

The Chinese University of Hong Kong

Information Services Office

Annual Report 2013–14

August 2014

THE CHINESE UNIVERSITY OF HONG KONG
Information Services Office

Annual Report 2013–14

The period under review in this report is from 1 August 2013 to 31 July 2014.

1. Services Rendered

1.1 Publications

In the year under review, ISO compiled the following institutional publications:

- Annual Report
- Bulletin (2 issues)
- Calendar
- Contact Directory
- CUHK in Pictures (e-version only)
- Facts & Figures
- Newsletter (20 issues)
- Orientation-Day Brochure
- Sustainable Campus (e-version only)

Production details of these publications are in **Annex I**.

1.1.2 Sustainable Campus

In view of the greater emphasis on sustainability as a major University initiative and to save paper, *Sustainable Campus* was revamped to electronic format only. Working closely with CPSO, ISO published five issues in 2013–14 to good review.

1.1.3 *Others*

The following was produced for the celebration of the 50th anniversary of the University (production details in **Annex I**):

- CUHK: Five Decades in Pictures
- CUHK Research: Basics, Benchmarks, Benefits
- CUHK: Focus at 50

A fourth brochure, whose theme was the collegiate culture of CUHK, is near completion. These special editions would be packaged in a specially designed box set for presentation by OIA to donors at a ceremony to be held in December 2014.

1.2 Information Management

1.2.1 *Website management*

ISO continued to manage the contents of the University homepage and provided sundries updating services. Pursuant to a decision of AAC, a new "Contact Our Staff" function was launched in April 2014. ISO also advised and assisted the building of the website of The Chinese University of Hong Kong, Shenzhen.

1.2.2 *Website awards*

The University website won for the second consecutive year the Gold Award in the Web Accessibility Recognition Scheme jointly organized by the Office of the Government Chief Information Officer and the EOC. In addition, it was voted one of the "My Most Favourite Websites". The Director accompanied the Provost in receiving the awards at a ceremony on 14 April 2014.

1.2.3 *Webmaster community forum*

With a view to promoting a common web culture across campus, the second webmaster community forum was held on 8 August 2013 in collaboration with ITSC. About 170 webmasters or web administrators, heads and other staff

members of various departments/units/offices attended this half-day forum. Its proceedings included:

- Review of Web Standard Compliance of CUHK Websites (Mr Eugene Lo, ISO)
- A Few Things You Always Wanted to Know About Web Writing (but Were Afraid to Ask) (Mr Tommy Cho, ISO)
- Trends and Cases in Social Media Marketing (Mr Willy Lai, Business Director, Fimmick)
- Website Performance Measurement – Web Analytics (Mr Benson Cheng, ITSC)
- An Update on Information Security Issues for Webmasters (Mr Philip Leung, ITSC)

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 were as follows:

	VCO	PVCO	OIA	PO	CUHK (SZ)	Others	
Letters	31		111			1	
Open letters/blogs	8				1		
Forewords/messages	54	5	1	2	1	5	
Speeches	26	4		2			
Apothegms	2	1					
Plaques/invitation cards			10				
Others	2	7	2		7	8	
						Total	293

A document archive was built to house the various drafts for easy retrieval and future reference. An editor was also assigned from time to time to act as understudy to the Senior Writer.

1.4 Others

1.4.1 *University Rankings*

ISO assisted the Provost's Office/UPO in compiling the academic peer list and employee list for the purpose of the QS world university rankings, and acted as the contact point between the University and the ranking agencies. With colleagues from the Provost's Office/UPO having acquainted themselves with university rankings, it was agreed that the said offices should take over all the dealings with the ranking agencies.

1.4.2 *University Gallery*

From 1 January 2014, ISO took over the management of the University Gallery:

- Estimated number of visitors since its opening on 28 November 2013: **13,000**
- Number of guided tours organized: **20**
- Gallery collections were selected for featuring in "The Galleria" section of the *CUHK Newsletter*
- "CUHK Trove" (<http://www.facebook.com/CUHKtrove>), a facebook group that whets the collective memory of CUHK with chiefly Gallery holdings, was launched in April 2014 and soon attracted over 1,500 followers

2. Office and Personnel Matters

2.1 Staff movements and service

- Ms Grace Law, Editor, resigned with effect from 17 December 2013
- Mr George Li was appointed as Manager of the University Gallery and reported duty on 1 January 2014
- The contract of Mr Andrew Kwong, Senior Writer, was extended one more year to 31 July 2015
- Ms Christine Nie was appointed Editor and reported duty on 4 February 2014
- Mr K. C. Choi, Project Coordinator II, was promoted to Project Coordinator I with effect from 1 July 2014

- The editor post whose funding had been provided by CPRO in the last few years was formalized to be supported by the central funds
- The Director had served as member in the AAC and in the PR Sub-committee of the 50th Anniversary Celebration

2.2 Staff development

- A course on professional photography was organized during the period 5 March 2014 to 11 April 2014. A total of seven sessions were given by Hiro Graphics to the production team and some members of the editorial team to equip them with advanced skills including lighting that would enhance their work.
- An office retreat was held on 14 February 2014. The rundown is at **Annex II**.

