

The Chinese University of Hong Kong

Information Services Office

Annual Report 2010–11

July 2011

THE CHINESE UNIVERSITY OF HONG KONG
Information Services Office

Annual Report 2010–11

1. Services Rendered

1.1 Publications

In 2010–11, the services of ISO became increasingly diversified, although its core duties remained the production of University publications. Production details of these publications are in **Annex I**.

1.1.1 Annual Report 2009–10

This was the last report of former Vice-Chancellor Professor Lawrence J. Lau. Contents and format followed more or less the previous five reports.

1.1.2 Calendar 2010–11

Delivered in early September before the start of the new academic year. With more new Colleges coming into operation, the sections on new Colleges were enriched.

1.1.3 Bulletin

The second issue in 2010, published in January 2011, was devoted to the inauguration of the new Vice-Chancellor, whilst the feature article of the first issue in 2011, published in June 2011, gave a comprehensive survey of the different caring and equal opportunities programmes on campus.

1.1.4 Newsletter

The following changes were introduced in the 2010–11 season:

- New paper
- Large photo on the front page to capture readers' attention
- Triptych at the top of the front page to announce and invite readers to pursue stories in inside pages

- New feature ‘Style Speaks’ to discuss language and style matters and recommend useful resources

1.1.5 e-Newsletter

Eight issues were published in the year under review, mostly to announce development of the Shenzhen campus and high-level appointments.

1.1.6 Facts & Figures 2011

The publication of *Facts & Figures 2011* was delayed due to a reconsideration and revision of some reporting criteria.

1.1.7 Brochures on 5 Major Areas of Research (2010 Updates)

Due to the restructuring of the Chinese Studies area, the publication of these brochures had been delayed to June 2011. The brochures were given a new design pending the finalization of the Chinese Studies contents.

1.1.8 Contact Directory 2010

Contact Directory 2010 was published in September 2010, incorporating the changes in some office restructuring and the relocation of the Faculty of Business Administration.

1.1.9 Sustainable Campus

Three issues were published, with print numbers approaching 90,000.

1.1.10 Orientation-Day brochure

The brochure was organized under the theme “Only at CUHK”. The copies ran out fast on the Orientation Day due to the unexpected surge of the number of visitors.

1.1.11 Others

- A college brochure was produced for Lee Woo Sing College in February 2011

- An updated version of the Non-Local Students Scholarship Scheme Brochure was produced for OIA and delivered in May 2011
- *CUHK in Pictures 2009–10*, an online photo album that chronicles the academic year at CUHK, was completed and launched in September 2010
- In the year under review, a total of 15 web features were posted on the University homepage

1.2 Information Management

1.2.1 *Website management*

ISO managed the contents of the University website and provided sundries services including:

- updating committee memberships and personnel information
- posting new announcements on a regular basis
- receiving e-mail enquiries and referring the same to relevant offices for handling
- introducing newly launched or re-launched websites of other units, departments or Colleges on “Web-Within-Web”
- maintaining and monitoring the Online Contact Directory and the Online Staff List

1.2.2 *Digitization*

The project of digitizing all ISO publications was in good progress.

1.2.3 *Others*

- Collaborating with ITSC on various projects, including: iTunes U, iPhone apps, change of search engine on the University website
- Assisting the Provost in constructing an online Academic Staff Handbook
- Building websites (3+3+4, campus transportation, UPO, ranking) for senior management and other units

1.3 Others

1.3.1 *University Rankings*

ISO monitored world university ranking information and assisted the Provost's Office in coordinating the collection and submission of data to the ranking agencies and compiling analyses of the ranking results. In addition to QS and Shanghai Jiao Tong, service was also rendered in connection with the following new rankings/surveys:

- Global Institutional Profiles Project by *Times Higher Education*
- Global Research University Profiles (GRUP) by Shanghai Jiao Tong University
- U-Multirank by European Commission

1.3.2 Editorial Services to Other Units

ISO provided drafting/translating/editorial services, in both Chinese and English, to:

- VCO
- Provost's Office
- PVCOs
- CPRO
- OIA

1.3.3 Committee

The Director was a member of the following committees:

- Liaison Committee on Undergraduate Admissions
- Organizing Committee of Orientation-Day for Undergraduate Admissions
- Committee on Knowledge Transfer
- Advisory Committee on Key Performance Indicators

1.3.4 Professional Exchanges

- On 26 October 2010, ISO received four delegates from 上海交通大學 and shared with them our experience of website management
- The Director of the Publishing Technology Center of HKUST led a three-member delegation to visit ISO on 8 October 2010 for a meaningful exchange on publication and communication matters

2. Workplan for 2011–12

2.1 Publications

- 2.1.1 A new format and presentation would be proposed to the new Vice-Chancellor for his annual reports.
- 2.1.2 An electronic version of the *Newsletter* would be launched in parallel with the printed version for more extensive coverage and more in-depth reporting. The *e-Newsletter* would be decommissioned.
- 2.1.3 The Orientation-Day Brochure would be abridged to focus prospective students and parents more on the academic programmes.
- 2.1.4 *Sustainable Campus* may see new contents with input from the newly established Campus Planning and Sustainable Office.
- 2.1.5 *CUHK in Pictures 2011–12* will be produced to capture milestones and memories at CUHK in the academic year.
- 2.1.6 A uniform design would be given to a cluster of publications to project a consistent corporate image for the University. New electronic formats of the publications, e.g., e-books and iPhone apps, would be explored.

2.2 Information Management

2.2.2 Digitization

The digitization of all ISO publications would proceed and complete in accordance with schedule.

2.2.3 Enhancement of Online Contact Directory (OCD)

There is a plan to enhance the OCD by making available the information of individual departments/units/offices.

ISO Publications 2010–11

Annex I

<i>Title</i>	<i>Quantity</i>	<i>No. of Pages</i>	<i>Publication Date</i>
Annual Report 2009–10	3,000	92	16.3.2011
Calendar 2010–11			
Chinese version	1,800	260	31.8.2010
English version	2,100	276	
Bulletin (No.2 2010)			
Chinese version	2,500	60	17.1.2011
English version	2,700	60	
Bulletin (No.1 2011)			
Chinese version	2,500	48	17.6.2011
English version	2,700	48	
Five Major Areas of Research Brochures			
Chinese Studies (Chi + Eng)	1,100	4x2	22.6.2011
Biomedical Sciences (Chi + Eng)	1,000	4x2	
Information Sciences (Chi + Eng)	1,300	4x2	
Economics and Finance (Chi + Eng)	1,500	4x2	
Geoinformation and Earth Sciences (Chi + Eng)	1,100	4x2	
Contact Directory 2010	6,900	220	30.9.2010
	24,600	40	8.10.2010
Sustainable Campus			
Summer/Autumn 2010	89,900	4	9.2010
Winter 2010	89,500	4	12.2010
Spring 2011	89,600	4	3.2011
Newsletter			
Issue No. 361	4,200	16	19.8.2010
Issue No. 362	4,200	12	4.9.2010

Issue No. 363	4,200	12	19.9.2010
Issue No. 364	4,300	8	4.10.2010
Issue No. 365	4,300	8	19.10.2010
Issue No. 366	4,300	8	4.11.2010
Issue No. 367	4,300	10	19.11.2010
Issue No. 368	4,300	12	4.12.2010
Issue No. 369	4,300	10	19.12.2010
Issue No. 370	4,300	8	4.1.2011
Issue No. 371	4,300	8	19.1.2011
Issue No. 372	4,300	12	4.2.2011
Issue No. 373	4,300	8	4.3.2011
Issue No. 374	4,300	8	19.3.2011
Issue No. 375	4,300	8	4.4.2011
Issue No. 376	4,300	8	19.4.2011
Issue No. 377	4,300	8	4.5.2011
Issue No. 378	4,300	8	19.5.2011
Issue No. 379	4,300	10	4.6.2011
Issue No. 380	4,300	12	19.6.2011
e-Newsletter			
Vol.7 No.9			8.2010
Vol.7 No.10			10.2010
Vol.7 No.11			12.2010
Vol.7 No.12			12.2010
Vol.8 No.1			1.2011
Vol.8 No.2			3.2011
Vol.8 No.3			6.2011
Vol.8 No.4			7.2011