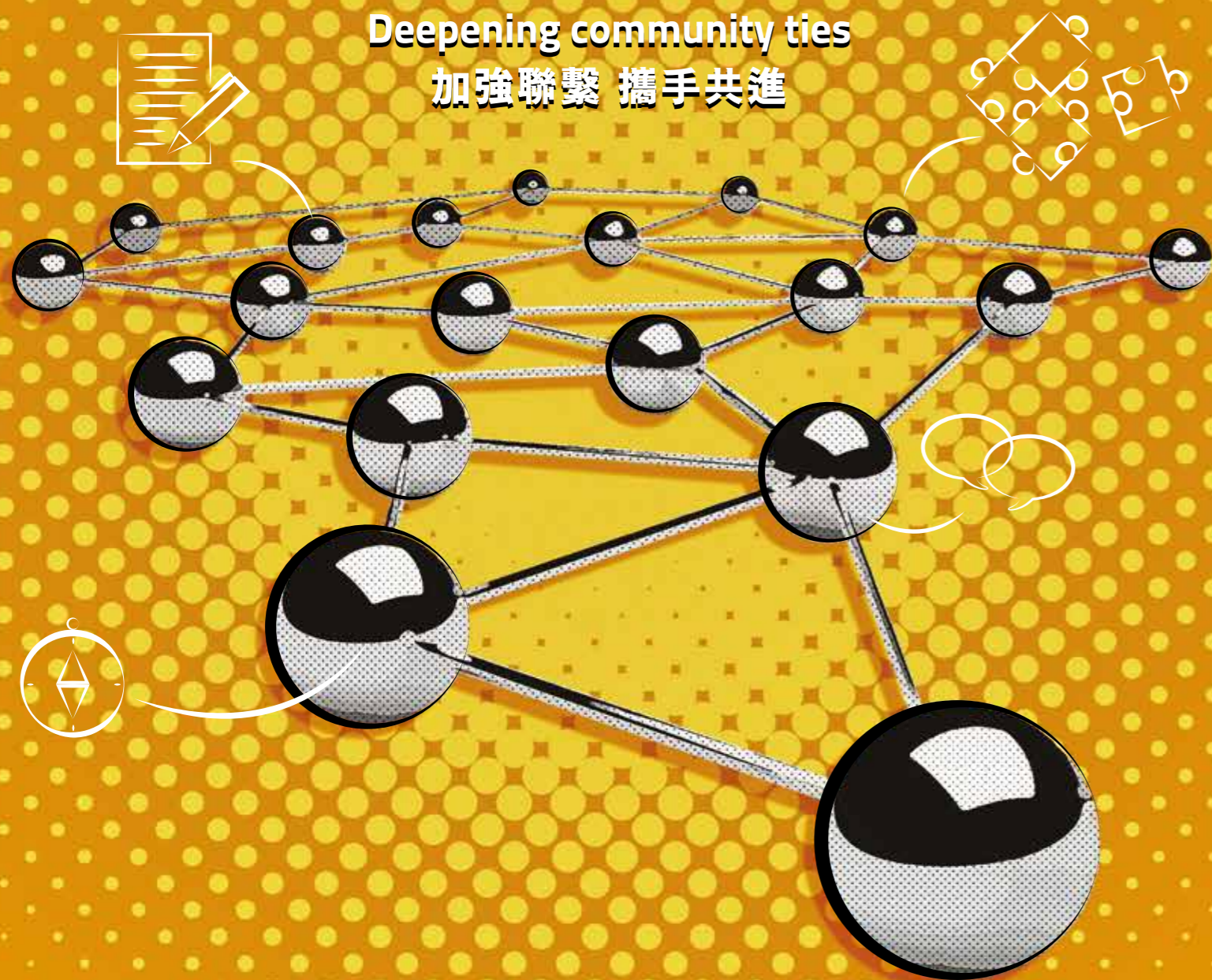


# OUTREACH AND COMMUNITY RELATIONS

Deepening community ties  
加強聯繫 攜手共進



## Outreach and Community Relations 拓展與聯繫

2017/18 has been a fantastic year for building a stronger network of local, regional and international relations. Whether it is working with global business leaders, institutions of higher education or school kids keen to learn more about CityU's professional education and research, CityU is highly motivated to reach out to communities around the world.

