

DO UC WHAT I SEE



While student numbers have been recovering, we're not yet at the budgeted level. *Rod Carr*



INSIDE THE UNIVERSITY'S BRAND SPANKING NEW MARKETING STRATEGY

Caitlin Porter

Prior to the earthquakes, the University of Canterbury's marketing budget was fairly non-existent. These days it's hard to miss the campaign. There are billboards, busbacks and adshels, primetime TV ads popping up halfway through *Home & Away*, cinema ads, radio slots, fliers, posters, a new website and the list goes on. How much is being spent – and does any of it reflect the reality of being a student on campus?

One thing on the new UC website is striking – every student just looks so goddamn happy. There's slide after slide of 'more this', 'more that' with pictures of over-enthused students enjoying seemingly regular activities that have, admittedly, not much to do with study. There's even a slide of some kids dousing each other with super soakers – something that most students have probably never witnessed in their entire Uni career. This is under the caption 'More Fun'. Why is this happening?

"Last year the University had a bit of a challenging year," Vice Chancellor Rod Carr admitted at a student forum in the Undercroft on March 6. "We managed to chew up about \$67 million dollars." Most of it was earthquake-related activities; re-valuing library assets added an additional \$20 million. **"We're still not quite paying our way," he conceded.** "We do get paid to teach... and the more students we have here the more we get paid. It turns out after the earthquakes we had a few less students than we had before."

According to the University of Canterbury Development Corporation's Draft Plan, the CoA has 2330 students, Business & Law has 2470, College of Engineering has 2740, Science has 2470, CoE has 1930 and there are 180 students in the Service Units. **In total, UC's roll count right now is 12,120. That's a drop of more than 3,500 students from the enrolments at the University's all-time high of 15,674 in 2010.**

"While student numbers have been recovering, and certainly not falling much further, we're not yet at the budgeted level of students. So if you've got some mates..." Carr's voice brightened. "Tell them to come in the second

semester, and certainly to come next year. The University is hungry to attract good talented students to join all you guys..."

Who is responsible for feeding the University's hunger? Enter Lynn McClelland, acting director of Student Services and Communications. **This year the Marketing department has a budget of \$1.6 million, up from 2009's \$875,000.** "All the best marketing starts with research," Lynn says. "We talked to prospective students... and asked them what they look for in a good University, and what did they think of UC in relation to that ideal picture."

As for what the ideal picture is, their research is still a work in progress – but **part of the completed research has boiled down the vague term 'student experience' into three areas – campus accommodation, location, and activities.** That is where Canterbury stands in good stead, says Lynn.

The fact that University of Canterbury campus is situated in a relatively affordable residential area is convenient for students. "You can cycle to campus," Marketing Manager Dave Williams point out. "You don't have to walk or hike up and down hills. There's the campus here, the mountains are just there... Living is very easy here." As for activities, Marketing and Recruitment have been working closely with the UCSA to fulfil this image – and the association has provided a lot of footage, from the likes of Tea Party and other events, to the campaign.

"We really see ourselves in partnership with the UCSA," Lynn explains. "It's a student experience which is promoted by UCSA in a really unique way."



A lot of the feedback that I have heard is, ‘What about the academic side?’
Erin Jackson

None of this is a surprise to incumbent UCSA President Erin Jackson. **“Early last year one of the things I was harping on to all of them, like SMT kind of level and Council, is that the student experience is what really differentiates UC and that is incredibly important.** They have done a good job of capturing a lot of that student experience,” she adds, “but a lot of the feedback I have also heard is, ‘What about the academic side as well?’”

It does seem that academics appears nowhere in the campaign. While there are images with headlines such as ‘More Engineering’ and ‘More Arts’ there is no strong academic message. **If 17 and 18-year-olds come to University to get a quality education, why isn’t that what University is advertising? After all, Engineering was ranked 21st in Civil and Natural Resources Engineering in the QS world rankings this year.** In the College of Arts, on the other hand, there have been wide reports about the significant student losses, to the tune of 25% of equivalent full-time students (EFTS) – and a new change proposal came out last week. The College of Education is also losing students. Does this put the onus of recruiting on particular Colleges?

