

### New Academic Year Message (2022-23) from the President

5 September 2022

Dear Members of the HSUHK Family,

My warmest welcome to all of you in the new academic year 2022-23, especially to the over 30 new staff members, over 1,700 undergraduate (UG) students and over 370 postgraduate (TPG) students who have just joined the HSUHK Family!

To all new students embarking on a new learning journey at HSUHK, please rest assured that our teachers, staff and fellow students will walk alongside with you offering support and guidance so that you can transit smoothly to the HSUHK life, push new boundaries, brave challenges, and realize your potentials to the fullest.

To the new faculty members, I am sure that your diverse areas of expertise will bring new energy, ideas and perspectives to our students and to the university community.

With the relatively stable COVID-19 situation and enhanced preventive measures, I am most glad that we resume a vibrant campus life in the new academic year, with teaching, learning and student development activities to be held face to face on campus. With the exciting semester ahead, I wish to take this opportunity to share with you some updates and latest developments of HSUHK.

#### 1. New Programmes

In response to the changing market needs and to nurture talents with the skills and knowledge needed for the sustainable development of society, HSUHK continued enhancing our programme niche area. Currently, HSUHK offers 25 UG programmes and 12 TPG programmes.

In 2022-23, there are five new TPGs on offer, namely, Master of Arts in Chinese, Master of Arts in English Language Teaching and Assessment, Master of Arts in Global English Literary and Cultural Studies, Master of Arts in Theatre Studies, and Master of Science in Data Science and Artificial Intelligence.

Subject to the approval by the Chief Executive-in-Council, two new TPGs, namely, Master of Arts in Cultural Heritage Management and Master of Social Sciences in Public Policy and Risk Governance, are expected to be launched in 2023-24.

## **2. Student Admissions**

Despite the challenges of the record low number of 43,032 school students taking the HKDSE in 2022 coupled with other uncertainties such as the emigration of some local families, the University was able to conduct an effective student admission exercise for 2022-23, with over 1,700 (though a 6% drop) new UG students intake comprising around 790 year-1 and 910 senior-year and a record high of over 370 TPG new students (which is a double increase of the 2021 TPG new students). I would like to attribute the encouraging result to the concerted efforts of our staff members making HSUHK many students' 1st choice. We have confidence that the number of undergraduate intake would be raised in the next few years due to the increased number of Form 6 students.

## **3. Teaching and Learning**

### Enhancement and Start-up Grant Scheme (ESGS)

HSUHK was delighted to receive a funding of over \$19 million under the ESGS for Self-financing Post-secondary Education launched by the Education Bureau (EDB) for the project "FinTech Literacy Enhancement" led by the Department of Economics and Finance. This four-year project aimed to embed the Fintech quintessential elements into our existing finance-related programmes, blending the modern finance practices with advances in information and communication technology (ICT). The enhancement would cover the use of technologies, such as artificial intelligence (AI), data analytics and blockchain, and the management of FinTech in the financial services industry.

### University Academic Development Plan (UADP) 2022 – 2025

Reflecting broad input from Schools, academic departments and academic support units, the UADP 2022-2025, approved by the Academic Board in June 2022, provides a framework for the academic direction of the University in the next triennium. The UADP encompasses six areas, namely, programme development, teaching and learning enhancement, student development, research, academic support services, and HSUHK's development in the Greater Bay Area (GBA). A list of new programmes addressing the latest economic development and society needs, and ten key action items contributing to the academic development/enhancement and the University outreach to the local, regional and global community have been identified. The existing Key Profile Indicators (KPIs) have also been reviewed and enhanced to meet the evolving needs of the University.

## Collaboration with Amazon Web Services (AWS)

Collaboration initiatives with AWS have been kicked off since mid-2021 in the areas of research (relating to emerging information & communication technologies (such as AI, blockchain, clouds, & data analytics)), teaching and learning (some non-credit bearing cloud literacy training for our students), knowledge transfer/ entrepreneurship (commercialization of researchers' and students' ideas), job placement (e.g. for the students of Bachelor of Science (Honours) in Data Science and Business Intelligence and Master of Science in Data Science and Artificial Intelligence programmes), etc. A deeper collaboration agreement on "Cloud Innovation School" would be signed with AWS at a media event in late October 2022.

