

FACULTY OF ARTS
The University of Hong Kong



FACULTY OF ARTS DEVELOPMENT PLAN 2007-2012

VISION

The Faculty of Arts was founded in 1912 and is one of the oldest and largest in the University of Hong Kong. As one of the flagship faculties of the University, it has been the focus of academic life in the University and has continued to build on its tradition while meeting new educational and intellectual challenges. Teachers in the Faculty are committed to excellence in research which allows them to provide a broad and liberal education to students and the community. Arts Faculty graduates have established successful careers in both the public and private sectors, and have made significant contributions to the development of Hong Kong, the region and the world at large.

MISSION

The mission of the Arts Faculty is to contribute to knowledge in four ways:

- Building upon its traditional strengths while at the same time pushing the bounds of liberal arts scholarship;
- Providing a comprehensive, humanistic and liberal research environment for its staff and students and lifelong learning opportunities for the community;
- Producing graduates with highly developed analytical, linguistic, critical and creative skills, for leadership and success in their professional and life endeavours;
- Serving as an international gateway and forum for humanistic scholarship between China and the rest of the world.

A WORLD-CLASS FACULTY OF ARTS

“An Arts education underpins the cultural vibrancy and sophistication of the community that any university serves. It forms the foundation of general education to prepare graduates to become well-rounded leaders with vision and humanity and the capacity to serve the local community and beyond.”

Faculty of Arts Academic Development Proposal for 2009-12



The Faculty of Arts has been at the heart of the University of Hong Kong, and of Arts education in Hong Kong, for almost a century. It has provided innovative, high-quality research and teaching, and has established itself as one of the best humanities faculties in the region and internationally. Over the next five years, our goals will be to maintain and further improve the service we provide to Hong Kong, and enhance our international standing.

This is a critical period for the Faculty. In recent years, we have undergone a major restructuring and renewal to consolidate our strengths, identify areas of growth and consider how to achieve our goals. During the 2007-12 period of development, the success of these efforts will be a springboard for launching new areas of research, introducing a new curriculum and establishing ever-higher standards of excellence.

OUR PROGRESS IN CONTEXT

Founded in 1912, the Faculty of Arts is one of the oldest faculties in the University. Over the years our commitment to excellence has resulted in graduates who have established successful careers in the public and private sectors, and have made significant contributions to the development of Hong Kong, the region and the world at large. The Faculty has also benefited greatly from their generous donations in support of our activities.

International Standing — We are recognised internationally for our teaching and research and our understanding of both Eastern and Western cultures. With over 60% of our academic staff recruited from outside Asia, we are the most international faculty in the University, which in turn is the most international university in the region. We teach twelve languages and offer language and cultural studies not available elsewhere in Hong Kong. The growing focus on East-West and China Studies will raise our global profile even further and enable us to attract more international attention, as well as scholars and students.

Students — We have always attracted outstanding students and, in recent years, the number and quality of applicants has steadily increased. We are also receiving more applications from outside the local school system. Between 2002 and 2007 the number of non-JUPAS applicants doubled and they now comprise more than 40% of all applicants. A large number of non-Arts students are also enrolled in our programmes.

Restructuring — In the 2002-07 development period, we underwent major restructuring and consolidation. After much reflection, adaptation and renewal, the Faculty has emerged stronger than it has been for years. The biggest structural change was the consolidation of our ten departments and three Undergraduate Interdisciplinary Studies Programmes into five Schools: Chinese, English, Humanities, Modern Languages and Cultures, and Geography. In September 2007 we became four Schools when Geography moved to the Faculty of Social Sciences. This new arrangement has enabled us to focus on our strengths, in particular China-West Studies.

Centennial Campus — Our relocation to the new Centennial Campus in 2012 will provide us with customised, environmentally friendly facilities for our programmes and staff. Although our physical identity will shift, we will remain committed to providing an outstanding education and producing high quality research relevant to Hong Kong, China and the world.

OUR DEVELOPMENT PLAN FOR 2007-2012

The Faculty of Arts has unique strengths: world-class expertise in China-West studies, a highly internationalised faculty, and a culture- and language-based curriculum of which we are very proud. We will be consolidating these strengths during 2007-2012 to meet the community's needs and to further enhance our position as a world-class humanities faculty.