Not according to Rod Carr – there is effectively only one bank account, one business. Money comes in; then it is internally allocated to the Colleges in terms of costs, revenues and resources. Though some Colleges seem to be doing better than others, it is all relative. “What I think is really, really important and new,” Carr added from his office, “and we know this from the market research that we do – is that **students in New Zealand choose a University for a whole bunch of reasons.** But what they assume is that the quality of the degrees they get, particularly from Auckland, Victoria, Otago and Canterbury are good quality degrees and unless it’s discipline-specific, like if you want to be a doctor you go to Auckland or Otago, if you want to be an Engineer you go to Auckland or Canterbury, if it’s a Law degree you want then choices are made on the basis of some other things, **and the other things [that matter] typically are student experience, what do I do outside the library, the lecture theatre and the laboratory.”**

Erin Jackson agrees. “From an academic perspective that is not just always saying, ‘Oh well, we’ve got Engineering and we are the best at that;’ it’s about saying **if you do a Law degree here, what advantages do you get; for example, the work that the Law School does with the Community Law Centre which is unparalleled around the country.** You can [also] come and volunteer for the UCSA for a couple of hours a week and get experience interviewing people. It’s things like that.”

At the moment, the University aims to be making a surplus again by roughly 2017. **“At the moment first year numbers are stabilised as we didn’t decline this year,”** Lynn says. **“That makes us hopeful that we will see some growth next year.”** The Halls are already reporting that they are at maximum capacity for 2013. If more students came, where would they stay? There will be an additional 150 beds next year when the College of Business and Law moves back to the Law building and another 100 beds are planned to be added to Bishop Julius Hall by 2023. That leaves 1,750 potential students without guaranteed beds if numbers were to return to 2010 enrolments. **Given the housing shortage in Christchurch at the moment, the question remains of whether these students will have a place to go.**

Marketing believes that the effectiveness of the Marketing and Recruitment campaign as a whole though, looks good. One recent success Rod Carr points to is ‘UC Explorer’, an outreach programme to attract students to UC. There were 750 applicants for 100 spaces in the programme. **Students were chosen from all around New Zealand to come and stay in the halls, have tours of campus and participate in ‘campus life’. In a follow-up survey 97% of participants said that when they returned home they would consider UC** as their chosen tertiary education provider as well as recommend UC to friends and family.

Erin Jackson also agrees that **students do seem to like it more than last year’s ‘What If’ campaign.** “I think they feel that this is more reflective

of what it is like to be a student here, **rather than the ‘What If’ campaign, which one student explained as ‘like we were posturing ourselves to be great one day, but we weren’t telling people we were great now’.** This year the marketing campaign is, **‘This is why we are very cool, this is why it’s a great place to be.’** The marketing campaign is very successful [in changing] the perception that there is nothing to do in Christchurch.”

Dave Williams agrees that this is what students want to see. “Last year’s ‘What If’ campaign, which was dealing with understanding the really big questions in life, was focussed on teaching and research. With this campaign, we’re not overthinking it: we’re just saying ‘This is what’s here, this is what being a student is like – make up your mind as to whether you want that or not.’ There is a swarm of life with clubs activity, there is a river, with ducks in it, and green surrounding campus – the parks and the gardens... In the spring, you will see no other campus in New Zealand with this choreography of colour. It’s unlike anything else. You will have a different unique experience at every University in New Zealand – this is what being here is like.”

Though UCSA is not typically involved in recruitment, this year Erin Jackson talked to prospective students at the Careers Expo in Auckland. “It was the most enlightening thing. **First students went, ‘Oh Christchurch, nah but that all shut down ae?’ or ‘But there’s no city there anymore.’ Year 13 students genuinely believe that there is nothing here.** So the marketing campaign from that perspective – we were showing Auckland students videos of what was going on here – is really effective. **You are actually trying to rebuild the perception that we are a functioning campus and city.** A lot of them go, ‘Wow, that looks really cool.’”

Lyn Guillard is the Careers Adviser and Head of Transition Education at Wairnea College in Nelson. “Initially after the earthquakes there was a dramatic drop in student numbers from Wairnea College enrolling

at Canterbury,” she admitted. She has noticed a turnaround since 2010. “There is increased interest in study at Canterbury and as many, if not more, students are planning to study [at UC]... **Students are more comfortable – and especially their parents – [with] Canterbury since things are more settled in Christchurch, the city is rebuilding and people are not as frightened to live there.”**

What if the campaign doesn’t work? What if students don’t come back? When faced with this question, Lynn seemed rather taken aback. “Well, there are a couple of things,” she said hesitantly. “I think we would need to do a level of assessment and review, because it depends on what the issue is – so what is the impediment for enrolment? Is it UC and its programmes, is it the Marketing campaign, is it Christchurch, is it other things? We would need to do a level of diagnosis of what we might need to do about it. It would be that kind of process.”

