

The Chinese University of Hong Kong

Information Services Office

Annual Report 2018–19

By Tommy Cho

August 2019

THE CHINESE UNIVERSITY OF HONG KONG
Information Services Office

Annual Report 2018–19

The period under review in this report is from 1 August 2018 to 31 July 2019.

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 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 **Annex I**.

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

- Memorial booklet for the late Prof. Charles K. Kao
- *CUHK Sustainability 2018*, an e-publication in collaboration with CPSO
- *CUHK Lives and Legends*, a collection of alumni stories on the occasion of the University's 55th anniversary
- *CUHK Passions and Pursuits*, a collection of research achievement stories on the occasion of the University's 55th anniversary

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 in the year under review featuring chiefly

CUHK scholars and alumni. A series of features on the University’s social enterprise initiatives had been kicked off.

1.2.2 *New websites*

ISO assisted in the major revamp of the governance website for the Secretary’s Office and the Orientation Day website for OAFA.

1.2.3 “House of Codes: A Forum on Development of Websites and Digital Contents” was held on 6 December 2018. 150 colleagues from different departments and units attended and heard speakers from ISO, ITSC and the industry on the following topics:

- 10 Tips for a Great and Effective Website
- Better Content Management with CMS Cloud Service
- How to Make Your Website Rank Higher in Internet Searches
- Swim or Sink in the Sea of Digital Contents

1.2.4 A survey on the University homepage was conducted online in March and April 2019. A total of 101 responses were received. The results, which would form the basis for future development of the homepage and the contents thereon, are given in **Annex II**.

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	CPRO	Others	
Letters	117	2	28		1	
Open letters/blogs						
Forewords/messages	35	1				
Speeches	17				2	
Apothegms	3					
Plaques/invitation cards		2				
Others	5			18		
Total						231

2. Office and Personnel Matters

2.1 Staff movements

- Ms Sandra Lo retired on 31 July 2019 after 12 years of services as Chief Editor
- Mr. Phil Rosen joined as Editor on 15 April 2019
- The contract of Ms Eliza Chan, Staff Writer, was renewed

2.2 Staff services and development

- The annual Office Retreat took place on 29 November 2018 (**Annex III**).
- The Director and Mr. Danny Hui attended the CASE Asia-Pacific Advancement Conference 2019 held from 8th to 11th April 2019 in Brisbane, Australia

3. Workplan for 2019–20

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 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

ISO Publications 2018–19

Annex I

<i>Title</i>	<i>Quantity</i>	<i>No. of Pages</i>	<i>Publication Date</i>
Annual Report 2017–18	3,000	104 pp	27.12.2018
Calendar 2018–19			
Chinese version	1,700	276 pp	20.9.2018
English version	2,100	296 pp	
Bulletin (No.1 2018)			
Chinese version	2,500	36 pp	27.7.2018
English version	2,600	36 pp	
Bulletin (No.2 2018)			
Chinese version	2,500	40 pp	28.1.2019
English version	2,600	40 pp	
Facts & Figures			
Chinese version	4,400	52 pp	10.1.2019
English version	2,600	52 pp	
Contact Directory 2018	7,500	268 pp	14.9.2018
4 Questions Asked at 18	22,200	36 pp	19.10.2018
Newsletter			
Issue No. 521	4,300	10 pp	20.8.2018
Issue No. 522	4,300	8 pp	4.9.2018
Issue No. 523	4,300	8 pp	19.9.2018
Issue No. 524	4,300	8 pp	4.10.2018
Issue No. 525	4,300	10 pp	19.10.2018
Issue No. 526	4,300	8 pp	4.11.2018
Issue No. 527	4,300	10 pp	19.11.2018
Issue No. 528	4,300	10 pp	4.12.2018
Issue No. 529-530	4,300	12 pp	18.12.2018
Issue No. 531	4,300	8 pp	21.1.2019

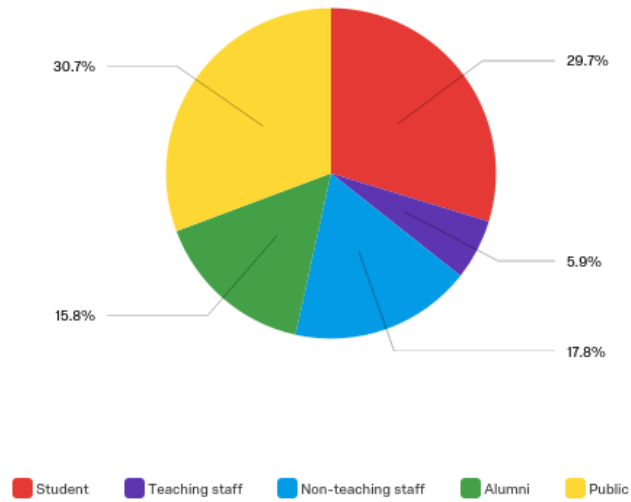
Issue No. 532	4,300	10 pp	19.2.2019
Issue No. 533	4,300	10 pp	4.3.2019
Issue No. 534	4,300	8 pp	19.3.2019
Issue No. 535	4,300	8 pp	4.4.2019
Issue No. 536	4,300	8 pp	23.4.2019
Issue No. 537	4,300	8 pp	6.5.2019
Issue No. 538	4,300	8 pp	20.5.2019
Issue No. 539	4,300	8 pp	4.6.2019
Issue No. 540	4,300	8 pp	19.6.2019