在2017/18年度，城大繼續加強與本地、亞洲區及國際的聯繫，成效卓著。無論是全球商界領袖、高等教育機構，還是希望深入了解城大專業教育及研究的學生，城大都積極與他們聯繫，拓展與全球各地社群的關係。



CityU has continued to reach out to local, regional and international communities to maintain and expand strong community relations already in place as well as to create new linkages and networks.

城大過去一年來繼續聯絡本港乃至亞洲區及全球各地社群；既維繫原有交往，也建立新的關係，以拓寬網絡。

## Outreach and Community Relations 拓展與聯繫

## Reaching Out to Education Institutions

Starting with our fellow higher education institutions, a CityU delegation discussed exchange and research collaborations with higher education institutions in Australia in October 2017. The delegation enjoyed fruitful discussions across a range of topics with representatives from the University of New South Wales, University of Queensland, University of Wollongong, University of Sydney, University of Technology Sydney and Charles Sturt University.

Sport is an excellent way of building relations. Led by Professor Way Kuo, CityU faculty, staff and students participated in a series of sports competitions in December 2017 and January 2018 to promote exchange with Chiao Tung University (NCTU) in Hsinchu, Taiwan. CityU and NCTU are sister institutions that have engaged in academic and research collaboration since 2006, and signed a number of academic exchange MOUs and student exchange agreements.

Our ties with Chinese legal education received a boost when a CityU delegation, led by Professor Kuo, discussed the enhancement of academic exchange and collaboration with the National Judges College during a visit to The Supreme People's Court of The People's Republic of China in early January 2018. In addition, Professor Kuo was invited by Hengshui High School in Hebei Province to deliver a talk during the trip. The talk was titled "A reliability look at energy development".

Further afield, a delegation led by Professor Kuo enhanced institutional ties and collaborations at Koç University, Boğaziçi University and Robert College in Istanbul, Turkey in February 2018. The trip was an excellent opportunity to promote CityU's success story and brand.

## Boosting Links with Industry

Support from industry is a huge boon to CityU's operations, advancing ties, strengthening communication among industrial and business leaders and CityU, and soliciting resources for student learning. The CityU Industrial and Business Leaders Circle explored collaboration opportunities at a luncheon seminar in July 2017 where CityU representatives discussed the Innovation and Technology Fund as well as company consultancy.

From the students' viewpoint, the CityU Career Festival 2017 from late October to early November 2017 served as an excellent platform for preparing for future careers by connecting with employers and industry practitioners.

## 增進與教育機構合作

城大重視與高等院校的交流合作，2017年10月，城大代表團訪問了幾所澳洲的大學，探討研究和交流方面的合作機會。城大代表團與新南威爾斯大學、昆士蘭大學、伍倫貢大學、悉尼大學、悉尼科技大學、查爾斯史都華大學的代表討論了多項議題，取得豐碩成果。

體育運動是建立友好關係的絕佳方式。2017年12月及2018年1月，郭位校長率領教職員和學生兩次與台灣新竹交通大學(交大)進行一系列體育競賽，增進交流。城大與交大是姊妹學校，自2006年起在學術、研究等領域已有合作，並簽訂了學術交流備忘錄及學生交流協議。

城大亦加強了與內地法律教育界的聯繫。2018年1月，郭校長率領代表團訪問中華人民共和國最高人民法院，探討增加城大與國家法官學院的交流和合作。其間，郭校長應邀訪問河北衡水中學，以「從可靠角度看能源」為題發表演講。

此外，在2018年2月，郭校長率領代表團出訪土耳其伊斯坦布爾的科克大學、海峽大學與羅伯特學院，加強與當地院校的聯繫和合作，並推廣城大的成就及品牌。

## 加強與業界聯繫

業界的支持對城大的營運大有助益。城大注重增強與工商業界領袖的聯繫與交流，以籌募學生學習資源。2017年7月，城大工商業領袖協會舉行專題午餐會以開拓合作機會，大學代表向出席嘉賓介紹政府的創新及科技基金，以及一項由學生為企業擔任市場推廣顧問的計劃。

2017年10月底至11月初，城大舉辦「2017城大就業節」，學生藉此機會與僱主及業界人士晤談，為未來職業生涯做規劃。

## Outreach and Community Relations 拓展與聯繫

Another event that brought students closer to industry was the Employers' Luncheon in March 2018 that helped to raise awareness among major local employers about CityU's educational philosophy and showcased student talent and outstanding achievements. More than 500 participants attended, including over 300 employers from about 170 companies in a range of industries, plus 200 faculty members and students.

