

The Chinese University of Hong Kong

Information Services Office

Annual Report 2020–21

By Tommy Cho

August 2021

THE CHINESE UNIVERSITY OF HONG KONG
Information Services Office

Annual Report 2020–21

The period under review in this report is from 1 August 2020 to 31 July 2021.

1. Services Rendered

1.1 Publications

1.1.1 Institutional Publications

In the year under review, the following institutional publications were produced according to published schedules and with constant enhancement in terms of content, design and format whenever practicable:

- Annual Report
- Bulletin (2 issues)

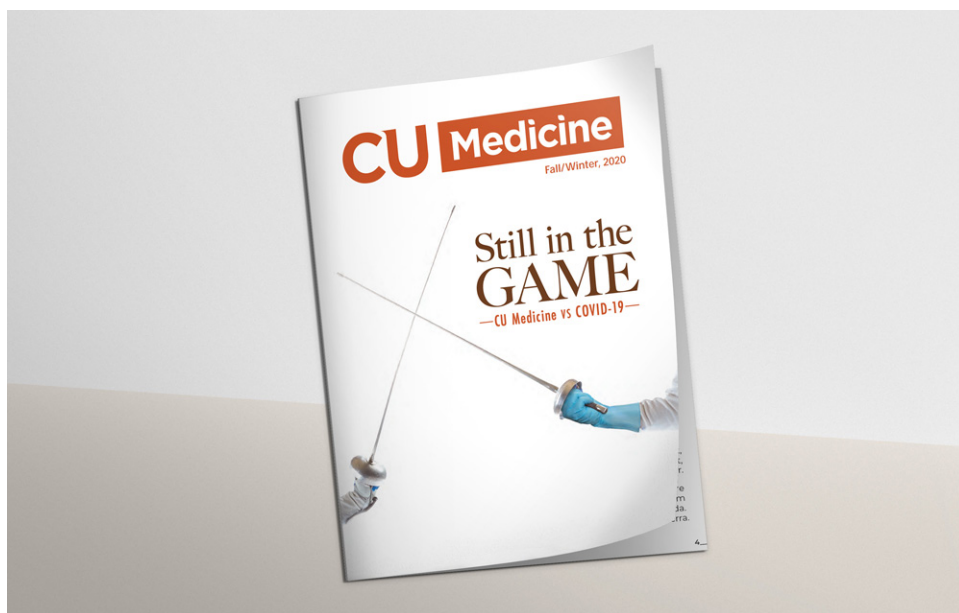


- Calendar
- Contact Directory
- Facts & Figures
- CUHKUPDates (19 issues)

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

1.1.2 As always, ISO was ready and willing to assist other units in their communications initiatives. In the year under review, ISO was invited to assist and took a leading role in the publication of the following:

- *Still in the Game*, the second issue of *CU Medicine*, in collaboration with the Faculty of Medicine



- CUHK Strategic Plan 2021–25: “CUHK 2025”

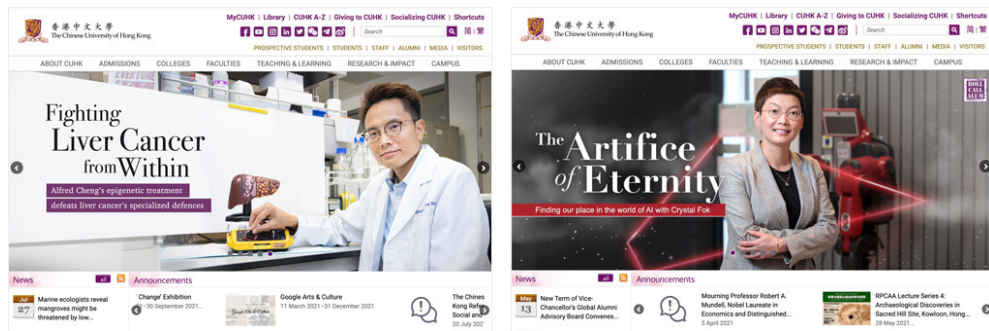


- In collaboration with Oafa, ‘The Angel in the Marble: Engineering Revisited’, a multimedia presentation and the first in the series “Doors of Perception: Letters to the Future” that points the way for prospective university students in key knowledge areas, disciplines and industries in the 21st century

1.2 Information Management

1.2.1 *Website management*

ISO continued to manage the contents of the University homepage including posting a total of 30 web articles in the year under review featuring chiefly CUHK scholars and alumni.



