

The Chinese University of Hong Kong

Information Services Office

Annual Report 2011–12

July 2012

THE CHINESE UNIVERSITY OF HONG KONG
Information Services Office

Annual Report 2011–12

1. Services Rendered

1.1 Publications

In the year under review, ISO maintained its output of the following institutional publications:

- Annual Report
- Bulletin (2 issues)
- Calendar
- Contact Directory
- CUHK in Pictures (e-version only)
- Facts & Figures
- Five Focused Areas of Research Brochures
- Newsletter (20 issues)
- Orientation-Day Brochure
- Sustainable Campus (3 issues)

Production details of these publications are in **Annex I**.

1.1.1 Annual Report 2010–11

This was the first report of Professor Joseph Sung as Vice-Chancellor. A new format was adopted which focused on reporting on five areas, namely, educating global citizens; pushing knowledge frontiers; serving and caring; development milestones; and finance. Other information and numerical data were put in the appendices. The publication date was advanced one month from that in the previous year.

1.1.2 Bulletin

The second issue in 2011, published in November 2011, was devoted to the recent University initiatives of knowledge transfer, whilst the feature article of the first issue in 2012, published in May 2012, gave a comprehensive view of the readiness with which the University greeted the new undergraduate curriculum in 2012. A survey

had been conducted to solicit readers' opinions.

1.1.3 Newsletter

The following changes were introduced in the 2011–12 season:

- The new feature “In Plain View” aimed to present the researches of CUHK scholars, their impact and significance, to the lay reader
- “Anatomy of an Academic Programme” profiled excellent academic programmes in terms of its curricula and teacher-staff-student-alumni relations. Four programmes, namely, Nursing, English, Psychology, and Physics, had been featured. More will be presented in the next season.
- An online version was launched and issued in parallel with the printed version to staff on campus and to the management and PR arms of the other local universities. The online version allowed more extensive coverage and in-depth reporting, and attached video clips of events edited by the Audio-Visual Division.
- A survey was conducted to gauge readers' preference for the online version. While the majority of readers still opted for the printed version, those opting for the online version would only receive the online version in the next season.

1.1.4 Sustainable Campus

ISO began to work closely with the newly established Campus Planning and Sustainability Office on deliberating on the contents and the directions of this publication. The print numbers had steadily increased beyond 90,000.

1.1.5 Orientation-Day brochure

The brochure was downsized and printed in light-weight environmentally friendly paper. The contents were revamped to focus prospective students and their parents on the academic programmes on offer and the vibrant student life and abundant opportunities on campus.

1.1.6 Others

In October 2011, ISO produced a brochure for the newly established Institute of Environment, Energy and Sustainability.

1.2 Information Management

1.2.1 *Website management*

ISO continued to manage the contents of the University homepage and provided sundries services including:

- updating committee memberships and personnel information
- posting new announcements on a regular basis
- receiving e-mail enquiries, referring the same to relevant offices for handling and sometimes making replies thereto
- introducing newly launched or re-launched websites of other units, departments or Colleges in “Web-Within-Web”
- maintaining the Online Contact Directory and enhancing it in October 2011 to enable the viewers to see information of an entire department/unit/office at a glance
- A total of 20 web features were posted on the University homepage with subjects ranging from staff achievements and research breakthroughs to the remembrances of passed-away University members
- Web photos were posted and renewed at frequent intervals to maintain a dynamic and diversified corporate identity
- updated and revised the 3+3+4 website in preparation for the inauguration of the new undergraduate curriculum
- maintained and enhanced in June 2012 (with inclusion of more staff members) the Online Staff List with the Personnel Office

1.2.2 *Digitization*

The digitization of a substantial part of all ISO publications was completed. A soft launch of the digital archive and the search engine took place in May 2012, enabling ISO staff and colleagues from other departments/units to make use of this new facility. As a by-product of this initiative, all ISO publications are now and will henceforth be available online in both pdf and e-book formats.

1.2.3 *University homepage revamp*

ISO assisted the Provost in leading the University homepage revamp exercise and proposing a set of design and information guidelines for departmental websites. The

Director is a member and the Website Development Manager the secretary of the Ad Hoc Committee on Developing CUHK University Websites and New Media Platforms established for the purpose.

1.3 Editorial services to senior management and other units

With the coming on board of the Senior Writer, more drafting/vetting services were rendered to senior management and other units. In the year under review, the numbers and types of editorial services are as follows:

	VCO	PVCO	OIA	CPRO
VC blogs	31			
letters	138		155	
forewords/messages	64			2
speeches	51	2		1
proposals	2	1	2	
plaques			7	1
press releases				83
voice-over scripts				1
website wordings				3
apothegms	2	2		
others	4			

1.4 Others

University Rankings

ISO continued to serve as the contact point between the Provost's Office/University Planning Office, which handled all data collection and analysis, and the ranking agencies.

