


International Reputation

Professor Grant Guilford
2018

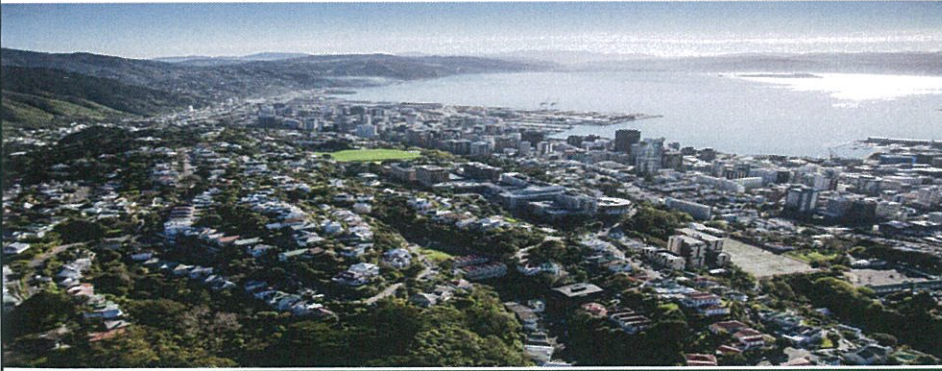
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Vision

*Victoria University will be a world-leading
capital city university and one of the great
global-civic universities*



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Victoria University as a great global-civic university

Commitment to:

- civic engagement in a global context
- civil society and global citizenship
- the resolution of global challenges
- education of critically informed, globally confident, civic-minded graduates
- being ranked among the world's best

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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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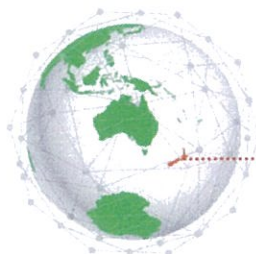
Victoria University at a glance

#1 in NZ for research quality

\$57.8 million external research revenue up \$9.4 million on 2016

22,273 students

GLOBALLY RANKED IN 2017



Top 1% of the world's 18,000 universities for 17 subjects

Top 2% of the world's 18,000 universities overall

In the top 40 law schools in the world, 60 for arts and humanities and 83+ for social sciences and management

IN THE WORLD'S TOP 100 FOR 12 SUBJECTS

Archaeology, Development Studies, Earth Sciences, English, Geography, History, Hospitality, Law, Library Management, Linguistics, Performing Arts and Psychology

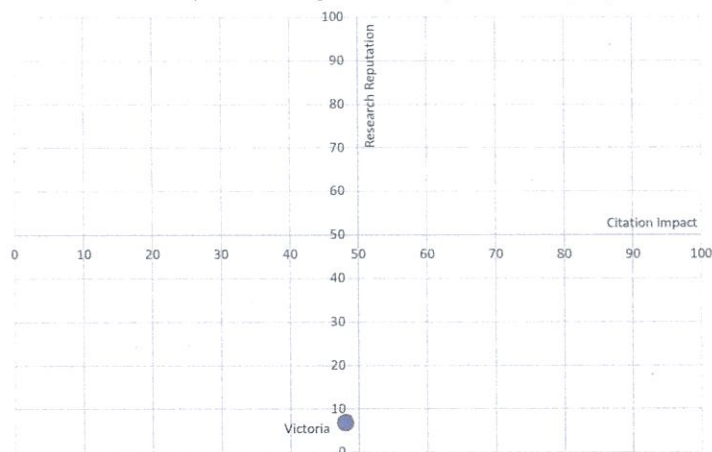
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Times Higher Education research reputation score vs citation score*

*20,830 responses

Research reputation score against citation impact for Victoria (THE)



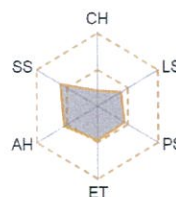
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Clarivate Global Institutional Profiles

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 |



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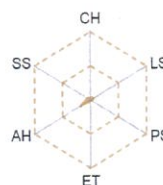
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Clarivate Global Institutional Profiles*

*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 |



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QS – academic reputation score vs citation score*

