Notes for Student Consultation 2021-22

Date: 3 December 2021 (Friday)
Time: 12:30p.m. – 14:33p.m.
Venue: CVA901
Attendees: Prof. Vivian Sheer, Dr. Timothy Fung, Dr. Jolie Shi, Dr. Elina Tachkova, Mimi
               and Nicola, 2 Year 3 students and 4 Year 4 students

Black: Department   Blue: Students

I. **Year 1 Admission**
   1. The Department explained to the student representatives that Year 1 admission
      would be changed from programme-based to broad-based from 2022 cohort
      onwards. The change was initiated by the university.
   - All student representatives agreed with the arrangement.

II. **ORGC and PR Merger**
   1. The Department introduced the new curriculum for 2022 cohort after ORGC and
      PR merged. The merger would create synergy making the programme stronger
      and comprehensive.
   2. Certificate of specialization would be issued by the Department to students
      fulfilled all the requirements. Current students would be also eligible to apply
      for the certificate.
   3. Current students were encouraged to take the new course PRAD2055
      Programming for Digital Communication.
   - Students raised the concern that it was hard for ORGC students to find a job
     with the current curriculum
   4. The Department explained that PRA majors, no matter which concentrations,
      could find jobs related to employee communication, internal communication
      and PR.

III. **TYA Responsibilities**

1. TYA committee members explained their current responsibilities of running the agency.

- The Department would raise the annual subsidy to TYA. In return, TYA had to lower the membership fee for each student to HK$200.

IV. **Opinion about Class Arrangement**

1. Student representative praised Dr. Florin Serban for his teaching performance for the new course PRAD/PRAO2047 Advanced Media Design for Corporate Communication.

    Yet, student representative also raised the issue that the computer lab CVA506 did not equipped with Adobe XD for mobile apps design. Moreover, computers at CVA506 ran too slowly for design tools.

- (*Post-meeting notes:* The School confirmed that computers at all School labs and Department labs would be equipped with Adobe XD from AY2021-22 semester 2 onwards. Computers at CVA506 would be renewed.)

2. Student representatives asked for more SPSS licenses for honours projects as they found that some computers were occupied by Year 4 students.

- The Department promised not to allow students to occupy any computer in the Department and School labs when they were not using it.

- The Department reminded students that all computer labs on the 5th floor were open to COMS students.

- (*Post-meeting notes:* The Department had informed the School technicians about this issue and asked them to deal with students concerned immediately.)

3. Students requested to get back the graded mid-term exam papers and feedback from course instructors.

- (*Post-meeting notes:* In Department Retreat head on 7 December 2021, the Department Head encouraged faculty members to give feedback to students and allow students to review the mid-term exam papers either in class or in faculty members' office.)

4. Students would like to have a larger venue for holding the event for ORGC3047/PRAD3065 Organizational Event Planning and Management.

- (*Post-meeting notes:* The issue had been discussed in the department meeting held on 7 December 2021. Course instructors were recommended to allow students to review the mid-term exam papers either in class or in course instructors' office. Course instructors were also recommended to give feedback to students.)

5. Students expressed that it was sometimes hard to understand the Visiting Scholar's, Mr. Mark Kazemzadeh, accent. Moreover, Mr. Kazemzadeh did not use microphone, students at the back of the classroom could not hear what he was talking.

- The Department would talk to Mr. Kazemzadeh about this issue.