnau Swyddi Gwag	☐	☐	☐	☐	☐
Rhwydweithio Gyrfa	☐	☐	☐	☐	☐
Rhwydweithio Cymdeithasol â Chyn-fyfyrwyr eraill	☐	☐	☐	☐	☐
Rhwydweithio Cymdeithasol â myfyrwyr cyfredol	☐	☐	☐	☐	☐
Mynediad at wasanaethau llyfrgell ar-lein y Brifysgol	☐	☐	☐	☐	☐
Pecynnau cyswllt cyn-fyfyrwyr	☐	☐	☐	☐	☐
Pecynnau trefnu digwyddiadau	☐	☐	☐	☐	☐
Cylchlythyr Cyffredinol y Cyn-fyfyrwyr	☐	☐	☐	☐	☐
Cylchlythyr Cyn-fyfyrwyr wedi'i Bersonoli	☐	☐	☐	☐	☐
Blog Newyddion Cyn-fyfyrwyr	☐	☐	☐	☐	☐
Proffiliau Cyn-fyfyrwyr	☐	☐	☐	☐	☐
Ardal Newyddion Cyn-fyfyrwyr ar y wefan	☐	☐	☐	☐	☐
Y gallu i greu cymunedau neu glybiau o gyn-fyfyrwyr yn ôl pwnc, rhanbarth, diddordeb	☐	☐	☐	☐	☐
Gostyngiadau a chynigion ar Gynnyrch /Gwasanaethau i Gyn-fyfyrwyr	☐	☐	☐	☐	☐
Pecynnau codi arian	☐	☐	☐	☐	☐

Beth oedd yr agwedd orau i chi o astudio am ddyfarniad Prifysgol Cymru?

Beth mae'n ei olygu i chi i gael dyfarniad gradd gan Brifysgol Cymru?

A fyddech chi'n ystyried astudio â Phrifysgol Cymru ymhellach neu'n argymell ei rhaglenni i ffrindiau a chyd-weithwyr?	✓/ X

Pa mor ddefnyddiol fyddai'r cyfleusterau canlynol wedi bod yn ystod eich cyfnod fel myfyriwr PC?	Defnyddiol iawn	Defnyddiol	Efallai'n ddefnyddiol	Dim yn ddefnyddiol	Cwbl ddiwerth
Cyswllt â myfyrwyr PC mewn sefydliadau eraill	☐	☐	☐	☐	☐
Cynhadledd flynyddol i fyfyrwyr PC	☐	☐	☐	☐	☐
Fforwm ar-lein i gael trafodaeth agored am faterion myfyrwyr	☐	☐	☐	☐	☐
Mynediad at Swyddog Cyswllt Myfyrwyr PC	☐	☐	☐	☐	☐
Gweithdai a seminarau pwnc-benodol wedi'u trefnu gan Brifysgol Cymru	☐	☐	☐	☐	☐

Anfonwch eich arolwg cyflawn atom ni, gyda'ch enw a manylion cyswllt:

Cymdeithas Cyn-fyfyrwyr, Prifysgol Cymru, Rhodfa'r Brenin Edward VII, Caerdydd CF10 3NS, y DU
Os oes gennych chi unrhyw ymholiadau neu syniadau pellach am sut y gellid gwella eich Prifysgol, cysylltwch â ni: alumni@cymru.ac.uk

Diolch am eich help!

Help us build the new University of Wales Global Campus website!

Your feedback will help us give you the facilities you want.

Send in your completed survey and we will send you a £10 discount card for a University of Wales Display Certificate as a small token of our thanks for your assistance.

Have you used the current University of Wales website?	Yes / No
Did you find what you were looking for?	Yes / No
Were you able to find the information easily?	Yes / No
I would be interested in using the new Global Campus website for:	
Socialising with other alumni	Yes / No
Networking	Yes / No
Academic discussion	Yes / No
Research collaboration	Yes / No
Keeping track of other alumni	Yes / No
Careers Advice	Yes / No
Course & Institution information	Yes / No

