

The Chinese University of Hong Kong

Information Services Office

Annual Report 2008–09

(for the period from 1.7.2008 to 30.6.2009)

July 2009

Work accomplished

Publications

1. In 2008–09, the main duties of ISO remained the preparation of University publications. Details of the ISO publications (including e-News) are in **Annex I**.

Newsletter

2. The *Newsletter* had a new masthead design and new features including “Ten Questions for...” (〈十方吐露〉) which interviewed renowned scholars, university officers and distinguished students. In 2008–09, a total of 14 interviews were featured.

Calendar

3. The publication date of the *Calendar* was moved ahead to the beginning of the academic year in September. On the advice of the working group overseeing the *Calendar*, its contents were streamlined (chiefly the staff list) and the number of pages reduced by 45%.

Annual Report

4. Due to the need to have the finance figures prepared by the auditor and formally approved by the Council, the publication date of the *Annual Report* remained in March. In the *Report* that came out in March 2009, news stories were included in side-bars to add more human interest.

Bulletin

5. The way of labeling the issues of the *Bulletin* was changed from the cross-season system (Fall/Winter 2008) to a year-by-year numbering system (No. 1, 2009).

Facts & Figures

6. More essential facts and descriptions of University facilities and landmarks including a campus map were added to the *Facts & Figures 2009*.

Top Choice

7. ISO took over the production of the brochure for prospective students to be distributed on the Orientation Day and other recruitment occasions. To facilitate mainland student recruitment, an edition with simplified characters was also published.

Community brochure

8. A brochure entitled *Leading the Community. Serving the Community* (《領導社羣 服務社羣》) was published in February 2009 to serve as the corporate brochure for CUHK.

Bulletin Supplement on Alumni

9. To commemorate CUHK's 45th anniversary and as a token of appreciation of the contributions made by alumni who served on the University Council and the boards of trustees of the Colleges, a brochure entitled *Origin and Return* (《起點與 回歸》) was published in June 2009.

Website

10. ISO continued to manage the contents of the University website. Daily works included maintaining the rolling banners and updating essential University information.
11. Since September 2008, ISO has launched the Online Staff List and updated it monthly in cooperation with the Personnel Office.
12. ISO continued to maintain the Online Contact Directory (OCD). Its usage had increased from less than 2,000 searches a month at the time of its launch (September 2007) to a steady 7,000 a month in the six-month period prior to the date of this report. The number of users is about 1,000 a month.
13. ISO designed and launched in November 2008 a website on library extension to disseminate information on the “3+3+4” capital project to the University community. New relevant information was added from time to time.
14. From October 2008 to January 2009, ISO conducted a pilot exercise in Search Engine Optimization (SEO) by revamping and adding a number of webpages on the advice of a professional consultant. It was found that regardless of search engines (Yahoo or Google) and locations (Hong Kong, mainland or overseas) CUHK's webpages' searchability had increased many folds.
15. ISO designed a photo album in its own website to house specially selected photographs of central campus, the Colleges, CUHK landmarks, birds and trees on campus, and events in the last three years. It is a useful visual resource for other

members of the University. (www.cuhk.edu.hk/iso/en/photo_album)

Others

University rankings

16. ISO monitored world university ranking information (e.g., Times Higher-QS, Shanghai Jiao Tong), and assisted in collecting and reporting data to and answering enquiries from the ranking agencies. In July 2008, the Director attended the QS workshop on university rankings in Seoul.

Editorial services

17. Editorial services to other offices, chiefly CPRO (including press releases and citations for the Congregation, Honorary Fellowship Conferment, and Teaching and Research Awards) and also the Secretary's Office. Advice on editorial and publication matters were also rendered to other offices such as the Oafa, OSA and the USEO from time to time.

18. In the year under review, ISO also coordinated efforts to collate and provide data and statistics for reporting to the following bodies:

- International Association of Universities
- Association of Commonwealth Universities
- United Board for Christian Higher Education in Asia.

ISO Retreat

19. The first ISO retreat was held on 19 June 2009. In the whole-day programme, the Training Manager from the Personnel Office was first invited to sensitize the colleagues on teambuilding theory and practice. That was followed by two talks given by guest speakers on website usability and common mistakes and abuses in Chinese, respectively. In the last part of the retreat, colleagues heard oral reports from the heads of the editorial, information management and production team. The programme of the retreat is in **Annex II**.

Workplan 2009–10

Publications

New publication

20. *A Fellowship of Learning: Research at CUHK* (《中大學者羣像》), a brochure profiling CUHK researchers in collaboration with the Research Administration Office, will be published and launched at the beginning of the new academic year.

e-Newsletter

21. The e-Newsletter will be re-launched in September 2009 in monthly format, with a new design and exclusive news and linkages to the *CUHK Newsletter*.