Two MOUs have advanced outreach to industry. One signed earlier in January 2018 with Harbin Institute of Technology will boost opportunities for CityU students in areas such as aerospace engineering among other science and technology fields. Another signed with Microsoft Hong Kong Limited (Microsoft) in March 2018 highlights possible areas of collaboration with an emphasis on entrepreneur programmes and startups as well as extending opportunities to CityU students to take up education programmes at Microsoft.

## Connecting with the Youth

Students remain fundamental to the heart of CityU's efforts in professional education, and we undertook a number of initiatives aimed at reaching out to local, regional and international talent.

To enhance students' understanding of CityU and its innovative approach to learning and to sharpen students' debating and critical thinking skills, CityU invited around 200 students from 20 elite secondary schools to the "Discovery & Innovation Debating Challenge" in December 2017. Organised by CityU and *Young Post*, *South China Morning Post* for the fifth year running, the event introduced participants to CityU's state-of-the-art teaching and learning facilities, including the Gateway Education Laboratory, the Omnimedia Digital Newsroom, the Underwater Robotics, and the moot court, among others.



More than 500 participants attended the CityU Employers' Luncheon, including over 300 employers. 逾500人出席城大僱主午餐會，包括300多位企業代表。



An MOU aimed at nurturing talent for Hong Kong has been signed between CityU and Microsoft. 城大與Microsoft簽署合作備忘錄，旨在為香港培養人才。

另一個促進學生與業界交流的活動是城大2018年3月舉辦的「城大僱主午餐會」，除了幫助本地各大企業及機構僱主深入了解城大教育理念外，還展示了學生的才能及優秀學習成果。逾500人出席午餐會，其中包括來自各行各業約170家公司的300多位企業代表，以及200名城大師生。

城大還簽訂了兩份旨在拓展與業界聯繫的合作備忘錄。城大與哈爾濱工業大學於2018年1月簽訂合作備忘錄，使城大學生有更多機會了解航天工程及其他科技領域。另外，2018年3月，城大與Microsoft香港有限公司(Microsoft)簽署合作備忘錄，列舉雙方可能合作的多個領域，如推薦成熟的初創公司參與Microsoft初創計劃，以及為城大學生提供更多機會參加Microsoft的教育計劃。

## 擴展與青年人的交流

學生向來是城大專業教育的核心。我們推出多項舉措，旨在擴展與本港、亞洲區及國際優秀學生的聯繫。

2017年12月，城大舉辦「重探索求創新辯論賽」，約有200名來自全港20所優秀中學的學生參加。該活動由城大與附屬《南華早報》的《青年報》聯合主辦，今年已是第五屆。活動旨在促使中學生認識城大及其創新教學理念，並提高其辯論技巧和慎思明辨能力。參與活動的學生參觀了城大的先進教學及科研設施，例如：精進教育實驗室、全媒體數碼新聞中心、水底機械人、模擬法庭等。

## Outreach and Community Relations 拓展與聯繫

Looking north, a delegation introduced CityU's latest developments to secondary school principals and students and local media in Taiwan in late January 2018. During a visit to St. Viator Catholic High School in Taichung, Professor Kuo talked to students during a seminar titled "Do we care about education?" as a means to get young people thinking about their future development.

Planning ahead is after all of paramount importance to career development. In April 2018, to encourage more thought about career topics, more than 100 senior secondary school students were invited to learn how to set goals alongside CityU at a special one-day programme titled "Setting goals today for a brighter future" at which guest speakers from different sectors shared their success stories and encouraged participants to set life goals.

