Recruiting talent tops the helmsman's agenda

— Acting President calls for joint efforts to propel CityU forward

Professor Richard Ho Yan-ki has spent the past month or so since being formally appointed as Acting President of City University of Hong Kong (CityU) listening to the concerns voiced by faculty and school deans, department heads and professors in order to have a complete picture of CityU today and identify issues that need to be addressed for the future. Professor Ho found time in his packed schedule to talk to Linkage about his plans and vision for the future development of the University.

What longer-term goals do you have in mind?

While I was Vice-President (Undergraduate Education), I had worked with faculties, schools and departments to project a unified image for CityU which we called "From Student to Professionals", meaning our University aims to train students to be professionals. The aim of this campaign is to make CityU more appealing to prospective students. The next step is to work on promoting the overall CityU image. Some colleagues agree with me that a university is not just a place for learning and for preparing students for their professional careers, but also a place where professors and students can realize their dreams.

As a proponent, I hope CityU graduates will do much more than fulfill their respective duties in their work. My wish is that they will work extra miles and give full play to their creativity and adaptability, contributing to the development of cultural and creative industries and the overall world of tomorrow. This integration ability is important for facing the challenges in the future. I hope CityU can project an image that our graduates have a strong "creative adaptability" and that they are highly adaptable and highly innovative. We have plenty of role models among our alumni who have made considerable contributions to their respective fields and risen to positions of leadership, giving full play to their creativity and adaptability.

With reference to experiences in universities worldwide, we cannot expect to consolidate this drive for a fresh image within just a few months. But I can imagine discussions and draw up plans for the new President to push forward.

Your idea fits well with the new four-year undergraduate curriculum. How, then, are the preparations for the coming transition progressing?

Last year we proposed a proposal for a four-year undergraduate curriculum to the University Grants Committee in which we suggested a design of five "constellations of study areas". In these constellations, each major design is linked to a fixed star around which a number of planets circle. Our aim is to build a platform on which faculties, departments, and programmes can cooperate and synergise. Such a grouping will be a major strength for CityU. Our University possesses components of such a grouping—business, creative media, engineering, law, sciences, humanities and social sciences. In our current comprehensive model, each major component, CityU may not be a match for

What goals are possible to achieve in the coming months?

To become a university of excellence, talent is of the utmost importance, so my priority over the coming months will be to nurture our younger professors to become leaders and attract quality new staff.

For this to be possible, we must have a fair and transparent working environment and maintain smooth communication. In order to achieve this goal, we need to review existing remuneration packages to ensure that they are up to date and flexible. According to some estimates, the highest education sector in Hong Kong will need to recruit nearly 1,000 people in the near future, so competition for talent will be inevitable. CityU must take the initiative to review the situation and make us more competitive in attracting fresh blood and retaining existing staff. In fact, we will be starting a recruitment drive in anticipation of the new four-year curriculum, so we have to review the remuneration packages within the next few months.

Another problem that I hope to solve during my tenure is the lack of space on campus. We must provide newly recruited professors with a sufficient and comfortable area to conduct research and perform other duties. Some solutions, such as renting offices in Grand Century Place in Mongkok and redeploying some offices in the University Centre in Admiralty, will help encourage colleagues in the faculties, schools and departments to recruit staff.
要把握一個有競爭力的職場，就得先確定，間接地，問問題，就
業市場未來的變化，這些重要能力對於今日挑戰

我希望各校可以設立教授會，讓教授們能夠知道有什麼

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Mission possible: CityU’s Career Centre

Inside the Career Centre of Student Development Services, you will find many students attentively reading newspaper application letter writing seminars and company visits.

Rock believes colleagues of the Career Centre should keep in close contact with industry to stay abreast with the latest market developments. “To tap into the pulse of the market,” he says, “we encourage colleagues to work with external organizations by providing employee training consultant services to them.” This has effectively fostered links between the Career Centre and industry and has led to more internship opportunities for students.

Career Centre staff also provide counselling service to individual students, offering career advice and helping them select appropriate jobs.

Rock is happy that many students have been able to determine their career paths with the assistance of the Career Centre. He will continue to fulfill his responsibility and will not become complacent, he says.

“I feel most gratified that many graduates who have received assistance from the Career Centre are willing to come back to share with younger students their growth experience and job application tips. With this spirit of passing on the torch, we can continue to help our students.”

By June Tse
城大企業形象 你我齊愛護
Joining hands to protect CityU’s corporate identity

城大的標誌對一些人來說可能只是「City U」五個
英文字母組成的圖案，但其實這個簡單的標誌，
配以城大獨有的紫色和綠色，象徵著一所充滿創意和前衛
理念的學府，好比一個標誌的城大。

這個標誌和大學名稱是城大一項重要資產，乃大學企業形象建構的基礎。現時
大學的許多部門和單位都使用城大標誌作為標識，而這項資產也將由各個部門和單位共同維護。

多年來，城大的標誌雖然不斷接受審視，並為校內使用而運用，但城大標誌的
設計理念及其獨特的文化背景，使其成為城大標誌不可
或缺的一部分，也是城大形象的象徵。

大家可向相關工作人員查詢有關標誌的使用方法，了解城大標誌的使用範圍等。
標誌的使用應當遵守有關規定。

文 鄭庭群

CityU’s logo, to some people, may just mean a graphic design of five letters of the
alphabet, “City U”. However, with the use of the CityU corporate colours (blue and green), and the composition of the
ten logos, the logo symbolizes a dynamic and forward-looking university, like a bird flying in the sky.

An essential part of CityU’s corporate identity, the logo is vital to all staff and students of CityU.

Although the logo has not been seriously abused in the past, it is expected that
its use will become more complicated as the University grows and participates in
more commercial and external activities. It is imperative that all staff and students
should abide by the Corporate Identity Manual published by the Task Group, which
include registration of the logo in Hong Kong and mainland China, as well as
the guidelines and policies on using CityU’s logo and name in different media.

Dr Jerry Yu Jie-tsoon, Chairman of the Task Group, hopes that these measures can raise the awareness of students and colleagues on
protecting the corporate identity and enhancing the reputation of the University.

A “good reputation of CityU will be beneficial to both colleagues and students,”

Dr Yu said.

He added that the current task of the Task Group is to launch and promote
the approved policies. Documents to help colleagues know more about the policies
and guidelines on using the logo and the name of CityU will be uploaded on the
intranet.

By Karen Chang