The shape of our development will be influenced by two factors. First is our scholars' unmatched expertise in China-West studies. This field has great potential to raise our global profile, given China's growing stature in the world and our position as the leading English-language humanities faculty in China. It is also central to the identity and mission of the University. We will draw on our research expertise and collaborations to explain and mediate cultural relations between China and the rest of the world. Recognised global leadership in this field is a realistic aim.



The other factor is our core contribution to the University's transformation to a four-year undergraduate curriculum in 2012. This offers tremendous opportunity to broaden student learning and experiences, and the Faculty of Arts, as the centre of humanistic studies, has been closely involved in developing interdisciplinary and general education courses for the whole University. Preparations are also well underway within our own programmes to ensure a smooth transition to a four-year curriculum.

The work of the Faculty over the next five years will be underscored by these two factors. Under the Centenary Recruitment Plan we have hired and will continue to recruit additional staff to enhance our comprehensive range of teaching courses and interdisciplinary research. We have also identified specific development milestones in our key areas of work, namely, research, the four-year curriculum, undergraduate matters, postgraduate education and outreach.



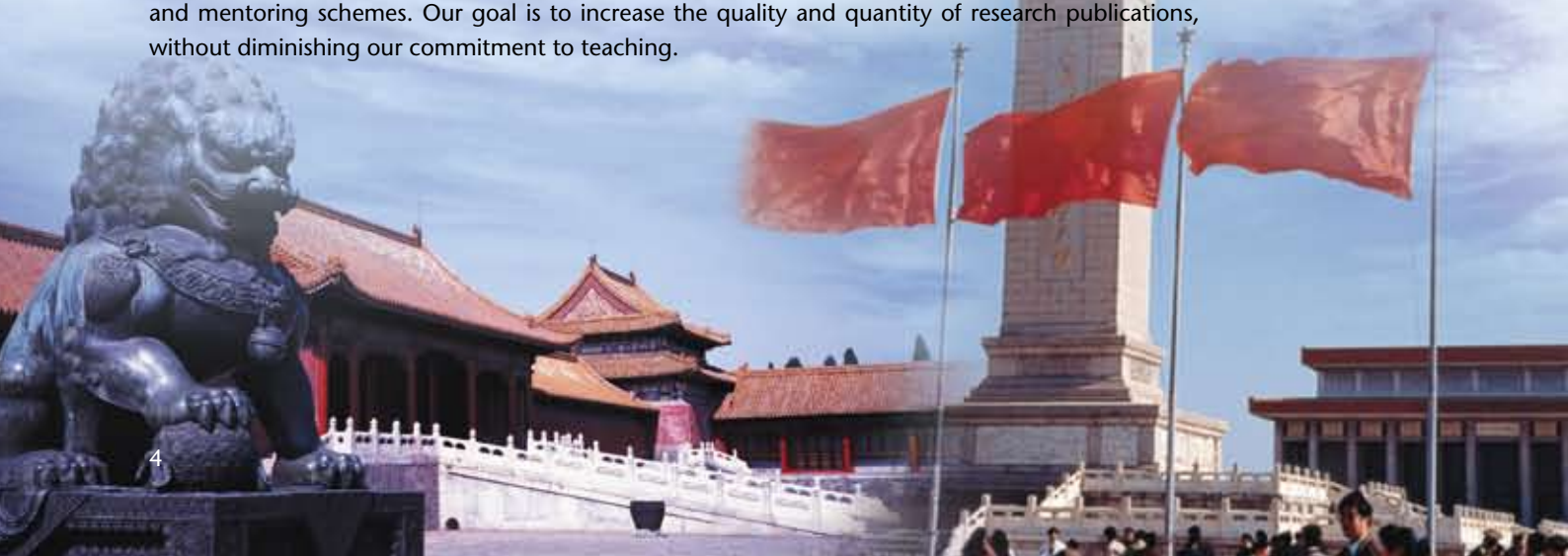
Research

The Faculty has two special research strengths, China-West studies and Language and Communication. They reflect our expertise and are highly relevant to the needs and opportunities of Hong Kong and China.

Language and Communication is already a strategic research theme within the University and a focus of interdisciplinary collaboration. China-West studies, which emphasise cultural interactions between China and the West, has similar potential and the Faculty will be developing this field of research into a strategic area of strength. Specifically:

- China-West studies will focus on three groupings for internal and external collaborations: language and culture studies, diaspora studies, and visual, literary and music arts.
- An annual research symposium or conference on China-West studies will attract leading international scholars and enhance our global profile.
- An organisational platform will be established to support large-scale interdisciplinary projects within the University and with colleagues in other institutions, including on the Mainland.
- A bid will be made to the University Grants Council, hopefully in 2012, to recognise China-West studies as an Area of Excellence. This would attract additional investment and other support.