Building closer partnerships with secondary school principals is vital if we are to promote our brand and admit high quality students, and also to communicate our latest developments. Lunch receptions such as the one hosted by Professor Kuo in May 2018 for school heads helped to strengthen partnerships with secondary school principals. This event served to express our appreciation to the secondary schools for nurturing high-performing students; developed a two-way dialogue; helped us to learn from the schools about the needs of the younger generation of students; and enabled us to share important information about CityU's future development.



Secondary school students visited CityU's advanced teaching and learning facilities during the "Setting goals today for a brighter future" programme. 參加「立志現在 成就未來」活動的中學生參觀城大的先進教研設施。

2018年1月底，郭校長率領代表團出訪台灣，會見當地中學校長、學生及傳媒，介紹城大最新發展。在訪問台中市天主教私立衛道高級中學期間，郭校長在座談會上發表演講，題為「我們重視教育嗎？」，啟發青年思考未來的發展。

及早規劃對職業發展至關重要。2018年4月，城大舉辦為期一天的「立志現在 成就未來」活動，藉此協助中學生深入思考有關職業的議題，共有百多名高中生參加，學習如何確立目標。活動邀請不同界別的人士暢談其成功之道，鼓勵學生訂立人生目標。

若要推廣城大，吸納更多優秀學生，並介紹大學的發展近況，加強與中學校長的聯繫是一大關鍵。2018年5月，郭校長設午宴招待多位中學校長，以促進合作。午宴旨在感謝中學培育優秀學生到城大升學，建立雙向溝通，並透過中學校長了解年輕一代學生的需要，以及介紹城大未來的重大發展。

## Outreach and Community Relations 拓展與聯繫

## Support for the Alma Mater

Building and maintaining strong relations with our alumni continues to bring a great deal of benefit to campus. So we were delighted when a record number of alumni from mainland China joined a reunion dinner in Shanghai in December 2017. Over 200 participants, including guests and alumni mostly from Beijing, Chengdu, Shanghai and Shenzhen, as well as CityU representatives, participated in the "CityU Alumni Dinner @ Shanghai", setting a record for alumni events on the mainland.

In May 2018, an equally impressive event saw a delegation led by Professor Kuo run the 13th Xuanzang Road Business School Gobi Challenge. The CityU delegation showed its solidarity and mutual support for each other throughout the activity, bringing together CityU participants, numbering 52 persons, including Professor Yan Houmin, Dean of the College of Business, and 33 staff and students from the EMBA programme.

## 校友的熱心支持

與校友建立並維持緊密聯繫，可大大促進城大發展。2017年12月，城大在上海舉行「城大校友匯上海」晚宴，內地校友踴躍出席，參與人數創下新紀錄。逾200名主要來自北京、成都、上海和深圳的嘉賓、校友及城大代表出席了晚宴，是歷年來內地校友活動參與人數最多的一次。

2018年5月，郭校長帶領城大代表隊，參加第十三屆玄奘之路商學院戈壁挑戰賽。城大隊伍團結一致，無懼惡劣環境及勞累迎接挑戰。城大代表隊共有52人參加了比賽，其中包括商學院院長嚴厚民教授，以及33位行政人員工商管理碩士課程師生。



A CityU delegation took part in the 13th Xuanzang Road Business School Gobi Challenge. 城大代表隊參加第十三屆玄奘之路商學院戈壁挑戰賽。

## Outreach and Community Relations 拓展與聯繫

## Sustaining Community Ties

An event designed to advance better community relations saw around 60 children aged from 3 to 12 join the event “Bring Kids to Work Day” for a day of discovery and fun in August 2017. This is a new initiative aimed at giving children of faculty and staff members an opportunity to see what their parents do for a living!

The arts constitute a first-rate platform for extending community relations. A wonderful concert performed by the City University of Hong Kong (CityU) Choir, CityU Concert Singers, CityU Philharmonic Orchestra, external musicians and musical groups kicked off the CityU Arts Festival 2017 in October, the third CityU Arts Festival, held for the first time off campus at Sha Tin Town Hall. Around 1,000 fans of the arts and culture attended the event, which is growing each year.