55th Anniversary Publications

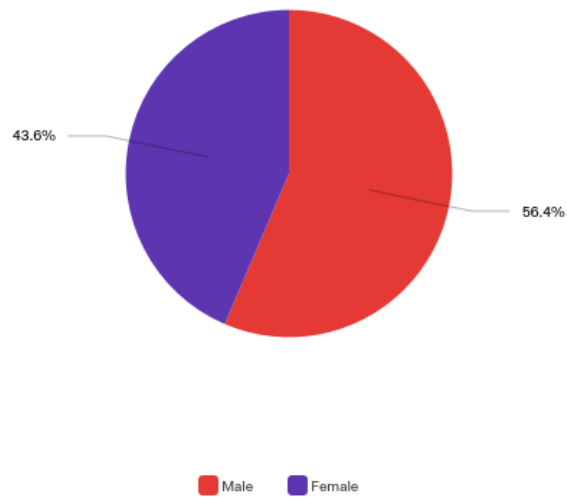
CUHK Lives and Legends	2,000	48 pp	19.11.2018
CUHK Passions & Pursuits	2,000	56 pp	6.5.2019

Demographics

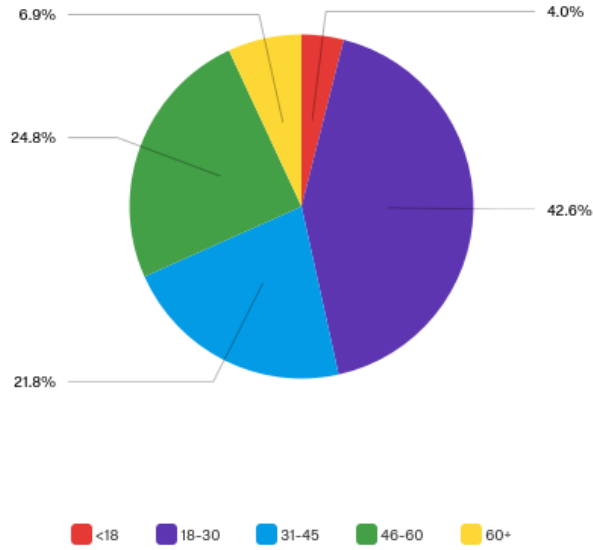
A. Who are you?