*75,000 respondents



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Anecdotal information on international reputation

- Very frequent lack of university name recognition in conversations with international employers, academics, officials, and funding agencies as well as prospective international students and their parents

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Consequences

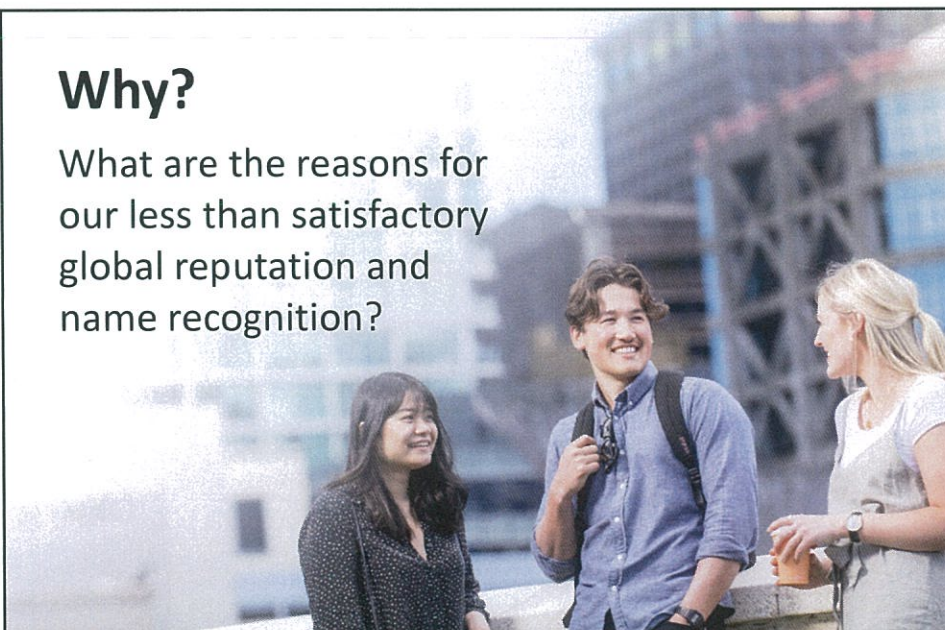
- Our less than satisfactory name recognition:
 - Short changes the 'degree equity' of our domestic graduates who work internationally
 - Reduces the interest of international students in studying here and lowers the value (equity) they derive from their qualification
 - Impedes international career opportunities for our staff
 - Reduces desirable institutional collaboration opportunities
 - Deters philanthropy

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Why?

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



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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'



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Differential diagnosis

- Our less than satisfactory global reputation is *not* a result of poor quality research or teaching
- Some of our proxies for quality, such as research citations, could be improved but don't appear to be the main issue
- It appears more likely our reputational issues are primarily due to low global 'prominence'

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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
 - More student-student international participation
 - Global marketing campaigns
 - Other.....

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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....

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Our work is regularly attributed to others....

The Nation – 27 October 2017

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 Dihin.

"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 interests of the nation would be well represented by skilled diplomats.

Dihin 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 Dihin (left) during the graduation of the 4th Papua New Guinea Foreign Service Training Programme on Wednesday. – Nationalpic by OEVOKLA ALFRED

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

University of Australia," he said.

Dihin 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.

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Our name confuses

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Eight

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

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

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

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

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- 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

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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'


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What do our prospective international students and their parents think?