Rod Carr is “extraordinarily optimistic” that it won’t come to that. “We are hitting a 7% per annum growth rate in GDP, New Zealand hasn’t got regions that grow like that; we’ve got nearly the lowest unemployment rate of any of the provinces at 4.9% and falling rapidly. So we are going to run out of every kind of skill – everything from baristas to structural engineers – and the opportunities [will grow] for not just part-time work...” This growth is in line with what Lynn identified as one of the priorities of prospective students – the ability to get experience in their chosen field.

It all sounds so inherently positive. In fact, it is hard to find critics of the campaign – or anyone willing to counter its message. The TEU is silent; so are the Colleges and the lecturers within them. Perhaps it is because the campaign says so little about academics. Perhaps it is because it is all true; the student experience here is unlike anywhere else and sets UC apart. Or perhaps the reason behind that can be seen in the response of one student who wished to remain anonymous: “What campaign?”

119

Things To Do In

CHRISTCHURCH

THE STUDENT EDITION

1.

Take yourself on a graffiti/ mural walking tour of the CBD. Marvel at the damage to the central city. Picnic in the overgrown ruins where houses once sat. Those concrete foundations make great benches.
2.

Frolic in the daffodils and cherry blossoms throughout the city.
3.

Wander down the newly opened New Regent Street and admire the cute cafes. There's a Mrs Higgins Cookies – and for the more discerning and well-off, a new bar called The Last Word run by the Darkroom kids. Have a quiet drink in there and feel mature.
4.

Visit Cathedral Square... You can actually get there now!
5.

Hang out in Victoria Square. Super pretty, quiet and free.
6.

Sample some fine whiskies at Whiskey Galore in town – started by Scots in 1946.
7.

Stop by the Pallet Pavilion. Local grassroots music, art, vintage markets, mini golf and an outdoor bar. A sweet spot to chill out made and paid for by the people for another year.
8.

Visit C1. They have a magical bookcase and pinball. Nuff' said.
9.

There are a series of sweet artworks scattered around the inner city at the moment, all free to view thanks to the Populate! art exhibition from Christchurch Art Gallery's Outer Spaces programme. The coolest are the ones you can only see at night, projected onto walls. Good luck trying to figure out what they are supposed to mean
10.

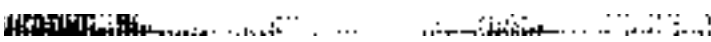
Browse Alice's film selection or catch a flick at their new Cinemateque. It's a movie lover's paradise.
11.

Check out the progress on the Temple For Christchurch. Check it out where the old convention centre used to be on Peterborough Street, but do it quick – it's getting burned on September 21st. The site will open from September 1-14, commemorating the anniversary of the first earthquake to hit Christchurch on September 4th.
12.

Visit new art space Room Four on St Asaph while you're at it – it occupies the same building as the Darkroom and is curated by new UC grad Rosalee Jenkins.
13.

The Lotus Heart Vegetarian Restaurant across the street is d-e-l-i-c-i-o-u-s and cheap as.

Is the student experience in Christchurch really like no other? To find out, we asked you young studying rascallions exactly what it is you get up to in Christchurch. Here is a sliver of that list – 119 to be exact, one for every year the University of Canterbury Students Association has been in existence. Feel like something is missing? Add it in the comments section on canta.co.nz.



14.

If night is falling, attend any one of the free gigs at the Darkroom on St Asaph, which generally run Wednesday through Saturday night. The quality is consistent – and their range of craft beers is excellent. If you remember on the first Monday of the month and have an extra tenner, they have a Magic night with burlesque performers, contortionists and more. Ooh.
15.

Start freestyle raps in the smokers' area outside the Darkroom.
16.

