The Chinese University of Hong Kong

Information Services Office

Annual Report 2009–10

July 2010

Services Rendered

Publications

1. In 2009–10, the main duties of ISO remained the production of University publications as listed below, all completed in accordance with their respective target publication dates.

Annual Report 2008–09

2. This was the fifth report under Vice-Chancellor Lawrence J. Lau.   More human-interest sidebar stories were added to the appropriate sections.

Calendar 2009–10

3. The section on Colleges was enriched with the coming into operation of more new Colleges.   A meeting of the Working Group on University Calendar was held in May 2010 to deliberate on the contents of the 2010–11 edition.

Bulletin

4. The same colour tone and design motifs were adopted for the two issues published in 2009–10 as both related to the humanistic disciplines and tradition of CUHK.   In celebration of former Vice-Chancellor Charles Kao being awarded the Nobel Prize, a supplement was published in February 2010 to coincide with the return of Professor Kao and the opening of the exhibition held in his honour.   A meeting of the Advisory Committee on Chinese University Bulletin was held in January 2010 to review the past issues and to discuss possible feature topics for future issues.

Newsletter

5. The popular "Ten Questions for …" continued in the 2009–10 season, covering five PVC/APVCs, five Deans, Bursar, Librarian, three professors, two students and the Chairman of the CUHK Convocation.   Self-initiated reporting and feature writing were strengthened to give a greater variety of facets of campus life to readers.   A special insert was published along with Issue No. 369 to help promote S. H. Ho College.   A reader's survey was conducted in March 2010 to

gauge readers' evaluation and opinions for future planning purposes.   A summary of the survey findings can be found at: http://www.cuhk.edu.hk/iso/en/survey/survey-results.pdf.

e-Newsletter

6. The e-Newsletter underwent a revamp in September 2009 to bring its design more in line with that of the *Newsletter*.   Access was also provided to the online versions of the *Newsletter*, with another link providing access to the e-newsletters of a total of 11 other units and departments of CUHK.

Facts & Figures 2010

7. *Facts & Figures* remained a much sought-after pamphlet particularly by users with outreaching duties.

Brochures on 5 Major Areas of Research (2009 Updates)

8. These brochures continued to be updated and printed at the end of the year.

Contact Directory 2010

9. The publication of the *Contact Directory* was moved from February to September to allow for the most optimal updating of staff contact information in view of the change of University leadership and the relocation of the Faculty of Business Administration.

Sustainable Campus

10. The Editorial Board of Sustainable Campus met before the production of each issue to review the previous issue and discuss the contents of the next.

Top Choice

11. This was the third year ISO had helped with the production of this brochure for prospective students to be disseminated principally on the Orientation Day.

A Fellowship of Learning: Research at CUHK

12. Collaborating with RAO, this publication profiled 35 CUHK scholars and gave an idea of the impressive range of research activities at CUHK.   An exhibition "A Fellowship of Learning: Portraits of CUHK Researchers" was held at Sir Run Run Shaw Hall from 29 September to 9 October 2009.   The opening ceremony on 29 September attracted an audience of 80.

Others

13. ISO assisted in the preparation and printing of the C W Chu College Brochure.

Information Management

Website Revamp

14. The CUHK website revamp, covering the designs of the homepage and the inner pages, information architecture, and the enhancement of usability, started in the summer of 2009.   The new website was eventually launched on 15 December 2009.

15. A major new offering of the revamped homepage is the web feature, which combines an eye-catching photo with caption and a story of human interest to capture viewers' attention and deliver messages about the University.   Up to the date of this report, a total of 19 web features have been prepared and posted on the University homepage, many of which becoming favourite pieces for social bookmarking and sharing among viewers.

16. Other new features included the Google Campus Map and social bookmarking capabilities via Facebook and Baidu.

Website management

17. ISO continued to manage the contents of the University website and providing sundries services to other users including:

(a) Updating committee memberships and personnel information
(b) Posting new announcements on a regular basis
(c) Liaising with various units for best publicizing their new initiatives

(d) Receiving e-mail enquiries and referring the same to relevant offices for handling

(e) Continuously improving the presentation and usability of web contents

(f) Monitoring and reporting management statistics for internal reference

Online Contact Directory (OCD)

18. ISO continued to maintain the OCD and noted a rising trend in its usage among staff.

Others

19. Five new lectures (with lecturer's bio and synopsis and video of lecture) were posted to the online Wei Lun Public Lecture Series.

20. ISO is assisting the Provost's Office in designing and implementing an online Academic Staff Handbook.

University Rankings

21. ISO continued to monitor world university ranking information (e.g., QS, Shanghai Jiao Tong, etc), coordinate the collection and submission of data to the ranking agencies, and compile analyses of the ranking results.   The Director attended the QS workshop on rankings in Kuala Lumpur in November 2009. ISO also joined effort with Professor Kenneth Young and RAO in compiling the *Ranking and Benchmarking Data* disseminated to University senior management in March 2010.

Editorial Services to Other Units

22. ISO continued to provide various editorial services to CPRO on its press releases, ceremonial brochures, citations, etc., on a recurrent basis.

23. ISO provided from time to time drafting/editorial/translating services to other units and the offices of members of senior management.   ISO has also been giving assistance to VCO in drafting/polishing/translating the speeches, welcoming messages, congratulatory messages, apothegms, etc., of the new Vice-Chancellor.

24. For three years in a row, ISO had been providing editorial services to the Committee on Campus Environment in compiling its online *Sustainability Report*.

Office Retreat

25. The ISO Retreat 2010 was held on 15 July 2010.   In the whole-day retreat, heads of the editorial, information management and production teams gave reports on their work in the past year.   Mr. Joseph Yii, Chief Operating Office of Medianet Resources Ltd., a member of the *Ming Pao* Group, was invited to give a talk on e-publishing.   Mr. Clarence Tsui, film editor of *South China Morning Post*, was invited to give a talk on feature writing.

Workplan for 2010–11

Publications

26. Based on the readers survey, the presentation and contents of the *Newsletter* will be revamped with a view to making it an even more professional and popular channel for campus news and information among staff and students.   Where practicable, the distribution of the *Newsletter* will also be re-examined to maximize reach and minimum wastage and to pave way for readers' voluntary subscription to electronic copies.

27. A special *Bulletin* supplement on Professor Lawrence J. Lau, sixth Vice-Chancellor of CUHK, will be planned.

28. A trial Picture Book will be attempted to visually capture and record campus events in an academic year.

29. Effort will be made to improve the quality of photographs for the publications, including event photographs and portraits of University officers.

Information Management

Digitization of old publications

30. With the approval of the digitization project, ISO will embark in the next two

years on a full digitization of its past, present and future publications so as to facilitate the storage, retrieval and usability of these important records of the University.

Integration of OCD and Online Staff List

31. With the experience of having the custody of these two information functions for some time now, ISO will begin to study the feasibility of integrating the OCD and the Online Staff List, so as to offer a one-stop platform for staff information.

Others

32. ISO shall continue to provide prompt and quality services to senior management and other units and remain ready and willing to take upon new tasks and assignments.