## **4. Research Development**

### Competitive Research Funding Schemes

With the concerted efforts of our academic staff, HSUHK achieved considerable success in the 2021-22 Research Grants Council's (RGC) Competitive Research Funding Schemes for the Local Self-financing Degree Sector, receiving the highest amount of grants among all the eligible institutions. HSUHK secured a total funding of HK\$18.16 million, representing an increase of 22.37% compared to last year, for 16 Faculty Development Scheme (FDS), 1 Inter-institutional Development Scheme (IIDS), and 1 Institutional Development Scheme Research Infrastructure Grant (IDSR) projects.

In the eight-year period since 2014-15, HSUHK was awarded by RGC the highest cumulative funding amount as well as the highest total number of research projects among all the eligible institutions. The above funding results were a testimony to the hard work and commitment of our faculty members pursuing excellence in research.

### Research Matching Grant Scheme

In the 12th cycle in 2021-22, UGC approved a matching grant of \$182K for the cash donation and a research contract secured by HSUHK. After 12 funding cycles of the Research Matching Grant Scheme (RMGS) since 2019, HSUHK has received a total grant of over \$54.96 million and has exhausted the \$50 million provision earmarked for the guaranteed matching on a dollar-for-dollar basis for each institution. Matching grants will continue to be disbursed on a \$1 for \$2 matching basis until the aggregate amount the University received reaches the ceiling of \$500 million or the \$3 billion RMGS provision is fully exhausted.

## New Research Centres

With the fundings from RGC, RMGS and/ or private donations, three research centres were established in 2021-22, i.e., Centre for Public Policy Research (CPPR), Research Centre for ESG, and Centre for Media Literacy and Communication Studies (CMLCS), bringing positive impacts to the community.

## **5. Student Life and Development**

### Graduate Employment

The annual Graduate Employment Survey was conducted by the Student Affairs Office from October 2021 to mid-March 2022 with a response rate of 86.1%, representing over 1,400 bachelor's degree graduates. The survey result indicated that around 75% of HSUHK graduates secured full-time job offers within 4 months after graduation.

### HSUHK Employer Survey

Further to the 2018 Employer Survey, the 2021 Employer Survey was conducted from December 2021 to May 2022 by an appointed independent research company. Targeting 1,143 employers who employed 2,307 HSUHK bachelor's degree graduates in 2018-2020, some highlights of the major findings were as follows:

- The overall performance score given by employers was 3.81 on a 5-point scale (a slight increase comparing to 3.78 in the 2018 Employer Survey), indicating that our graduates' performance lived up to the expectations of their employers.
- Among the six aspects of evaluation, "Numeric competency and IT literacy" (Score: 3.88) of our graduates was rated the highest by the employer respondents; "Value and attitude" (3.85) came second, and "Technical skills required for the job" (3.82) came third.
- The overall satisfaction score given by employers was 3.90 (compared to 3.79 in 2018), showing our graduates' work performance has further improved.

### Student Achievements

HSUHK students have diverse talents as evidenced by their encouraging performances in open competitions held locally, regionally and globally. Some of their achievements in 2021-22 are highlighted as follows:

- Champion in The Industrial System Engineering Management Innovation Project Competition 2021 organised by The Institute of Industrial and Systems Engineers – Hong Kong.

- Winners in Best in News Reporting (Chinese) and Best in News Page Design (Chinese) in China Daily Campus News Awards 2021 organised by China Daily Hong Kong.
- Ranked no.1 in Hong Kong, no.7 in Asia and no.30 globally (out of 496 teams) in the 2021 Global Bloomberg Trading Challenge organised by Bloomberg for Education.
- The HKIE LTD Best Students Papers Awards 2021 awarded by The Hong Kong Institute of Engineers – Logistics and Transportation Division (HKIE LTD).
- Ranked no.1 in the International Open Tournament (Age group 19+ Mixed) – Double Dutch Speed Relay 4x30 and Double Dutch Pair Freestyle in the IJRU 2021 Virtual World Championship Series, organised by The International Jump Rope Union (IJRU).

### Student Volunteer Service

HSUHK students were also eager to serve the community. Among other services, partnering with The Chinese University of Hong Kong Jockey Club Children Eye Care Programme since 2018, over a hundred HSUHK students served as “Eye Care Volunteers”, contributing more than 2,000 service hours to provide eye examinations for children. In recognition of their service, HSUHK was awarded the Outstanding Service Award in 2021 and 36 students were awarded the Certificate of Appreciation.