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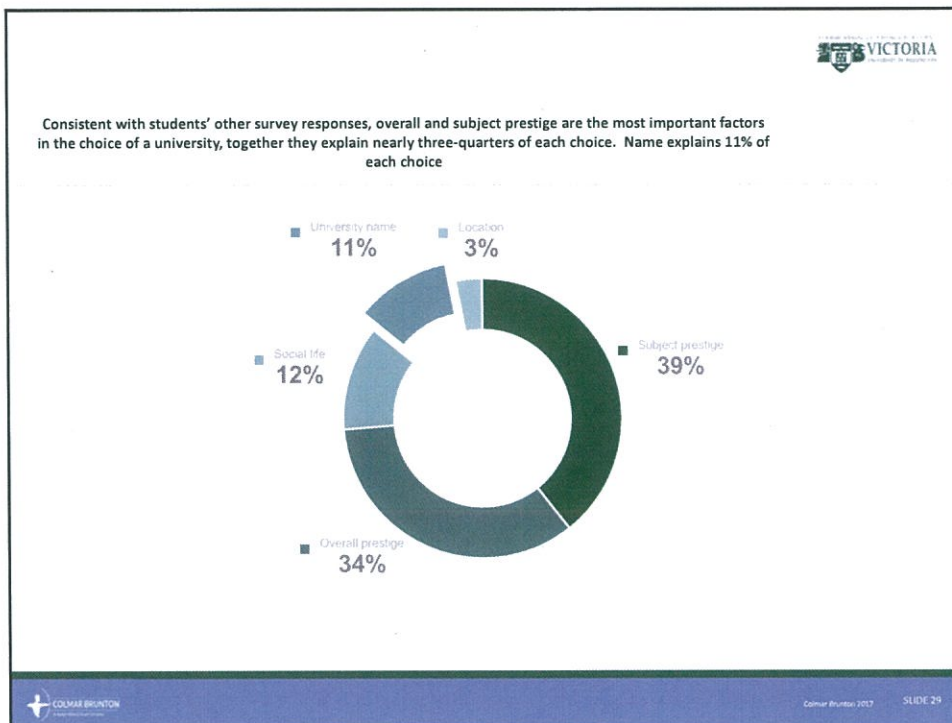
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Recent Research on our Name

- 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

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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.

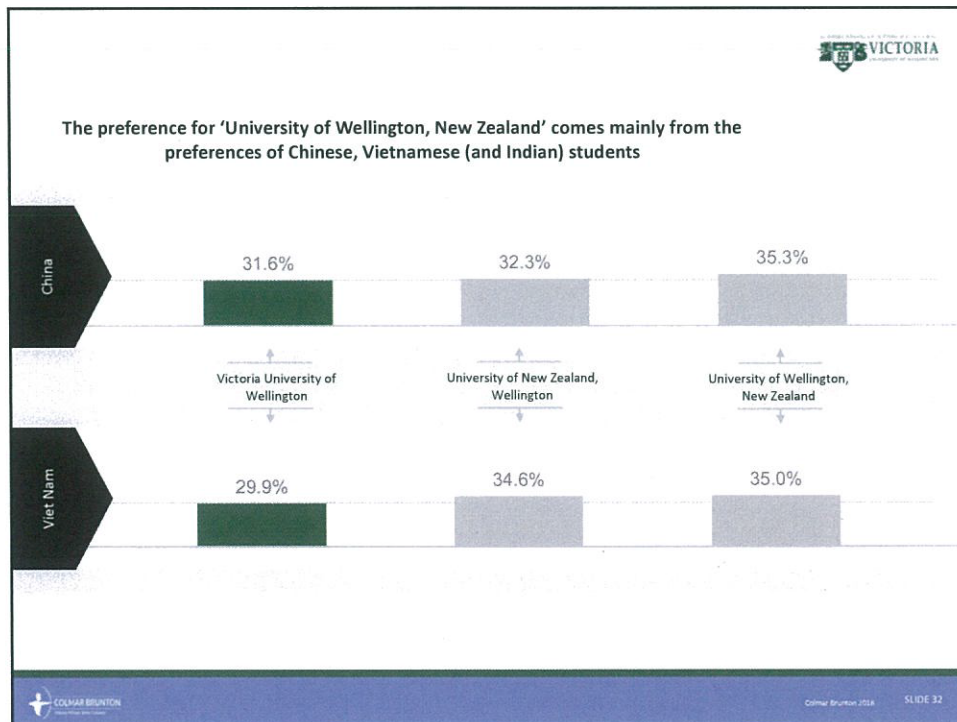