If the Darkroom has closed, do not, we repeat, do not go to the casino. Try and resist its gravitational seduction when the clock hits 3am and all the other nice places start to push you out the door. Last time I went, I incrementally transferred my entire savings account in twenty-dollar deductions to the Winning Wheel, a thing that festers in a dank corner of the Casino and is spun around by a dressed-up gypsy. There's nothing to be won at the Winning Wheel apart from a burgeoning realization that the Casino is just a well-lit human mousetrap.
17.

That being said, people-watching at the casino late at night is highly entertaining.
18.

Walk the desolate streets of Christchurch central at night. Make a romantic short film.
19.

Take a drive down Manchester St for club nostalgia... and a self-esteem boost down between Oxford Terrace and Bealey Ave, cough.
20.

If you're near that way during the day and hungry, check out Beat Street Cafe – great coffee, wicked atmosphere, awesome staff. Plus the Gap Filler book exchange is right across the road.
21.

Check out the new yoga centre at the lovely European-style Tannery in Woolston – there's a koha community class Saturdays at 3pm. Then drink a pint, 'cause life is full of beautiful paradoxes.
22.

A nearby place to do some quality drinking is The Brewery – free outdoor movies, a hottie, woodfired pizzas, and if you happen to be there for of their pub quizzes, you get pints for points. Heck yes.
23.

If you're into making your own, pay a visit to the Three Boys Brewery, opened by UC biochemist and physiologist, Dr Ralph Bungard, who also happens to be president of the Brewers Guild of New Zealand.

24.

Play beach soccer at your pick of the beaches – Waimari, New Brighton, Southshore, Sumner...
25.

Walking on the beach at night = instant happiness.
26.

Even better: going to the South Brighton pier at night with a blanket cape, fish and chips, and friends.
27.

Late night visits to Riccarton Maccas on the way home from the Craic or wherever you may have been – guaranteed to run into someone you know – or a member of the Crusaders, as some of our friends did after their last game.
28.

Check out the beautiful seawater aquarium under the Biology Building, new as of 2010.
29.

Enjoy the clean drinking water. Seriously.
30.

Learn to shoot a gun at the monthly OneWorld Marksmanship Challenges.
31.

Walk around the Ilam Staff house gardens – unbelievably beautiful on a sunny day.
32.

Give a friend a flower. Aromaunga Flowers has beautiful cheap flowers picked fresh that day.
33.

Or buy them a sweet thank-you gift at Sugar Baby Cakery. They put cake in jars. A simple but incredible idea.
34.

Go secondhand book shopping. There's a new one at The Tannery in Woolston... and if you need some inspiration, you can browse a nice selection of old books at the X café on Clyde Road in Riccarton.
35.

For newer texts, browse Scorpio Books until the owners start to give you the buy-something-or-bugger-off stare.
36.

Get fries at the Foundry covered in gravy.
37.

Chat up and be charmed by Evan, the lovely Irishman who runs the Shilling Club. Their cajun chicken strips are excellent, but they're on the more expensive side.
38.

Flit with Merrin while she makes you a coffee with her award-winning skills at Café 1894 in the Undercroft.
39.

Join the Makers Society on campus, and learn to make shit with 3D printers. In a word, awesome.
40.

Try your hand at some life drawing on Monday nights at UC, location variable – contact uclifedrawing@gmail.com.
41.

Meet some friends at the Volstead while trying out some new craft beers.
42.

If you're feeling a bit more cheesy, Karaoke Wednesdays at the Craic. Grab your friends and hand in all of the Beyonce songs to sing.
43.

If you fancy something a bit more cultured, catch a gig at the Dux Live. Many of them are free, how sweet.
44.

If you have a bit of time to kill beforehand, mosey over to Scared Scriptless on a Friday Night at the Court Theatre: cheap lolz and a great night out.
45.

Participate in public discussions and forums on direction of Christchurch.
46.

Get all historically educational at the Canterbury Museum. Go to the Museum just for a laugh, and end up being entertained for hours.
47.

Follow it with a stroll through the Botanic Gardens. Because you are never too old to climb trees. Or have a picnic. Or a sneaky hipflask or smoke in the rose gardens.
48.

Talk shit about life while doing the Hagley Park loop.

49.

If you really like walking, check out the Styx Mill Conservation Reserve.
50.

Kayak down the Avon amongst the ducks and getting laughed at by the ducks when you gracefully capsize on that rocky bit in the middle.
51.

