

Communication Studies Department

Department Meeting Minutes

1st Departmental Meeting

2020/2021

Date: 20 August 2020 (Thursday)

Time: 10:30 a.m. – 1:20 p.m.

Venue: Online

Chairperson: Prof. Vivian Sheer (Head)

Participants: Dr. Jos Bartels

Ms. Mariah Chan

Dr. Terri 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

Ms. Nicola Luk (Recording Secretary)

Ms. Mimi Yip

Apology: Prof. Kara Chan

I. Matters for Information

Prof. Vivian Sheer, the Chair, briefly updated the faculty members on the Department's latest development.

II. Matters for Discussion

1. The repositioning of ORGC

As the job market for internal communication was booming, the Chair proposed to reposition ORGC for a stronger and clearer link with the industry.

2. Curriculum change planning

ORGC Concentration

Dr. Timothy Fung, ORGC Concentration Programme Director, reported on the plan for ORGC curriculum reform and direction change. Three new required courses would be added into the curriculum. List of current required courses to be kept would be discussed in another meeting later.

Dr. Angela Mak raised her concerns about the term "Corporate Communication"

in the title of the two new courses, *Digital Content Design & Production for Corporate Communication* and *Data Analytics & Visualization for Corporate Communication*. Dr. Timothy Fung explained that the two new courses would cover both internal communication and external communication.

Prof. Kineta Hung expressed concerns that these two new courses were similar to the two current courses offered under the AB concentration. Dr. Timothy Fung explained that he had taken it into consideration and tried to avoid overlapping with AB courses when designing the course documents.

The Chair suggested Dr. Timothy Fung discuss the course content in details with Dr. Angela Mak and Prof. Kineta Hung later.

AB Concentration

Dr. Vivienne Leung, AB Concentration Programme Director, reported that the concentration would develop one new technical course to be taught by the new technical faculty member after more information of the two new courses for PRA Major was released.

PR Concentration

Dr. Angela Mak, PR Concentration Programme Director, reported that the concentration would focus on the content alignment instead of proposing new courses.

Public Speaking and The Art of Persuasion

Dr. Michelle Huang, PS Programme Director, reported that the types of speech assignments and the weekly schedule would be adjusted for e-learning purpose in AY2020-21.

3. The internship and practicum program

Mr. Henry Fung updated faculty members on the new course arrangement for *PRAD3106 Strategic Communication Internship and Practicum*. Students could choose their own internship schedule by enrolling in the course anytime between Year 3 and Year 4 studies. Specific timeslot would no longer be assigned to them.

Students would be expected to take up internship rather than practicum. If students could not find any internship job by Year 4 semester 2, practicum would be arranged for them by the Department.

Dr. Regina Chen briefly explained the Exclusive Internship Program to faculty members. The Department would sponsor students for taking up unpaid internships offered by the agencies and corporations joining this programme.

4. COMS video shoot

Dr. Vivienne Leung updated the faculty members on the production progress of the two department promotional videos. For the branding video, she invited Programme Directors to provide new narration for each concentration or change the wordings that were already in place. For the informational video, Programme Directors were invited to provide selling points of each concentration and particular aspects of students' life experiences to be highlighted.

5. Participative team planning for AY2020-21

The Chair made changes to the team composition for AY2020-21 upon request.

Teaching and Curriculum Development Team

Dr. Regina Chen reported that the team would work on curriculum changes and teaching competence. She briefly explained the working timeline and actions to be taken.

Research and Development Team

Dr. Leanne Chang reported that there would be no concrete plan for research activity in semester 1 due to the pandemic. The team planned to organize one to two faculty research seminars in late October and late November. When the pandemic situation became under control, the team would consider to hold a one-day research colloquium.

The team also asked faculty members whether the Department should co-organize research activities with CMCR. The Chair approved the team to make decision based on its own judgement.

In terms of research development, the team encouraged faculty members to take a proactive role to promote their research activities to the international community through social media.

Intranet and Communication Team

Dr. Dominic Yeo reported that all faculty members and COMS students had already had access to VPN. He reminded faculty members to update their profile and publication record on the department website. The team would update the curriculum information and research section on the department website.

A new student helper, Ms. Amy Cheung, was hired for updating the department Facebook page. She would prepare a "Back-to-school" post to show students how to get access to different resources provided by the Department and the University. The team would have more discussion on whether to set up more multi-platforms for the

Department.

The team proposed three options for posters to be shown in the department corridor.

(Post-meeting note: Posters of Hong Kong maps were put up in the department corridor in September 2020.)

Awards and Nominations Team

Dr. Timothy Fung highlighted the newly established award, COMS Outstanding Citizenship Award. Students could nominate themselves or be nominated by faculty members from September to October. The team would work with the Intranet and Communication Team to publicize the award.

Internship and Industry Relations Team

Mr. Henry Fung contacted 80 ACS and ORGC alumni over the last semester. Half of them were willing to serve as mentors for COMS current students. About 20 of them showed interest in hiring COMS students as interns. The team would reach out to these alumni one by one for more details.

The team was also arranging 6 interviews with alumni to create career guide for students.

Student Experience and Relations Team

Ms. Jessie Ko reported that the team made a mini survey to ask students what were their major concerns about e-learning for the new semester. As poor internet connection was students' top concern, the team proposed to purchase Wi-Fi adapters for students in need.

(Post-meeting note: A sign-up sheet for Wi-Fi adapter was sent to all students after the meeting. Students could come back to the department to collect their own adaptor starting from September 2020.)

Students also complaint about course instructors' unstable internet network. The team reminded faculty members to make necessary upgrade to the internet setup.

Students' second major concern was access to software. The team would work with Mr. Henry Cheung to keep the computer lab open for students as much as possible and heighten hygiene measures.

Students also expressed minor concerns such as inadequate interaction with course instructors and lack of practical part of the classes. Ms. Jessie Ko suggested

faculty members to explore more different ways to interact with students and keep the practical part of the classes as best as they could.

Staff Relations Team

Ms. Mimi Yip reported that the team would continue to support the Department for all kinds of activities in the new academic year.

6. Soliciting New budget items for department expenditure

No idea for new budget item was proposed in the meeting.

7. Online instruction

The Chair reported that the Senate passed a mandate that all classes had to be videotaped, but some faculty members expressed concerns about copyright issue and political correctness. Dr. Dominic Yeo prepared a disclaimer for faculty members to put into the syllabi to protect themselves.

Dr. Angela Mak updated faculty members on the hiring of e-learning assistants for courses that had not been assigned for graduate assistants by the School.

III. There was no other business. The meeting was adjourned at 1:20 p.m.