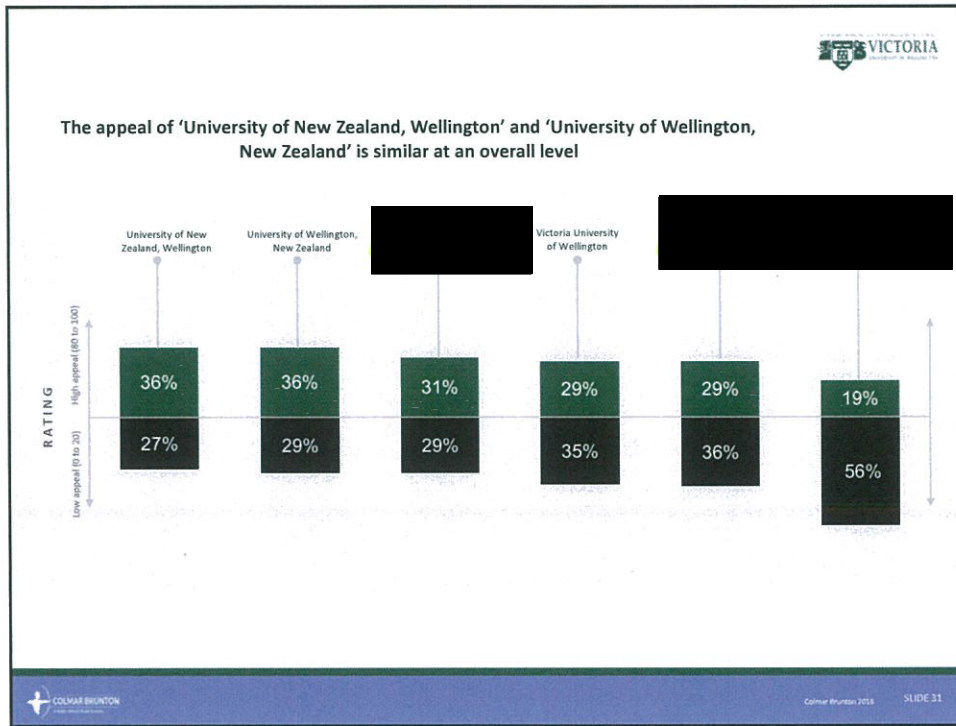
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“The name is important when the student is at the first point of research when they're just looking around. If they see University of Melbourne they think that must be Melbourne's university even though there are other unis in Melbourne. That usually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

