



2018 Staff Forums International Reputation

Professor Grant Guilford
2018

**CAPITAL THINKING.
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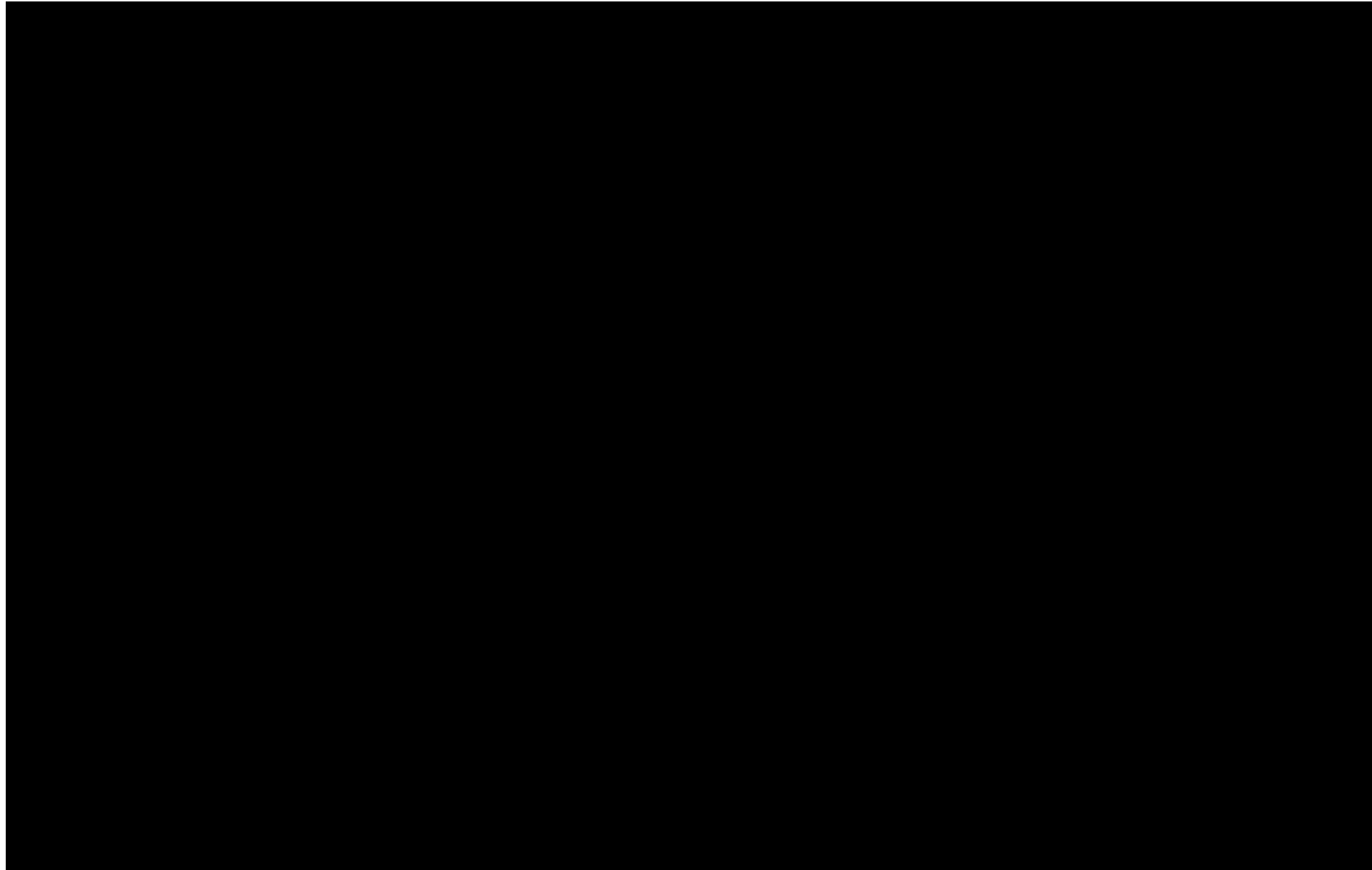


**VICTORIA
UNIVERSITY
WELLINGTON**

TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

Problem Definition

- After 120 years of effort we still have less than satisfactory international prominence and name recognition amongst those who haven't directly interacted with the University
- In contrast, our domestic reputation is strong and getting stronger
- Let's look at some data....



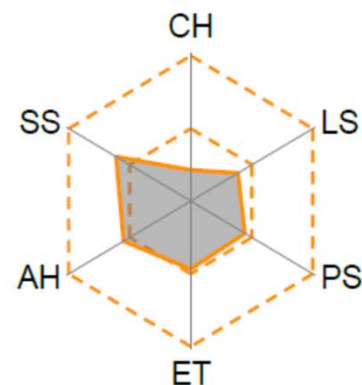
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Clarivate Global Institutional Profiles

NORMALISED CITATION IMPACT (COUNTRY ADJUSTED)

CH	Clinical, pre-clinical & health	19
LS	Life sciences	37
PS	Physical sciences	42
ET	Engineering & technology	45
AH	Arts & humanities	53
SS	Social sciences	59