Please rate the following website tools as to how useful you would find them:	**Very Useful**	**Useful**	**Maybe Useful**	**Not Useful**	**Totally Useless**
Social bookmarking (Sharing favourite websites with peers)	☐	☐	☐	☐	☐
Blogs	☐	☐	☐	☐	☐
Online study resources	☐	☐	☐	☐	☐
Video blogging	☐	☐	☐	☐	☐
Social networking	☐	☐	☐	☐	☐
Photosharing	☐	☐	☐	☐	☐
Video sharing	☐	☐	☐	☐	☐
Web based calendar	☐	☐	☐	☐	☐
Personalised portal home page	☐	☐	☐	☐	☐
Online access to your student records	☐	☐	☐	☐	☐
Online office suite (word processor, spreadsheets, webpage creator)	☐	☐	☐	☐	☐
Web meeting/conferencing facilities	☐	☐	☐	☐	☐
Task Manager/To Do list	☐	☐	☐	☐	☐
Second life virtual campus	☐	☐	☐	☐	☐
Document sharing	☐	☐	☐	☐	☐
Academic Discussion groups	☐	☐	☐	☐	☐

Please rate the following website tools as to how useful you would find them :	**Very Useful**	**Useful**	**Maybe Useful**	**Not Useful**	**Totally Useless**
Powerpoint (Slideshow) sharing	☐	☐	☐	☐	☐
Collaborative writing/research (wikis, whiteboards)	☐	☐	☐	☐	☐
@wales.ac.uk email forwarding service for students	☐	☐	☐	☐	☐

Do you have a Twitter account?	Yes / No
Do you use a news/rss reader?	Yes / No
Do you use:	
Facebook	Yes / No
MySpace	Yes / No
Bebo	Yes / No

Please rate the following alumni features according to their usefulness:	Very Useful	Useful	Maybe Useful	Not Useful	Totally Useless
Job Vacancy tools	☐	☐	☐	☐	☐
Career Networking	☐	☐	☐	☐	☐
Social Networking with other Alumni	☐	☐	☐	☐	☐
Social Networking with current students	☐	☐	☐	☐	☐
Access to the University's online library services	☐	☐	☐	☐	☐
Alumni contact tools	☐	☐	☐	☐	☐
Event organisation tools	☐	☐	☐	☐	☐
General Alumni Newsletter	☐	☐	☐	☐	☐
Personalised Alumni Newsletter	☐	☐	☐	☐	☐
Alumni News Blog	☐	☐	☐	☐	☐
Alumni Profiles	☐	☐	☐	☐	☐
Alumni News area on website	☐	☐	☐	☐	☐
Ability to create alumni communities or clubs by subject,region, interests	☐	☐	☐	☐	☐
Product/Service discounts and offers for Alumni	☐	☐	☐	☐	☐
Fundraising tools	☐	☐	☐	☐	☐

What was your favourite aspect of studying for a University of Wales award?

What does it mean to you to have a degree award from the University of Wales?

Would you consider undertaking further study with the University of Wales or recommend its programmes to your friends and colleagues? Yes / No

How useful would the following facilities have been during your time as a UW student?	Very Useful	Useful	Maybe Useful	Not Useful	Totally Useless
Contact with UW students at other institutions	☐	☐	☐	☐	☐
An annual conference for UW students	☐	☐	☐	☐	☐
Online forum for open discussion of student issues	☐	☐	☐	☐	☐
Access to a UW Student Liaison Officer	☐	☐	☐	☐	☐
Subject specific workshops and seminars organised by the University of Wales	☐	☐	☐	☐	☐

Send your completed survey to us, with your name and contact details, at:

Alumni Association, University of Wales, King Edward VII Avenue, Cardiff CF10 3NS, UK
If you have any queries or further thoughts on how your University can be improved please contact us by email at alumni@wales.ac.uk

Thank you for your help!

Eine wirklich internationale MBA-Verleihung
A truly international celebration

Selten sah man so viele strahlende Blicke wie an jenem sonnigen Vormittag in Cardiff vor der City Hall als sich die vielen Absolventen, in entsprechende Roben geschlüpft, stolz fotografieren ließen, noch bevor die eigentliche Zeremonie begann. Wir waren mit einer Gruppe von über 50 Absolventen angetreten, um an der 2. Session des Tages teilzunehmen.

Die Festlichkeit fand im großen Saal im ersten Stock statt in Anwesenheit des Council der University of Wales und des Vice-Chancellor and Chief Executive, Prof. Marc Clement, der in seiner Ansprache hervorhob: "all students honoured today can be proud of their efforts and achievements … along with their friends, partners and family." Und es war für jeden einzelnen ein erhebender Moment, wenn er nach Nennung seines Namens über die Bühne schreiten durfte, begleitet vom Applaus des Auditoriums, vorbei an dem ihn grüßenden Vice-Chancellor. Im Anschluss an die MBA-Verleihung trafen wir uns vor dem gleich daneben befindlichen National Museum für offizielle Fotos und Gruppenfotos in allen Variationen und am Ende auch mit vor Begeisterung in die Luft fliegenden Hüten.

