

## Communication Studies Department

### Departmental Meeting Minutes

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#### 3<sup>rd</sup> Departmental Meeting 2020/2021

Date: 21 May 2021 (Friday)

Time: 10:30a.m. – 12:04p.m.

Venue: CVA901 and Zoom

Chairperson: Prof. Vivian Sheer (Head)

Participants: Dr. Jos Bartels  
Prof. Kara Chan  
Dr. Regina Chen  
Ms. Venice Cheng  
Dr. Timothy Fung  
Dr. Vincent Huang  
Ms. Jessie Ko  
Dr. Florin Serban  
Dr. Stephanie Tsang  
Mr. Henry Cheung  
Ms. Nicola Luk (Recording Secretary)

Ms. Mariah Chan  
Dr. Terri Chan  
Dr. Kimmy Cheng  
Mr. Henry Fung  
Dr. Michelle Huang  
Prof. Kineta Hung  
Dr. Vivienne Leung  
Ms. Olivia Tsang  
Dr. Dominic Yeo  
Ms. Mimi Yip

Apology: Dr. Leanne Chang  
Dr. Angela Mak  
Dr. Jolie Shi

#### I. Confirmation of Minutes

Minutes of the 2<sup>nd</sup> Departmental Meeting 2020/2021 held on 21 December 2020 have been approved via circulation.

#### II. Grades Report

Members reported the following courses with irregularities:

##### **AB courses**

1. Prof. Kineta Hung reported for Mr. Alan Cheung, part-time lecturer of *PRAD3007 Advertising Design and Visualization*. The percentage of “A” grades slightly exceeded the department regulations by 1.25%. One student from Biotech programme failed this course due to multiple absences and failed to present and submit the 2<sup>nd</sup> assignment.
2. Prof. Kineta Hung reported for Ms. Barbara Fu, part-time lecturer of *PRAD4037 Narrative and Storytelling*. One defer student, WANG Mu En (18207138), failed the course.

3. Prof. Kineta Hung reported for *PRAD4895 PRA Honours Project*. One student failed because he did not contact the supervisor and did not make any progress on the project, although he attended the oral presentation. One defer student, WANG Mu En (18207138), withdrew from the course at the last minute.

### **ORGC courses**

1. Dr. Timothy Fung reported that “A” grades for *ORGC4895 ORGC Honours Project* exceeded the department regulations by 8.5%. ORGC faculty members went through the grades of all groups at a meeting and agreed with the overall grade distribution.

Prof. Kara Chan expressed concern that the percentage would not be approved by PMC and explained the university assessment policy. It was approved at the department level but the Chair suggested ORGC faculty members to prepare for a contingency plan for the PMC meeting.

*(Post-meeting note: PMC approved the percentage of “A” grades for ORGC4895 ORGC Honours Project.)*

2. Dr. Vincent Huang reported that two students failed the course *COMM2007 Communication Research Method (Communication Studies)* because they only attended either the mid-term exam or final exam which was accounted for around 20%.

### **PR courses**

1. Ms. Jessie Ko reported that two students failed the course *PRAD2015 Principles and Practices of PR*. One of them did not submit any assignment except the final project and did not show up in mid-term exam. Another one skipped all in-class works and performed badly for final exam which involved plagiarism. Prof. Kara Chan reminded that plagiarism case had to be reported to PMC and AR.
2. Dr. Regina Chen reported that grades for the course *PRAD3017 Strategic Communication and Emerging Media Trends* was not ready because the final presentation would be held on 1 June 2021.  
*(Post-meeting note: All the final grades for PRAD3017 were submitted to AR on 4 June 2021.)*

### **GE courses**

1. Ms. Jessie Ko reported that two students failed the course *COMM2026 Nonverbal Communication* because of poor overall performance.
2. Dr. Michelle Huang reported that 25 students were graded “F” for *UCPN1005 The Art of Persuasion*. 30 students withdrew from the course.

For *GCPS1005 Public Speaking*, Dr. Michelle Huang reported that 12 students were graded “F” because they did not submit assignments. 7 students withdrew from the course. No extra section of *GCPS1005 Public Speaking* would be offered next semester.

### **III. Matters for Information and Discussion**

#### **1. Meeting with the DAA**

The Chair reminded faculty members that the meeting with the Departmental Academic Advisor, Prof. Thomas Socha, would be held on 26 May 2021 morning.

#### **2. Faculty Hiring for January 2022**

The Chair briefly introduced the background of the new faculty members, Mr. Andrew Gambino and Ms. Xixi Tian, who would join the Department in January 2022. It was likely that one more RAP would also join the Department.

The Department would hire one 9-month lecturer for the Public Speaking team.

#### **3. Visiting Fellow and Scholars for AY2021-22**

Prof. Kineta Hung briefly introduced the background of the Visiting Fellow, Prof. Lee Wei-na. She would stay at the Department for 2 months in 2022. No course would be assigned to her.

The Chair briefly also introduced the background of the two Visiting Scholars, Mr. Mark Kazemzadeh and Dr. Zhu Lin.

#### **4. Faculty Alignment and Realignment for AY2021-22**

As Mr. Henry Fung had deep involvement with ORGC, including curriculum revision and internships, he would be assigned to ORGC concentration.

Dr. Stephanie Tsang would serve as the PR Programme Director for a maximum of 2 years.

Mr. Andrew Gambino would be assigned to AB concentration and Ms. Xixi Tian would join ORGC concentration.