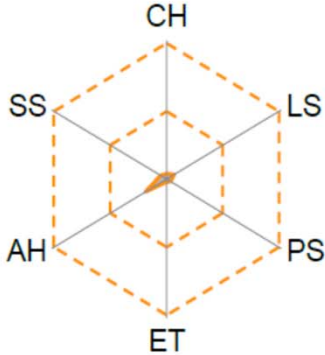


Clarivate Global Institutional Profiles*

*3,945 respondents

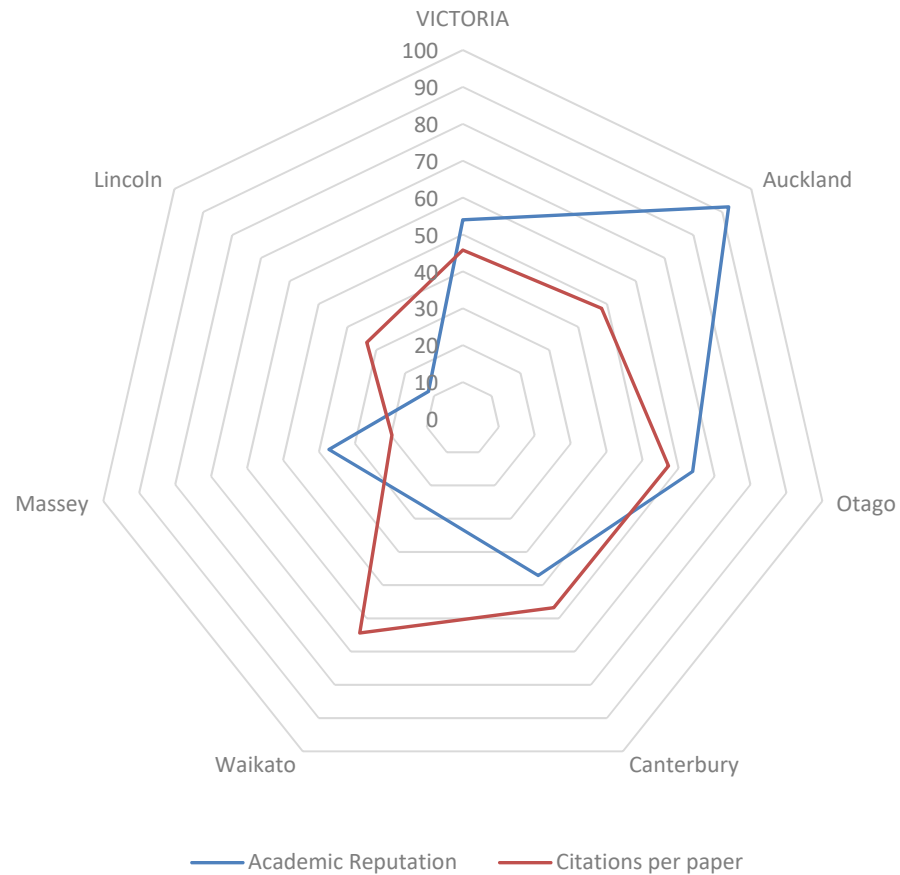
RESEARCH REPUTATION

CH	Clinical, pre-clinical & health	2
LS	Life sciences	5
PS	Physical sciences	2
ET	Engineering & technology	0
AH	Arts & humanities	17
SS	Social sciences	3



QS – academic reputation score vs citation score*

*75,000 respondents



Anecdotal information on international reputation

- A polite 'no' to joining [REDACTED] and to institution-to-institution relationships with [REDACTED], etc.
- Minimal interest from [REDACTED] institutional partnering
- Very frequent lack of university name recognition in conversations with academics, officials, intl. funding agencies, prospective international students and their parents

Consequences

- Our less than satisfactory international reputation and name recognition:
 - Doesn't fit with our aspirations to be a great global-civic university c.f. a 'world-famous-in-NZ' civic university
 - Short changes the 'degree equity' of our graduates
 - Impedes international career opportunities for our staff
 - Constrains research grant and publication success of staff
 - Reduces desirable institutional collaboration opportunities
 - Deters philanthropy
 - Limits international student recruitment