B – Your gender

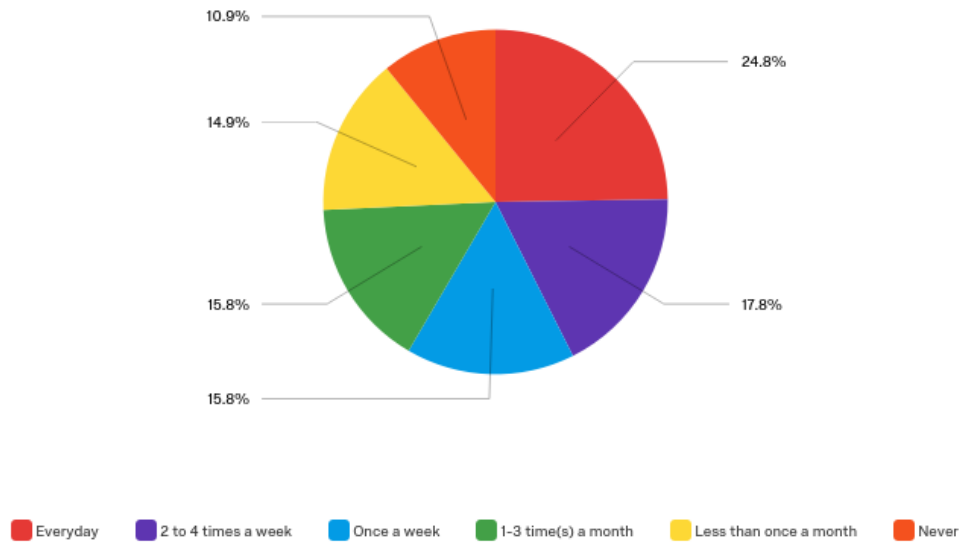


C – Your age group

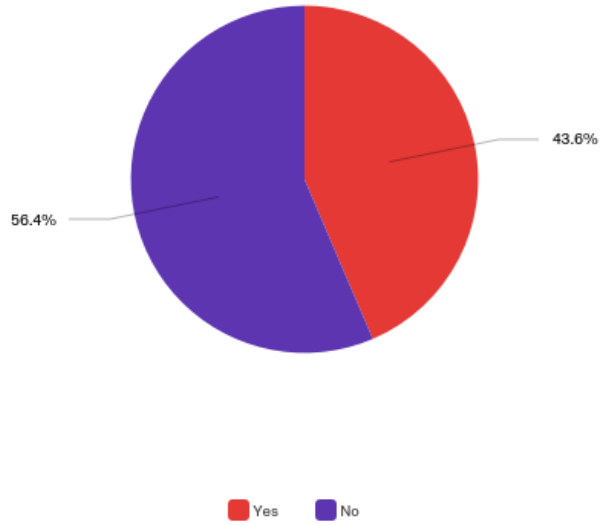


Browsing Habits

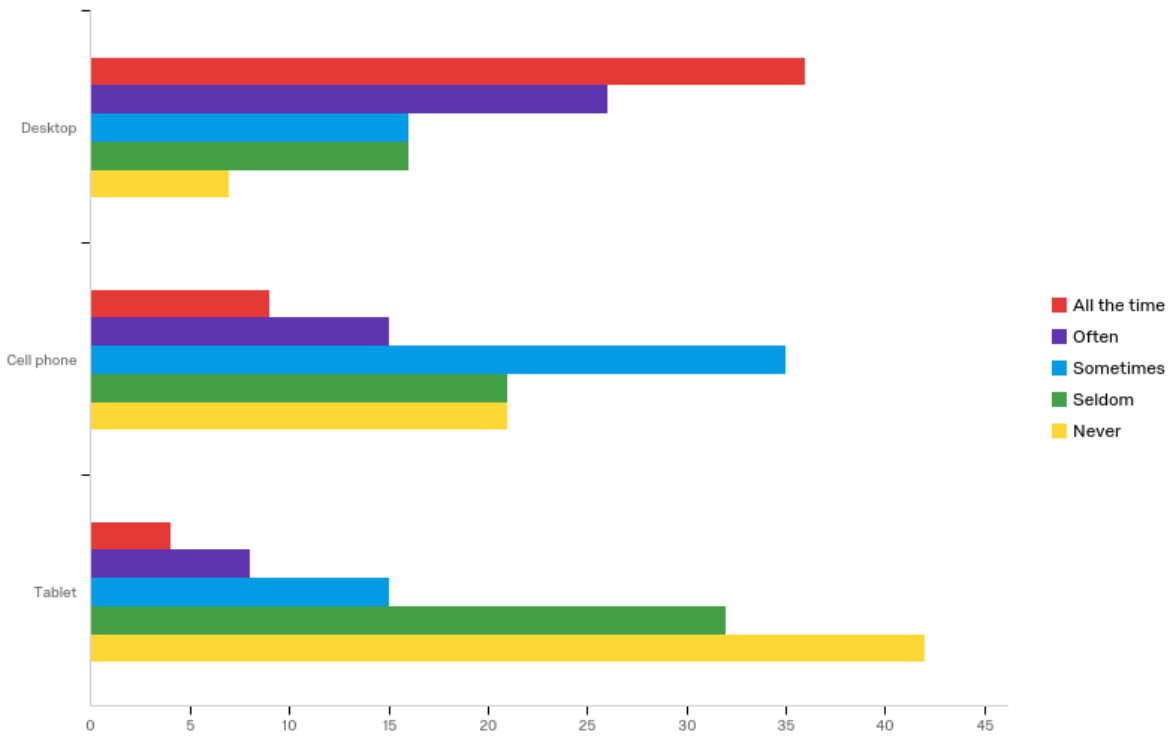
1. How often do you go to the CUHK website?



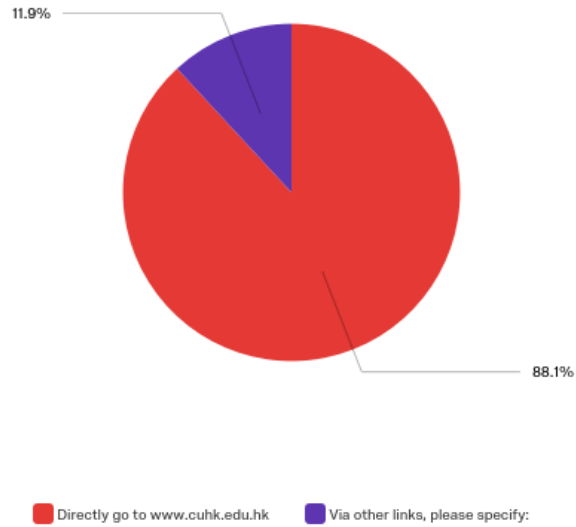
2. Have you bookmarked the CUHK website?



