

The Chinese University of Hong Kong

Information Services Office

Annual Report 2016–17

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August 2017

THE CHINESE UNIVERSITY OF HONG KONG
Information Services Office

Annual Report 2016–17

The period under review in this report is from 1 August 2016 to 31 July 2017.

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 (3 issues)
- Calendar
- Contact Directory
- Facts & Figures
- Newsletter (20 issues)
- CUHKUPDates
- Student Brochure
- Sustainable Campus (4 issues; e-version only)

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

Five installments of ‘Fine Folks Fine Deeds’ appeared in the *CUHK Newsletter* featuring the stories behind individual philanthropic acts of the friends of the University.

Facts & Figures 2016, in a revamped format and eye-catching design, was particularly well-received and attracted a great deal of attention and demand from many University units some of which were not customarily client units of ISO.

ISO also assisted in the printing of the Code of Practice for Council Members.

1.2 Information Management

1.2.1 *Website management*

ISO continued to manage the contents of the University homepage including posting a total of 33 web articles featuring CUHK scholars and alumni which easily fetched “likes” in the hundreds or even thousands.

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, ISO helped to construct a new admissions website that are more user-oriented and visually attractive.

1.2.3 *Alumni communication*

The use of alumni stories to engage alumni, under the rubric ‘RollCall Alum’, was covered by an article that appeared in the July issue of *BriefCase*, the newsletter of the Council for Advancement and Support of Education (CASE).

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	PO	
Letters	145	4	12		
Open letters/blogs	8			2	
Forewords/messages	50	1			
Speeches	39	7		1	
Apothegms	3	4			
Plaques/invitation cards			2		
Others	5	5	1	9	
				Total	298

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

- Report of the Task Force on Student Mental Wellness and Support Service
- UGC Teaching Awards nomination documents
- CUHK's QAC Report on Sub-degree Programmes

2. Office and Personnel Matters

2.1 Staff movements

- The contracts of Ms Eliza Chan, Staff Writer, Mr Danny Hui, Website Development Manager, Mr K. C. Choi, Project Coordinator, and Miss Tobey Chan, Technician, were renewed
- Ms Florence Chan and Ms Christine Nie, both Editor, were promoted to Senior Editor wef 1 July 2017
- Mr Eddie Chan, ACO, was converted to continuous appointment wef 1 July 2017
- Ms Carol Lau, Editor, resigned wef 23 June 2017

2.2 Staff services and development

- The Director served as a member of the following:
 - AAC
 - Task Force on Institutional Reputation
 - Meeting on University's Visibility and Engagement Initiatives
- The Director, a member of the editorial board of the *Journal of Educational Advancement and Marketing* published by the UK publisher Henry Steward Publications, contributed an editorial to its Spring 2017 issue entitled, "Style and the University"

The annual Staff Retreat took place on 21 April 2017 the proceedings of which included:

- User-generated Contents
- Social media contents
- Photography Guidelines of the University of Sydney
- Recent photos
- Briefing on Editorial Work
- Briefing on Web Initiatives
- Briefing on Web Contents
- Briefing on Drafting Services

3. Workplan for 2017–18

3.1 Publications

- To continue enhancing the contents, presentation and impact of institutional publications (including digital ones) within the purview of ISO
- To revamp 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 contents and experience in language and communications

3.2 Information Management

- To continue to enhance the relevance and appeal of the University homepage to different stakeholder groups

3.3 Editorial Services

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

ISO Publications 2016–17

<i>Title</i>	<i>Quantity</i>	<i>No. of Pages</i>	<i>Publication Date</i>
Annual Report 2015–16	3,000	104 pp	10.1.2017
Calendar 2016–17			
Chinese version	1,700	284 pp	12.9.2016
English version	2,100	308 pp	
Bulletin (No.1 2016)			
Chinese version	2,500	56 pp	8.8.2016
English version	2,600	56 pp	
Bulletin (No.2 2016)			
Chinese version	2,500	48 pp	16.1.2017
English version	2,600	48 pp	
Bulletin (No.1 2017)			
Chinese version	2,500	48 pp	28.7.2017
English version	2,600	48 pp	
Facts & Figures			
Chinese version	4,600	52 pp	9.1.2017
English version	3,700	52 pp	
Contact Directory 2016	7,500	256 pp	28.9.2016
A Glimpse of the Future	25,000	32 pp	24.10.2016
Newsletter			
Issue No. 481	4,300	12 pp	22.8.2016
Issue No. 482	4,300	8 pp	5.9.2016
Issue No. 483	4,300	8 pp	19.9.2016
Issue No. 484	4,300	8 pp	4.10.2016
Issue No. 485	4,300	10 pp	19.10.2016
Issue No. 486	4,300	8 pp	4.11.2016
Issue No. 487	4,300	10 pp	21.11.2016
Issue No. 488	4,300	8 pp	5.12.2016
Issue No. 489-490	4,300	10 pp	19.12.2016
Issue No. 491	4,300	8 pp	19.1.2017
Issue No. 492	4,300	10 pp	4.2.2017
Issue No. 493	4,300	8 pp	6.3.2017
Issue No. 494	4,300	10 pp	20.3.2017
Issue No. 495	4,300	8 pp	5.4.2017
Issue No. 496	4,300	8 pp	19.4.2017
Issue No. 497	4,300	8 pp	4.5.2017
Issue No. 498	4,300	8 pp	19.5.2017
Issue No. 499	4,300	8 pp	5.6.2017
Issue No. 500	4,300	10 pp	21.6.2017

Sustainable Campus (online only)			
Issue No. 14	–	–	28.10.2016
Issue No. 15	–	–	26.1.2017
Issue No. 16	–	–	28.4.2017
Issue No. 17	–	–	28.7.2017