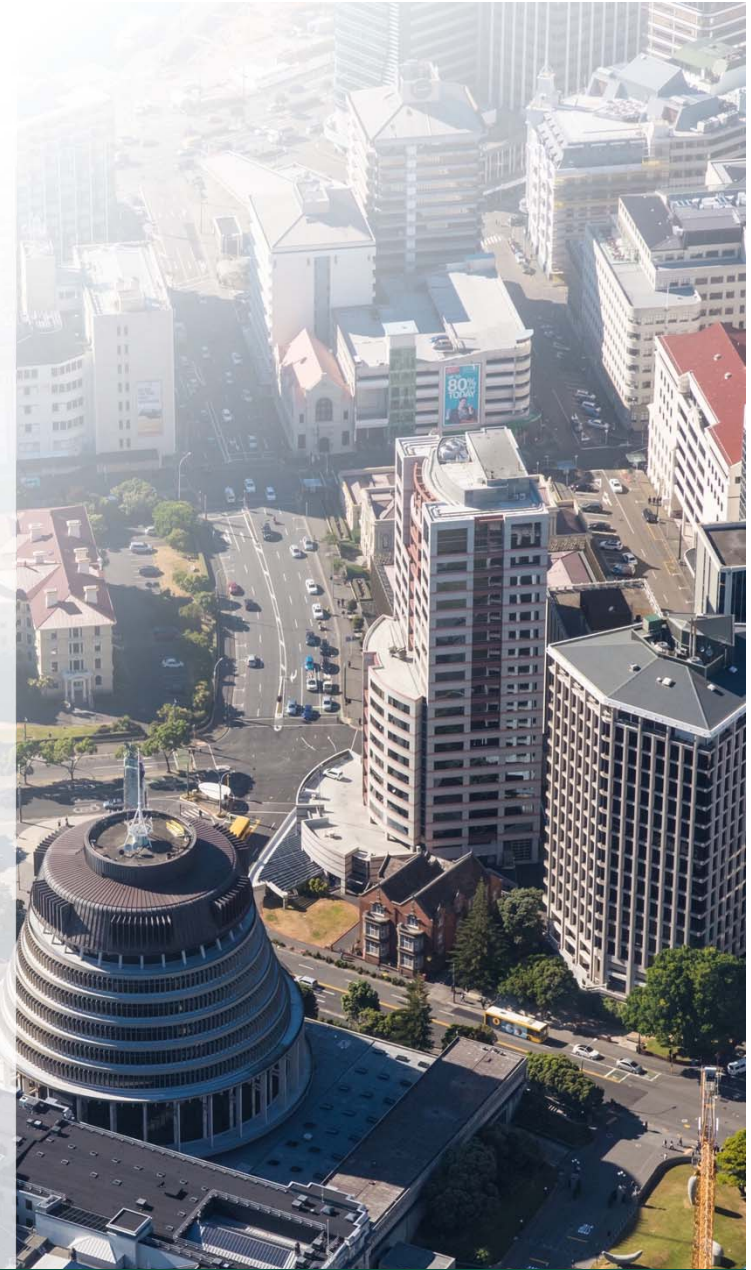
Why?

What are the reasons for our less than satisfactory global reputation and name recognition?



Institutional reputation

- University reputations are derived from external perceptions of high quality research, teaching and engagement
- These perceptions are based on:
 - Proxies for quality
 - A sense of ‘prominence’



Differential diagnosis

- Our less than satisfactory global reputation is *not* a result of poor quality research or teaching per se (PBRF, QS, other)
- Some of our proxies for quality, such as citations, could be improved but even so our current citation performance is not driving the expected level of academic reputation
- It appears more likely our reputational issues are primarily due to low global 'prominence' rather than negative perceptions of proxies for quality

How can we improve our global reputation?

- Continued attention to research and teaching quality and their proxies (e.g. citations, awards, surveys)
- Greater effort to improve global prominence
 - *Simplifying our name to enhance clarity and recognition*
 - More conference hosting in Wellington and participation in off-shore conferences
 - Additional staff-to-staff collaboration and more effective institutional-level partnering
 - Playing the ranking game harder
 - Global marketing campaigns & other engagement activities
 - Other.....



The 'Victoria' element of our name is not distinctive and with the inexorable march of time is increasingly associated with geographic regions rather than a prior monarch....



Our work is regularly attributed
to others....

Govt officials complete foreign service training

ABOUT 20 officers from the Department of Foreign Affairs and other government agencies in Port Moresby received certificates after the conclusion of the fourth Papua New Guinea Foreign Service training programme on Wednesday.

"The programme has been valuable for our government because it has enabled us to promote and pursue our foreign policy priorities of the country," acting secretary for Foreign Affairs and Trade Barbara Agirigolo said.

Agirigolo said the programme contributed immensely towards capacity-building in the department since it was first established in 2013 under the administration of outgoing Secretary William Dihm.

"This programme is the brainchild of the outgoing secretary," Agirigolo said.

"This programme was revived with support from the government of New Zealand.

"It also enabled us to recruit direct trainees into the department, train staff, as well as colleagues from other departments who were involved in the programme.

"We are also grateful that the programme has contributed to our new foreign policy."

Agirigolo said the country needed the programme to ensure that the interest of the nation would be well represented by skilled diplomats.

Dihm told the graduates and other staff members who had passed the programme to ensure that the skills and knowledge gained be effectively used.

"This programme has been delivered through a three-way



Department of Foreign Affairs and Trade acting secretary Barbara Agirigolo presenting a gift to outgoing secretary William Dihm (left) during the graduation of the 4th Papua New Guinea Foreign Service Training Programme on Wednesday. – Nationalpic by GEVOKILA ALFRED

partnership between the Papua New Guinea government, the New Zealand government and Victoria

University of Australia," he said.

Dihm said the programme was coming to an end this year but

asked for an extension after seeing the big potential it had achieved in the department and the nation.

Our name confuses

Eight

is the number of name variants used
by our staff when describing where
they work

The word 'Wellington' aligns with our civic and capital city university ethos but the word 'Victoria' does not....