3. Workplan for 2014–15

3.1 Publications

- To continue enhancing the contents, presentation and impact of institutional publications within the purview of ISO
- To plan and redeploy resources for more efficient creation, curation and management of contents across media
- To produce ad hoc publications and other contents to serve the communication needs of the University

3.2 Information Management

- To continue to enhance the relevance and appeal of the University homepage to different stakeholder groups
- To continue to promote a common web management culture across campus including the minimum web standards

3.3 Editorial Services

- To continue providing timely and quality services to University management

3.4 University Gallery

- Gallery website (with virtual tour) under construction
- A new Gallery pamphlet to be produced
- To plan for new themes and contents from time to time
- Promotion among new target groups

ISO Publications 2013–14

Annex I

<i>Title</i>	<i>Quantity</i>	<i>No. of Pages</i>	<i>Publication Date</i>
Annual Report 2012–13	2,900	76 pp	10.1.2014
Calendar 2012–13			
Chinese version	1,800	276 pp	11.9.2013
English version	2,100	304 pp	
Bulletin (No.2 2013)			
Chinese version	2,500	52 pp	19.12.2013
English version	2,700	52 pp	
Bulletin Supplement for 50 th Anniversary	3,100	24 pp	5.12.2013
Bulletin (No.1 2014)			
Chinese version	2,500	56 pp	15.7.2014
English version	2,700	56 pp	
Facts & Figures			
Chinese version	5,800	40 pp	29.11.2013
English version	3,500	40 pp	
Contact Directory 2012–13	7,600	240 pp	27.12.2013
Only-in-CUHK	40,000	36 pp	16.10.2013
Newsletter			
Issue No. 421	4,400	12 pp	20.8.2013
Issue No. 422	4,400	10 pp	3.9.2013
Issue No. 423	4,400	8 pp	19.9.2013
Issue No. 424	4,400	8 pp	4.10.2013
Issue No. 425	4,400	10 pp	21.10.2013
Issue No. 426	4,400	10 pp	4.11.2013
Issue No. 427	4,400	10 pp	20.11.2013
Issue No. 428	4,400	8 pp	3.12.2013
Issue No. 429-430	4,400	12 pp	23.12.2013

Issue No. 431	4,400	10 pp	20.1.2014
Issue No. 432	4,400	10 pp	18.2.2014
Issue No. 433	4,400	8 pp	4.3.2014
Issue No. 434	4,400	10 pp	18.3.2014
Issue No. 435	4,400	12 pp	4.4.2014
Issue No. 436	4,400	10 pp	22.4.2014
Issue No. 437	4,400	10 pp	5.5.2014
Issue No. 438	4,400	10 pp	19.5.2014
Issue No. 439	4,400	10 pp	3.6.2014
Issue No. 440	4,400	10 pp	18.6.2014
CUHK : Five Decades in Pictures	4,500	120 pp	10.10.2013
CUHK : Five Decades in Pictures (Hard Cover)	1,000	120 pp	6.11.2013
CUHK Research: Basics, Benchmarks, Benefits	2,000	56 pp	17.3.2014
CUHK: Focus at 50	2,000	40 pp	30.5.2014
Issue No. 1	–	–	9.2013
Issue No. 2	–	–	11.2013
Issue No. 3	–	–	1.2014
Issue No. 4	–	–	3.2014
Issue No. 5	–	–	5.2014
CUHK in Pictures 2012-13 (online only)	–	–	31.10.2013

**The Chinese University of Hong Kong
Information Services Office
Retreat: 14 February 2014**

Annex II

- 9:30 Arriving at a Stylistic for Captions
- Tommy will share some thoughts on developing guidelines on the drafting of photo captions
- 10:00 University Gallery: what it is and what it can be
- George will talk about the present holdings and organization of the University Gallery, outline the next phase of work and possible development in future
- 10:30 Stare Decisis: how to write like Andrew Kwong
- Andrew will introduce the precedent archive and with an example or two demonstrate how old vessels can be re-filled and re-fitted for new purposes
- 11:00 Review of Publications
- the editors and production colleagues will share their experience of producing the following and invite suggestions for enhancement/revamp:
 - Annual Report
 - Bulletin
 - Calendar
 - Contact Directory
 - Facts & Figures
 - O-Day Brochure
 - Sustainable Campus
- 12: 30 Lunch
- 14:30 Website Development
- Danny will give updates on:
 - Homepage enhancement
 - Science features
 - Web standards
- 15:15 IT Team to present on:
 - ISO website
 - e-publications
 - Staff list and directories
 - Web stats & analytics
- 16:00 A New Newsletter?
- we will explore new format, contents and modus operandi of the Newsletter and re-think its role as a linchpin of our contents
- 17:00 Concluding Remarks (Tommy)