

**The Chinese University of Hong Kong**

**Information Services Office**

**Annual Report 2014–15**

August 2015

**THE CHINESE UNIVERSITY OF HONG KONG**  
**Information Services Office**

**Annual Report 2014–15**

The period under review in this report is from 1 August 2014 to 31 July 2015.

**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 (2 issues)
- Calendar
- Contact Directory
- Facts & Figures
- Newsletter (20 issues)
- Student Brochure
- Sustainable Campus (4 issues; e-version only)
- Bulletin Supplement on former VC Professor Lawrence J. Lau

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

**1.2 Information Management**

**1.2.1 *Website management***

ISO continued to manage the contents of the University homepage and provided sundries updating services including a total of 28 web articles featuring new University initiatives and significant achievements of CUHK members.

### *1.2.2 Website awards*

- The University homepage won for the third consecutive year the Gold Award in the Web Accessibility Recognition Scheme jointly organized by the Office of the Government Chief Information Officer (OGCIO) and the Equal Opportunities Commission (EOC). The new website of the University Gallery also won a Gold Award. In addition, the University homepage was voted one of the “My Most Favourite Websites” for the second year in a row.
- To call for greater participation in the scheme by CUHK units, a talk on web accessibility was organized on 5 December 2014 inviting guest speakers from the OGCIO and EOC to speak on various accessibility topics. The talk attracted over 100 participants from different units.

### *1.2.3 Enforcing minimum web standards*

In accordance with the scopes and timelines endorsed at the deans’ meeting on 5 May 2014 and by the Provost, ISO completed phases 1 and 2 of the enforcement exercise of the minimum web standards by advising and assisting over 100 academic departments and administrative units to bring their websites in alignment with the minimum requirements, namely:

- University emblem
- Academic staff bio
- Academic programme and course information
- ‘About Us’ and ‘Contact Us’
- Disclaimer and legal statements

### 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/AVPO	OIA	PO	CUHK (SZ)	Others	
Letters	51		75				
Open letters/blogs	9			1			
Forewords/messages	51	3					
Speeches	13	7		1			
Apothegms	4	2	1				
Plaques/invitation cards			3				
Others	4	9			1	5	
						<b>Total</b>	<b>240</b>

### 1.4 University Gallery

The annual report of the University Gallery is in **Annex II**.

### 1.5 Others

#### 1.5.1 *Webmaster community forum*

With a view to promoting a common web culture across campus, the third webmaster community forum was held on 8 August 2014 in collaboration with ITSC. About 150 webmasters or web administrators, heads and other staff members of various departments/units/offices attended this half-day forum. Its rundown is in **Annex III**.

### 1.5.2 “*Nine Dates with Content and Coffee*”

From May to July 2015, a series of nine sessions were organized in collaboration with the Chinese University Press (CUP) and the Personnel Office to take the editorial staff of the Colleges to a survey of all aspects of publication ranging from house-styles, content-making, digital publishing, resource management to legal pitfalls. Specialty coffees were served at some of the sessions for better networking. On average, 12–15 staff members from the nine Colleges and the CUP attended each of the sessions.

## 2. **Office and Personnel Matters**

### 2.1 Staff movements

- Ms Sharon Lam, Editor, left the office after her contract expired on 19 November 2014
- The contracts of the following staff members were extended:
  - Mr Eddie Chan, Assistant Computer Officer
  - Ms Bonnie Ko, Senior Manager (Digital Content)
  - Mr Danny Hui, Senior Manager (Web Development)
  - Mr K. C. Choi, Project Coordinator
- Mr Andrew Kwong, Senior Writer, retired with effect from 1 August 2015
- Ms Eliza Chan was appointed as Senior Writer with effect from 27 July 2015
- Ms Annie Lam was appointed as Editor with effect from 2 November 2015

### 2.2 Staff services and development

- The Director served as member of the AAC and the Committee on University Visual Identity
- A half-day office retreat was held on 6 February 2015 where the several teams of ISO first discussed among themselves and then shared with all the others the challenges and future plans in their work
- The Director was appointed the Track Chair (Marketing & Communications Track) for the CASE Asia-Pacific Advancement Conference 2015 held during 14–17 April 2015 in Singapore. He gave the following presentations:

- ‘The Republic of e-Newsletter’ (14 April 2015)
- ‘The Joys and Sorrows of Publishing in a University Context’ (17 April 2015)
- The Director repeated ‘The Republic of e-Newsletters’ at the CASE Asia-Pacific Advancement Workshop held in Hong Kong on 21 May 2015

### **3. Workplan for 2015–16**

#### **3.1 Publications**

- To continue enhancing the contents, presentation and impact of institutional publications (including digital ones) within the purview of ISO
- To collaborate with the relevant units in enhancing donor and alumni communications

#### **3.2 Information Management**

- To continue to enhance the relevance and appeal of the University homepage to different stakeholder groups
- To continue to monitor the compliance with the minimum web standards by all other CUHK websites in cooperation with the Provost’s Office and UPO