The word 'Wellington' leverages the many millions spent by WCC on the international marketing of Wellington unlike the word 'Victoria'

Other universities around the world
have abandoned the word
'Victoria'...

- Stellenbosch University formerly known as Victoria College
- Victoria University, Leeds, was a former college of the federal Victoria University, now the University of Leeds
- Victoria University, Liverpool, was a former college of the federal Victoria University, now the University of Liverpool
- Victoria University of Manchester, was a former college of the federal Victoria University, then became an independent university of the same name, before simplifying to the University of Manchester in 2004

University of Manchester's decision

- Followed three years of market research on their name which concluded:
 - Two words are better than three and one of the two words must be 'University'
 - The best choice for the second word is your city – especially if it has reasonable prominence and momentum
 - Any additional words reduce the perception a university is the dominant university in its city
 - Including your establishment date alongside your name is an important proxy for quality
- Manchester consulted with the Queen who was reportedly amused anybody would think she might 'not be amused'



What do our prospective international students and their parents think?

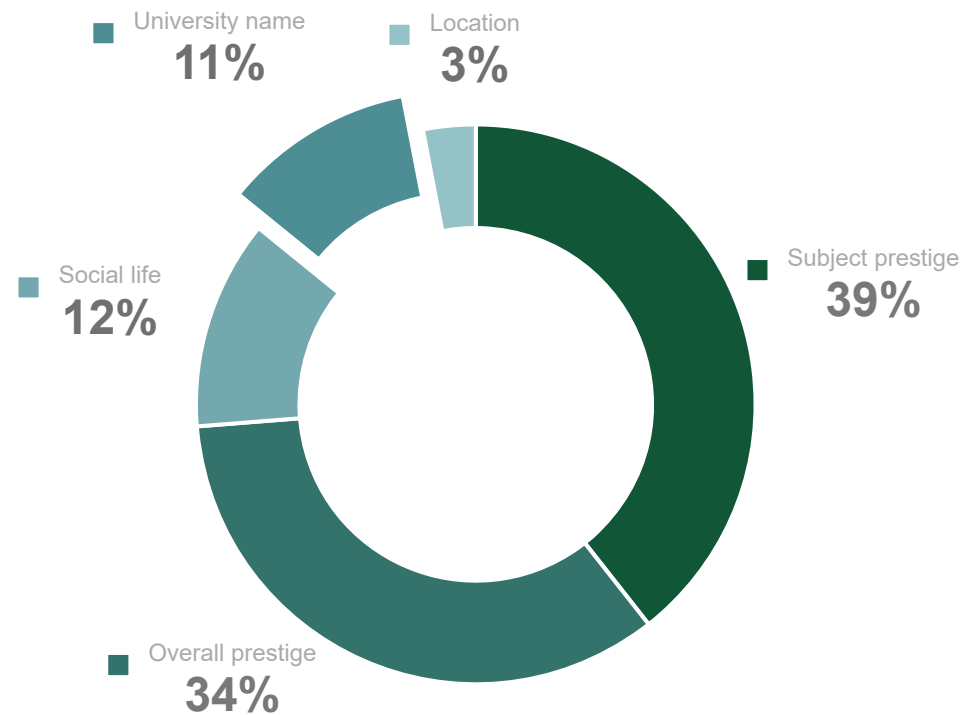
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Recent Research on our Name

- Colmar Brunton conducted 1,427 interviews with potential students in seven countries (China, Germany, India, Indonesia, Malaysia, the USA, and Viet Nam) and 7 agents and followed up with a second survey of an additional 1,404 students from the same 7 countries:
- The results showed name has an impact on student choice (especially if it affects reputation)
- The results did **not** show any preference for the name 'Victoria University of Wellington'
- The name that performed most consistently well was the 'University of Wellington, New Zealand'
- More ambitious name changes like 'National University of New Zealand' and 'University of New Zealand' performed well in some markets and poorly in others – possibly lacking authenticity; they also proved legally impractical

Consistent with students' other survey responses, overall and subject prestige are the most important factors in the choice of a university, together they explain nearly three-quarters of each choice. Name explains 11% of each choice



International agents feel name does play a role in students' decisions but what it means to them depends on where they are in their search

Stage 1

WHAT PART OF THE WORLD SHOULD I STUDY IN?



International agents feel that students at this initial stage of their search use a university's name as a proxy for its reputation. For example if students see a city in a university's name they tend to assume it is that city's premier university even before they have looked at its ranking or other universities in that city.

