

Communication Studies Department

Departmental Meeting Minutes

2nd Departmental Meeting 2020/2021

Date: 21 December 2020 (Monday)

Time: 10:30 – 11:56 a.m.

Venue: Zoom

Chairperson: Prof. Vivian Sheer (Head)

Participants: Dr. Jos Bartels	Ms. Mariah Chan
Dr. Terri Chan	Prof. Kara Chan
Dr. Leanne Chang	Dr. Regina Chen
Dr. Kimmy Cheng	Ms. Venice Cheng
Mr. Henry Fung	Dr. Timothy Fung
Dr. Michelle Huang	Dr. Vincent Huang
Prof. Kineta Hung	Ms. Jessie Ko
Dr. Vivienne Leung	Dr. Angela Mak
Dr. Florin Serban	Dr. Jolie Shi
Ms. Olivia Tsang	Dr. Dominic Yeo
Mr. Henry Cheung	Ms. Mimi Yip
Ms. Nicola Luk (Recording Secretary)	

I. Confirmation of Minutes

Minutes of the 1st Departmental Meeting 2020/2021 held on 20 August 2020 have been approved via circulation.

II. Grades Report

Members reported the following courses with irregularities:

AB courses

1. Dr. Terri Chan reported that one defer student, WANG Mu En (18207138), withdrew from the course *PRAD4047 Luxury and Services Branding* last semester and would fail the course this semester. Dr. Angela Mak and Dr. Vivienne Leung reported that several faculty members offered help to this students last academic year, but no improvement had been shown. The Chair decided that no further assistance would be given to this student.

ORGC courses

1. The Chair reported that one student would fail the course *ORGC2007/PRAD2026 Organizational Communication* because the student missed multiple assignments and performed poorly in examination.

2. Dr. Timothy Fung reported that one student, LI Yuk Ching Alex (16215524), withdrew from the course *COMM2006 (00001) Communication Theory (Communication Studies)*. Dr. Timothy Fung believed that this student would withdraw from the programme.
3. For *ORGC4005 Leadership Communication*, Dr. Dominic Yeo reported that one student was unable to login to Moodle for the online examination. Alternative arrangement would be adopted for this student.
(Post-meeting note: All students for *ORGC4005 Leadership Communication* passed the course.)

PR courses

1. No irregularity was reported for PR courses.

GE courses

1. Dr. Michelle Huang reported that 29 students were graded “F” for *UCPN1005 The Art of Persuasion*. Two students had not completed the course yet. One student was infected by COVID-19 and another one broke his arm, so submission deadline for assignment would be extended for these students.

For *GCPS1005 Public Speaking*, Dr. Michelle Huang reported that 31 students were graded “F” because they did not submit assignments. One extra section of *GCPS1005 Public Speaking* would be offered next semester to accommodate these students.

III. Matters for Information and Discussion

1. Faculty Hiring

The Chair briefly introduced the background of the new faculty members.

For AP positions, Dr. Elina Tachkova from Bulgaria, Dr. Keonyoung Park from South Korea and Dr. Stephanie Tsang would join the Department in 2021. Both Dr. Elina Tachkova and Dr. Keonyoung Park would join the PR concentration. Dr. Stephanie Tsang would teach technology courses. The Chair would talk to Dr. Stephanie Tsang before making the decision of which concentration she would affiliate to.

The Department had also made a RAP offer to a PR candidate from Chapel Hill and was still waiting for his confirmation.

Another Assistant Professor from Computer Science would be affiliated with the Department in 2021. He would be able to teach some of the technology courses newly proposed by the ORGC concentration.

2. EC Resolution on Honors Project Topic Approval

The Chair reported a decision made at the EC meeting. Students would be required to get approval from the Programme Directors for their honours project topics.

For class projects, course instructors could approve the project topics by their own judgement.

3. Conceiving Leadership Communication Research Institute (LCRI)

The Chair introduced the overview and background of LCRI. The proposal was subject to feedback from faculty members.

The Chair would have meetings with faculty members about the proposal.

4. Updates on Curriculum Review and Revision

Prof. Kara Chan reported that minor fine-tuning was needed for the curriculum review proposal after the task force meeting. Some programming courses would be added into ORGC curriculum. The revised proposal would be passed to PMC for further approval on 5 January 2021. Prof. Kara Chan and Dr. Angela Mak would inform SCE colleagues about the changes of the new curriculum.

Dr. Timothy Fung reported that the ORGC concentration was required by the task force to fine-tune some of the course titles and content. The ORGC concentration was also working on new technology-related course documents.

(Post-meeting note: The revised curriculum review proposal was endorsed by School Board on 19 February 2021.)

5. Participative Management Team Reports

Teaching and Curriculum Development Team

On behalf of the Teaching and Learning Policy Committee, Prof. Kara Chan encouraged faculty members to explore the Teaching Development Grant, the Community of Practice Grant and the FutureLearn Grant.

Research and Development Team

Dr. Leanne Chang reported that the team invited Prof. Kineta Hung and Dr. Jos Bartels to research sharing talks this semester. More research activities would be organized with the Centre for Media and Communication Research next semester.

The Health Communication Symposium would be held on 4 and 5 March 2021. International guests would be invited.

In March 2021, Ms. Emily Chang, CEO of McCann Group of China, would be invited to a guest lecture.

Dr. Timothy Fung also proposed a funding for programme promotion.

Intranet and Communication Team

Dr. Dominic Yeo reported that the department corridor was decorated with posters. The team had also reorganized the staff intranet and had been constantly posting on department website and Facebook.

Awards and Nominations Team

Dr. Timothy Fung reported that the team had made the nominations for the COMS Outstanding Citizenship Award and several scholarships at the university level. The team had also sent reminders and alerts to students on scholarships and awards opportunities this semester.

Internship and Industry Relations Team

Mr. Henry Fung reported that the team had made good progress in enhancing the number of student interns. Compared to AY2019-20 that had only 21 students completed their internships, 31 students had completed their internships in fall 2021 alone. 17 of them had applied for the HK\$4,000 internship subsidy.

Mr. Henry Fung also introduced a practicum project working with the Asia-Pacific Association of Communication Directors (APACD) that was called Sustainable Communication Initiative. The team would continue this partnership with APACD in AY2020-21 semester 2.

Student Experience and Relations Team

Ms. Jessie Ko reported that most of the enquiries about overseas exchange the team had handled were made by students whose previous plans for overseas exchange had to be postponed to AY2021-22 due to COVID.

The team had also called for application for a study abroad programme at UC Berkeley. The Department could make nomination for one student.

At the beginning of the semester, the team also talked to 10 students with GPA problems. Most of them promised to work harder except for one student who had financial problem and was determined to drop out from the programme.

IV. Any Other Business

Dr. Vivienne Leung reported on the department promotion video production. Dr. Vivienne Leung and Ms. Barbara Fu had a few meetings with the director and producer. The video shooting was postponed due to COVID. Dr. Vivienne Leung

estimated that the first cut for the first video would be ready in late January 2021.

(Post-meeting note: Four video clips were finalized on 14 April 2021.)

V. Adjournment

There was no other business. The meeting adjourned at 11:56 a.m.