

Communication Studies Department

Department Meeting Minutes

1st Departmental Meeting

2022/2023

Date: 16 September 2022 (Friday)

Time: 2:45 p.m. – 5:00 p.m.

Venue: The Mira Hong Kong

Chairperson: Prof. Vivian Sheer (Head)

Participants:	Dr. Jos Bartels	Prof. Kara Chan
	Dr. Terri Chan	Dr. Leanne Chang
	Dr. Regina Chen	Dr. Henry Fung
	Prof. Kineta Hung	Dr. Vivienne Leung
	Dr. Angela Mak	Dr. Keon Young Park
	Dr. Florin Serban	Dr. Elina Tachkova
	Dr. Tian Xi	Dr. Stephanie Tsang
	Dr. Dominic Yeo	Dr. Vivien Zhou
	Ms. Agnes Kwok	Ms. Mimi Yip
	(Recording Secretary)	

I. Matters for Information

1. Welcome to New Faculty/Staff Members

Prof. Vivian Sheer, the Chair, introduced and welcomed new faculty and staff members, Dr. Vivien Zhou and Ms. Agnes Kwok.

2. Outlets for Faculty Recruitment Ad

The Chair reported that the Department had posted a faculty recruitment ad for two edition in different outlets, including the Times Higher Education, the Chronicle, Association for Education in Journalism and Mass Communication, International Communication Association, the American Academy of Advertising, Association for Consumer Research, Association of International Business etc. these were two open ranks, tenure track positions with one in advertising and another in public relations.

3. IRIMS Alerts

The Chair reminded faculty members to fill in the Integrated Research Information and Management System (IRIMS) information, including ORCID, Scopus Author ID, biography, research interests and photo, if appropriate.

4. Changing Rules by the FO

The Chair reminded faculty members that meals among staff without external guests or students would not be reimbursable.

II. Matters for Discussion

1. Possible New Department Name: Strategic Communication

The Chair explained that the possible new Department name, Strategic Communication was recommended by the Academic Consultation Panel while the Chinese name of “傳播系” remains unchanged, the proposed Department name would create a stronger identity and discipline as well as fits better the nature of communication studies, including both course offerings and research portfolios. This would also lend more credibility a strategic communication journal to be hosted at the department.

Faculty members agreed to a name change but would further discuss the possible new names for the department.

2. The New Appraisal System and Issues arising

The new performance appraisal system was discussed, and it was noted that the School of Communication would follow the performance assessment parameters set by the University. For academic staff, performance would be assessed based on three major parameters, i.e., teaching, research and service, with the proposed percentages of 35%, 50% and 15% correspondingly. For teaching staff, performance would be assessed based on the two major parameters, i.e., teaching and service, with the proposed percentages of 75% and 25% respectively. The appraisal ratings distribution would be restricted to academic faculty members and teaching staff members respectively.

3. Team Planning for AY2022/23 (from November)

Teaching and Curriculum Development Team

The Chair suggested that the team come up with the student grade appeal procedures, such as the applications and documents students need to submit in the grade appeal.

Research Development and Knowledge Transfer Team

The Chair announced that the Knowledge Transfer Team would be combined with the Research Team as knowledge transfer was a key performance indicator and the new appraisal system put more emphasis on the research and service output.

Intranet and Communication Team

Dr. Dominic Yeo reported that Dr. Stephanie Tsang would oversee the social media channels, a LinkedIn and an Instagram account were created for the Department while Dr. Florin Serban would oversee the Intranet. The team was working with the School IT team and the Department secretary to upload regular part-time lecturers' profiles and update the curriculum structure on the Department website.

A Year 3 student, Chu Sze Sze Lily, was hired as a social media student helper to assist in the Department website and social media content. The team would work with Lily to produce a series of posts on teaching activities and research spotlights of the

Department.

Prof. Kara Chan reported that four PhD students had been trained to assist in data entry in a university-wide Integrated Research Information and Management System (IRIMS), a system collecting research output and activities. It was advised that faculty members keep their CVs updated. The Chair added that faculty members can also contact Ms. Natalie Nie, a current MPhil student, for the IRIMS entry.

Student Relations and Nominations Team

Dr. Angela Mak reported that Hong Kong Public Relations Professionals' Association would organize the PR Career Day at HKBU, and there would be a round-table session to share the latest PR job market trend.

The Chair reminded faculty members to encourage students to go on exchange programs because of the relaxation of the quarantine policy. The University and the Department would have funding for their exchange.

Members noted that the Department would resume study tours the next summer. Study tour guidelines would be uploaded on the Intranet.

Prof. Kineta Hung reported that our visiting fellow, Prof. Lee Wei Na from the University of Texas, proposed to come to the University between April and May 2023.

Dr. Henry Fung reported that The Young Agency (TYA) Inauguration was scheduled on 1st Sep 2022 successfully. They were asked to prepare for the celebration of the 50th anniversary of the TYA, such as resuming the Professor gatherings and organizing “盆菜宴” with the alumni and faculty members. Prof. Kara Chan added that she kept the last twenty years' alumni contact numbers and welcomed faculty members and TYA to liaise with her if needed.

The Chair reminded that teams probably should plan faculty activities from November on after the deadlines GRF submissions.

Dr. Angela Mak added that the School Alumni Association was organizing the first overseas alumni gathering in October via Zoom.

III. Any Other Business

Nil.

IV. Adjournment

There was no other business. The meeting adjourned at 5:00 p.m.