3. With what device do you mostly go to the CUHK website?

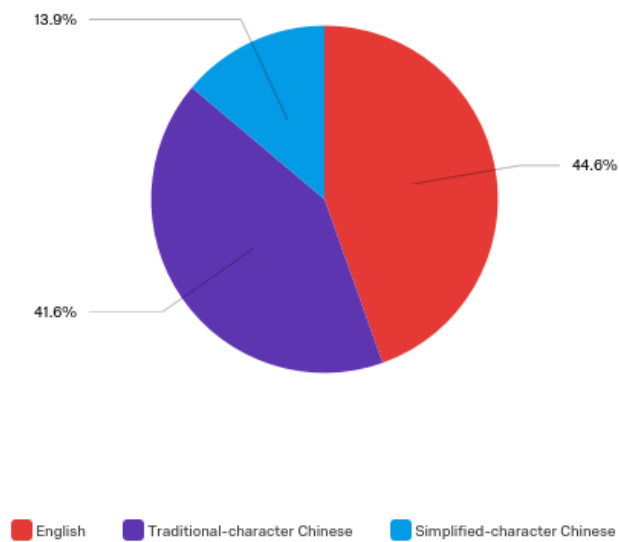


4. Do you mostly go to www.cuhk.edu.hk or via other links? If the latter, what links?

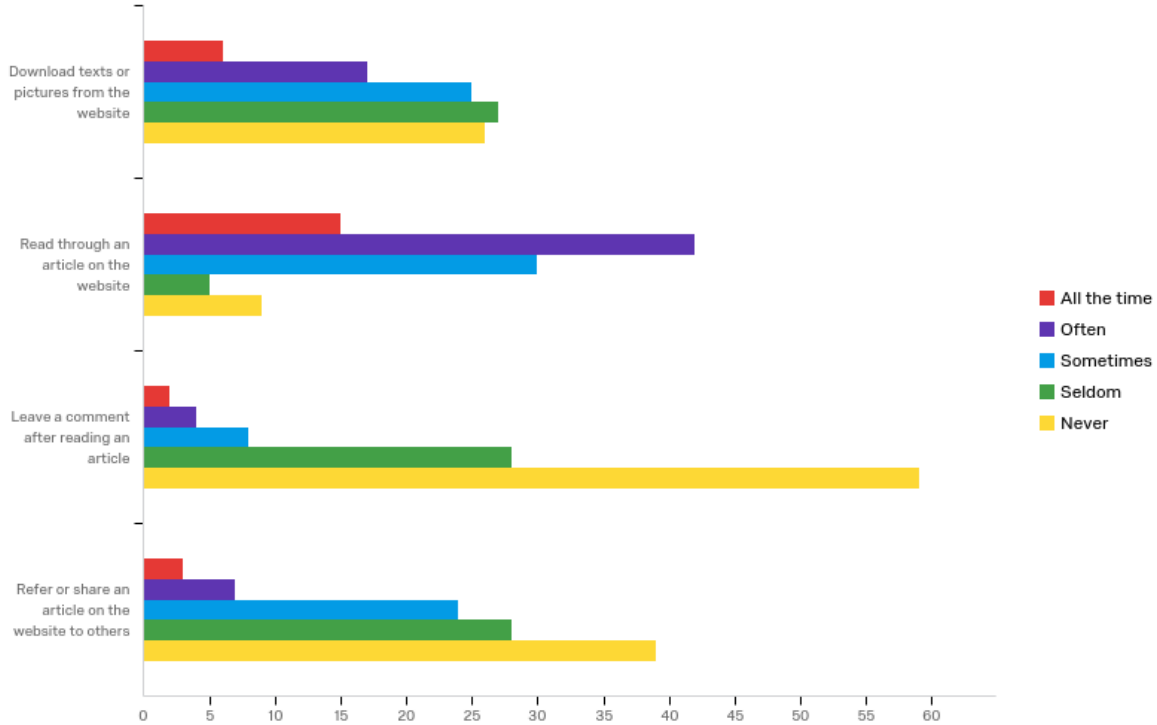


Other links: CUHKUPDates, Baidu, Yahoo, other units or department pages

5. Do you mostly go to the English pages, the traditional-character Chinese pages, or the simplified-character Chinese pages?