Or you can adventure through the CBD on a vintage bike from The Vintage Peddler.
52.

Play pentaque at Astro Lounge and enjoy their roaring fire. You've got to love a place that has 'Dogs and children always welcome' printed at the bottom of their menu.
53.

Or for a special treat, check out the expensive but lovely prize-winning craft beers at Pomeroy's.
54.

Chill out at The Groynes.
55.

Take a mountain bike through Bottle Lake Forest.
56.

Do some baking, weeding, inventing, or other city-wide happiness with the Student Volunteer Army.
57.

Then fill your gullet. Chips and mayo at the Belgian Beer Café is the best thing ever. The atmosphere is cool too.
58.

Volunteer for the Dead End Derby, home of Christchurch's roller derby babes. You can play, referee, help out as a NSO (non-skating official) or just show up and cheer those crazy bitches on.
59.

Catch up with the latest activities and happenings from Christchurch artists' collective Fledge.
60.

Fancy a cheap popcorn flick? Mondays at Hoyts Riccarton are student nights, films \$7.50. You just need a Hoyts Rewards Card, that is– 10 bucks and you get a free movie ticket to use next time you come in. There's also cheap Tuesday night movies – \$10 for all – if you're with someone a bit older. Heh heh heh. And if you
61.

The Hack. Remember watching angst-ridden teens falling over their own PVC coat-tails whilst passing around a shoddily rolled Port Royal? The Hack is back after a year-or-so hiatus after some earthquake happened or something. Don't expect to see too many Iron Maiden tees, however, because Unlimited's not in town anymore. (Where is Unlimited, actually?)

62.

Find Unlimited High School. Back in the day, it forcefully asserted its presence over the Bus Exchange and surrounding central zones, but nobody's seen Unlimited in quite a while. I heard that Carmen Sandiago stole it.

63.

Walk around the estuary and Southshore spit.

64.

Look out over the city from the Sign of the Kiwi in Governors Bay. It's best at night, if you can ignore the teenagers fucking in the cars next to you.

65.

Find free pallets in industrial areas to build things (i.e. a bar or sauna for your flat).

66.

Apply for a Christchurch City Council Strengthening Communities Fund.

67.

Try the duck at Daphne's Chinese, at Church Corner. The best kept secret since Mao blew the lid on Communism.

68.

If you live round there, get Zab Thai if you haven't already. It's gourm. The only negative, however, is that they're closed on Sundays because, as they explained, 'They're all hungover.' Kind of makes us like them more.

69.

Admire the view from the top floors of James Hight.

70.

Listen to the wicked peeps at RDU. Great sounds and good interviews.
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71. Longboard down the Port Hills. Better yet, find a crew through CUBA to join you. Or teach you. Don't be shy, lass. Did you know that gluing hockey pucks to old gloves will help you drift round corners?

72. Then take a nighttime drive back up to check out the city lights. Amazing views from the top and a great place to make a move.

73. While you're up there, visit The Diesels. Yes, they're still going strong. Find a Tyler or Taneesha and get yaSelf 0wT thE@ b4 tHa k0unSiL oWn DaT sHiT.

74. For something less intimidating, look for love at any non-descript Christchurch drinking mecca. You don't need any money, just a stick of 48-hour deo and low to no standards.

75. Or try ten pin bowling on Moorhouse – it's surprisingly awesome after a wine or two.

76. High five local superhero Flat Man if you catch him in his 1970 Chevy Camaro.

77. Climb up Haswell Quarry and admire the view.

78. Try Victoria Park too.

79. Make the trek to the infamous East side – it still has so much to offer. Ride a bike through Bottle Lake Forest, Travis Wetland or open your eyes with some EQ tourism.

80. Feed the ducks, geese and random waterfowl at what's left of Horseshoe Lake.

81. Chill out and watch the paragliders atop Mt Pleasant.

82. Share your story at a UC Quake Box.

83. Sunset beers over at Okains Bay.

84. Swing dancing and Lindyhop on Tuesday nights at Cargo Bar, courtesy of Swingtownt Rebels – who also give lessons.

If that piques your interest, UCanDance on campus has more wallet-friendly classes.