We will also continue to support the 'blue sky' research typical of most Arts scholarship. A system of reviews and incentives is being developed to encourage Faculty members to apply for the time and financial support they need to produce their best work. Practical support is also being provided, such as annual workshops on writing CERG proposals, advice on managing teaching relief and mentoring schemes. Our goal is to increase the quality and quantity of research publications, without diminishing our commitment to teaching.



The Four-Year Curriculum

The expansion to a four-year undergraduate curriculum in 2012 offers a special opportunity to revisit our programmes and enhance and broaden the education we offer. The Faculty has already restructured itself and its course requirements to promote choice and flexibility. Over the next five years we will be taking these measures further to provide students with a broader-based education.

- A new curriculum blueprint is being developed with the aim of having a soft launch in the 2009-10 academic year. The new curriculum will address common core subjects, diverse learning experiences, English and Chinese proficiencies, information technology in the curriculum and outcome-based teaching and learning.



- Innovations that further integrate the University's educational aims into Arts education will be investigated. Examples of these aims include the development of critical thinking, lifelong learning, global citizenship, intercultural communication and collaboration in student learning.
- The Faculty has a major role in supporting the implementation of the four-year curriculum across all faculties, especially in the design and writing of General Education courses. Several members of our Faculty sit on all seven University sub-committees involved in steering the transition.
- New programmes will continue to be introduced to meet our goals and the community's needs. A fourth Undergraduate Interdisciplinary Studies Programme, in Modern Chinese Studies, has been created, extending our research interest in China-West studies to undergraduate learning.

Undergraduate Student Matters

A more flexible, choice-driven curriculum requires us to offer different kinds of support to students. Academic advice and issues related to greater student mobility will demand attention over the next five years if we are to help students get the most benefits from the new curriculum.



- Our information-based academic advisory structure will be revamped to provide more effective assistance to students in forming and meeting expectations and planning their studies. We will establish a Faculty-wide structure for academic advising and co-ordinate with other faculties. The new advisory structure will be ready for partial implementation in 2009-10.
- Robust mechanisms will be developed to deal with the expected increase in demand for credit transfer. The four-year curriculum has the potential to increase student mobility and integrate diverse learning experiences, which will need to be recognised in our credit system. The Faculty will develop a transparent credit system by aligning the credit structures of BA programmes, reviewing credit transfer policies and articulating credit transfer with degree classification.
- We will continue to devise ways to attract high-quality students, both in Hong Kong and overseas, and recruit more students from Mainland China where there is much potential for growth.





Postgraduate Education

Postgraduate education enables us to share our humanistic knowledge with a wider community, foster creativity and train future researchers. The Faculty has identified several areas of development to enhance and deepen our provision of postgraduate studies over the next five years.

- The number of international research postgraduates will be increased. This is already an area of strength in the Faculty, with overseas students making up 21% of intake and Mainland students 19%, the highest proportion in the University. We aim to increase that to 25% each of overseas and Mainland RPG students by 2012.
- Two new taught postgraduate programmes will be introduced. The interdisciplinary Master of Arts in European Studies, offered from 2008, will consolidate our links with the international community in Hong Kong. The Master of Fine Arts in Creative Writing, offered from 2009, will be unique to the region and meet the community's need for creativity training.
- Quality assurance mechanisms for recruitment, teaching and supervision, and examination and grading are being reviewed and will be formalised into a Quality Assurance Protocol.



Outreach

The Faculty will continue to work proactively to promote public awareness of our teaching and research profile and strengths. Examples of our ongoing initiatives include:

- A forum to explain our work to secondary school careers teachers.
- Faculty open-house sessions and lectures planned in co-ordination with halls, so that secondary school students can sample university life. We will also run an Arts Summer School for senior secondary school students.
- A “Meeting of Minds” series, consisting of talks by Faculty members with topics attractive to secondary-school students.
- A Visiting Artists Programme, whereby prominent visual and performing guest artists and artists-in-residence interact with the University and the community at large, and reinforce the artistic, social, and educational value of the arts and humanities. This will be expanded in the 2007-12 development period to include the Writers-in-Residence programme in the School of Chinese.
- The Arts and Humanities Cultural Ambassadors Scheme and Award, a special overseas exchange programme to promote intercultural dialogue and advance cultural awareness.
- The Arts Distinguished Alumni Lecture Series, held annually.
- Staff interviews with local media on their research and teaching interests.