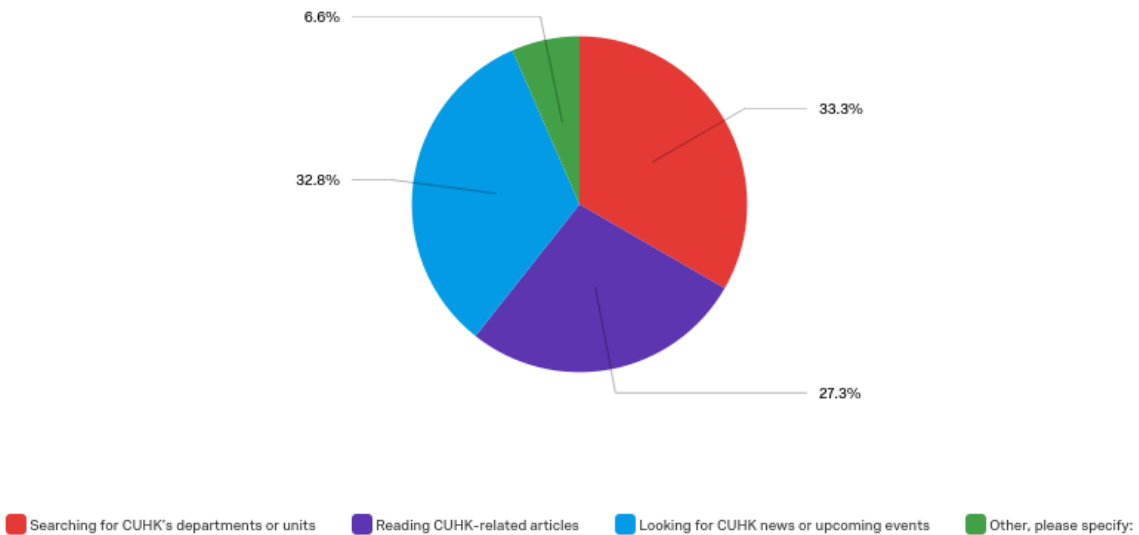


6. How often do you perform the following actions?



Browsing Purpose

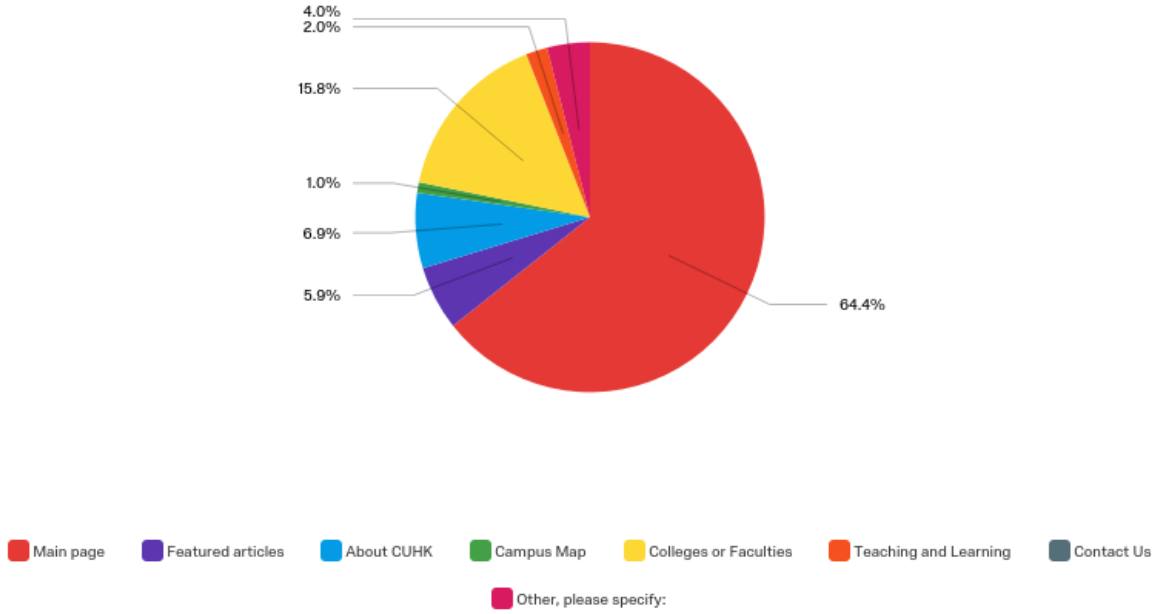
7. For what purpose do you visit the CUHK website? (Allow multiple selections)



Others: (from students) Going to MyCUHK login or library pages

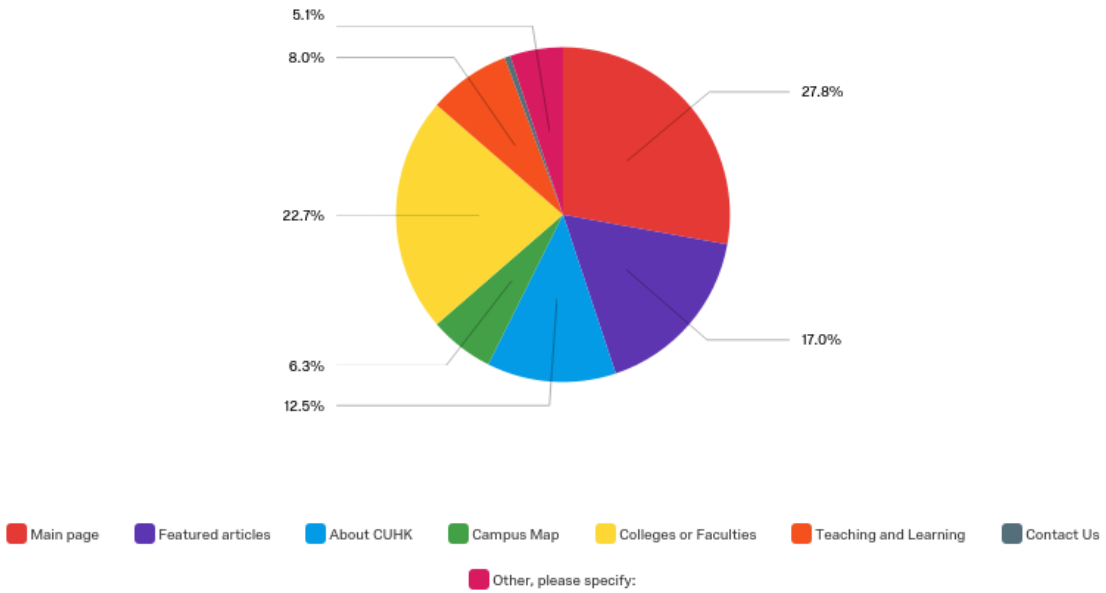
(from the public) Looking for information of general admissions or programmes or job vacancies