Around 60 children joined the event “Bring Kids to Work Day”.  
約60名兒童參加「帶孩子上班日」。



The CityU Arts Festival attracted an audience of around 1,000 fans of the arts and culture.  
城大藝術節吸引約1,000位愛好文化藝術的觀眾蒞臨觀賞。

## 維繫社區關係

2017年8月舉行的「帶孩子上班日」旨在增強社區聯繫，約60名3至12歲的兒童參加了活動，到城大展開一天的愉快探索之旅。此項新活動旨在讓城大教職員子女有機會了解父母在大學的工作。

藝術是拓展社區聯繫的極佳媒介。2017年10月，城大合唱團、城大愛樂合唱團、城大管弦樂團，與一眾校外樂團及音樂家，以精彩的開幕音樂會為「城大藝術節2017」揭開序幕。已踏入第三屆的城大藝術節初次衝出校園，於沙田大會堂舉行，將藝術推廣到社區，觀眾人數逐年增長，今年約有1,000位校內外藝術愛好者蒞臨欣賞。

## Outreach and Community Relations 拓展與聯繫

## Exhibitions for the Community

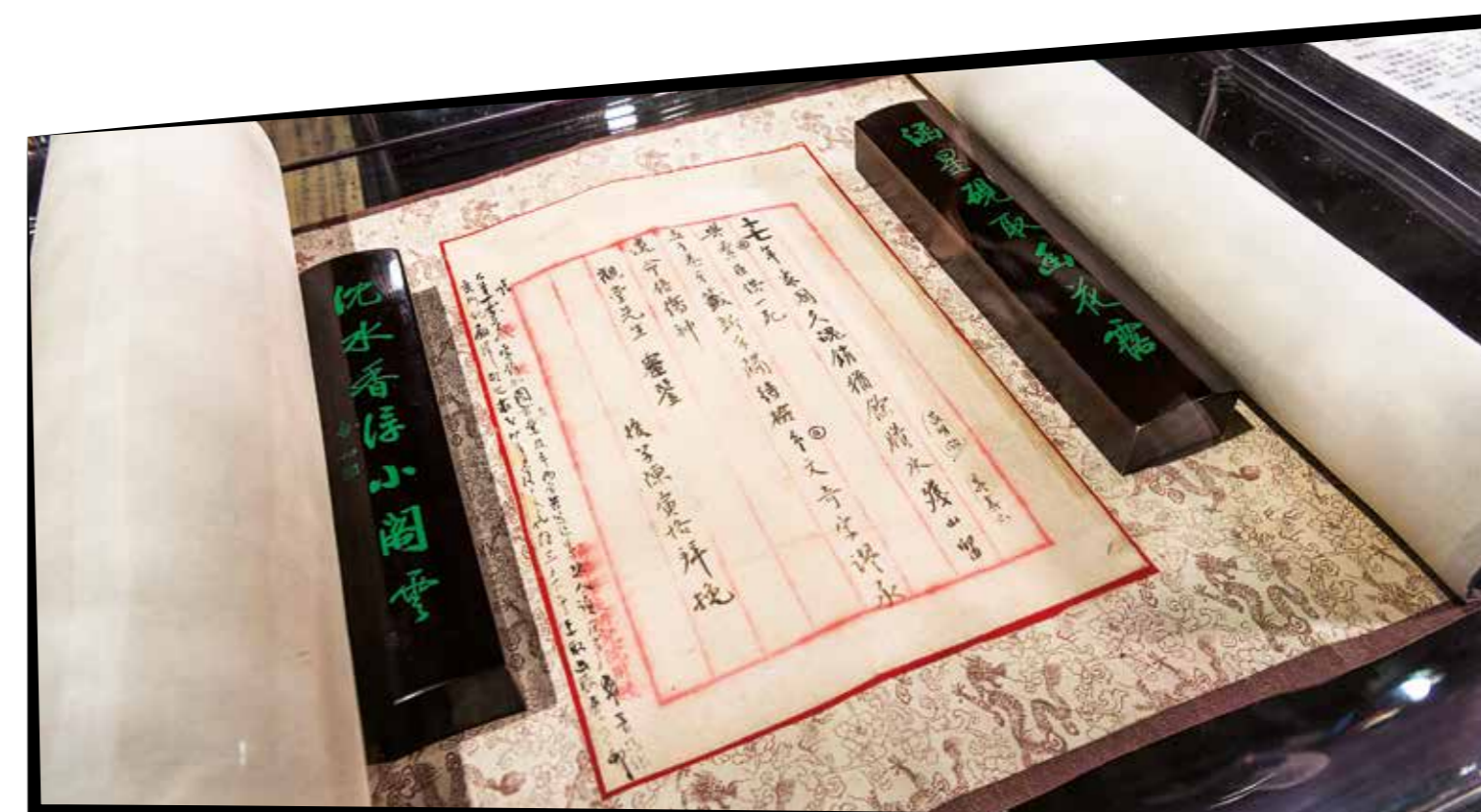
One of the first exhibitions of the year focused on the private thoughts of some of China's greatest scholars of the twentieth century. Titled “Sincerely Yours: Personal Letters of Tsinghua Scholars”, the display revealed 134 unpublished letters, manuscripts, and teaching materials that were hand-written by the likes of Tsinghua scholars Liang Qichao, Wang Guowei, Chen Yinke, Zhao Yuanren, Hua Luogeng, Hu Shih, Wen Yiduo, among others. Enriching the exhibition, which was launched in September 2017, were several new media installations developed by CityU's School of Creative Media.