We will also continue to work with partners in the University, such as the Development and Alumni Affairs Office and External Relations Office, to extend and enrich our collaborations with the community.





MILESTONES

Research & Postgraduate Education

New initiatives

		<i>Year of introduction</i>
1	Establish “China-West Studies” as a Strategic Research Theme	2007-08
2	Bid for UGC Area of Excellence	2011-12
3	Form three research clusters under SRT: (1) Language & Culture; (2) Diaspora; (3) Visual, Literary and Music Arts	By 2011-12
4	Organise International China-West Conference; Hong Kong Culture: Image and Word International Symposium	2007-08
5	Organise International Conference on Diaspora (U21 co-sponsored with Nottingham University)	2008-09
6	Maintain lead among Hong Kong universities in next RAE	From 2008-09
7	Establish “mentoring” scheme in the CERG process	From 2008-09
8	Extend CERG “mentoring” scheme so all young new staff are provided with a more experienced research mentor	From 2008-09
9	Introduce new interdisciplinary MA in European Studies	2009-10
10	Introduce new MFA in Creative Writing in English, the first in Asia	2009-10
11	Further internationalise RPg intake to 25% of cohort overseas students	By 2010-11
12	Establish Quality Assurance Protocol for TPG programmes	2008-09

On-going developments and programmes

- 13 Sponsor or co-sponsor at least one international conference or symposium related to the SRT at Faculty level annually
- 14 Aim for best presses and journals and develop closer relationship with HKUP to publish books relevant to the region and Hong Kong
- 15 Organise annual workshops on writing CERG proposals
- 16 Maintain at least one RAP in Faculty each year
- 17 Maintain at least 3 PDFs in Faculty each year
NB Because of departure of Geography, 'maintaining' means improving
- 18 Improve RPG recruitment campaign
- 19 Enlarge the Faculty's share of allocated RPg places by enhancing the quality of postgraduate students and research performance

MILESTONES

Undergraduate Recruitment and Student Matters

New initiatives

	<i>Year of introduction</i>
20. Explore opportunities for more joint degree programmes	From 2008-09
21. Develop new entrance requirements for the 3-3-4 curriculum	2008-09
22. Increase intake of Mainland and international students	From 2007-08
23. Launch revamped Arts Faculty online advisory system	2008-09
24. Have in place advisory structures at faculty, school and programme levels	2009-10
25. Link up with other faculties' advisory systems and University advisory system	2008-10
26. Set up a working group to support student mobility	2008-09
27. Align credit structures of BA programmes	2008-10
28. Review credit transfer policies	2009-11
29. Articulate credit transfer with degree classification	From 2009-10

On-going developments and programmes

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| 30. F6 and F7 Careers Day |
| 31. Arts Summer School |
| 32. JUPAS Open Day / University Information Day participation |
| 33. Maintain the FYFD quota for BA programmes |
| 34. Maintain good average scores for new entrants |

Curriculum Development

New initiatives

	<i>Year of introduction</i>
35. Review curriculum	2007-09
36. Prepare Faculty learning outcomes position paper	2007-09
37. Prepare Faculty NC blueprint on curriculum development projects	2008-10
38. Pilot 3 Common Core courses	2008-09
39. Pilot 3 English in the Major courses	2009-10

On-going developments and programmes

40. Design all new courses as outcome based

Outreach

New initiatives

	<i>Year of introduction</i>
41. Launch Arts and Humanities Cultural Ambassadors Scheme and Award	From 2008-09
42. Introduce Visiting Artists-in-Residence Programme	From 2008-09
43. Celebrate 80th Anniversary of the School of Chinese	2007-08
44. Produce Arts Faculty newsletter/brochure	From 2008-09

On-going developments and programmes

45. Schools Outreach and Careers Teacher Forum
46. RTHK "HKU Arts Talk"
47. School of English Writers' Series Lectures
48. Mentorship Scheme
49. International Months/Weeks
50. Increasing number of academic exchange programmes



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Web page: <http://arts.hku.hk/homepage/>