85. Then there's free Salsa on Thursday nights at Revival and Salsa Latina, so you can try out your skills.

86. Fancy silks, trapeze, stiltwalking or adagio? Try a circus class at the lovely wooden church-turned-Circus Centre in Woolston. If you're feeling less than acrobatic, their variety shows pop up every month or so and are excellent.

87. If you can't decide between silks and yoga, Altitude on St Asaph Street has the first anti-gravity yoga classes in New Zealand. Classes are just over \$12 if you buy them in a set.

88. Fill a bag with pre-loved clothes at the Recycled Clothing Warehouse in Ferrymead for \$2.

89. Go dumpster diving at supermarkets after dark – bread is always abundant.

90. Get the shit scared out of you by rogue sheep while walking the Rapaki Track. It heads over the Port Hills into Lyttelton, so the views are gorgeous (especially at night) and at about a four hour return, you earned your dinner at the end of it.

91. Head along to Open Mic night at Wunderbar – so many humble geniuses out there! Especially in the back hills of Lyttelton.

92. Then head just across London Street to eat an ice cream bigger than your face at the overly generous dairy.

93. If you're there on a Sunday, check out the Lyttelton Farmer's Market. It really is the shiz.

94. From there day trip to Diamond Harbour; there are nice walks and you can use your Metrocard to ferry there.

95. Go skinny dipping after midnight at Corsair Bay. Jump off the pontoon floating out in the water. Even if you stick to a stroll, either way it's gorgeous.

96. Ride horses out at Heathcote.

97. Orana Park sounds lame, but pretty much everyone enjoys looking at animals. Plus if you go at the right time, you can climb into a cage and go into the lion enclosure at the same time they get fed. As they roll you in all locked up, it sort of feels like you're lunch.... Heh.

98. Walk through better-off places in Christchurch and play "Nice house, ugly house".

99. Enroll in a free Te Reo Māori Course. Better yet, come to this one, run by a friend of Canta: <http://akootautahi.wordpress.com/>

100. Kit out your wardrobe at Save-Mart – either in Sydenham or Papanui, both stores are excellent.

101. Plant plants around uni and hope they don't get pulled out by staff.

102. If you're not done yet sifting for op-shop treasures, try the Sallies at Church Corner and in Sydenham for pretty ornaments and furniture.

103. And the Nurse Maudes at Merivale and Avonhead Mall for clothing.

104. Or Buchan St Retro in Sydenham, an excellent little retro land for just about anything vintage.

105. Crash house parties. Good luck. It'll help if you're wearing something awesome from your op shop wanderings.

106. Go for a round of mini golf at Pirate's Island.

107. Walk the dog along the beach at Spencer Park. You don't have one? Christchurch has the highest dog ownership per capita

in New Zealand! Alternatively you could volunteer for DogWatch.

108. Drink cheap jugs at your local old man pub. We recommend Churchill's Tavern if you live round Sydenham, and closer to campus there's always the groddy TAB Sports Bar next to Lone Star. Little Brown Jug on Wairakei Road also does nicely.

109. Clean up empty lots around the city with Plant Gang – <https://www.facebook.com/plantgang>

110. Taylor's Mistake has just the right amount of surf for a summer dip. Follow it up with fish and chips.

111. Try and get through all the flavours of ice cream at Redcliffs Dairy.

112. If you're feeling more adventurous, put on your favourite CD and drive to Akaroa for the day. Jump off the wharf if it's sunny.

113. Take advantage of the fact that Christchurch is the gateway to the South Island. Bring on the greatness of road trips, and all of the places you might want to drive have awesome views on the way. Weekend trips to Dunedin? Heck yes.

114. Road trip to Hanmer Springs spontaneously.

115. Climb a mountain.

116. Disappear to any of the many ski fields. Get a lift from the Snow Sports Club Transport Forum on Facebook.

117. Arthur's Pass offers nice day walks – as well as kleptomaniac keas.

118. Get up to Kaikoura in just a few hours. Cheap campgrounds are a hit!

119. Head to the UCSA. You can help out with A+W, volunteer for Events, start a club or even write for a magazine I hear they have...

Sutherland
Movie Fundraising Night



Hoyts Riccarton Thursday 22nd August
7.00pm - The Internship
\$30.00 per ticket, pre sales only
Please email fundraisngchch@yahoo.co.nz with your name & number of tickets to receive payment instructions.

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