1.2.2 *Web Accessibility Awards*

The University website was awarded the Triple Gold Award, and the Undergraduate Admissions website and the CUHK Strategic Plan website the Gold Award, at the Web Accessibility Recognition Scheme 2021 organized by the Hong Kong Internet Registration Corporation Limited and the Office of the Government Chief Information Officer.



1.2.3 *New initiatives*

ISO assisted in the construction and/or management of the following:

- The University Governance website (for the Secretary’s Office)
(<https://www.cuhk.edu.hk/governance/english/>)
- e-fair for Information Day 2020 (for OAF)
- The “CUHK 2025” website
(<https://www.cuhk.edu.hk/strategicplan/cuhk2025/>)

1.3 Editorial services to senior management and other units

In the year under review, despite reduced activities on and off campus due to COVID-19, ISO continued to support senior management and other University units in their drafting/vetting/translating needs. Its services included institutional submissions and documents relating to:

- UGC Teaching Award nomination documents and award citations
- Honorary doctorates and fellows citations
- The booklet for the CUHK Vice-Chancellor’s Global Alumni Advisory Board (GAAB) (2020–2022) First Meeting



2. Office and Personnel Matters

2.1 Staff movements

- Ms Ada Lam, Creative Content Officer, retired on 9 May 2021 after more than 30 years of loyal and distinguished service to ISO and the University.
- Ms Charmaine Kwok succeeded Ms Eliza Chan as Staff Writer with effect from 12 July 2021.
- Ms Kate Cheung, Digital Content Officer, resigned with effect from 5 July 2021.

2.2 Other services and memberships

- The Director was invited to be a member of the University Gallery Advisory Group.
- The Director continued to serve as a member of the editorial board of the *Journal of Educational Advancement and Marketing* published by the UK publisher Henry Steward Publications.

3. Workplan for 2021–22

3.1 Publications

- To continue enhancing the contents, presentation and impact of institutional publications (including digital ones) within the purview of ISO
- To review and streamline the modus operandi of the production of the publications, where appropriate, for greater efficiency and exploration of new contents
- To support the University's branding and marketing initiatives with expertise in content-making and in language and communications matters

3.2 Information Management

- To continue to enhance the relevance and appeal of the University homepage and other digital initiatives to different stakeholder groups
- To update and upgrade the University website in terms of design and usability

3.3 Editorial Services

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

<i>Title</i>	<i>Quantity</i>	<i>No. of Pages</i>	<i>Publication Date</i>
Annual Report 2019–20	3,000	116 pp	25.1.2021
Calendar 2020–21			
Chinese version	1,700	276 pp	14.9.2020
English version	2,100	304 pp	
Bulletin (No.1 2020)			
Chinese version	2,500	48 pp	31.8.2020
English version	2,600	48 pp	
Bulletin (No.2 2020)			
Chinese version	2,500	44 pp	12.3.2021
English version	2,600	44 pp	
Contact Directory 2020	7,500	268 pp	28.9.2020
Facts & Figures			
Chinese version	2,400	52 pp	5.2.2021(11.1)
English version	2,200	52 pp	
Newsletter			
Issue No. 561	e-version	—	19.8.2020
Issue No. 562	e-version	—	4.9.2020
Issue No. 563	e-version	—	21.9.2020
Issue No. 564	e-version	—	5.10.2020
Issue No. 565	e-version	—	19.10.2020
Issue No. 566	e-version	—	4.11.2020
Issue No. 567	e-version	—	19.11.2020
Issue No. 568	e-version	—	4.12.2020
Issue No. 569-570	e-version	—	18.12.2020
Issue No. 571	e-version	—	19.1.2021
Issue No. 572	e-version	—	4.2.2021
Issue No. 573	e-version	—	4.3.2021
Issue No. 574	e-version	—	19.3.2021
Issue No. 575	e-version	—	7.4.2021
Issue No. 576	e-version	—	19.4.2021
Issue No. 577	e-version	—	4.5.2021
Issue No. 578	e-version	—	20.5.2021
Issue No. 579	e-version	—	4.6.2021
Issue No. 580	e-version	—	21.6.2021