

The Chinese University of Hong Kong

Information Services Office

Annual Report 2015–16

Submitted to Professor Michael Hui

By Tommy Cho

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THE CHINESE UNIVERSITY OF HONG KONG
Information Services Office

Annual Report 2015–16

The period under review in this report is from 1 August 2015 to 31 July 2016.

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) *
- CUHKUPDates (online editor's picks from Newsletter)
- Student Brochure
- Sustainable Campus (4 issues; e-version only)

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

*In collaboration with OIA and with a view to strengthening donor communication, a new feature in the Newsletter, 'Fine Folks Fine Deeds', was launched in October 2015 to good reception. Each instalment featured a donor or group of donors who had made contributions to the welfare of the University and/or its students. Six instalments had been published during the year under review.

ISO also helped to design and print the *CUHK Strategic Plan 2016–2020*.

1.2 Information Management

1.2.1 *Website management*

ISO continued to manage the contents of the University homepage including posting a total of 35 web articles featuring new University initiatives and significant achievements of CUHK members.

1.2.2 *“Roll Call Alum”*

In collaboration with AAO and with a view to strengthening alumni communication, a new monthly web feature ‘Roll Call Alum’ was launched in September 2015. Each instalment profiles an alumnus or alumna who’s making his/her presence felt in different sectors. Eleven instalments had been published during the year under review. Its enthusiastic reception can be gauged by the hundreds of “likes” received by each instalment.

1.2.3 *Website awards*

The University homepage continued its grand slam of awards in the Web Accessibility Recognition Scheme jointly organized by the Office of the Government Chief Information Officer (OGCIO) and the Equal Opportunities Commission (EOC). In 2016, CUHK received a total of 16 awards including the “Triple Gold Award”, “Most Favourite Website” and the “Easiest-to-Use Website” given to the CUHK homepage.

1.2.4 *Enforcing minimum web standards*

ISO completed the final phase of the enforcement exercise of the minimum web standards which started in July 2014. A total of 424 websites within the CUHK domain were targeted in this phase. 190 websites found to be obsolete or unused for a long time were removed. The remaining 234 websites had been brought to full compliance in July 2016.

1.2.5 *CUHK in Pixels*

A major initiative to provide open access to CUHK’s rich visual resource, “CUHK in Pixels” was launched in November 2015. It now houses over

3,000 impressive photographs of the CUHK campus and its people, complete with a keyword search function which enables users to get hold of photographs with a variety of search criteria.

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	Others	
Letters	87	1	68			
Open letters/blogs	3					
Forewords/messages	61	1				
Speeches	31	4		1	1	
Apothegms	3	4				
Plaques/invitation cards			2			
Others	5	1		1	8	
					Total	282

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

- CUHK's institutional response to the QAC Report
- Academic Staff Handbook
- CUHK Strategic Plan 2016–2020
- UGC Teaching Awards nomination documents

2. Office and Personnel Matters

2.1 Staff movements

- Ms Stella Lai, Production Supervisor, retired wef 1 November 2015
- Ms Florence Chan, Editor, was assigned concurrently as Office Manager wef 1 November 2015
- Ms Annie Lam was appointed Editor wef 2 November 2015
- Ms Tobey Chan was appointed Technician wef 9 November 2015
- Ms Piera Chen, Senior Editor, resigned wef 2 February 2016
- Mr Lam Lap-wai, Senior Editor, resigned wef 5 February 2016
- Mr Li King Kwan, Manager of University Gallery, was transferred to CUHK Library wef 1 March 2016
- Ms Carol Lau was appointed Editor wef 10 June 2016
- Ms Jenny Lau was appointed as Editor wef 13 June 2016

The year under review saw busy staff movement through natural attrition and career-change decisions, but the overall operational efficiency and output quality had been maintained.

2.2 Staff services and development

- The Director served as a member of AAC, the Committee on University Visual Identity, and the Working Group on Branding
- The Director was invited to sit on the editorial board of the *Journal of Educational Advancement and Marketing* published by the UK publisher Henry Steward Publications
- Ms Christine Nie, Editor, attended the CASE Editors Forum in San Antonio, Texas, USA during the period 21–23 March 2016

3. Workplan for 2016–17

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 communications with donors, alumni and other stakeholders

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 2015–16

<i>Title</i>	<i>Quantity</i>	<i>No. of Pages</i>	<i>Publication Date</i>
Annual Report 2014–15	3,000	64 pp	12.1.2016
Calendar 2015–16			
Chinese version	1,700	282 pp	31.8.2015
English version	2,100	308 pp	
Bulletin (No.2 2015)			
Chinese version	2,500	48 pp	30.12.2015
English version	2,700	48 pp	
Bulletin (No.1 2016)			
Chinese version	2,500	56 pp	8.8.2016
English version	2,600	56 pp	
Facts & Figures			
Chinese version	5,600	40 pp	12.1.2016
English version	4,200	40 pp	
Contact Directory 2015	7,325	256 pp	30.9.2015
Orientation-Day Brochure 2015			
8 People	30,200	32 pp	23.10.2015
Newsletter			
Issue No. 461	4,400	10 pp	19.8.2015
Issue No. 462	4,400	8 pp	4.9.2015
Issue No. 463	4,400	8 pp	21.9.2015
Issue No. 464	4,400	8 pp	5.10.2015
Issue No. 465	4,400	8 pp	19.10.2015
Issue No. 466	4,400	8 pp	4.11.2015
Issue No. 467	4,400	10 pp	18.11.2015
Issue No. 468	4,400	8 pp	4.12.2015
Issue No. 469-470	4,400	12 pp	19.12.2015
Issue No. 471	4,400	8 pp	19.1.2016
Issue No. 472	4,400	10 pp	4.2.2016
Issue No. 473	4,400	8 pp	4.3.2016
Issue No. 474	4,400	8 pp	21.3.2016
Issue No. 475	4,400	8 pp	5.4.2016
Issue No. 476	4,400	8 pp	19.4.2016
Issue No. 477	4,400	8 pp	4.5.2016
Issue No. 478	4,400	8 pp	19.5.2016
Issue No. 479	4,400	10 pp	6.6.2016
Issue No. 480	4,400	10 pp	21.6.2016
Sustainable Campus (online only)			
Issue No. 10	–	–	30.10.2015
Issue No. 11	–	–	29.1.2016
Issue No. 12	–	–	29.4.2016

Issue No. 13	-	-	28.7.2016
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