8. What's the first page you mostly go to?



Others: Media page

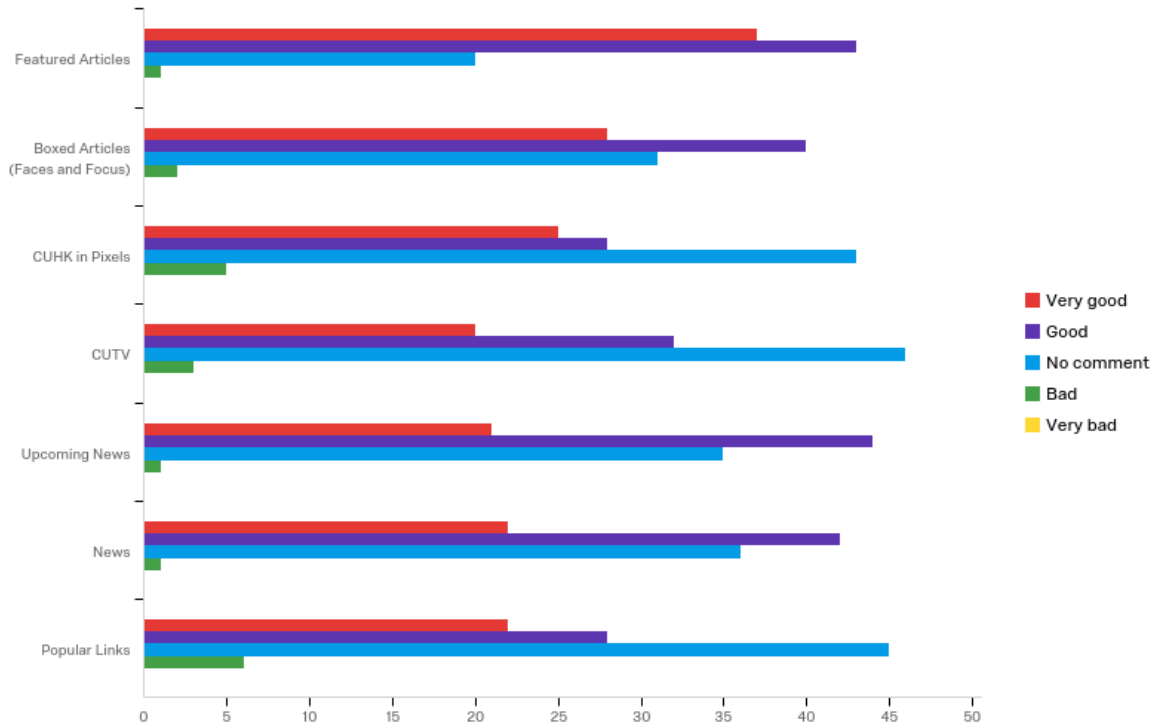
9. What page(s) do you go to the most? (Allow multiple selections)