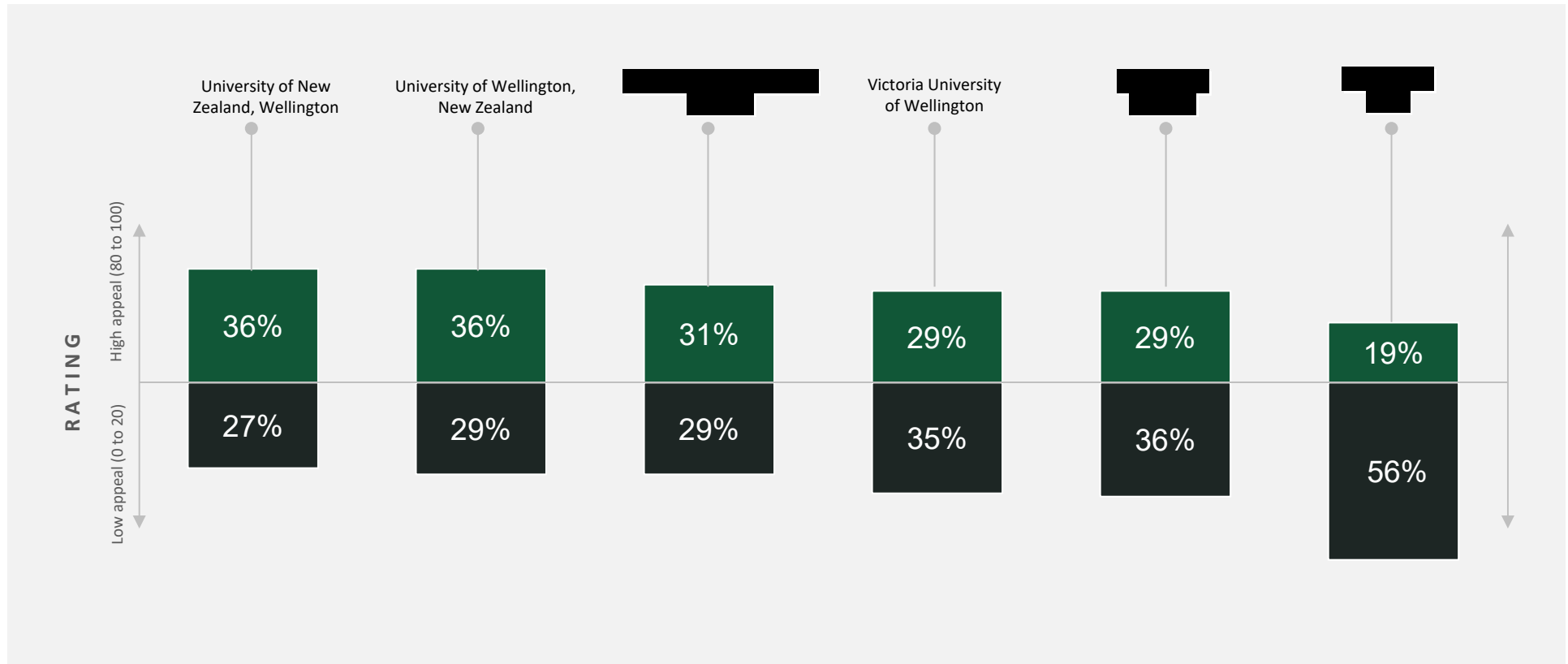
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“[The name is] important when the student is at the first point of research when they're just looking around. If they see University of Melbourne they think that must be Melbourne's university even though there are other unis in Melbourne. That usually changes once they get into their research and work with their study agents.”

