

Departmental Meeting Minutes

1. Prof. Kineta Hung reported for Mr. Charlie Fung, part-time lecturer of *PRAD3027 Digital Audio and Video Production*. The percentage of “A” grades slightly exceeded the department regulations by 1.3%.
2. Dr. Vivienne Leung reported that the percentage of “A” grades for *PRAD3056 (00001) Campaign Planning and Management* slightly exceeded the department regulations by 1% because the A-grade students got similar marks for their assignments.
3. Dr. Andrew Gambino reported that the percentage of “A” grades for *PRAD2005*

(00002) *Introduction to PRA* exceeded the department regulations by 4.3% because of his handling of participation points.

ORGC courses

1. Dr. Timothy Fung reported that one student, Li Tsun Chai (18230016), from *PRAD3056 (00003) Campaign Planning and Management* was graded D for not submitting assignments on time. Dr. Fung requested him to submit make-up assignments but he submitted the assignments way beyond the deadline.
2. Dr. Timothy Fung also reported for *ORGC4895 ORGC Honours Project*. The percentage of “A” grades exceeded the department regulations by 3.3% as one of the groups supervised by Dr. Jos Bartels was upgraded from B+ to A-. ORGC faculty members went through the grades of all groups at a meeting and agreed with the overall grade distribution.
3. Dr. Michelle Huang reported that the student, Li Tsun Chai (18230016), did not submit the last two assignments. He would be graded “F”.

PR courses

1. Dr. Lan Liang reported that the percentage of “A” grades for *PRAD2055 Programming for Digital Communication* exceeded the department regulations by 2.5%. The percentage was approved by the Chair in view of the small class size.
2. Dr. Angela Mak reported for *PRAD4895 PRA Honours Project*. The percentage of “A” grades exceeded the department regulations by 3.8%.

COMM & GE courses

1. Mr. Henry Fung reported that 1 student from *COMM2026 Human Communication* would be graded “F” for not showing up in classes and not submitting assignments. Another student would be graded “D” for not submitting 2 assignments accounted to 25% of the final grade and not contributing to the group presentation.
2. Dr. Michelle Huang reported that about 20 students were graded “F” for *UCPN1005 The Art of Persuasion*. Some of these students withdrew from the course.

II. Matters for Information and Discussion

1. Exit Survey Reports from Programme Directors

Prof. Kineta Hung reported that AB students overall were satisfied with the programme except one student. AB students demanded for more practical courses and courses related to software.

Dr. Angela Mak reported that some PR students asked for more ESG elements

to be added in the courses.

Dr. Timothy Fung reported that most of the ORGC students were satisfied with the programme. One student suggested the Department organize more promotions to raise students' awareness of ORGC and the career prospect. Dr. Fung explained that improvement on promotion had been already made in AY2021-22. Prominent practitioner was invited to share with students the working experience in internal communication. ORGC programme brochures were also distributed to associate degree students through CIE and were uploaded to the department website.

2. Nicola's Departure for UK

The Chair reported that Ms. Nicola Luk would leave the Department by the end of June 2022. An advertisement in search of the department secretary had been put out.

Mr. Henry Cheung would also leave the Department in May 2022. Ms. Susanna Yip and Mr. Ray Chan would take up the technological assistance for the Department.

Ms. Olivia Tsang would leave the Department by the end of May 2022. Visiting scholars, Dr. Julie Zhu and Mr. Mark Kazemzadeh, would return to the USA in June 2022.

The Chair gave an update on the Department's new hiring. Several offers were made at the School level in terms of the Department new faculty members. One Associate Professor in health communication and one Research Assistant Professor would join the Department in September 2022 and January 2023 respectively. One offer had been made to a PR candidate.

3. Migration of The Art of Persuasion to Language Centre

The Chair informed faculty members that The Art of Persuasion team would migrate to the Language Centre on 1 September 2022. The team would continue to use the CVA offices till 31 December 2022. The Department was hiring 2 faculty members for the team to replace Ms. Maria Chan and Ms. Olivia Tsang.

Dr. Michelle Huang thanked the Chair and faculty members for their support to the team over the years.

4. Non-JUPAS Interview Schedule and Methods of Admissions

The Chair briefed faculty members on the non-JUPAS interview schedule for AY2022-2023. In order to advance the interview schedule from March to mid-February and give out admission offer earlier, interview date would be set for all

the qualified candidates with sufficient supporting materials first. More interview panels would be formed for candidates submitting supporting materials later.

5. Change or Replacement of Exam due to Online Instruction

As the instruction mode for AY2021-22 semester 2 was changed from face-to-face to online, the Chair approved requests by some instructors for replacing the examination by in-class assessment. The Chair reminded faculty members not to replace the examination by attendance.

6. Roundtable Event with London College of Communication

The Chair reported that 3 faculty members, Dr. Jos Bartels, Dr. Stephanie Tsang and Dr. Keonyoung Park, would take up the role to plan and organize an international conference with London College of Communication. The first organizing meeting would be held in July 2022.

7. Booking System for Industry Speakers

The Chair introduced the idea of building a booking system for industry speakers which would be managed by upcoming Programme Directors. The Department was creating a database of the industry people who participated in the roundtable discussion held in 2021. After the booking system was launched, faculty members could invite the industry speakers to their own classes for 1-hour sharing or 3-hour masterclass. The rate for 1-hour sharing remained unchanged at HK\$1,000. The rate for 3-hour masterclass would be discussed and decided by upcoming Programme Directors.

III. Any Other Business

Prof. Kara Chan reported that she was organizing the Staff Development Day to be held in August 2022. Faculty members receiving teaching development grant, especially the virtual teaching and learning development grant by UGC, were invited to share their project progress and initial evaluations. The School would explore opportunities of publishing the sharing in the form of short or long articles to show the School's scholarship of teaching and learning.

Prof. Kara Chan also encouraged faculty members to identify good undergraduate research-related honours projects and submit them for conferences.

The Chair announced that the Department would support faculty members' requests for using 2022-2023's allocation in advance for work-related summer travel if they had already used up all the current allocation.

IV. Adjournment

The meeting adjourned at 11:23 a.m.