

Communication Studies Department

Department Meeting Minutes

2nd Departmental Meeting

2021/2022

Date: 7 December 2021 (Tuesday)

Time: 10:40 a.m. – 12:28 p.m.

Venue: Kerry Hotel

Chairperson: Prof. Vivian Sheer (Head)

Participants: Dr. Jos Bartels

Ms. Mariah Chan

Dr. Regina Chen

Ms. Venice Cheng

Dr. Timothy Fung

Dr. Vincent Huang

Dr. Liang Lan

Dr. Angela Mak

Dr. Florin Serban

Dr. Elina Tachkova

Dr. Stephanie Tsang

Mr. Christopher Young

Mr. Henry Cheung

Ms. Mimi Yip

Apology: Dr. Leanne Chang

Mr. Mark Kazemzadeh

Prof. Kara Chan

Dr. Terri Chan

Dr. Kimmy Cheng

Mr. Henry Fung

Dr. Michelle Huang

Prof. Kineta Hung

Dr. Vivienne Leung

Dr. Keon Young Park

Dr. Jolie Shi

Ms. Olivia Tsang

Dr. Dominic Yeo

Dr. Julie Zhu

Ms. Nicola Luk (Recording Secretary)

I. Matters for Information

1. Faculty sabbatical leave next semester

Prof. Vivian Sheer, the Chair, reported that Dr. Regina Chen would be on sabbatical leave in semester 2, AY2021-22.

2. Acting Associate Head

From 15 January to 15 July 2022, Dr. Dominic Yeo would be the Acting Associate Head of Department.

3. New people to join the department

Three new faculty members, Dr. Andrew Gambino, Dr. Xixi Tian and Dr. Wang Sai, would join the Department in January 2022.

II. Matters for Discussion

1. Strategic directions of the department

The Chair briefly explained how an integrated approach to teaching, research and service could benefit the Department after ORGC and PR concentrations merged which would provide the Department with a stronger focus on strategic communication.

2. Venues for presenting scholarship of teaching and learning

Prof. Kara Chan gave a presentation sharing ideas about how faculty members could show excellence in teaching and learning.

3. Participative Management Team presentations

Research Development Team

Dr. Jos Bartels reported that the team would organize the Spring 2022 Masterclass COMMS in March or April 2022. The team would collect ideas of topics from faculty members and research postgraduate students.

Intranet and Communication Team

Dr. Vincent Huang reported that the department website content and structure had been improved. The team was working with the University and the School IT teams on intranet accessibility, so that faculty members could login the intranet with SSOid outside campus.

More improvement would be made for the student intranet interface. The team encouraged faculty members to provide video and audio materials for the team to put on the student intranet.

A Year 4 student, Yeung Chun Hong Jason, was hired as student helper to help with the design of the department website and social media content. The team would work with Jason to produce a series of posts on teaching activities and research spotlights of the Department.

Apart from the existing Facebook account, Dr. Vincent Huang suggested signing up for a LinkedIn account for the Department to engage more industrial leaders and practitioners.

Dr. Vincent Huang reported that the team did not receive many satisfactory entries for the Department Logotype Design Competition before submission deadline because some students misunderstood the meaning of logotype. The submission deadline would be extended.

Student Experience and Relations Team

Dr. Michelle Huang reported that 32 COMS students had applied for physical exchange programme for AY2022-23. The top 3 famous countries were the United

Kingdom, South Korea and Sweden. No student applied for virtual exchange programme. The team had invited the International Office colleagues to promote overseas exchange programme in 3 classes.

The team received suggestion from students for backdrop indicating graduation year and major provided by the School or the Department in CVA for graduates to take photo for graduation ceremony.

The team was organizing an online peer mentoring programme. Training workshops would be held for Year 3 and 4 students to mentor Year 1 and 2 students.

Mr. Henry Fung updated faculty members on the video project with students funded by UGC. He invited faculty members to recommend students for the project which would produce 30 video clips. All the video clips would be uploaded to the HKBU library and archived in HKBU Heritage.

Teaching and Curriculum Development Team

Dr. Regina Chen reported that the team had worked on the merger of ORGC and PR concentrations.

Dr. Florin Serban introduced the Expert-Faculty e-Teaching Collaboration Initiative Grant and invited faculty members to apply.

Dr. Regina Chen encouraged faculty members to use the intranet to facilitate teaching.

Knowledge Transfer Team

Dr. Dominic Yeo asked faculty members to contact him for assistance before research project started. The team planned to launch a knowledge transfer application grant at department level.

Internship Practicum and Industry Relations Team

Mr. Henry Fung reported that the team organized an internship briefing for Year 3 students in October 2021.

The team had collaborated with the Career Centre on sponsoring unpaid internship for AY2021-22.

The team co-organized a finale event with Asia-Pacific Association of Communication Directors on 3 December 2021. After the event, Mr. Patrick Yu from FleishmanHillard agreed to offer 2 PR internship opportunities and 2 graduate trainee opportunities to COMS students.

Awards and Nominations Team

Dr. Vivienne Leung reported that one team of COMS students got into the final of the HK4As student competition.

4. Issues arising from the student consultation

Receiving graded mid-term exam papers

The Chair reported that students requested to get back the graded mid-term exam papers and feedback from course instructors. The Chair asked faculty members for suggestion for addressing this issue.

Dr. Regina Chen shared her experience that she gave the mid-term exam papers back to students to review and ask questions in class. Students were required to give the mid-term exam papers back to her after class.

Dr. Julie Zhu allowed students to go to her office to review the mid-term exam papers during office hours.

The Chair suggested allowing students to review the mid-term exam papers either in class or in course instructors' office. She asked faculty members to give feedback to students.

New TYA responsibilities

The Chair reported that the Department would raise the subsidy to TYA to HK\$20,000 and asked faculty members for suggestion for new TYA responsibilities.

The Chair asked TYA to report details of internships in addition to the required.

Prof. Kara Chan suggested asking TYA to do annual study on outdoor advertising effectiveness as a signature research project of the Department that would go on year by year.

Dr. Angela Mak, Dr. Timothy Fung, Prof. Kineta Hung and Dr. Teri Chan clarified TYA's tasks before the pandemic. The Chair asked Mr. Henry Fung to follow up on this issue and require TYA to submit an annual report.

5. Event planning for next semester

Engaging nonprofit sectors

Prof. Kara Chan proposed an idea of working with government organizations and NGOs on public service advertising. She encouraged faculty members to form partnership with her to work on the plan together.

The Chair suggested limiting events of the kind to once a year.

Virtual learning and real education inter-university summer camp

Dr. Florin Serban reported that the virtual learning and real education inter-university summer camp would be held in the final week of July 2022. About 50 local and international students would be invited to work online as a team on a particular topic and to solve particular problems from the industry for around 4 days. Industry leaders would be invited to provide lectures to students and guide the students through the camp.

6. Launching a journal: Thought Leadership in Strategic Communication

The Chair briefly introduced the background and share her initial thoughts of a new scholarly journal to be launched by the Department. The School of Communication would provide funding to support the operation of the journal for at least 5 years.

III. Any Other Business

Prof. Kineta Hung reported that Prof. Lee Wei-na who scheduled to visit the Department in March 2022 would postpone her visit to Hong Kong due to the 21-day quarantine policy.

Dr. Angela Mak updated faculty members on the PRA honours project supervision matching result. On top of the pair-up campaign projects, there were 10 research projects. Each supervision would be assigned for 3 projects, in which at least 1 would be research project.

IV. Adjournment

The meeting adjourned at 12:28 p.m.