”

International agent - Europe

COLMAR BRUNTON
Colmar Brunton 2017 SLIDE 30



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'

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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

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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
- Senior leaders at the University share a strong consensus for name simplification; would like a timely decision; also feel it is important to find ways to honour our heritage

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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'

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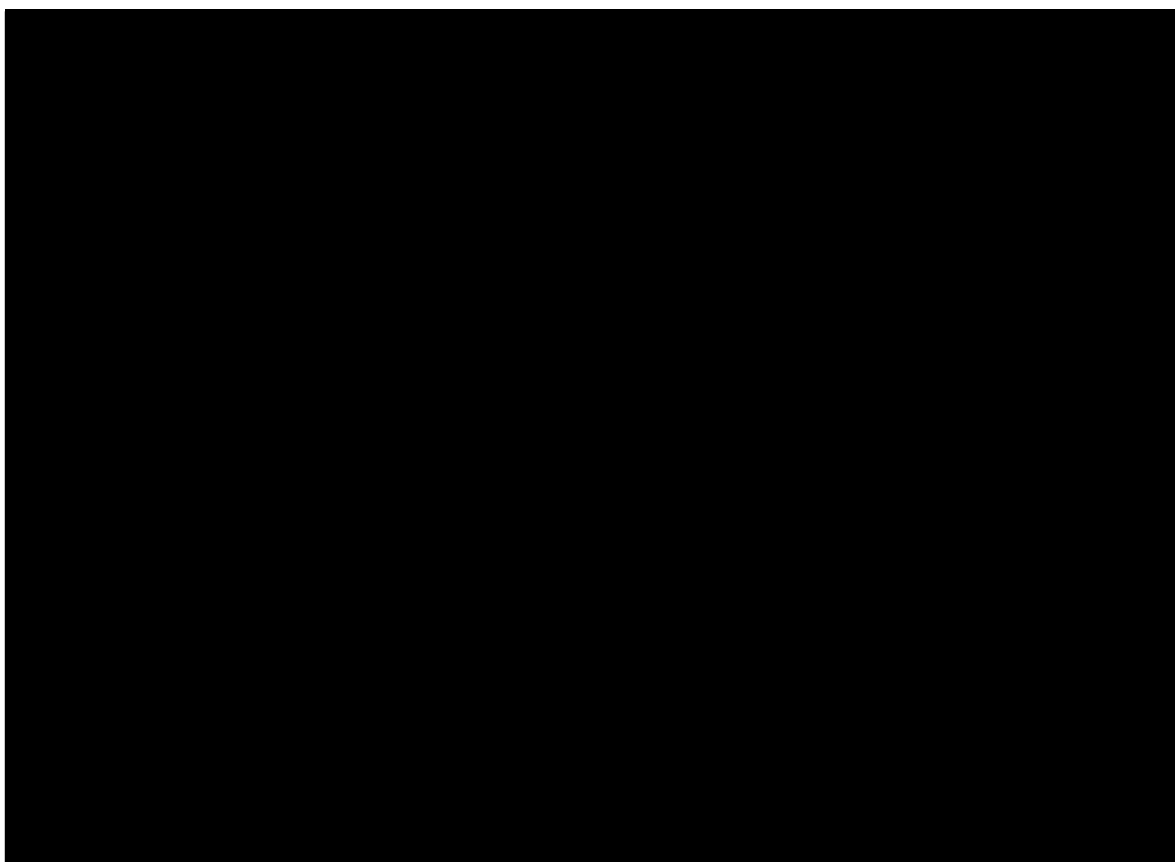
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Advice and Views (to date)

- 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

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Discussion

What do you think?

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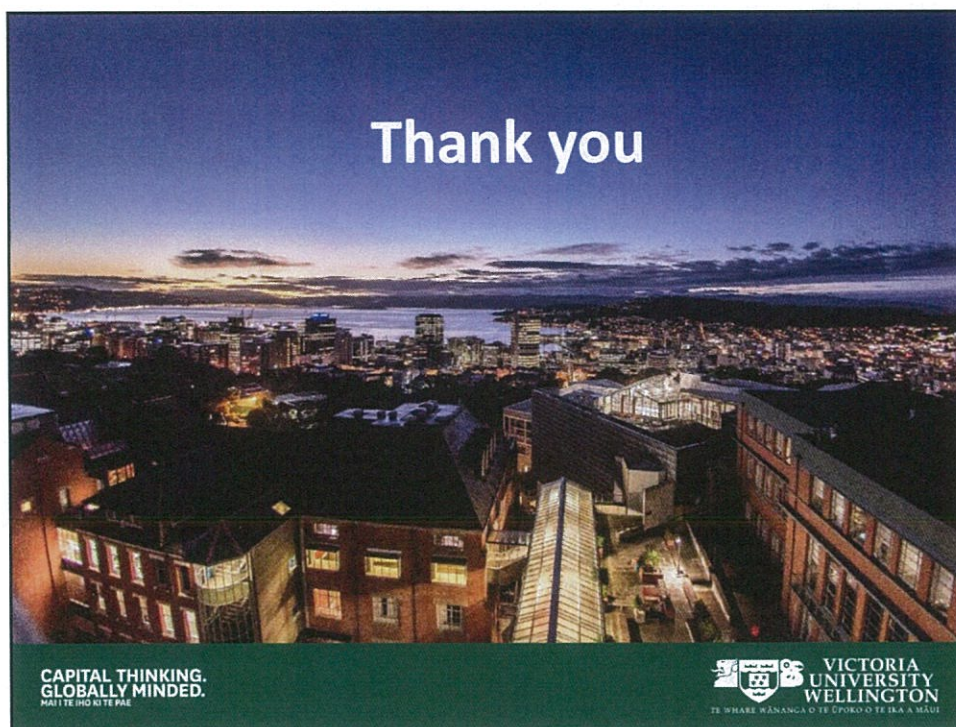
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Process from here

- 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

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Thank you

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