Und da neue Graduierte gleichzeitig auch Mitglieder in der Alumni Organisation der University of Wales werden können, hat unser Alumni-Club die Gelegenheit ergriffen und alle Absolventen, einschließlich Begleitpersonen, zu einer kleinen Feier in „Henry's Bar" eingeladen, wo wir mit viel Improvisation und in bester Stimmung unvergessliche Stunden verbrachten. Lautstark hatte Helmuth Stahl, unser Wales Beauftragter versucht, alle Gäste herzlich zu begrüßen und unsere Organisatoren, Frau Scheibner und Frau Streitferdt, zu danken.

Viele der Teilnehmer haben das anschließende Wochenende dazu benutzt, um Cardiff etwas näher kennen zu lernen. Es gibt in der Tat sehr Vieles und Interessantes dort zu sehen. Am imposantesten ist sicher das Cardiff Castle, das auf eine über 2000-jährige Geschichte zurückblickt. Die High Street und die Queen Street mit dem Capitol Shopping Centre lassen Einkaufen zu einem Vergnügen werden. Und auch Cardiff Bay mit seinen vielen Attraktionen ist ein lohnendes Ziel. Am eindrucksvollsten wurde die Bedeutung dieser Veranstaltung sichtbar bei einem frischgebackenen MBA, der mit fünf Frauen angereist war, nämlich seiner Ehefrau, seiner Mutter, seiner Schwiegermutter und seinen beiden Töchter …. welch ein schönes Erlebnis für alle!

There can be few occasions on which there are so many bright shining eyes on display as appeared on the sunny morning in Cardiff in front of the City Hall, when students, elegantly dressed in their robes, posed for pictures before the start of their official ceremony. We were represented by a group of more than fifty graduates, participating in the second ceremony of the day.

The celebration took place in the great hall on the first floor, presided over by the Chair of the University of Wales Council and the Vice-Chancellor and Chief Executive, Professor Marc Clement, who pointed out in his opening speech, that "all students honoured today can be proud of their efforts and achievements … along with their friends, partners and family". And it was for each and every one a really special moment, when he or she was called to the stage and greeted by the Vice-Chancellor amid the applause of the audience. Afterwards we gathered in front of the nearby National Museum for official photos of all sorts, culminating in one with all hats thrown up in the air … what a marvellous sight!

To welcome the graduates into membership of the University's alumni organisation, the German branch took the opportunity to invite them, along with their partners, to a small party in "Henry's Bar", where we spent an unforgettable evening in high spirits. Helmuth Stahl, our Wales Contact, had to speak at the top of his voice to welcome the guests, and to thank our organisers, Frau M. Scheibner and Frau D. Streitferdt.

Many of the participants took the opportunity to spend a long weekend in Cardiff, a very interesting city with a unique Castle in its centre whose history spans over 2000 years. The High Street and Queen Street, with its Capitol Centre make shopping quite a pleasure, and Cardiff Bay has a lot of attractions worth a visit too. In a nutshell, the importance and appreciation of this event can be seen best through the eyes of one of our graduates, who had come to Cardiff with his wife, his mother, his mother-in-law and his two daughters …. what a magnificent memory for them, and for all of us

Eleni, am y tro cyntaf, cafodd digwyddiadau'r diwrnod eu ffrydio'n fyw ar wefan y Brifysgol, gan ganiatáu i gyfeillion a pherthnasau ledled y byd rannu'r dydd wrth i'r digwyddiadau fynd rhagddynt.

This year, for the first time, the celebration was streamed live on the University's website, allowing friends and relations all over the world to watch the events as they unfolded.

Cefnogi Sêr y Dyfodol
Supporting the stars of the future

Yn y rhifyn diwethaf, cyhoeddwyd y byddai Prifysgol Cymru yn noddi un o wobrwyon llenyddol mwya'r byd, Gwobr Dylan Thomas. Cynlluniwyd y Wobr i annog talent greadigol mewn llenorion o dan 30 oed. Mae'n ddyfarniad byd-eang, ac yn agored i unrhyw waith, o unrhyw genre, sydd wedi'i gyhoeddi yn Saesneg.