Creative media featured prominently in another exhibition at CityU's Exhibition Gallery. It featured one of the most enduring Chinese martial art systems, Lingnan Hung Kuen, along with innovative new media technology and 3D visualisation. Starting in December 2017, “Lingnan Hung Kuen Across the Century: Kung Fu Narratives in Hong Kong Cinema and Community” showcased aspects of the martial art as a sport, a cultural heritage, and the inspiration for media and film. Documentary photographs, kung fu scripts, vintage movie posters and interactive installations highlighted the parallel history of two of the most influential martial arts families in Hong Kong.

## 展覽惠及社區

2017年9月，城大舉辦2017/18學年第一次展覽，題為「尺素情懷：清華學人手札展」，呈現多位20世紀中國傑出學者的思想與情懷。展品為多位清華大學著名學者共134篇從未發表的親筆信札、手稿和講義。這些學者包括梁啟超、王國維、陳寅恪、趙元任、華羅庚、胡適、聞一多等。城大創意媒體學院亦特別製作新媒體裝置，令展覽更精彩。

創意媒體也是城大展覽館另一場展覽的重要特色。2017年12月，城大展覽館呈現中國著名武術流派洪拳，運用新穎多媒體技術與立體視覺效果，使觀眾有如身臨其境，感受刺激有趣的功夫體驗。展覽題為「電影•社群•百年嶺南洪拳」，從多方面展示這套既是體育運動與文化遺產，又是電影和多媒體創作靈感泉源的洪拳功夫。展品包括洪拳攝影紀實、拳譜、經典電影海報及互動裝置，透過介紹香港兩大武術世家，追溯洪拳在民間及電影的雙線發展。



Unpublished letters, manuscripts and teaching materials of renowned Tsinghua scholars were displayed at the “Sincerely Yours: Personal Letters of Tsinghua Scholars” exhibition.  
「尺素情懷：清華學人手札展」展出多位清華大學著名學者從未發表的親筆信札、手稿和講義。

## Outreach and Community Relations 拓展與聯繫

In March 2018, a group of promising young Chinese artists offered a stimulating representation of the media art scene today through 40 fascinating new media artworks. The exhibition, titled “On the Road: Young Media Artists in China”, featured the works of 36 young artists selected from major contemporary art institutes and art organisations in mainland China and Hong Kong. Nine of the artists were from Hong Kong and six were CityU graduates. In addition, six young faculty members from the School of Creative Media at CityU contributed new media artworks to the show.

A journey through time and space was presented at a fascinating new exhibition organised in collaboration with Le French May from May to August 2018 at CityU Exhibition Gallery. “The Cabinets of Curiosities. From the Natural Sciences to the Art of Nature. Collections from France and Hong Kong” introduced Hong Kong audiences to over 250 natural and artificial artefacts from 10 museums, galleries and private collections. The displays revealed European collectors’ fascination with exotic animals, plants, minerals and art objects unknown in the West until a few hundred years ago.

