



COUNCIL PAPER

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| TO | Members of Council |
| FROM | Vice-Chancellor, Professor Grant Guilford |
| AUTHOR | Vice-Chancellor, Professor Grant Guilford |
| DATE | 30 April 2018 |
| SUBJECT | Strategic Initiatives |
| REF TO STRAT PLAN | See below |
| DOCUMENT # | VUW 18 047 |

Executive Summary

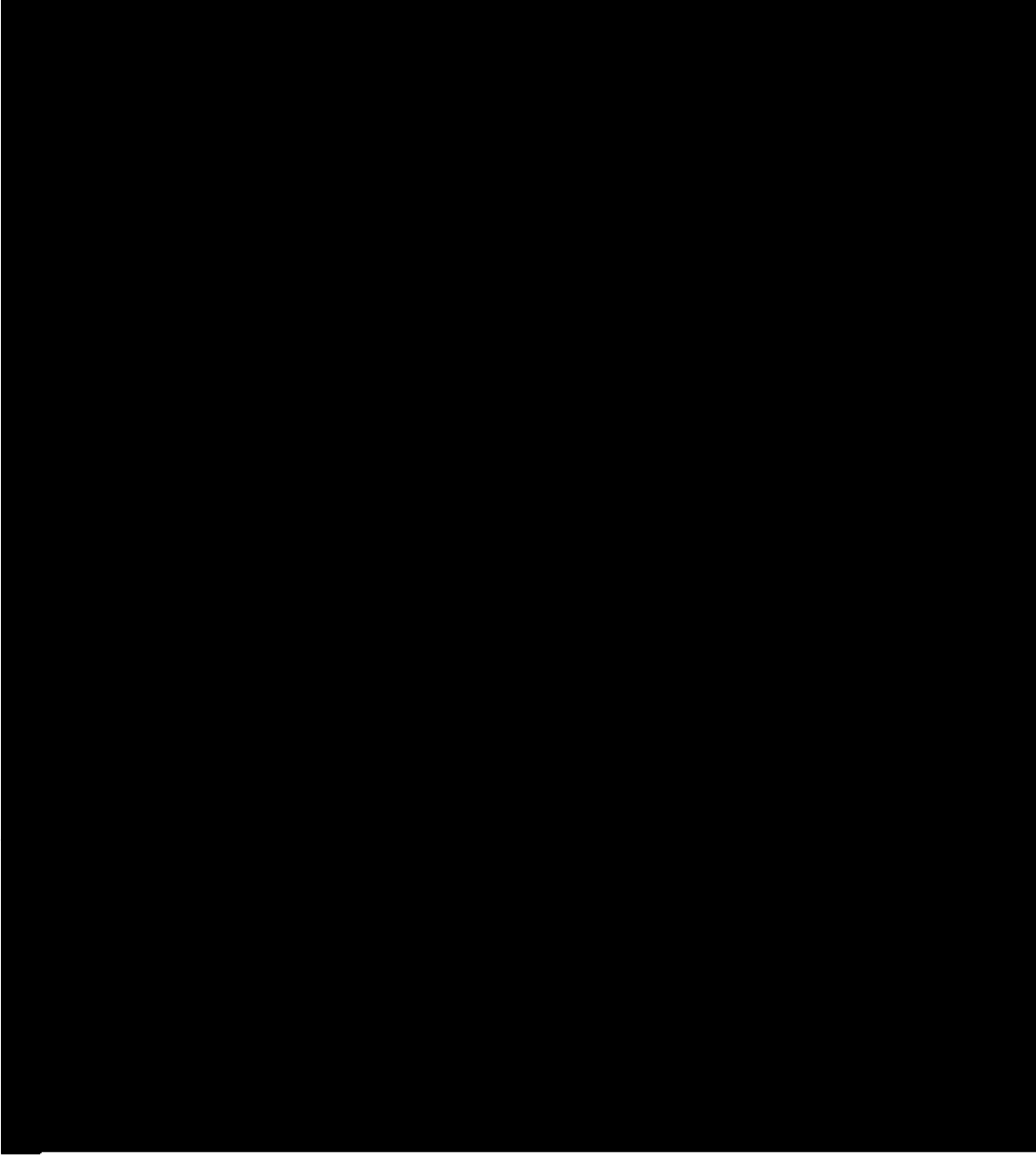
The following report updates Council on topical items of strategic importance.

The strategic initiatives covered include:

- International Reputation (Brand project)

Recommendation

That the Council notes this Report.



International Reputation Programme PS1, PS2, PS5, PS6, ES1-5

The Brand project has now been nestled into a wider 'programme' structure that focuses on the wider goal of enhancing our international reputation – of which the Brand Project is one part. The Brand Project scope as agreed at last Council meeting remains the same but the project will be straddled by other projects focusing on the same outcome. For example, additional projects will include work to improve research citations (an important driver of reputation and rankings), to increase the number of academic conferences hosted in Wellington (an important contributor to 'prominence'), and to secure membership of additional international networks. The [REDACTED] another co-dependent project included in this programme of work.

Since the last Council meeting, VUWSA and the Victoria University Foundation have been consulted on the potential simplification of the name to the University of Wellington. The VUWSA Executive was supportive but advised that work would be required to explain the change to the wider student body – work they were prepared to help with. The conversation with the Foundation Board was similarly positive. Consultation has also been scheduled with Toihurewa on the Te Reo elements of our logo with the current front-runner being Te Herenga Waka.

Four staff forums will be held in early May followed by consultation with Academic Board. A project-briefing document has been provided to three creative agencies. Key requirements are for the Agency to test our approach, to advise on brand and sub-brand architecture, and to undertake the creative work around the logo and style guide.