Bwriad y Brifysgol wrth noddi Gwobr Dylan Thomas yw caniatáu rhyddid i'r llenor ifanc fydd yn ennill ddatblygu ei sgil heb y pwysau ariannol sy'n wynebu cynifer o dalentau llenyddol eginol heddiw. Mae'r budd unigryw hwn yn sicrhau mai Gwobr Dylan Thomas yw un o wobrwyon llenyddol pwysicaf ein hoes.

Ar ôl yr hyn a ddisgrifiwyd gan Gadeirydd y panel dyfarnu rhyngwladol, Peter Florence, fel dewis anodd iawn o blith rhestr fer hynod o gystadleuol o chwe thalent aruthrol, dyfarnwyd Gwobr Dylan Thomas 2008 i Nam Le am ei gyfrol o straeon byrion, ***The Boat***. Gwnaed y dyfarniad mewn seremoni arbennig yn nhref enedigol Dylan Thomas, Abertawe, ym mis Tachwedd 2008.

Wrth gyhoeddi'r enillydd, dywedodd Peter Florence: "Rwy'n hyderus ein bod ni, drwy wobrwyo Nam Le, wedi dod o hyd i enillydd sy'n deilwng o Dylan Thomas: roedd ei waith rhagorol yn dangos disgleirdeb prin sy'n ysgubol o ran cwmpas ei destunau ac ansawdd ei ysgrifennu ... Mae'n dalent llenyddol rhyfeddol."

Ers iddo ennill y wobr, mae Nam wedi dychwelyd i Gymru dair gwaith yn ei rôl fel llysgennad Gwobr Dylan Thomas. Ymddangosodd yng Ngŵyl y Gelli ac yng Nghanolfan Dylan Thomas i siarad am ei waith. Yn bwysicach fyth, mae wedi cyfrannu at ddigwyddiadau i blant ysgol a myfyrwyr, fel rhan o'r rhaglen addysg a drefnwyd ar y cyd rhwng y Wobr a'r Brifysgol - rhywbeth y bu'r holl awduron ar y rhestr fer yn ei wneud yn ystod eu hwythnos yng Nghymru ym mis Tachwedd. Fel y dywedodd Is-Ganghellor y Brifysgol, yr Athro Marc Clement, "Drwy gyfrwng y fenter hon, mae cwmpas a dyheadau byd-eang y Wobr, ei ffocws ar ieuenctid a'i phwyslais ar feithrin rhagoriaeth yn dechrau ar lefel llawr gwlad, gan gipio dychymyg plant ifanc a allai ddatblygu'n sêr llenyddol yn y dyfodol."

Byddwn ni'n dilyn gyrfa Nam Le yn frwd, ac yn edrych ymlaen at gael ei groesawu'n ôl i Gymru'n fuan!

In our last edition we announced the University's sponsorship of one of the world's highest paying literary awards, The Dylan Thomas Prize. The Prize is designed to encourage creative talent in writers under the age of 30. It is a global award, open to any work, from any genre, which has been published in the English language.

The University's sponsorship of the Dylan Thomas Prize is intended to provide the winner with the freedom to develop his or her skill without the financial pressures faced by so many of today's budding literary talents. This unique benefit makes the Dylan Thomas Prize one of today's most important literary prizes.

After what Peter Florence, Chair of the international judging panel, described as a very difficult choice from an extremely competitive shortlist of six immensely talented finalists, the 2008 Dylan Thomas Prize was awarded to Nam Le, for his book of short stories, ***The Boat***. The award was made at an exclusive ceremony in Dylan Thomas's home town, Swansea, in November 2008.

In announcing the winner, Peter Florence said: "In Nam Le, I am confident we have found a winner worthy of Dylan Thomas, his outstanding work demonstrated a rare brilliance that is breathtaking both in the scope of its subject matter and the quality of its writing... He is a phenomenal literary talent."

Since winning the prize Nam has returned to Wales three times in his role as an ambassador for the Dylan Thomas Prize. He has appeared at the Hay Festival and the Dylan Thomas Centre to talk about his work. Even more importantly, he has contributed to events for schoolchildren and students, as part of the education programme jointly arranged by the Prize and the University – something which all the shortlisted writers took part in during their week in Wales in November. As the University's Vice-Chancellor, Professor Marc Clement, commented, "Through this initiative, the Prize's global reach and aspirations, its focus on youth and its emphasis on nurturing excellence start right from grass roots level, capturing the imagination of young children who could be the future stars of literature."

We look forward to following Nam Le's career, and to welcoming him back to Wales soon!

