



## COUNCIL PAPER

TO	Members of Council
FROM	Vice-Chancellor, Professor Grant Guilford
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DATE	26 March 2018
SUBJECT	<b>Vice-Chancellor's Report - Confidential</b>
REF TO STRAT PLAN	See below
DOCUMENT #	VUWC 18/30

### Executive Summary

The March Vice-Chancellor's Report outlines progress on several significant current initiatives, activities and events including:

- Brand 2018 Project

Two additional items of strategic importance are discussed in more depth under Item 17 of the Council Agenda entitled 'Strategic initiatives'

The Report also includes supplementary information in the following appendices:

- Appendix 1: Notes the priority activities of the various offices, faculties, and service units of the University during the period since the last Council Report.
- Appendix 2: Presents a list of the VC's main external engagements for the period.
- Appendix 3: Provides the monthly campaign finance report.

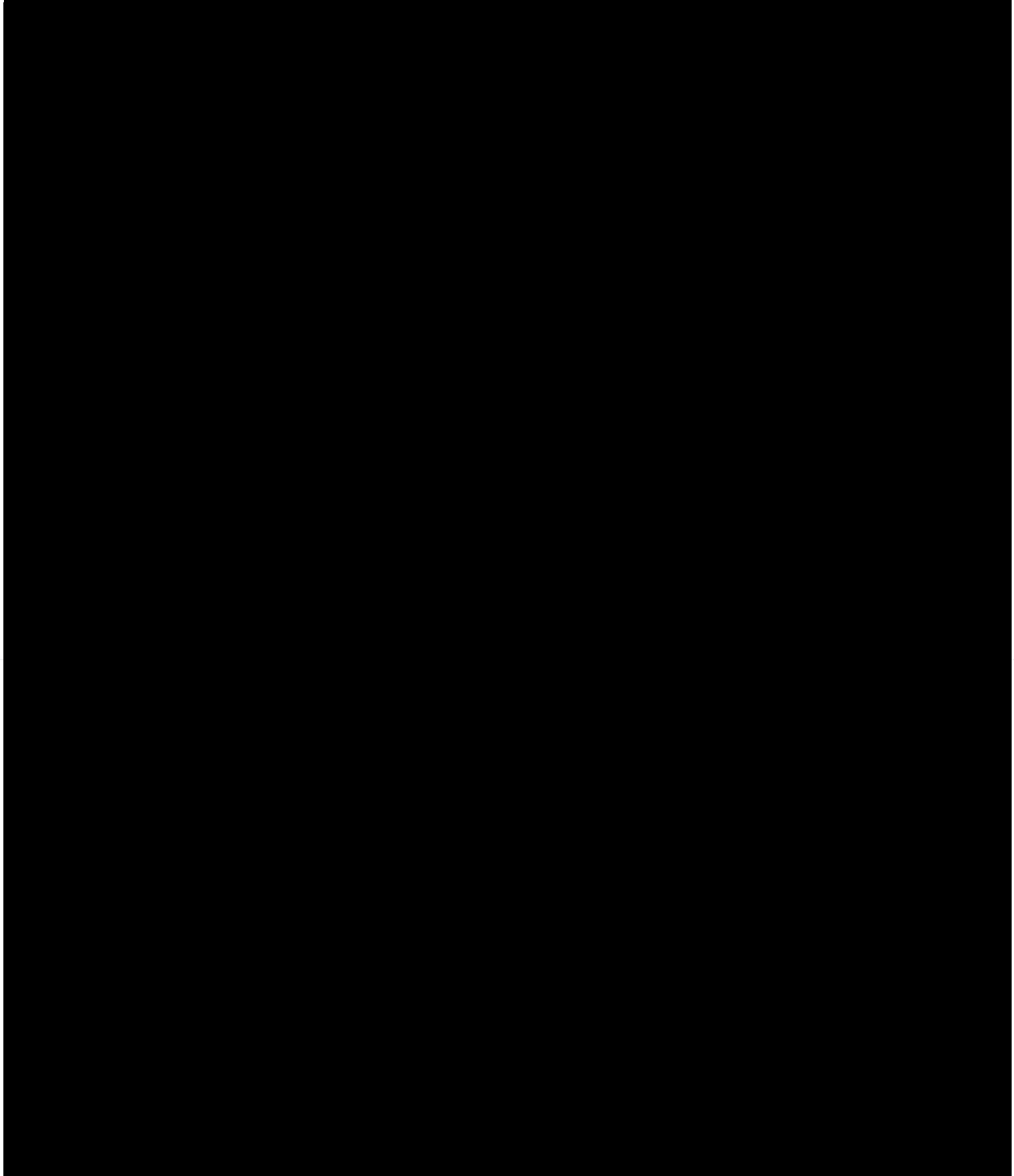
Discussion of any element of the Report is welcome.

### Recommendation

That the Council notes this Report.

**Significant Current Initiatives, Activities and Events**

This section of the Report provides updates to Council on a number of significant current initiatives. The abbreviations in parentheses after each subtitle reflect the primary and enabling strategies supported by the initiative.



### **Brand 2018 Project PS1, PS2, PS5, PS6, ES1-5**

A draft project structure has been developed for the branding work. Council are invited to advise on the following draft goals, scope and exclusions.

The draft goals of the Brand 2018 project are to:

- Better align the University's name/brand with our positioning as New Zealand's globally ranked capital city university and with our global-civic university vision
- Increase the clarity and distinctiveness of our name/brand internationally – an essential step in increasing global brand awareness

The principal downstream benefits expected from achieving these goals are enhanced international academic reputation, greater global research impact, improved international rankings, increased recruitment of international students, and improved ability to partner with leading international universities.

The draft scope of the Brand 2018 project includes:

- Simplification of the University's name
- Reconsideration of selected elements of the University's logo and style guide
- Consultation and market research on the preferred name option(s)
- Considering the impact of the simplified name on sub-brands
- Advice on legal aspects of simplifying the name
- Promoting the University's preferred name/brand

It is proposed that the Brand 2018 project's scope does *not* extend to:

- Changes to the University's positioning as New Zealand's globally ranked capital City University or our current brand expression of 'Capital thinking. Globally minded.'
- The activities and projects we undertake to bring to life our institutional distinctiveness e.g. academic distinctiveness themes, Te Reo, MOOCs etc.



- The Know Your Mind student recruitment campaign



Note – the exclusion of the above points from the specific confines of the Brand 2018 project does not mean that no work will be undertaken in these areas – just that any such work will be outside the scope of this particular project.