

Communication Studies Department

Departmental Meeting Minutes

3rd Departmental Meeting 2021/2022

Date: 20 December 2021 (Monday)

Time: 10:00 – 11:24 a.m.

Venue: CVA1022

Chairperson: Prof. Vivian Sheer (Head)

Participants: Dr. Jos Bartels
Dr. Terri Chan
Dr. Regina Chen
Dr. Timothy Fung
Dr. Vincent Huang
Mr. Mark Kazemzadeh
Dr. Keonyoung Park
Dr. Jolie Shi
Ms. Olivia Tsang
Mr. Christopher Young
Ms. Mimi Yip
Ms. Nicola Luk (Recording Secretary)

Ms. Mariah Chan
Prof. Kara Chan
Mr. Henry Fung
Dr. Michelle Huang
Prof. Kineta Hung
Dr. Angela Mak
Dr. Florin Serban
Dr. Elina Tachkova
Dr. Stephanie Tsang
Dr. Dominic Yeo

Apology: Dr. Leanne Chang
Dr. Kimmy Cheng
Ms. Venice Cheng
Dr. Lan Liang
Dr. Vivienne Leung
Dr. Julie Zhu

I. Grades Report

Members reported the following courses with irregularities:

ORGC courses

1. No irregularity was reported for ORGC courses.

PRAD courses

1. Dr. Regina Chen reported that 7 students from *PRAD2015 (00002) Principles and Practices of Public Relations* did not pass the final exam. Dr. Chen would give these students extra work.
2. Prof. Kineta Hung reported that one student, SEE Sik Wang (20221010), would be given “I” grade for *PRAD4025 Brand Strategy and Communication* for not submitting an assignment on time. Prof. Hung would extend the submission deadline

for her.

(Post-meeting note: SEE Sik Wang was graded C on 3 January 2022.)

3. Dr. Terri Chan reported that 2 students withdrew from *PRAO2007 Principles and Practices of Advertising* because they withdrew from the PRA Programme.
4. Dr. Angela Mak encouraged faculty members to talk to each other about problematic students and offer help to students. The Chair suggested adding student counseling information to the course syllabus for students' reference.

COMM & GE courses

1. Mr. Henry Fung reported that 1 student from *COMM2026 Human Communication* did not submit the final project. Mr. Fung would extend the submission deadline for her.
(Post-meeting note: All students in COMM2026 passed the course. Final grades were submitted on 3 January 2022.)
2. Dr. Michelle Huang reported that 30 students were graded "F" for *UCPN1005 The Art of Persuasion*. 3 students would be given "I" grade because of health or family issue. Deadline for submitting assignment would be extended for these 3 students.

Around 40% of students from one the sections of *UCPN1005 The Art of Persuasion* got A or A- because most of them were English majors and their performance was very good.

For *GCPS1005 Public Speaking*, Dr. Michelle Huang reported that 2 students were graded "F". 3 students would be given "I" grade because of mental problem. Deadline for submitting assignment would be extended for these 3 students.

3. The Chair announced that Ms. Mariah Chan would leave the Department after AY2021-22 semester 1. She thanked Ms. Chan for her contribution to the Department.

II. Matters for Information and Discussion

1. Updated Participative Management Teams

The Chair briefly described a few adjustments on the Participative Management Teams.

Dr. Timothy Fung became the leader of the Teaching and Curriculum Development Team.

Dr. Dominic Yeo became the Acting Associate Head of Department. The

Knowledge Transfer Team would be led by Dr. Florin Serban.

Dr. Michelle Huang would be a TYA advisor with Mr. Henry Fung. They would come up with new responsibilities for TYA.

2. Follow-ups on student consultation

In response to issues raised by the student representatives, the Chair reported that Adobe XD had been installed in all computer labs and the School lab CVA506 would be renovated. The Department would not allow students to occupy any computer in the Department and School labs when they were not using it.

3. Follow-ups on the roundtables with industry leaders

The Chair asked Dr. Florin Serban to provide initial ideas about the write-up for the Masterclasses and short-term practitioner-in-resident programme to be uploaded to the department website.

Due to the feedback from the engagement meeting with industry leaders, the Chair updated faculty members on the new journal. The positioning of the journal would be changed from a mix of industry and academia foci to more rigorous scholarship.

Regarding the Knowledge Transfer Grants/Teaching and Development Grants, Dr. Florin Serban reported that details would be discussed within the team.

4. Programme Directors' Responsibilities

With the establishment of the Participative Management Teams, some of the Programme Directors' responsibilities had been dispersed. The Chair asked the Programme Directors to schedule Masterclasses and industry talks for students in the near future.

5. International exchange students class enrollment

Faculty members agreed with the following arrangement.

To remove the pre-enrolment check for incoming exchange students for all courses except for writing courses, courses held in computer lab, and courses taught in Chinese (e.g., Ms. Barbara Fu's courses).

Quota for some of the popular elective courses would be raised to 40 in order to accommodate greater student need. Once the enrollment reached 40, the department would not add extra seats unless the instructor approved.

For *PRAD4025 Brand Strategy and Communication*, at least 10% of class quota

would be set for incoming exchange students.

(Post-meeting note: 4 exchange students, accounted for 10% of class quota, were admitted to the course during pre-registration period.)

III. Adjournment

There was no other business. The meeting adjourned at 11:24 a.m.