#### **3.3 Editorial Services**

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

#### **3.4 University Gallery**

- To continue to explore and plan for new exhibits and new themes

## ISO Publications 2014–15

## Annex I

<i>Title</i>	<i>Quantity</i>	<i>No. of Pages</i>	<i>Publication Date</i>
Annual Report 2013–14	3,000	64 pp	20.1.2015
Calendar 2014–15			
Chinese version	1,900	278 pp	18.9.2014
English version	2,200	302 pp	
Bulletin (No.2 2014)			
Chinese version	2,500	48 pp	19.12.2014
English version	2,700	48 pp	
Bulletin (No.1 2015)			
Chinese version	2,500	48 pp	27.7.2015
English version	2,700	48 pp	
Bulletin Special Supplement 2015 (for Prof. Lawrence J. Lau)	3,200	48 pp	31.7.2015
Facts & Figures			
Chinese version	6,000	40 pp	30.1.2015
English version	3,500	40 pp	
Contact Directory 2014	7,600	244 pp	29.9.2014
Student Brochure			
The 7 People You Meet in CUHK	38,200	32 pp	17.10.2014
Newsletter			
Issue No. 441	4,400	10 pp	18.8.2014
Issue No. 442	4,400	8 pp	3.9.2014
Issue No. 443	4,400	10 pp	22.9.2014
Issue No. 444	4,400	8 pp	6.10.2014
Issue No. 445	4,400	8 pp	20.10.2014
Issue No. 446	4,400	8 pp	3.11.2014
Issue No. 447	4,400	8 pp	17.11.2014

Issue No. 448	4,400	8 pp	3.12.2014
Issue No. 449-450	4,400	8 pp	18.12.2014
Issue No. 451	4,400	8 pp	19.1.2015
Issue No. 452	4,400	8 pp	2.2.2015
Issue No. 453	4,400	8 pp	16.2.2015
Issue No. 454	4,400	8 pp	18.3.2015
Issue No. 455	4,400	10 pp	8.4.2015
Issue No. 456	4,400	8 pp	20.4.2015
Issue No. 457	4,400	8 pp	4.5.2015
Issue No. 458	4,400	8 pp	18.5.2015
Issue No. 459	4,400	10 pp	5.6.2015
Issue No. 460	4,400	8 pp	19.6.2015
Sustainable Campus (online only)			
Issue No. 6	–	–	10.2014
Issue No. 7	–	–	1.2015
Issue No. 8	–	–	4.2015
Issue No. 9	–	–	7.2015



**The Chinese University of Hong Kong**  
**University Gallery – Annual Report (2014–15)**

**1. Number of Visitors**

- About 300 per week

**2. Guided Tours**

- Arranged more than 30 guided tours for OAL, OAL(C), OSA, AAO, etc. and other external organizations

**3. New Exhibits: 'Seeing the Campus as Birds Do' (Aerial Photos of CUHK Campus)**

- Opened on 4 April 2015
- Showing a total of 25 new aerial photos of CUHK campus together with a few old ones

**4. New Items**

- About 20 new items (from Art Museum, Chung Chi College, CUP, ICS, etc.) on display
- Received about 10 items donated by AAO, alumni, and staff
- 18 'Viva Voce' videos originally shot for the *CUHK Newsletter*

**5. Official Website ([www.cuhk.edu.hk/ugallery/en](http://www.cuhk.edu.hk/ugallery/en)).**

- Launched on 19 November 2014
- Provides a virtual tour of the Gallery
- Won Gold Award in the Website Stream of Web Accessibility Recognition Scheme 2015

**6. Social Media: 'CUHK Trove' Facebook Page**

- Launched on 3 April 2014
- Over 100 posts about CUHK history and news
- Attracted more than 3,300 followers

**7. Others**

- assisted Dr. Jean Li Roger, daughter of founding VC Dr. Choh-ming Li, to identify valuable records of Dr. Li in December 2014
- helped National Central University, Taiwan to find old photos of staff of New Asia College in May 2015



The Chinese University of Hong Kong  
Information Services Office  
Information Technology Services Centre

@ WWW

The Third Webmaster Community Forum

Date: Friday, 8 August 2014

Venue: LT5, UG/F, Lee Shau Kee Building

**Programme**

- |                          |   |
|--------------------------|---|
| 8:45 – 9:00 am           | Registration  |
| 9:00 – 9:15 am           | Welcoming Remarks – Provost   |
| 9:15 – 9:30 am           | CUHK Minimum Web Standards – ISO<br><i>Recap the minimum web standards to apply to all CUHK websites and report on the progress of implementation thus far</i>  |
| 9:30 – 10:15 am          | Web Content Duplication and Plagiarism – ITSC<br><i>Explore the fine line between content duplication and plagiarism and tools to check against the same</i>  |
| 10:15 – 10:30 am         | Coffee Break  |
| 10:30 – 11:15 am         | Google Analytics Anywhere Anytime – Mr Derek Chan,<br>Master Concept<br><i>A website professional will demonstrate how to track traffic and user behaviour of websites and e-newsletters using Google Analytics</i> |
| 11:15 am –<br>12:00 noon | Writing for the Web – Mr Alex Frew McMillan<br><i>An experienced writer gives some pointers for publishing on the web</i>   |
| 12:00 noon –<br>12:45 pm | A Republic of Letters in an Electronic Age<br><i>A number of CUHK units that issue e-newsletters on a regular basis exchange and share their purposes, experiences and challenges</i>                               |