### Promoting Soulware

Professor Way Kuo gave several talks over the year at various events, three of which were targeted at connecting with young people. In September 2017, he discussed the importance of “soulware” and the integration of teaching and research for higher education in a sharing session with CityU teachers and students at a session organised by the CityU Postgraduate Association Reading Club. Focusing on the theme of contributing to society, Professor Kuo encouraged young people in his keynote speech at the presentation ceremony for The Hong Kong Youth Service Award 2017 in November 2017 to develop rational thinking and use their knowledge and good heart to give back to society.

Picking up once more on the soulware theme, Professor Kuo shared his key to success with students while officiating at speech days for four secondary schools in May and June 2018, stating that, in addition to hardware and software, we need to make use of our knowledge for the well-being of society through a mindset that encourages dedication and commitment.

2018年3月，城大展出多位優秀中國青年藝術家的40件新媒體傑作，展示當今媒體藝壇新視野。展覽題為「在路上：中國青年媒體藝術家」，展出來自內地及香港著名當代藝術學院及組織的36位青年藝術家之作品。參展藝術家中，九位來自香港，六位是城大畢業生；創意媒體學院的六位年輕教員亦展出其新媒體作品。

2018年5月至8月，城大與法國五月藝術節在城大展覽館合辦「『藏珍閣』— 由自然科學到大自然藝術 珍藏來自法國、香港」展覽，透過林林總總的收藏品，包括珍禽異獸和植物、奇異瑰麗的礦物、精巧玲瓏的藝術品，呈現當時歐洲收藏家對神秘世界的幻想與嚮往，參觀者可以穿越時空回到數百年前的西方。展覽展示來自10間博物館、畫廊和私人收藏的逾250件自然標本及手工藝術品。

### 推廣「心件」理念

過去一年，郭位校長出席多個活動並發表演講，其中三次與青少年有關。2017年9月，郭校長出席由城大研究生會讀書會主辦的分享會，與城大師生暢談高等教育的教研合一理念及「心件」的重要。2017年11月，郭校長在「香港青年服務大獎2017」頒獎禮上發表主題演講，鼓勵年輕人培養理性思考，並運用知識和善心，貢獻社會。

2018年5月和6月，郭校長先後出席四所中學的畢業典禮，向學生講述「心件」的重要，並分享成功之道。他指出除了具備硬件、軟件，還要有熱誠奉獻與專心致志的精神，才能善用知識、造福社會。

## Outreach and Community Relations 拓展與聯繫

### Numbers of Full-time Equivalent (FTE) Students Enrolled in CityU Continuing Education Courses 2017/18 2017/18年度報讀城大持續進修課程相等於全日制學生人數

Non-local Award Programmes 非本地學院頒授學銜的課程	Diploma/Certificate Programmes 文憑/證書學銜課程	General Courses 普通課程	Total 總數
<b>3,459</b>	<b>514</b>	<b>354</b>	<b>4,327</b>

Note:

This report gives the number of FTE students enrolled in self-financed programmes. The numbers were reported for the financial year 2017/18 for programmes and courses offered by the School of Continuing and Professional Education (SCOPE). The number of FTE students of non-local award programmes is calculated using a normal study load of the same programme delivered in the home country. For diploma/certificate programmes and general courses, a conversion factor of 450 hours to 1 FTE student is used.

註：

上表為2017/18年度註冊修讀城大專業進修學院提供的自資課程相等於全日制學生的人數。非本地學院頒授學銜課程的學生人數，是根據頒授學銜的學院所在國家的一般學習時數計算。文憑/證書課程及普通課程，則以註冊修讀的學時計算（修讀450個學時等於一個全日制學生）。

### Summary of Consultancy Projects 2017/18 2017/18年度顧問諮詢服務

Project Nature	項目性質	Number 數目
Consultancy	顧問研究	50
Directorship	董事	90
Professional practice	專業服務	9
Others	其他	5
<b>Total</b>	<b>總數</b>	<b>154</b>

Figures as at end of June 2018.  
數字以2018年6月底為準。