Top: Nam Le yn y seremoni, yn derbyn y wobr.
Top: Nam Le at the award ceremony, accepting his prize.

Chwith: Nam yn ymweld â thŷ Dylan Thomas, gyda phlant Ysgol Terrace Road yn Abertawe.
Left: Nam visiting Dylan Thomas's house, with children from the Terrace Road School in Swansea

Ymchwil sy'n arwain y byd
World-leading Research

Canolfan ymchwil benodol yw Canolfan Uwchefrydiau Cymreig a Cheltaidd Prifysgol Cymru, sydd wedi'i lleoli nesaf at Lyfrgell Genedlaethol Cymru, ac mae ei staff yn cynnal prosiectau ymchwil amlddisgyblaethol pwysig. Mae ei gwaith – sy'n cynnwys astudiaethau o bwys rhyngwladol o ddiwylliant a hunaniaeth Geltaidd yn ogystal â'r geiriadur hanesyddol cyntaf o'r Iaith Gymraeg, a enwyd gan Universities UK fel un o'r "100 o ddarganfyddiadau, datblygiadau a dyfeisiadau pwysicaf i'w gwneud mewn prifysgolion yn y DU yn ystod y 50 mlynedd diwethaf sydd wedi cael effaith ar y byd" – wedi ennill clod byd-eang a thros y ddwy flynedd diwethaf mae wedi denu dau o'r grantiau mwyaf erioed gan Gyngor Ymchwil y Celfyddydau a'r Dyniaethau i sefydliad addysg uwch yng Nghymru.

Yn Ymarfer Asesu Ymchwil 2008 cyflawnodd y Ganolfan gamp aruthrol wrth i 35 y cant o'i gwaith gael ei raddio fel gwaith sy'n **"arwain y byd"** a 45 y cant yn **"rhagorol yn rhyngwladol".** Roedd hwn yn ganlyniad pleserus tu hwnt, ac yn destun balchder mawr i ni i gyd ar draws y Brifysgol, yn gydnabyddiaeth o'r ymchwil eithriadol a wneir gan ei staff a hefyd yn cadarnhau ei statws fel canolfan ragoriaeth ryngwladol ym maes Astudiaethau Cymreig a Cheltaidd. Roedd y Cyfarwyddwr Dafydd Johnston yn priodoli llawer o'r clod am hyn i'w ragflaenydd yr Athro Geraint Jenkins, a sicrhaodd gyfres o lwyddiannau i'r Ganolfan gyda'i waith diflino. Mae'r Athro Johnston a'i dîm yn gwbl ymrwymedig i ddatblygu gwaith y Ganolfan ymhellach. Ymysg yr ystod o bynciau sy'n destun prosiectau ymchwil ar hyn o bryd mae Prydain Hynafol a Pharthau Môr yr Iwerydd, gwaith y bardd o'r bymthegfed ganrif, Guto'r Glyn, a Chymru a'r Chwyldro Ffrengig.

Mae'r Ganolfan hefyd yn cynnal digwyddiadau cyson yn gysylltiedig ag ymchwil. Cynhaliwyd yn ddiweddar cynhadledd ryngwladol i nodi trichanmlwyddiant marwolaeth yr ysgolhaig Celtaidd pwysig Edward Lhuyd.

The University of Wales Centre for Advanced Welsh and Celtic Studies, which is adjacent to the National Library of Wales, is a dedicated research centre whose staff are engaged on major multidisciplinary research projects. Its work – which includes internationally-important studies of Celtic culture and identity as well as the first complete historical Dictionary of the Welsh Language, named by Universities UK as one of '100 major discoveries, developments and inventions made in UK universities during the last 50 years that have impacted on the world' – has won universal acclaim and it has, in the past two years, attracted two of the largest grants ever made by the Arts and Humanities Research Council to a higher education institution in Wales.

In the 2008 Research Assessment Exercise the Centre received the accolade of having 35 per cent of its work rated as **"world-leading"** and 45 per cent as **"internationally excellent".** This very gratifying result, a matter of no little pride to all of us right across the University, both recognised the exceptional research carried out by its staff and confirmed its status as an international centre of excellence for Welsh and Celtic Studies. Director Dafydd Johnston attributed much of the credit for this to his predecessor Professor Geraint Jenkins, whose tireless work led to a stream of successes for the Centre. Professor Johnston and his team are fully engaged in the task of developing the Centre's work still further. The subjects of their current research projects range from Ancient Britain and the Atlantic Zone, via the works of the fifteenth century poet, Guto'r Glyn, to Wales and the French Revolution.