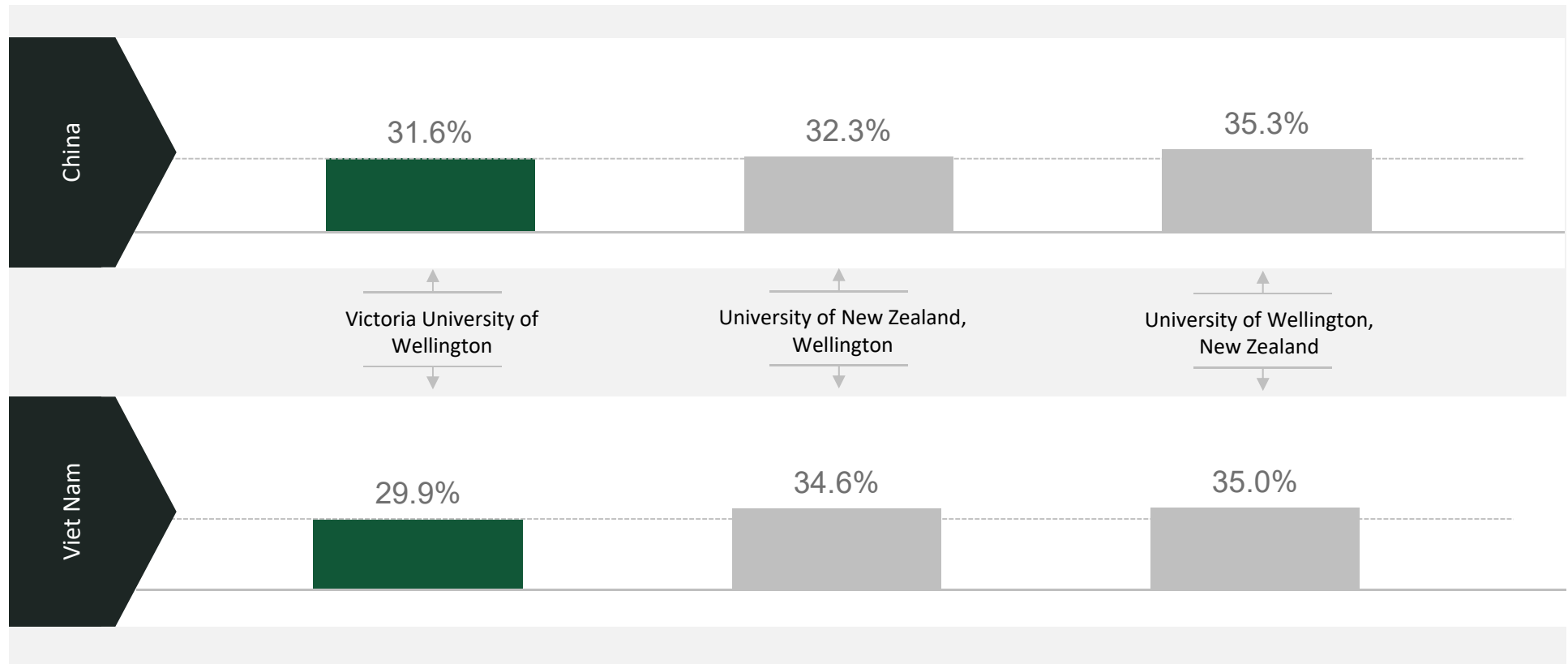
International agent - Europe

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The appeal of 'University of New Zealand, Wellington' and 'University of Wellington, New Zealand' is similar at an overall level



The preference for 'University of Wellington, New Zealand' comes mainly from the preferences of Chinese, Vietnamese (and Indian) students



Lessons from history

- What would our ‘founder’ and civic university champion Premier Robert Stout think?
- His first choice for a name is revealed in his failed 1887 bill “The Wellington University College Bill”
- In 1894 Stout tried again with a “Middle District of New Zealand University College Bill” also to no avail
- Finally, Premier Richard Seddon (who had previously been unsupportive) decided the establishment of Victoria College (of the UNZ) would be a fitting way for the colony to mark the Queen’s 60th jubilee year; ‘the house was loathe to disagree....’
- Three further attempts were made in 1955, 1972 and 1992 to change the name to the University of Wellington with the 1955 effort resulting in the compromise ‘Victoria University of Wellington’

Advice and Views (to date)

- University marketing specialists at ranking agencies
 - Both QS and THE marketers think simplification of our name to the University of Wellington will be beneficial to our rankings
 - THE points out that the significant majority of ‘Victoria University of Wellington’ search results and ‘votes’ are coming from within NZ and that a Google search term for ‘The University of Wellington’ produces results almost exclusive to Victoria University of Wellington

Advice and Views (to date)

- Our Council believes this is a discussion we need to have and is open-minded awaiting the research and consultation
- However, our Council would like a timely decision, one way or the other
- SLT, Deans, HoS, CSU directors share a strong consensus for name simplification; would like a timely decision; also feel it is important to find ways to honour our heritage

Advice and Views (to date)

- Toihuarewa supports simplification and suggest we take the opportunity to change the te reo Māori elements of our name to 'Te Herenga Waka'
- The VUWSA Executive is supportive noting the importance of 'degree equity' to students; is keen to assist with wider student consultation
- The Trustees of the Victoria University of Wellington Foundation strongly favour simplification of our name to the University of Wellington
- Alumni vary in their opinion from 'just do it' to 'it will always be Victoria to me'

Advice and Views (to date)

- Current and past Mayors favour name simplification noting the mutual benefit of aligning the names of the city and university
- The prior Minister of Tertiary Education favours the University of Wellington and wasn't keen on the National University
- The current Minister of Education has been unavailable for a discussion