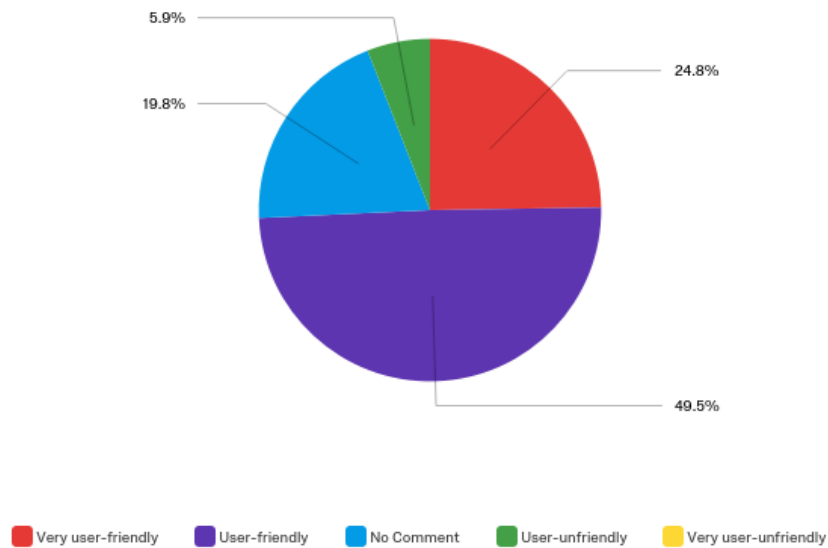
Others: Media, News, Ranking

Users' opinions

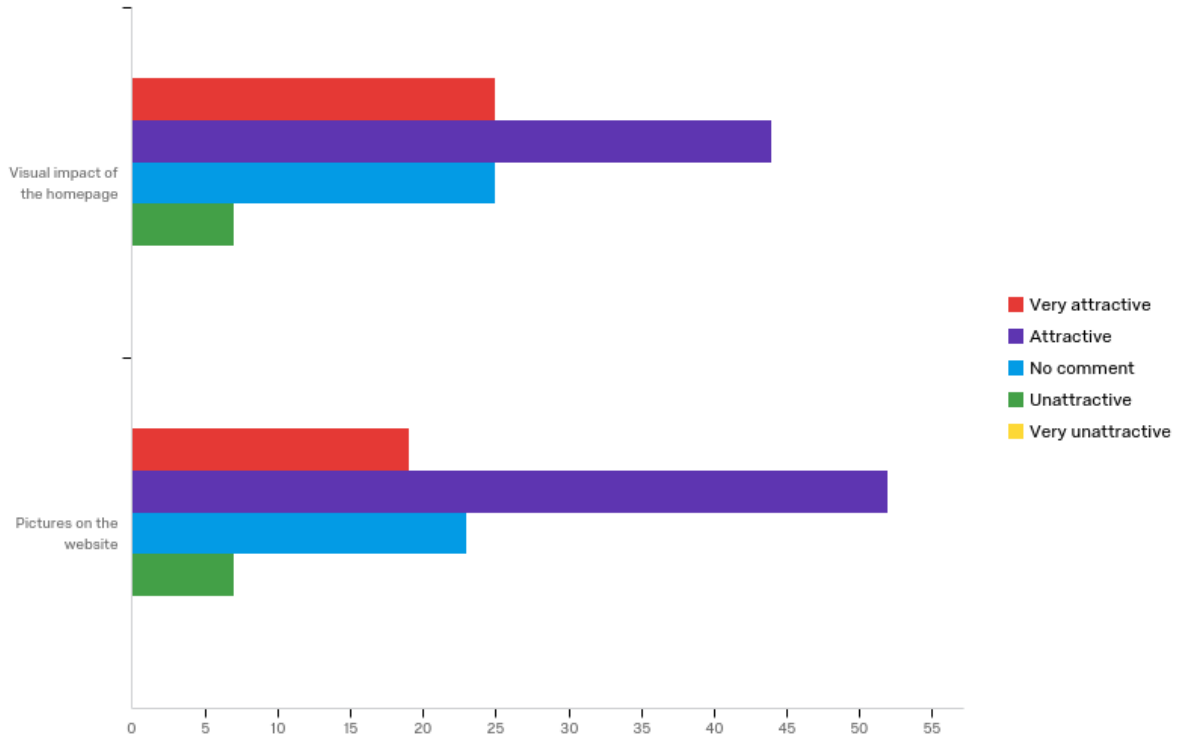
10. What do you think of the following features or pages?



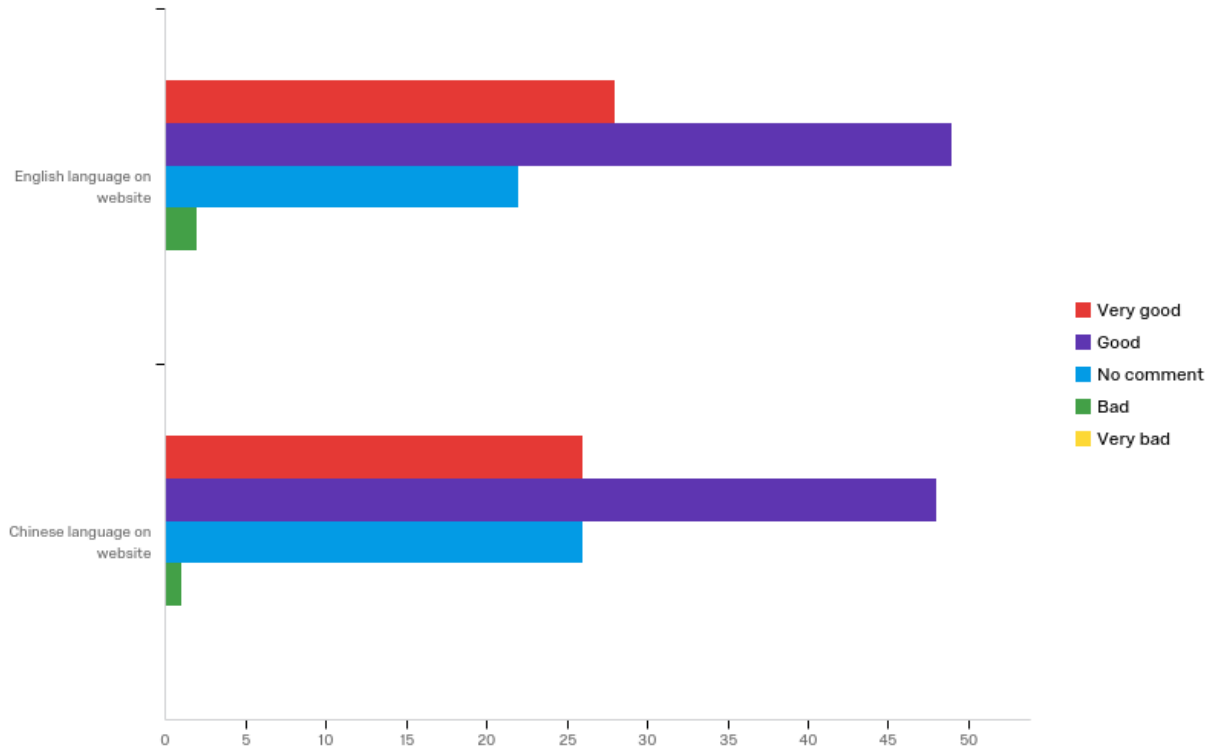
11. What do you think of the navigation bars?