The Centre also holds regular research-related events, the latest being an international conference to mark the tercentenary of the death of the great Celtic scholar Edward Lhuyd.

Aelodau Newydd
New Members

Croeso i gangen ddiweddaraf ein corff cyn-fyfyrwyr, a sefydlwyd yn ddiweddar yn Sri Lanca. Edrychwn ymlaen at glywed am eu gweithgareddau mewn rhifynnau o campus yn y dyfodol, yn ogystal ag ar ein gwefan **Campws Byd-Eang.**

Welcome to the newest branch of our alumni organisation, which was recently set up in Sri Lanka. We look forward to hearing about their activities in future issues of campus, as well as on our **Global Campus** website.

Enillydd Cystadleuaeth
Competition Winner

Y llynedd fe ofynnon ni i chi feddwl am enw i'n cylchgrawn ar ei newydd wedd. Ar ôl edrych drwy'r ceisiadau, o'r diwedd(!) rydyn ni wedi penderfynu ar **campus.** Mae'r enw hwn yn cwmpasu diben ein cymdeithas cyn-fyfyrwyr – dod â ni ynghyd – ac fel mae'n digwydd, mae hefyd yn adlewyrchu ein menter Campws Byd-Eang newydd, sydd â'r nod o wneud yr un peth i holl gymuned y brifysgol. Yn Gymraeg, wrth gwrs, gallai fod wedi'i ddewis i fynegi ein dyheadau ar gyfer popeth a wnawn.

Llongyfarchiadau i'n henillydd, Lucy Marriage o Gaerdydd, a raddiodd o Abertawe yn 2001 gyda gradd anrhydedd cyfun mewn Llenyddiaeth Saesneg ac Astudiaethau Groegaidd a Rhufeinig. Mae Lucy yn ennill darn o emwaith Rhiannon arbennig y Brifysgol.

Last year we asked you to dream up a name for our new-look magazine. We have sifted through the pile of suggestions and finally(!) selected **campus**. The name not only captures the purpose of our alumni association – that of bringing us all together – but, by a happy accident, reflects our new Global Campus initiative, which aims to do exactly the same for the whole of the university community. In Welsh, it also has the meaning 'excellent'.

Congratulations to our winner, Lucy Marriage of Cardiff, who graduated from Swansea in 2001 with a joint honours degree in English Literature and Greek & Roman Studies. Lucy wins a piece of the University's exclusive Rhiannon jewellery.

A hoffech swfenîr o'ch cyfnod yn y Brifysgol?

Would you like a souvenir of your time at the University?

Ymwelwch â'r siop ar-lein ar: **www.cymru.ac.uk/siop** am ddillad a gweuwaith; deunydd ysgrifennu a rhoddion; ategolion, a chasgliad unigryw o lestri gwydr.

Visit the online shop at: **www.wales.ac.uk/shop** for clothing and knitwear; stationery and gifts; accessories, and an exclusive collection of glassware.

Tystysgrifau Arddangos

Display Certificates

A hoffech chi gael fersiwn mwy addurnedig o'ch tystysgrif gradd, wedi'i llythrennu'n broffesiynol â llaw i bwrpas arddangos? Mae hwn yn gofrodd unigryw, ac mae hefyd yn ddelfrydol ar gyfer y gweithle. I gael rhagor o wybodaeth ewch i **www.tystysgrifaucymru.com** *Noder mai at ddibenion arddangos yn unig mae'r dystysgrif hon. Ni ddylid ei defnyddio i gadarnhau gradd Prifysgol Cymru.*

Would you like to have a more ornate, professionally hand-lettered version of your degree certificate for display purposes? Not only does this provide a unique memento; it is ideal for use in the workplace. For more information visit **www.walescertificates.com.** *Please note that this certificate is for display purposes only. It should not be taken as confirmation of the award of a University of Wales degree.*

Gyda diolch i bawb a gyfrannodd at y rhifyn hwn.

With thanks to everyone who contributed to this issue.

Gwerthfawrogir nawdd cwmni Ede & Ravenscroft eto eleni tuag at gostau cyhoeddi.

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Mae'n bosibl cael copi o destun y cyhoeddiad hwn mewn gwahanol ffurfiau: cysylltwch â'r Brifysgol.
The text of this publication is available in alternative formats: please contact the University.