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**From Catholic University Nijmegen
to
Radboud University Nijmegen**

Radboud Universiteit Nijmegen





The city of Nijmegen

- Roman roots
- Oldest city of the Netherlands





The campus





Facts and figures

Radboud University Nijmegen is one of the 13 Dutch research universities

Total number of students in The Netherlands 200.000

Radboud University:

- Students 17.500 (8%)
- First-year students 4.000 (8%)

- Professors 448

- Faculty and staff (fte) 4.334

Annual turnover 443 milj euro



Changing environment

International

- European Commission:
“The European universities cannot compete at the global level”
- Competing for research funds and top-notch international students
- Importance of rankings and citation indexes

National

- Government stimulates competition between researchers and institutions
- Bachelor’s-Master’s structure entails greater competition for numbers of students



Reputation & Name

- Name expresses who you are
 - Internally
 - Externally
- Guarantees quality and reliability
 - Recognizable
 - Associations
- Name is gaining importance:
 - more communication and competition
 - products are more and more alike
 - emotional distinction



Catholic University Nijmegen

The history of an internal inconvenience

- Disagreement about the name right from the start
- 1923
 - first Rector: Emperor Charles V University
 - Dutch bishops: Roman Catholic University in Nijmegen
 - 1960 Catholic University Nijmegen
 - 1990 Two names:
 - University of Nijmegen
 - Katholieke Universiteit Nijmegen
- 2001/2002 survey among professors
 - 201 out of 293 professors participate
 - 48% back University of Nijmegen
 - 30% back Catholic University of Nijmegen
- Inconsistencies in use by staff, students, and telephonists



Catholic University Nijmegen

- University and its closely allied University Medical Centre St. Radboud were increasingly developing their own separate identities:
 - 2 names
 - 2 logos
 - 2 organizations with their own, different corporate images



Catholic University Nijmegen

Conclusion:

- Name Catholic University Nijmegen
- disadvantageous family name (lack of support)
- risky brand name (other people co-decide its connotation)
- lack of association with the Medical Centre
- loss of citations owing to distinction between names of University and Medical Centre



First Dilemma

- Is it prudent to change a University's name when competition is tough?



Second dilemma

- What to do if the university community does not internally support the University's name?



Considerations

- Just deleting “Catholic” was no issue
- Name must have strength of its own
- Ties with origin must be evident in
 - name
 - logo



Radboud University Nijmegen

- Symbol of unity of University and University Medical Centre
- Is a “proper” name that will flourish under its own steam
- Refers to the University’s origin:
 - 1905: Radboud Foundation
 - Expresses ties with Catholics in the Netherlands by reference to bishop Radboud (875-915)



Third dilemma

What is a sensible course to take?

- A large-scale debate on the new name?
- Small-scale preparation and decision-making?



Decision-making procedure on the new name

Operation Radboud (February 2002 - August 2003) was strictly confidential

- Small task force
- Executive Board (in constant consultation with Board of Governors)
- Head of Communication and Communication Advisor
- External:
 - Graphic design agency
 - Research bureau
 - Key persons at the Medical Centre



Operation Radboud

Historical research of the name

- Testing the name among major target groups:
 - The University's relations
 - Alumni
 - Secondary school students and their parents
- Consultations with the Medical Centre
- Designing new logo and house style



Announcement of new name

Summer 2003:

- Board of Governors took positive decision on new name

August 2003:

- Deans were informed

September 2003:

- General internal and external announcement of new name

1 September 2004:

- Radboud University Nijmegen



Communicating the new name

September 2003

- Internal
 - Assembly in main Auditorium, University magazine, e-mails to all staff and students
 - Letter to all alumni
- External
 - Major relations contacted by telephone
 - Letter to relations
- Press release
- Supportive message on all e-mails, letters, etc.:
“As of 1 September 2004, Radboud University Nijmegen is the new name of the Catholic University Nijmegen.”



Communicating the new name

1 September 2004

Internal

- Full-scale introduction of new name on all house style carriers
- Posters on University campus
- Petit fours with new name served to all staff and students

External

- Advertisements in major national and regional newspapers
- Posters in the city of Nijmegen
- Free publicity honorary doctorate for Ruud Lubbers, former PM of the Netherlands and former UN High Commissioner for Refugees



Results

Internal

- Acceptance of name and swift introduction
- Protest by small group of Radboud Rebels dies down rapidly

External

- Extraordinarily fast acceptance of new name (especially by the press)

Survey

- familiarity with new name Radboud as great as or even greater than with Catholic University
- name's content (positioning) no different from Catholic University Nijmegen



Results

New name and house style generate :

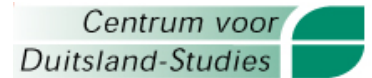
- Coherence between University and Medical Centre
- Improved corporate image
- A unified appearance

Next step:

- University's message predicated on:
 - Radboud University's core values
 - 2005-2008 Strategic Plan



How it was





Logo's university and medical centre

2000 - 2004





Logo's since 2004

Radboud Universiteit Nijmegen



UMC



St Radboud



University weapon since 2004