Digitization and full-text search of ISO archives

22. It is planned to convert the rich textual archives of ISO into searchable digital form for retrieval and analytical purposes. This is of particular importance and urgency in view of the upcoming 50th anniversary of CUHK when a high demand for historical materials is expected.

Website

CUHK 2.0

23. After several rounds of consultation with senior management and the relevant unit heads, the new design of the revamped CUHK homepage had been finalized. The revamp would also mean a new information architecture with emphasis on usability and searchability. New features include:

- Highlights of University news with combined use of photos, captions and full stories
- Revised contents and file formats to facilitate SEO
- Interactive devices such as RSS and social bookmarking
- Google map for campus

24. The revamp is under way and it is expected that the new website will be launched in October 2009. Following upon the launch, it is important to promote a website management culture across the University which includes the use of concise and spellchecked language and the removal of outdated information and files.

OCD and Online Staff List

25. The Online Staff List should be extended to include more staff (at present only Terms A staff are listed) and made searchable. In time, the OCD and the Online Staff List should be integrated into one single system for the perusal and searching of staff information.

ISO Publications 2008-09

<i>Title</i>	<i>Quantity</i>	<i>No. of Pages</i>	<i>Publication Date</i>
Annual Report 2007-08	3,000	88	31.3.09
Calendar 2008-09			
Chinese version	1,700	x + 242 = 252	9.9.08
English version	1,900	x + 264 = 274	
Bulletin (Spring • Summer 2008)			
Chinese version	2,500	64	11.7.08
English version	2,700	64	
Bulletin (2009 No.1)			
Chinese version	2,600	60	10.6.09
English version	2,700	60	
Bulletin Supplement 2009			
<i>Origin & Return</i>	3,500	40	29.6.2009
Newsletter			
Issue No. 321	4,200	16	19.8.08
Issue No. 322	4,200	12	4.9.08
Issue No. 323	4,200	8	19.9.08
Issue No. 324	4,200	8	4.10.08
Issue No. 325	4,200	8	19.10.08
Issue No. 326	4,200	8	4.11.08
Issue No. 327	4,200	8	19.11.08
Issue No. 328	4,200	8	4.12.08
Issue No. 329	4,200	8	19.12.08
Issue No. 330	4,200	8	4.1.09
Issue No. 331	4,200	8	19.1.09
Issue No. 332	4,200	12	4.2.09
Issue No. 333	4,200	8	4.3.09
Issue No. 334	4,200	8	19.3.09
Issue No. 335	4,200	8	4.4.09
Issue No. 336	4,200	8	19.4.09
Issue No. 337	4,200	8	4.5.09
Issue No. 338	4,200	10	19.5.09
Issue No. 339	4,200	12	4.6.09
Issue No. 340	4,200	8	19.6.09
E-Newsletter			
Vol.5 No.8			6.9.08

Vol.5 No.9			10.12.08
Vol.6 No.1			20.1.09
Vol.6 No.2			12.2.09
Vol.6 No.3			11.3.09
Vol.6 No.4			31.3.09
Vol.6 No.5			14.4.09
Vol.6 No.6			19.5.09
Vol.6 No.7			30.6.09
Facts & Figures 2009			
Chinese version	7,000	28	2.7.09
English version	5,000	28	
Contact Directory 2009	6,400	vi + 194	15.1.08
Brochures on 5 Major Areas of Research (2008 update)	(Eng) 13,400x4 & 1,400x1 (Chi) 800x5	4pp x 5 areas	19.1.09
Sustainable Campus			
Summer/Autumn 2008	84,400	4	16.9.08
Winter 2008	82,000	4	15.12.08
Spring 2009	83,000	4	26.3.09
Top Choice			
Hong Kong version	32,000	36+(16pp loose sheet)	16.10.08
Mainland version	2,000	36	8.12.08
Community Brochure			
English version	3,000	28	18.2.09
Chinese version	2,000	28	12.3.09

**ISO Retreat 2009
Friday, 19 June 2009
Chairman Room I-II, Level 2, Royal Park Hotel, Shatin**

9:00–11:00am	Team Building by Daniel Chow
11:00–11:15am	Coffee Break
11:15am–1:00pm	Michael Chan: Website Usability
1:00–2:00pm	Lunch
2:00–3:00pm	陳雲：中文解毒與語文保育——恢復中文的表達力
3:00–3:15pm	Coffee Break
3:15–4:00pm	Report by Editorial Team
4:00–4:45pm	Report by Production Team
4:45–5:30pm	Report by Information Management Team
5:30–6:00pm	Summary by Director