

## GLSNZ - Shifting Gears

Thank you all for your hospitality and constructive comments during our recent round of university visits. The response to the GLSNZ has been uniformly positive, which the team has found most heartening.

We are now moving into a phase dominated by marketing and communications. These are busy and exciting times. Our communications coordinator, Brigid Feely, is working closely with each of your marketing and communication teams to ensure good exposure of the GLSNZ to all prospective 2011 cohort members.

We also introduce our new-look logo in this newsletter which resulted from feedback provided by the student focus groups. Essentially we have "rebranded" the project to look more edgy and, therefore, more likely to appeal to the students.

We have also just completed the filming of short videos for the website. Again, based on focus group feedback, it appears the best way to communicate with our students is via this medium.



Professor Richie Poulton, FRSNZ  
Co-Director NCLR, Lead Investigator GLSNZ



New Zealand's specialist land-based university



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## Marketing & Comms

We have now spoken to all of the universities' Marketing and Communications teams. With some firm dates now agreed upon, work is well underway drafting the campus-specific tactical plans to raise awareness at each university.

Results from the four marketing focus groups held last month (see separate section) have highlighted the most effective channels of communication with students.

The creative element of the campaign – refining the messaging and visuals – is also occurring at this time, informed by the focus groups. The result will be a complete “package” of material – posters, bookmarks, chalking messaging, website banners – that will be available for distribution to each university preceding the survey launch.

This is the action end of the marketing and communications strategy and the following three months will be busy. We are looking forward to working with each university and seeing our combined efforts help achieve a solid foundation for the longitudinal study.

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## Focus Groups

Four focus groups were held last month – at Auckland, Massey, Canterbury and Otago – and the results have clarified both the messaging and the most appropriate communications channels.

Students were curious about the survey and impressed by several facets: that it involved all eight universities and was TEC and government backed; that it was so large-scale, long-term and detailed; and that it was being undertaken by the same researchers responsible for “The Dunedin Study”.

With regard to communications channels, students favoured chalking, posters, university-generated emails and fliers. They also wanted to see Facebook, Twitter and Wikipedia pages, a comprehensive website, video links and mainstream news stories. They were impressed at the possibility of receiving a personalised letter from their university's Vice-Chancellor.

As the students learned more about the survey, they were less comfortable with incentivisation: “Initially I thought you'd need to incentivise me with an iPad draw or money or vouchers – because it was for you. But it turns out it's for me too and for future students, so I'd probably do it for nothing.”

Another key finding concerned the role of the proposed Vice-Chancellor functions. There was nervousness about attending a large function, unaware of who else would be attending and what it was for. Instead, the students preferred the idea of clicking on a video link and learning more about the survey in this manner.

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## Survey Focus Groups

The survey content was vetted by two focus groups for cultural content. The Māori and Pasifika students gave us insight into issues related to cultural sensitivity and we have made adjustments accordingly. For example, we added a list of all the New Zealand regions and associated iwi for ease of identification for Māori students. We also renamed and moved the “Finances” section, now called “Earnings and Assets”.



## Ethics

We are submitting to the Multi-region Ethics Committee on June 7th. Māori consultation has begun at the universities.

## VC's Meeting

David Thomson and Richie Poulton are meeting with the Vice-Chancellors on the 10th of June to update them on the project and explore options for further project funding in 2012 and beyond.

## Website

To retain consistency with the rebranding of the project, we are working with the designer, Luke Johnstone (BrandAid), and website creator, Blair Hughson (Core Development), to revamp the website look and feel. The website will be live on June 15th.

## University Survey Dates

We have worked out with each university the best dates for the survey to be launched at their institution. They are:

31st July – Auckland and Lincoln

7th August – Waikato

21st August – AUT and Massey

18th September – Victoria, Canterbury and Otago

Note that these dates are Sundays; research has shown that students are 'reliving' their weekends online at this time, thus it appears to be an ideal time to approach our prospective participants.

## National Release

The national press release will be distributed June 15th to coincide with the first of the awareness-raising campaign roll outs. It will be issued by Universities New Zealand and we expect it to generate nationwide interest.

We are proposing a second bite of the cherry and, in conjunction with each university, we plan to also issue local releases in each city – coinciding with the university's specific survey launch date. This should re-energise media interest with the local angle and also reinforce our credibility with the cohort members.

## GLSNZ Timeline

