The Chinese University of Hong Kong

Information Services Office

Annual Report 2007–08

(for the period from 1.7.2007 to 30.6.2008)

August 2008

1. **Work accomplished**

1.1 Publications

1.1.1   In 2007–08, the Information Services Office (ISO) published the following University publications:
- *CUHK Annual Report 2006–2007*
- *CUHK Calendar 2007–2008*
- *Chinese University Bulletin* (Sp/Su 2007; A/W 2007)
- *CUHK Newsletter* (Nos. 301–320)
- *Facts & Figures 2008*
- *Contact Directory 2008*
- *Brochures on 5 Major Areas of Research*
- *Sustainable Campus* (Su/F, 2007; W 2007; Sp 2008; special supplement)
- e-News (Vol. 4, Nos. 10–12; Vol. 5, Nos. 1-7)

1.1.2   Details of the above publications (quantities, numbers of pages, and publication dates) are in **Annex I**.

1.1.3   ISO helped with the production of:
- brochure for prospective students distributed on the Orientation Day (for CPRO)
- brochure for awards in exemplary teaching, young researchers, and best research output by postgraduate students (for CPRO)
- non-local students scholarship scheme brochure (for OIA)
- Sustainability Report (for UESO)

1.2 Website

1.2.1 CUHK website
- Daily management of web contents including the rolling banners and updating essential University information
- Implementing the Online Contact Directory since September 2007 (with ITSC)
- English content audit
- Revamping some of the webpages to optimize searchability for admission purposes
- Designing and launching in May 2008 an earthquake relief website ('A Campus That Cares') in response to the Sichuan Earthquake

- In cooperation with the Personnel Office, an online staff list, updated monthly, is ready to be launched in September 2008 to replace the staff list printed in the *Calendar*

1.2.2 *ISO website*
- ISO website was revamped and launched in January 2008, providing greater transparency and easy access to its publications and reference materials (www.edu.cuhk.hk/iso)
- *Wei Lun Lectures Series* is undergoing revamp to give it a new look and to post the video-recordings of the lectures
- *Professorial Inaugural Lectures Series*'s revamp will follow that of *Wei Lun*
- *Gifts & Donations Series* was removed as there had been no information supplied for a long time
- The English and Chinese style guides were posted for easy reference of University members with the objective to promoting standard uses in the two languages

1.3 Others

1.3.1 *University rankings*
ISO monitored world university ranking information (e.g., Times Higher-QS, Shanghai Jiaotung), assisted in collecting and reporting data to the ranking agencies, and disseminating and analyzing ranking results.

1.3.2 *UGC quality audit exercise*
From October 2007 to January 2008, ISO assisted in copyediting, proofreading and compiling both printed and electronic versions of the submissions to the Quality Audit Council of UGC including the supplementary materials.

1.3.3 *Fundraising proposals*
ISO assisted in the copyediting and binding of five fundraising proposals.

1.3.4 Drafting, translating, and editorial services to other offices, including CPRO, CDO, UESO, etc., and in connection to the Campus Master Planning exercise.

1.3.5 ISO helped to collate and provide data and statistics for reporting to:
- the Association of Commonwealth Universities

- the Europa World of Learning
- the United Board for Christian Higher Education in Asia

2. Personnel

The organizational chart of ISO during 2007–08 is in **Annex II**.

3. Workplan 2008–09

3.1 Publications

3.1.1 Existing publications
ISO will continue to produce the University publications in a timely and reader-friendly fashion and strive for higher quality with new designs, new features and novel ways of organizing information.

3.1.2 New publications
- Two *Bulletin* supplements in celebration of the 45th Anniversary
- *Top Choice* (brochure for prospective students)
- CUHK corporate brochure
- Brochure on CUHK alumni who serve in its governing bodies

3.2 Website

3.2.1 CUHK website revamp Phase II
- Re-structuring of information with new images
- Search engine optimization to enhance CUHK's visibility on the internet
- Housing of essential information, e.g., University emblem and logo, photographs, etc.
- Integration of the Online Staff List and the Online Contact Directory to provide instant and easy access to staff and contact information

3.2.2 Essential statistics courier system
- Identifying the most essential statistics of the University used by different offices
- Agreeing with the owner departments of such statistics on the regularity and method of feeding the same to ISO

- Offering the statistics on an electronic platform for use by restricted users

3.2.3   Full-text search of ISO archives
Converting the rich textual archives of ISO into searchable digital form for retrieval and analytical purposes

3.3   Others

ISO will maintain the same high quality services to other offices.

ISO Publications 2007-08

Title	Quantity	No. of Pages	Publication Date
Annual Report 2006-07	2,800	104	11.4.08
Calendar 2007-08			
Chinese version	1,700	x + 434 = 444	7.11.07
English version	1,900	x + 476 = 486	
Bulletin (Spring・Summer 2007)			
Chinese version	2,500	54	16.7.07
English version	2,700	54	
Bulletin (Fall・Winter 2007)			
Chinese version	2,500	54	3.4.08
English version	2,700	54	
Newsletter			
Issue No. 301	4,100	12	19.8.07
Issue No. 302	4,100	12	4.9.07
Issue No. 303	4,100	8	19.9.07
Issue No. 304	4,100	10	4.10.07
Issue No. 305	4,100	8	19.10.07
Issue No. 306	4,100	8	4.11.07
Issue No. 307	4,100	8	19.11.07
Issue No. 308	4,200	8	4.12.07
Issue No. 309	4,200	8	19.12.07
Issue No. 310	4,200	6	4.1.08
Issue No. 311	4,200	8	19.1.08
Issue No. 312	4,200	8	4.2.08
Issue No. 313	4,200	8	4.3.08
Issue No. 314	4,200	8	19.3.08
Issue No. 315	4,200	8	4.4.08
Issue No. 316	4,200	8	19.4.08
Issue No. 317	4,200	8	4.5.08
Issue No. 318	4,200	8	19.5.08
Issue No. 319	4,200	8	4.6.08
Issue No. 320	4,200	8	19.6.08
Facts & Figures 2008			
Chinese version	6,000	20	16.6.08
English version	6,000	20	
Contact Directory 2008	6,400	vi + 178	28.2.08

Brochures on 5 Major Areas of Research (2nd update 2007)	(Eng) 1,200 x 5 (Chi) 800 x 3 & 1,000 x 2	4pp x 5 areas	8.1.08
Sustainable Campus			
Summer/Autumn 2007	79,000	4	20.9.07
Winter 2007	82,400	4	20.12.07
Spring 2008	79,500	4	17.3.08
Special Supplement 2008	80,700	2	13.5.08
e-News			
Vol. 4 No. 10			6.8.2007
Vol. 4 No. 11			7.9.2007
Vol. 4 No. 12			16.10.2007
Vol. 5 No. 1			17.1.2008
Vol. 5 No. 2			24.1.2008
Vol. 5 No. 3			27.2.2008
Vol. 5 No. 4			27.3.2008
Vol. 5 No. 5			9.4.2008
Vol. 5 No. 6			20.5.2008
Vol. 5 No. 7			24.6.2008

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