#### **5. Expanding Department Student Service Award Eligibility to Supporting Staff**

The Chair proposed to expand the eligibility for the Department Student Service Award to supporting staff because their job nature was highly aligned with students. All attendees agreed with the proposal.

#### **6. Fulfilling GE Public Speaking Requirement and Revision on UCPN1005 The Art of Persuasion Course Document**

Dr. Michelle Huang reported that *GCPS1005 Public Speaking* course instructors had informed their students AY2020-21 would be the last year to offer the course, but some students still decided to withdraw from the course in the current semester. According to AR's record, only 2 students would enroll in the course in AY2021-22 semester 1. It would not be feasible to arrange any class in such a small size.

Dr. Michelle Huang proposed to allow these students who had not yet completed *GCPS1005 Public Speaking* to take *UCPN1005 The Art of Persuasion* as a replacement. They would be required to submit extra assignment and attend one hour tutorial. All attendees agreed with the proposal.

Dr. Michelle Huang also proposed to update the course document of *UCPN1005 The Art of Persuasion* by adding two new elements, blended learning and online presentation. All attendees agreed with the proposal.

#### 7. Exit Survey Reports from Programme Directors

As the PR Programme Director was not in the meeting, the PR concentration would report the exit survey result later.

Dr. Timothy Fung reported that majority of ORGC students were satisfied with the curriculum and their learning experience. One major issue to be addressed was ORGC was not students' first choice. To address this issue, the ORGC concentration had took a number a new initiatives since August 2020, including revamping the curriculum, producing new promotional materials, meeting with Career Masters for secondary school students and hosting programme briefing at Virtual Information Day. A handful of new initiatives to make the concentration attractive to students would be taken in AY2021-22, including organizing industry seminars and school visit.

Prof. Kineta Hung reported that one student chose "Very unsatisfied" throughout the exit survey, while over 80% of AB students were either somewhat satisfied or very satisfied with the programme. Similar to previous years, AB students asked for more practical courses about design, creativity, visualization and data analytics. Prof. Hung hoped that Mr. Andrew Gambino could fill the gaps by conducting courses about creativity and technology.

#### 8. Work Boundary for Supporting Staff

The Chair asked faculty members who were working on research proposals or projects of which they were principal investigators to hire helpers for their own projects instead of asking help from department supporting staff.

The Chair proposed to hire a project assistant to help ease the department supporting staff's workload by taking up less-complex duties.

As the Finance Office's system was complicated, Prof. Kara Chan suggested Ms. Mimi Yip to brief faculty members on how to complete the reimbursement procedure online. Dr. Timothy Fung also proposed to invite the Finance Office to produce a video tutorial for faculty members demonstrating how to use the new system.

Ms. Mimi Yip would put relevant training materials of the new i-expenses system to intranet for faculty members' reference.

#### 9. Participative Management Team Reports

##### Teaching and Curriculum Development Team

Dr. Regina Chen reported that the team received a grant for a project about special virtual teaching and learning which would be done by Dr. Regina Chen, Dr. Florin Serban and Dr. Vincent Huang. One initiative of the project was to hook up with international world-class scholars and practitioners to conduct lectures for selected courses offered by the Department.

An invitation would be sent to all faculty members to see which courses and guest speakers could match the project. The guest speakers would be provided with an honorarium of HK\$10,000 for each lecture.

##### Research Development Team

Dr. Jos Bartels reported that the team co-organized the Health Communication Symposium with the Centre for Media & Communication Research via ZOOM for two days. Dr. Regina Chen would organize a multi-day workshop in June 2021.

Plans for AY2021-22 would be discussed in the School Retreat.

##### Intranet and Communication Team

Dr. Dominic Yeo reported that the team had updated the organization of the department intranet and put up the latest department videos on the department website. A new student helper was also hired for writing up the materials for the department intranet and Facebook.

##### Awards and Nominations Team

Dr. Timothy Fung reported that the team nominated 5 students for 2 scholarships through the Office of Student Affairs and confirmed 6 students for the COMS Outstanding Citizenship Award in semester 1. In semester 2, the team selected 3 students for the COMS Outstanding Leadership Award. It was expected

that the Office of Student Affairs would request for another round of scholarship nomination in June 2021.

#### 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, 56 students had either completed or started their internships in AY2020-21. It was expected that the final number would be higher as the team was recruiting summer interns. 27 students had applied for the HK\$4,000 internship subsidy.

Over 70% of the current Year 3 students had either completed or started their internships or practicum. The team had reminded all the remaining Year 3 students to speed up the progress of finding summer internships. It was expected that less than 15% of the current Year 3 students would have to do the internships in Year 4.

The team had developed exclusive internship opportunities and new partnerships with some prestige firms.

#### Student Experience and Relations Team

Ms. Jessie Ko reported that 90% of the student enquiries the team received were about overseas exchange and credit transfer. With the credit transfer pre-approval system, the team could handle the student enquiries easily and smoothly. Ms. Ko encouraged course instructors to try hard to approve students' pre-approval request.

### **IV. Any Other Business**

Prof. Kara Chan reported that the research project submitted by one group of her students in *PRAD3046 Audience Measurement and Engagement* was accepted for presentation at the National Conference of Undergraduate Research. The project submitted by another group to another conference was under review.

The part-time instructor of the same course, Dr. Melannie Zhan, also asked students to do research on effectiveness of MTR advertising. The result was well received by JCDcaux. The company requested students of the course to do the research every year.

Dr. Vivienne Leung took the opportunity to thank Dr. Florin Serban for his help with the script of the department videos.

### **V. Adjournment**

There was no other business. The meeting adjourned at 12:02 p.m.