

The Chinese University of Hong Kong

Information Services Office

Annual Report 2019–20

By Tommy Cho

August 2020

THE CHINESE UNIVERSITY OF HONG KONG
Information Services Office

Annual Report 2019–20

The period under review in this report is from 1 August 2019 to 31 July 2020.

1. Services Rendered

1.1 Publications

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

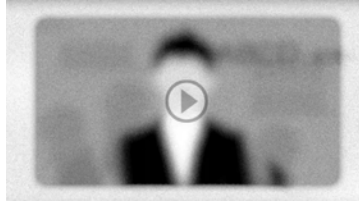
- Annual Report
- Bulletin (2 issues)
- Calendar
- Contact Directory
- Facts & Figures
- Newsletter and its e-version CUHKUPDates (20 issues)
- Student Brochure



Production details of the above publications are in the **Annex**.

1.1.1 In response to the University’s pandemic control measures including the special work arrangements implemented, the *Newsletter* had been issued only in online form since issue #552 in February.

1.1.2 A new storytelling format was innovated for an interview with a visually-impaired student, resulting in the video “ZOOMing in the Dark: how a blind student copes with online learning”. Since its appearance in early June, the video had received enthusiastic response and attracted over 1,800 viewers on the internet and



over 900 on YouTube.

1.1.3 A temporary studio was fitted out in the ISO offices, with controlled lighting and backdrops, to achieve maximum effects of professional photography. Seven Young Researcher Award recipients were among the first to have their portraits taken which appeared in the featured article of the *Chinese University Bulletin*, No. 2 of 2019.

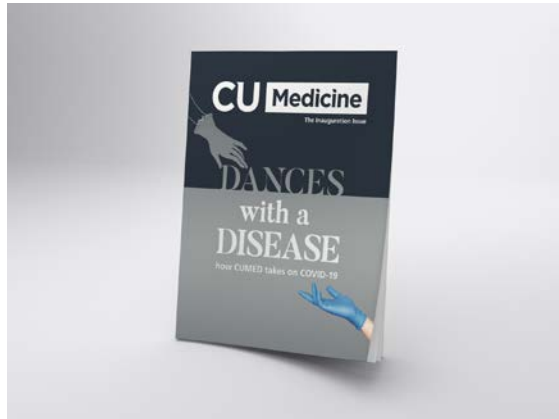


1.1.4 As always, ISO was ready and willing to assist other units in their communication strategies. In the year under review, ISO was invited to assist and lead in the publication of the following:

- *CUHK Sustainability*, an e-publication in collaboration with CPSO



- *Dances with a Disease*, the inauguration issue of *CU Medicine*, in collaboration with the Faculty of Medicine



1.2 Information Management

1.2.1 *Website management*

ISO continued to manage the contents of the University homepage including posting a total of 30 web articles in the year under review featuring chiefly CUHK scholars and alumni. Several of these articles were re-printed by *Asia Today* (www.asiatoday.com), a news portal which is keen on good stories in the academic sector and has numerous viewers across the world.

1.2.2 *New initiatives*

ISO assisted in the construction and/or management of the following:

- Orientation Day website for OAFA
- Admission information website for OAFA
- Social media platform “CUHK Maestro Tips for DSE Students” (入學中大輩多分) on Facebook and Instagram for OAFA



- e-fair for Information Day 2020 for OAFA
- a new website for the newly established Diversity and Inclusion Office

1.3 Editorial services to senior management and other units

In the year under review, despite reduced activities on and off campus due to COVID-19, ISO continued to support senior management and other University units in their drafting/vetting/translating needs. Its services included institutional submissions and documents relating to:

- UGC Teaching Award nomination documents and award citations
- Honorary doctorates and fellows citations

2. Office and Personnel Matters

2.1 Staff movements

- Ms Christine Nip was promoted to Functional Manager holding the title of “Web Editor” from 2 September 2019. She was retitled to “Story Strategist” effective 1 August 2020.
- Mr Danny Hui resigned as Website Development Manager with effect from 16 January, to be succeeded by Ms Joyce Leung on 5 March 2020. Ms Leung was retitled to “Digital Strategist” effective 1 August 2020.
- Ms May Mui, Technician and team leader of the creative content team, retired on 31 July 2020.

2.2 Staff services and development

- The annual Office Retreat was cancelled due to COVID-19.
- In line with University policy and measures for the prevention of COVID-19 since February, special work arrangements had been adopted ranging from work-from-home, alternating teams to normal. The impact on efficiency and output was inevitable but acceptable. A reasonable level of service output and quality was maintained while complying with the public health measures on campus and territorywide.
- The Director took part in the meetings of the Emergency Response Group chaired by the Vice-Chancellor and President in response to the challenges of the pandemic and its impact on University operation. Assistance was rendered in connection with the Group’s official communication to the University community and the public.
- The Director continued to serve as a member of the editorial board of the *Journal of Educational Advancement and Marketing* published by the UK

publisher Henry Steward Publications and reviewed two submitted articles in the year under review.

- It had become necessary to restructure and retitle a few posts due to recent staff movement and with a view to address future service standard requirements. A new organizational structure was implemented effective 1 August 2020:
<http://www.iso.cuhk.edu.hk/english/about-us/organization/organization.html>.

3. Workplan for 2020–21

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

3.2 Information Management

- To continue to enhance the relevance and appeal of the University homepage and other digital initiatives to different stakeholder groups
- 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 2018–19	3,000	116 pp	6.1.2020
Calendar 2019–20			
Chinese version	1,700	276 pp	26.9.2019
English version	2,100	296 pp	
Bulletin (No.1 2019)			
Chinese version	2,500	44 pp	9.9.2019
English version	2,600	44 pp	
Bulletin (No.2 2019)			
Chinese version	2,500	44 pp	23.3.2020
English version	2,600	44 pp	
Contact Directory 2019	7,500	272 pp	19.9.2019
Facts & Figures			
Chinese version	4,600	56 pp	8.1.2020
English version	2,600	56 pp	
Orientation-Day Brochure 2020			
CUHK BECOMES (International version)	5,000	28 pp	16.9.2019
CUHK BECOMES (O-Day version)	36,600	28 pp	23.9.2019
Newsletter			
Issue No. 541	4,300	12 pp	19.8.2019
Issue No. 542	4,300	10 pp	4.9.2019
Issue No. 543	4,300	10 pp	19.9.2019
Issue No. 544	4,300	8 pp	4.10.2019
Issue No. 545	4,300	12 pp	21.10.2019
Issue No. 546	4,300	8 pp	4.11.2019
Issue No. 547-548	4,300	10 pp	11.12.2019
Issue No. 549-550	4,300	10 pp	6.1.2020
Issue No. 551	4,300	10 pp	20.1.2020
Issue No. 552	e-version	—	19.2.2020
Issue No. 553	e-version	—	4.3.2020
Issue No. 554	e-version	—	19.3.2020
Issue No. 555	e-version	—	6.4.2020
Issue No. 556	e-version	—	20.4.2020
Issue No. 557	e-version	—	4.5.2020
Issue No. 558	e-version	—	19.5.2020
Issue No. 559	e-version	—	4.6.2020
Issue No. 560	e-version	—	19.6.2020