2. Office and Personnel Matters

2.1 Office integration

With the removal of part of the Secretariat on the G/F of UAB, ISO staff housed in the LG/F were relocated to the G/F office. Since 13 February 2012, all 16 staff members of ISO have been under one roof, with much improved office management and logistics and better teamwork and communication among staff members.

2.2 Contract renewals

The contracts of the Senior Web Manager and the Assistant Computer Officer were renewed.

2.3 New staff

- The Senior Writer reported duty on 1 August 2011
- An Editor reported duty on 8 August 2011
- The Website Development Manager reported duty on 22 August 2011

2.4 Staff development and achievement

- The percentage of ISO staff participating in in-house training activities on campus during the year under review is 87% (those for all administrative units and the University as a whole are 53% and 38%, respectively)
- The Senior Web Manager attended a course on project management methodology offered by SM Partners (SZ) Ltd. on 11 & 12 June 2012
- One of the Production Assistants whose duties included phototaking attended an OUHK professional certificate course on commercial photography from March 2012
- The Production Supervisor was one of the recipients of the Exemplary Service Award 2010–11
- The office retreat was held on 26 August 2011 at the SCR Common Room

3. Workplan for 2012–13

3.1 Publications

- 3.1.1 Both the printed and online version of the *Newsletter* would be further enhanced in terms of visuals and contents, with more reader interaction to be introduced.
- 3.1.2 A number of institutional publications are being planned for the celebration of the 50th anniversary of the University in 2013. These include:
- The half-century history of CUHK in pictures
 - Stories of 50 CUHK members with impact on society
 - Profiles of 50 of CUHK's best scholars and researchers
 - A brochure for the corporate partners of CUHK and the business community
 - A brochure on the unique collegiate tradition and experience of CUHK
 - A brochure on some of the best academic programmes offered at CUHK
 - A publication that captures and records the full year's celebratory events

3.2 Information Management

3.2.1 Digitization

The remaining work of digitization of ISO publications would be completed in a few months.

3.2.2 University homepage revamp

The University homepage revamp is scheduled to be completed at the end of 2012, subsequent to which efforts will be concentrated on maintaining the strong visual impact on the homepage and developing a web management culture across campus.

3.3 Editorial services

ISO will continue to provide quality and timely services and advice to senior management and other offices.

ISO Publications 2011–12

Annex I

<i>Title</i>	<i>Quantity</i>	<i>No. of Pages</i>	<i>Publication Date</i>
Annual Report 2010–11	3,000	72	23.2.2012
Calendar 2011–12			
Chinese version	1,800	260	26.9.2011
English version	2,100	284	
Bulletin (No.2 2011)			
Chinese version	2,500	48	23.11.2011
English version	2,700	48	
Bulletin (No.1 2012)			
Chinese version	2,500	48	22.5.2012
English version	2,700	48	
Facts & Figures			
Chinese version	7,300	32	13.10.2011
English version	4,000	32	
Contact Directory 2011–12	6,900	224	28.10.2011
Orientation-Day Brochure	86,000	28	7.10.2011
Sustainable Campus			
Summer/Autumn 2011	93,000	4	23.9.2011
Winter 2011	93,500	4	19.12.2011
Spring 2012	93,500	4	16.3.2012
Newsletter			
Issue No. 381	4,300	16	19.8.2011
Issue No. 382	4,300	10	4.9.2011

Issue No. 383	4,300	10	19.9.2011
Issue No. 384	4,300	10	4.10.2011
Issue No. 385	4,500	12	19.10.2011
Issue No. 386	4,300	10	4.11.2011
Issue No. 387	4,300	10	19.11.2011
Issue No. 388	4,300	10	4.12.2011
Issue No. 389	4,300	10	19.12.2011
Issue No. 390	4,300	10	4.1.2012
Issue No. 391	4,300	8	19.1.2012
Issue No. 392	4,300	10	4.2.2012
Issue No. 393	4,300	10	4.3.2012
Issue No. 394	4,300	10	19.3.2012
Issue No. 395	4,300	10	4.4.2012
Issue No. 396	4,300	8	19.4.2012
Issue No. 397	4,300	8	4.5.2012
Issue No. 398	4,300	10	19.5.2012
Issue No. 399	4,300	12	4.6.2012
Issue No. 400	4,300	10	19.6.2012