Discussion

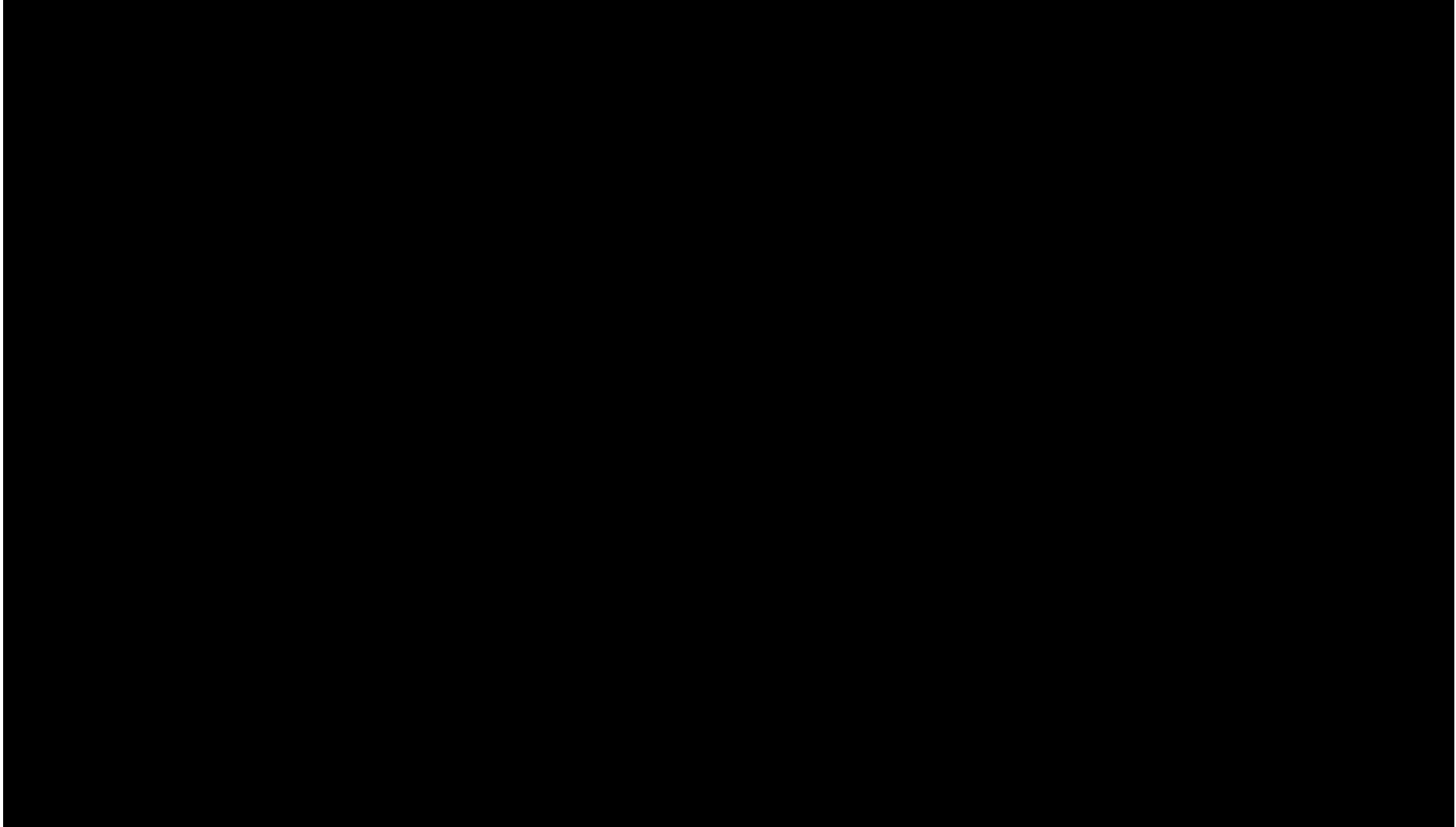
What do you think?