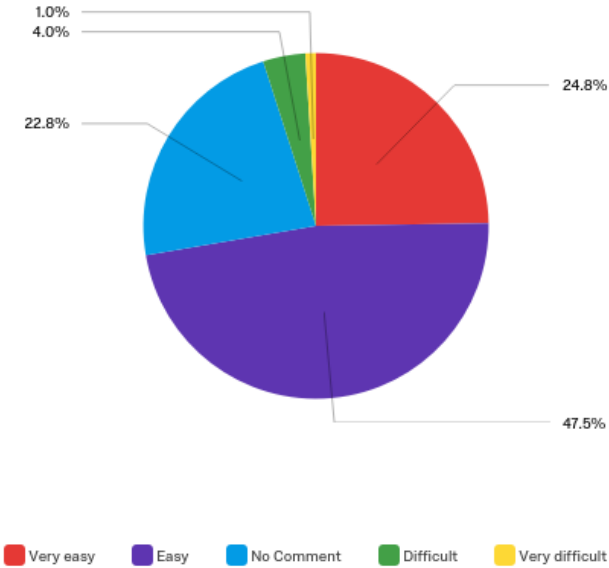
12. In general, how do you find the overall visual impact of the homepage and the pictures on the website?



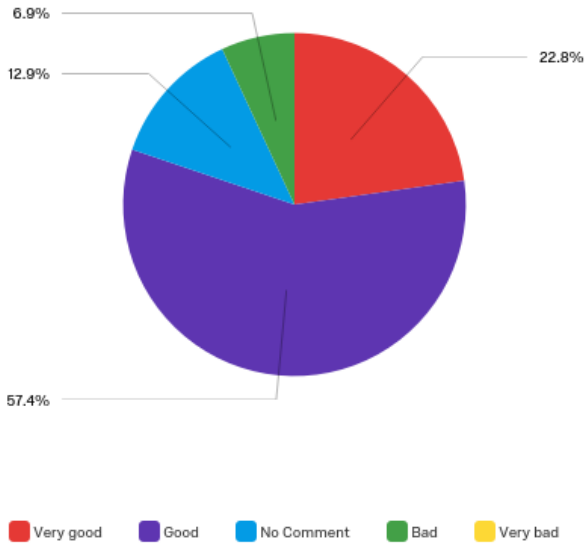
13. In general, how do you find the language on the website?



14. In general, how do you find the navigation of the website?



15. How would you rate your overall browsing experience?



Comments and suggestions

16. What contents would you like to see more on the CUHK website in future?

- More stories on entrepreneurship, such as Susanna Wong's article
- More content on the University's latest development, alumni's social impact (besides entrepreneurship), research and social innovation
- To interview professors and invite them to talk about their own professions which are related to our daily life
- More news on e-Learning Community of Practice
- More stories about the success of students, alumni and professors
- More stories on how students achieve their goals and their lives on campus
- Can add more information about admissions for Mainland students

17. What contents would you like to see dropped from the present CUHK website?

- most recent progress at university and faculty level
- Do not see the need as we all should have a voice made through the CUHK website
- College food articles over praised the food

18. What new feature(s) would you like to see added to the CUHK website?

- Adding a "comment board" which allows people to comment freely
- Showing the school ranking, just like Shanghai Jiaotong University, and students sharing on front page
- Adding a section for user to test if they are eligible to apply for CUHK programmes
- Having a virtual tour, or more interesting campus map
- Staff directory
- Including more college activities
- Spreading the PE and fitness culture

19. Any other comments or suggestions?

- Upcoming news section can be more eye-catching
- Can take Tsinghua University and CUHK Faculty of Medicine websites as reference to improve the layout

ISO Retreat 2018

Annex III

Date: Thursday, 29 November 2018

12:30 — 2:00 pm Lunch (at Sha Tin 18, 4/F, Hyatt Regency Hong Kong, Sha Tin)
Guests: Andrew and Stella

Programme

(Venue: Salon Room I, L/F, Hyatt Regency Hong Kong, Sha Tin)

2:15 — 2:45 pm 10 Things You Need to Know When Developing a Website
(Danny)

2:45 — 3:10 pm 公文寫作難不難? (Eliza)

3:10 — 3:35 pm Some Issues in Design (May)

3:35 — 3:50 pm Tea Break

3:50 — 4:20 pm From Sucker to Honeysuckler: an experience in science writing
(Tommy)

4:20 — 4:40 pm Writing Pitfalls—How to Coax Strangers into Telling You Their
Life Stories (Christine)

4:40 — 5:00 pm How can Due Diligence on Honours and Awards be Done? (Kate)