

## Department of Communication Studies

### Department Meeting Minutes

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#### 3rd Departmental Meeting

2023/2024

Date: 1 March 2024 (Friday)

Time: 2:30 p.m. – 4:00 p.m.

Venue: CVA932

Chairperson: Prof. Regina Chen (Head)

Dr. Jos Bartels

Dr. Leanne Chang

Dr. Henry Fung

Dr. Vivienne Leung

Dr. Keon Young Park

Dr. Stephanie Tsang

Dr. Dominic Yeo

Ms. Mimi Yip

Apologies: Prof. Kara Chan (on sabbatical leave)

Prof. Wei Ran

Dr. Lola Xie

Dr. Dave Centeno

Dr. Anfan Chen

Prof. Kineta Hung

Dr. Jiemin Looi

Dr. Elina Tachkova

Dr. Florin Serban

Dr. Vivien Zhou

Ms. Agnes Kwok (Recording Secretary)

Dr. Angela Mak (on sick leave)

Prof. Vivian Sheer (on sabbatical leave)

#### I. Previous Meeting

The minutes of the 2<sup>nd</sup> Departmental Meeting, 2023-24 were confirmed.

#### II. Matters for Information

##### 1. Department Management Changes

The Chair appreciated the devotion and effort of the former department head, Prof. Vivian Sheer. She also thanked Dr. Dominic Yeo for accepting the role of Associate Head and acknowledged all program directors for their contributions to teaching and learning, and student recruitment. Due to the affiliation and role changes of some colleagues, the COMS participative management team (see Appendix 2) was updated and is for the second semester of this academic year only. Faculty members were welcome to make any suggested changes.

##### 2. EO Recruitment

The Chair mentioned that the department started the process to recruit an Executive Officer (EO) in December 2023. The second round of process began in February 2024 in hope of finding a suitable EO replacement as soon as possible.

### **3. ACP Visit: March 13-15, 2024**

Academic Consultation Panel (ACP) is a significant exercise for the academic unit that occurs every six years. Faculty members who needed to share specific information with the panel members were encouraged to review the bullet points of the document which was already placed in their mailboxes. If individual meetings were not assigned, those faculty members were encouraged to join a lunch at Bistro NTT at 1 pm on 15 March 2024 to exchange views with the panel members.

### **4. Undergraduate Student Recruitment Challenges**

#### **- Our Banding Pitch**

In addition to external competitions, the department internally competes with the Journalism program at Hong Kong Baptist University for local and non-local student recruitment. The Chair suggested developing a strategic approach to maintain competitiveness. Challenges included the loss of non-local, non-mainland students and competition with CityU (Minor in Public Relations) and CUHK. Dr. Dominic Yeo was tasked with preparing a two-minute branding pitch to promote our programs and niche value to prospective students.

#### **- Summer Programs for Non-local Students (as Services)**

The Chair reported that course instructors teaching summer programs would not receive payment as it would be considered a service or counted as teaching load.

### **5. 3+1+1 Program with the University of Georgia (UGA), Grady College of Journalism and Mass Communication**

The 3+1+1 program is an educational partnership with UGA where undergraduate students study at COMS, Hong Kong Baptist University, for three years and then complete their fourth year at the UGA to obtain a bachelor's degree from HKBU. With one more year of study in Georgia's masters' program, the students then earn a master's degree from UGA. The UGA is known for its expertise in strategic communication, public relations, and advertising in United States. This program aims to attract talent prospective students for our program as up to five students attending the program will only pay the state tuition fees when studying at UGA. The program is expected to launch in 2025, at the earliest.

### **6. TYA 50<sup>th</sup> Anniversary Celebration Events**

Dr. Henry Fung reported that a series of events have been organized to promote the department's programs to strategic stakeholders, including students and alumni, by celebrating TYA's 50<sup>th</sup> anniversary. The events include the annual PRA campaign competition collaborated with "Chicks 雞仔嘜" on 9 March 2024, a seminar by Mr. Eddy Hui from the Hong Kong Designer Association on 21 March 2024, and the TYA 50<sup>th</sup> Celebration event at Bistro NTT on 17 May 2024 that targets the former TYA officers, 100 students, alumni, and faculty members. Additionally, there would be a

video featuring a conversation between the current and a former (i.e., an alumnus) TYA Managing Director.

## **7. Reporting from Management Teams**

### **7.1 Research Development Team**

Dr. Leanne Chang reported that a 90-min workshop titled “The Ultimate Writer’s Workshop: How to Get Published in 90 Minutes!” would be organized from 4:00pm to 5:30pm on 12 April 2024.

### **7.2 RPg Student Recruitment Team**

Dr. Vivien Zhou reported that this year, 195 and 20 applications had been received for the PhD and MPhil programs, respectively. The RPg Student Recruitment Team/Committee would divide the work and review all applicants, focusing on research in communication studies. Faculty members would take turns serving on this committee. Fifteen to twenty candidates would be shortlisted for interviews, and the School’s RPg committee would further discuss and confirm the list. The interviews are scheduled to take place in April. If all faculty members would like to recommend specific students for an interview, they could send their nominations to Dr. Vivien Zhou through email.

## **III. Matters for Discussion and Sharing**

### **1. Research Postgraduate Students Admission Review**

It was reported in Section II point 7.2 above.

## **IV. Any Other Business**

1. Regarding the teaching assignment in 2024/25, the Chair mentioned that it was necessary to increase the sections for more practical courses to maintain the teaching quality due to the increasing number of students.
2. The Chair informed colleagues that Prof. Kara Chan’s student Yan Wang received a dissertation award and a student travel award for a conference in the US from the American Academy of Advertising. This demonstrated that recruiting high-quality students could lead to successful publications and awards, indicating a successful strategy.
3. Dr. Henry Fung reported that a 7-day study tour in Amsterdam would be organized, departing on 26 May 2024. Dr. Tommy Tse and two colleagues were invited to deliver two guest talks. The number of students is approximately 20-30.
4. The Chair encouraged faculty members to do/organize more research activities at the departmental level. For example, Dr. Stephanie Tsang is currently organizing a conference.

## **V. Adjournment**

There was no other business. The meeting adjourned at 4:00 p.m.