

The Chinese University of Hong Kong

Information Services Office

Annual Report 2017–18

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August 2018

THE CHINESE UNIVERSITY OF HONG KONG
Information Services Office

Annual Report 2017–18

The period under review in this report is from 1 August 2017 to 31 July 2018.

1. Services Rendered

1.1 Publications

In the year under review, the following institutional publications were produced according to published schedules and with enhancement in content, design and format whenever practicable:

- Annual Report
- Bulletin (2 issues and a supplement on former VC Professor Joseph Sung)
- Calendar
- Contact Directory
- Facts & Figures
- Newsletter and its e-version CUHKUPDates (20 issues)
- Student Brochure

Production details of the above publications are in the Annex.

ISO also assisted in the editing and printing of the following ad hoc publications:

- Code of Practice for Council Members
- Memorial booklet for the late Professor Ma Lin
- Meeting package for the first meeting of the Vice-Chancellor's Global Alumni Advisory Board held from 14th to 17th April 2018

1.2 Information Management

1.2.1 *Website management*

ISO continued to manage the contents of the University homepage including posting a total of 28 web articles featuring chiefly CUHK scholars and alumni.

1.2.2 *New admissions website*

In collaboration with OAFA and with a view to attract a greater number of prospective students from Hong Kong and overseas, a new admissions website that is more user-oriented and visually attractive was launched in September 2017.

1.3 Editorial services to senior management and other units

In the year under review, the numbers and types of drafting/vetting/translating services to senior management and other offices are as follows:

	VCO	PVCO/AVPO	OIA	HRO	Others	
Letters	87	4	20			
Open letters/blogs	5					
Forewords/messages	27	1			1	
Speeches	11	7		1		
Apothegms		4				
Plaques/invitation cards			1			
Others	4	16			13	
				Total		202

ISO also edited and advised on a number of institutional documents including:

- UGC Teaching Awards nomination documents
- CUHK's QAC Report on Sub-degree Programmes

2. Office and Personnel Matters

2.1 Personalia

- The contracts of the following staff members were renewed:
 - Mr Danny Hui, Assistant Director
 - Ms Christine Nie, Content Manager
 - Ms Jenny Lau, Content Officer

- Mr K. C. Choi, Digital Content Officer
- Miss Tobey Chan, Creative Content Officer
- Mr Matthew Mak and Miss Christine Ho joined the contents team as content officers in October 2017
- Ms May Mui was regraded to Technician (holding the title ‘Creative Content Manager’) to head the creative contents team from July 2018

2.2 Staff services and development

- The Director served as a member of the following CUHK committees:
 - Task Force on Institutional Reputation
 - Meeting on University’s Visibility and Engagement Initiatives
 - CUHK 55th Anniversary Organizing Committee
- The Director was appointed as a Co-Chair (Marketing and Communications Track) in the CASE Asia-Pacific Advancement Conference 2018 held from 16th to 19th April 2018 in Hong Kong
- Ms Jenny Lau, Content Officer, attended CASE’s Development Writing Workshop in Singapore from 15th to 16th November 2017

The annual Office Retreat took place on 8 December 2017 which included sessions on storytelling, cover design, how to craft attractive headings and packing news in tweets form and a luncheon with the Supervising PVC.

3. Workplan for 2018–19

3.1 Publications

- To continue enhancing the contents, presentation and impact of institutional publications (including digital ones) within the purview of ISO
- To review and streamline the modus operandi of the production of the publications, where appropriate, for greater efficiency and exploration of new contents
- To support the University’s branding and marketing initiatives with expertise in content-making and in language and communications

matters

- To support the celebratory events in the University's 55th anniversary year

3.2 Information Management

- To continue to enhance the relevance and appeal of the University homepage to different stakeholder groups
- To plan for a forum to promote web standards and digital content-making among other departments/units
- To update and upgrade the University website in terms of design and usability

3.3 Editorial Services

- To continue providing timely and quality services to University management and other units

<i>Title</i>	<i>Quantity</i>	<i>No. of Pages</i>	<i>Publication Date</i>
Annual Report 2016–17	3,000	104 pp	22.12.2017
Calendar 2017–18			
Chinese version	1,700	288 pp	8.9.2017
English version	2,100	316 pp	
Bulletin (No. 2, 2017)			
Chinese version	2,500	44 pp	15.1.2018
English version	2,600	44 pp	
Bulletin (No. 1, 2018)			
Chinese version	2,500	36 pp	27.7.2018
English version	2,600	36 pp	
Bulletin Special Supplement (Prof. Joseph J.Y. Sung)	3,000	40 pp	27.7.2018
Facts & Figures 2017			
Chinese version	4,100	44 pp	9.1.2018
English version	2,900	44 pp	
Contact Directory 2017–18	7,500	264 pp	29.9.2017
Orientation-Day Brochure 2017			
A View at the Top	25,000	36 pp	20.10.2017
Newsletter			
Issue No. 501	4,300	12 pp	18.8.2017
Issue No. 502	4,300	8 pp	4.9.2017
Issue No. 503	4,300	8 pp	18.9.2017
Issue No. 504	4,300	8 pp	3.10.2017
Issue No. 505	4,300	8 pp	18.10.2017
Issue No. 506	4,300	8 pp	6.11.2017
Issue No. 507	4,300	8 pp	17.11.2017
Issue No. 508	4,300	8 pp	4.12.2017
Issue No. 509-510	4,300	12 pp	18.12.2017
Issue No. 511	4,300	10 pp	19.1.2018
Issue No. 512	4,300	10 pp	5.2.2018
Issue No. 513	4,300	8 pp	5.3.2018
Issue No. 514	4,300	8 pp	19.3.2018
Issue No. 515	4,300	8 pp	4.4.2018
Issue No. 516	4,300	8 pp	19.4.2018
Issue No. 517	4,300	8 pp	4.5.2018
Issue No. 518	4,300	8 pp	21.5.2018
Issue No. 519	4,300	8 pp	4.6.2018
Issue No. 520	4,300	10 pp	19.6.2018