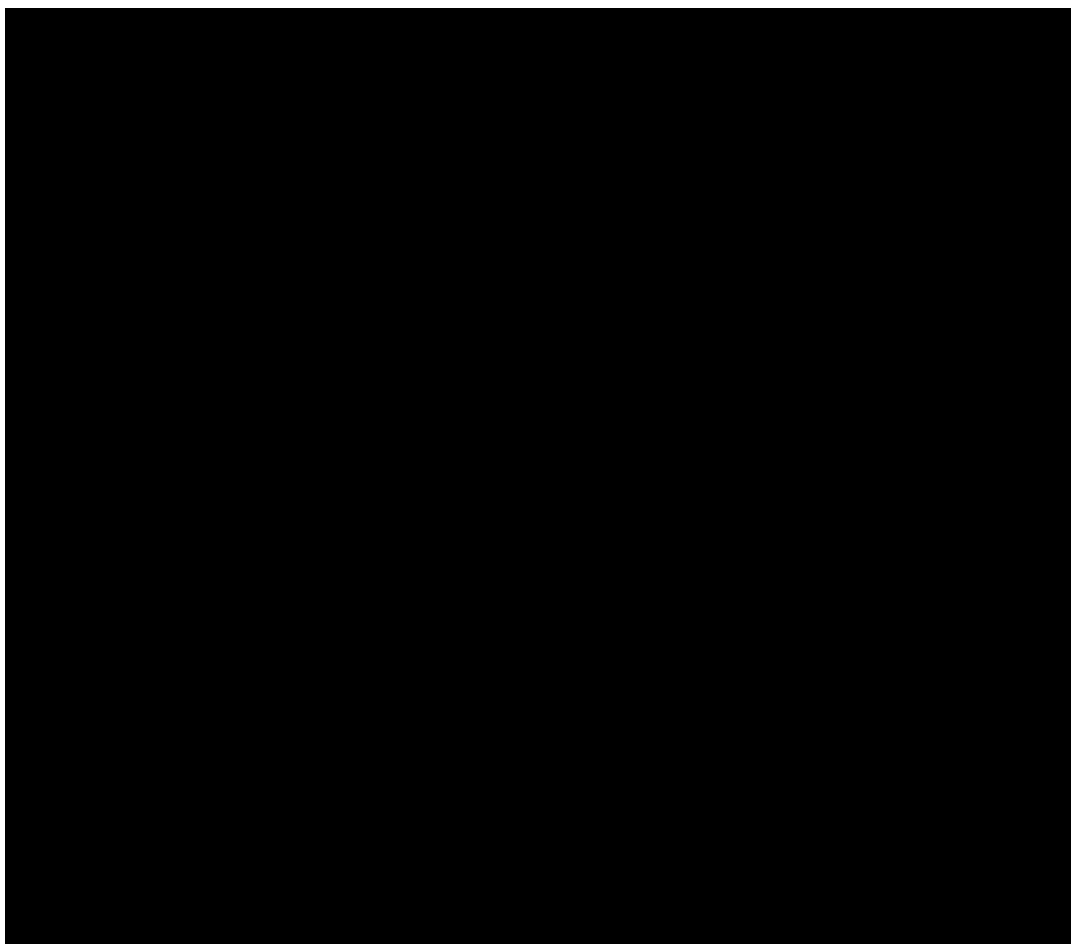
Process from here

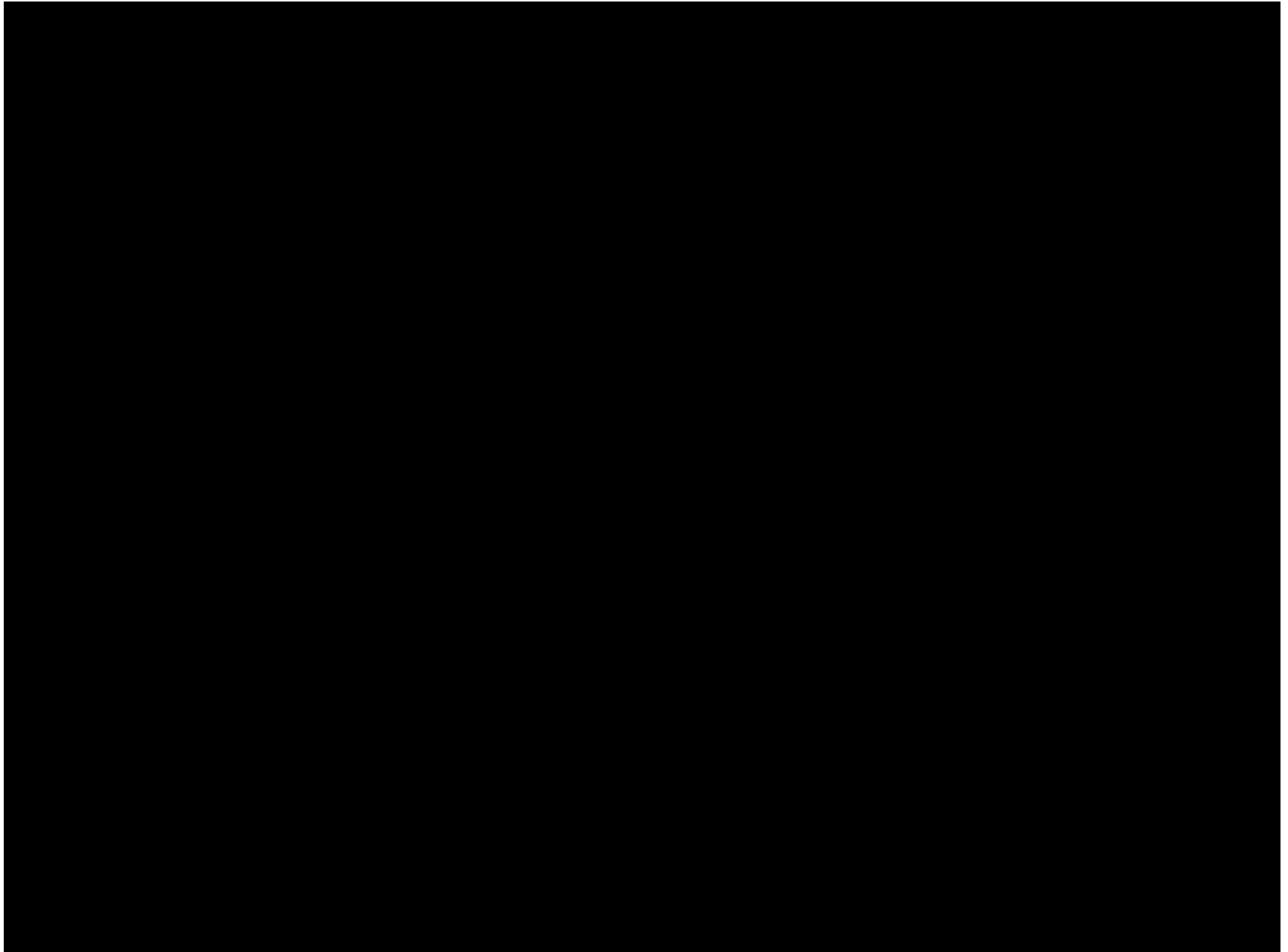
- Complete discussions
- Make recommendation to Council
- Seek specialist advice on such things as pace of change, approach, sub-brands, domain names, logo and brand, legal changes, costings

If we decide to simplify the name what logo might we end up with?

Too early to say but here are some examples of some early prototypes.....







Your Voice – Victoria Staff Survey

- The next full Your Voice – Victoria Staff Survey takes place from 14 – 25 May
- Survey is online, anonymous and confidential
- All permanent staff and fixed term employees engaged for 12 months or more can complete the survey
- This is your chance to have your say - let us know what's working well and where we can do better
- We value your feedback – it will guide improvements in the way we do things at Victoria

Thank you

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