## **6. Greater Bay Area (GBA) Development**

Following the establishment of the Task Force on GBA Development in mid-2022 led by PV/VPAR with School representatives as members, and the discussion at the Senior Management Retreat 2022, the Management is exploring further collaboration with different parties in GBA, including public officials, academic institutions and business corporations, such as setting up an office/ research centre, and offering TPG/ double degree/ executive programmes, consultancy research projects, mainly in Shenzhen/ Qianhai, etc. These GBA initiatives will be spearheaded by VPLSE with academic input from PV/VPAR and School Deans and admin/ legal input from VPOD. HSUHK endeavors to support Hong Kong as an important player of the GBA.

## **7. Campus Development**

Construction work of the Creative Humanities Hub, a 5-storey new academic building in the West Lane of the North Campus comprising Multi-Media Editing Lab, Gallery, Multi-Purpose Digital Studio, Lecture Theatre and accommodation staff offices for the School of Humanities and Social Science (SHSS), has been in

good progress. Retendering of the Main Contract (superstructure) is expected to be issued in October 2022. The anticipated completion date of the project is the fourth quarter of 2023.

## **8. Institutional Advancement**

HSUHK owes much of its success to the support of benefactors over the years. In 2021-22, HSUHK received over HK\$17 million donations. Major donations (over \$4M) included:

- HK\$4.5 million from Ho & Fung Charitable Foundation Ltd to support the general development of the University; and
- HK\$4.5 million from Ms Stella Fung Siu Wan to support the general development of the University and the Start-up and SME Resource Centre.

## **9. Public Recognitions/ Awards Received by HSUHK**

HSUHK received various prestigious awards and recognitions during the year, including:

- *Yazhou Zhoukan* Asia Excellence Brand Award 2021 (being awarded for four consecutive years since 2018);
- Corporate Financial Education Leadership Gold Award 2021 in the IFPHK (The Institute of Financial Planners of Hong Kong). This was the second time the University was awarded by IFPHK since 2020.
- The “HSUHK FunD Virtual Run” event won the Silver Award (out of 4,500 entries from 636 institutions from nearly 30 countries) in the 2022 Council for Advancement and Support of Education’s (CASE) Circle of Excellence Awards (Special Events/ Online Fundraisers), being the only university in Hong Kong to receive this Award in 2022.

## **10. Charting the Strategic Planning Exercise for the HSUHK Strategic Plan 2023-2028**

With the implementation of the University’s current Five-Year Strategic Plan 2018 to 2023 in good progress and nearer the end of its horizon, the University embarked on the preparation for the next five-year Strategic Plan 2023 to 2028. The Strategic Planning Group, chaired by the Council Chairman, with members of the Board of Governors, Council and the University Management, as well as relevant stakeholders will be formed to steer the strategic planning process and formulate the planning context as well as the environmental scanning & situation analysis, identifying key challenges and opportunities of the University. Six strategic focus areas have been identified, namely, (i) Programme Development and Admissions, (ii) Research, Scholarly Works and Knowledge Exchange, (iii) Learning and Student Experience, (iv) Globalization and Regional Development,

(v) Stakeholder Engagement and University Social Responsibility, and (vi) Resources Management and Institutional Advancement. A sub-group for each of the six areas, co-led by a Governor/ Council Member and a member of the University Management, will be set up to formulate the specific strategic goals, strategic initiatives and action plans according to schedule.

## **Our Gratitude and Commitment**

The University's achievements so far were brought about by the guidance and support of all stakeholders including the Board of Governors, Council, faculty, donors, supporters and the university community. Looking forward, we will continue to uphold the spirit of our founding motto "Erudition and Perseverance", further advance our unique "Liberal+ Professional" education model while striving to innovate in teaching, research, and student development activities. With your continued support and the concerted efforts of the HSUHK community, I have every confidence that HSUHK will continue to forge new frontiers in education and realise its vision to become a leading private liberal-arts-oriented university in the region, nurturing more young talents to become future leaders with critical thinking, innovative minds, human caring, moral values and social responsibilities.

I look forward to meeting many of you soon. In the meantime, I wish you all the best for the semester ahead.

Truly,



***Simon S.M. Ho***

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