Project Overview	
Project Title (in English): **Setting up a Digital Teaching and Learning Enhancement Platform**	Project Title (in Chinese): 建立提升教學數碼平台

Executive Summary
(Please provide, within this page, an executive summary of the project.)

Proposal

We are applying for QESS funding to set up a digital platform to enhance teaching and learning in the area of digital reporting focusing particularly on financial news in the first instance. This application will be in category (b), section 2, namely, *for encouraging institutions to adopt new teaching technologies and interactive instructional approaches*.

The proposed platform will be in the form of a website supported by a powerful server, distinct from but naturally linked to our College website, to function in the following capacities for enhancing teaching and learning as well as student-staff and staff-staff networking digitally:

1. Enabling and empowering innovative teaching and learning on line, in step with the rest of the developed world
2. Enabling and empowering fast-track digital teaching and learning in such disciplines and areas as mass communication, journalism, English proficiency enhancement, literature, linguistics and foreign language acquisition and mastery on account of such a platform's facility and propensity for interaction, cross-departmental and cross-disciplinary inter-communication and real-time feedback mechanisms
3. Providing on line networking facilities for students and staff
4. Reaching out to all students and staff in the form of on line TV and radio broadcasting

The Project

Currently, the Department of Journalism and Communication in the Faculty of Arts is equipped with a **TV Studio and a Radio Studio** basically for analogue teaching and learning as well as for studio work of all conventional descriptions. Since we should enter the digital age for teaching and learning in journalism and communication as soon as practicable, our intention is therefore to set up a digital platform to implement it. Concurrently, once such a platform is operational, all other departments and centres institution-wide will be able to utilise it for enhancement of their teaching and learning, in particular departments in the Arts Faculty and Faculty of Business, as the engineers and the architects are in the process of setting up their discipline-specific digital facilities.

Since the project programme - proposed to take two calendar years to implement and complete (September 2015 through August 2017) - will be specialised and technical, it is proposed that a project manager with appropriate technical and professional qualifications and experience be appointed for manning and maintaining the platform, while at the same time training our academic and technical staff to manage the programme on completion of the project tenure.

Rationale / Justification for Implementing the Proposed Project

As a cross-faculty initiative, the website will draw upon our interdisciplinary expertise across the entire institutional spectrum. It will incorporate teaching programmes and student projects across the facilities. As such, this site will offer a new techno-centric approach for both teaching and learning. On the one hand, it will offer an excellent opportunity for staff to train and teach students how to adopt and manipulate cutting edge technologies, through which a new generation of media literate students, nowadays in great demand by the career market, will be nurtured. On the other hand, students will be thus enabled to skillfully create and produce media contents in various modes, genres and formats, and encouraged to display contents of their works or projects for sharing with fellow students. In addition to creating a digital learning environment for our students, the platform will also be instrumental in uniting

and teaming up students in the process, making them aware of what is happening locally and globally. The platform also serves the "Intended Learning Outcomes" of the College as it fulfills the mission and vision of our College.

Problems Identified
(Please provide your assessments to the problems / needs identified.)
1. Copyright issues may arise as students may not be sensitive enough when working on their projects. Measures will need to be taken to make sure that copyright is not violated.   2. Since our planning is based on existing and hitherto data in every respect, chances are in the coming months and years insufficiencies in terms of manpower, hardware and software may arise, thereby necessitating timely modifications accordingly. However, this will be in the future and we will definitely do our best to monitor our project progress to foresee probable issues that will need addressing at once. This actually will form part and parcel of our risk and crisis management and for that we have experts in house.   3. All unforeseeable issues and 'hiccups' that may arise in the course of the project implementation will be critically addressed and rectified at once. The nature of this proposal makes it rather difficult to envisage and predict problems that may arise, as technical hiccups' from professional experience do crop up now and then, but are easily dealt with and removed.

Project Objectives and Deliverables

	Measurable Objectives	How it can be achieved
1.	To initiate and innovate digital teaching and learning by designing and setting up a digital teaching and learning platform in the form of a powerful website that functions both as a self-sufficient website and as a portal	By setting up an online platform to be ably managed by technical staff and the project team for implementing the project programme and monitored by the project evaluation team
2.	To engage in on line teaching and learning of specific disciplines and thematic areas such as digital financial news reporting by utilising the platform set up as indicated in Objective 1 above	By organising designed workshops for students to learn the techniques and skills for on line reporting. There will be a total of three on line sessions, each of which to comprise workshops on different themes and topics, totalling 18 sessions in the project tenure. It is anticipated that each workshop will be attended by 30 students, giving a total of some 900 student-attendances, thereby benefiting the students tremendously
3.	To launch web broadcasting in digital TV and digital Radio formats for propagating, communicating and sharing College events of all significant descriptions using this platform	By operating on this on line platform, facilitated by a TV studio and a Radio studio, TV and Radio web broadcasts, to enable a better consolidation and communication among staff members and students
4.	To initiate interactive networking on this platform, for staff and students, to facilitate inter-communication between staff and students and among student	By enabling the sharing and interaction among staff members and students and between staff and students, as well as showcasing students' project works, etc., culminating by virtue of the nature of the on line platform eventually in making our effort accessible to everyone

Project Deliverables
(Please list out all the deliverables to be achieved and how they can be shared with, if possible, other institutions.)

Deliverables	Sharing mechanism
1. Providing real-time on line teaching and learning functions, in particular in currently hot and topical areas such as Financial News Reporting (such as the *Apple Inc. Case*)	In the first instance, made available to our own staff and students, with accessibility eventually made more public by mutual agreement with interested partner institutions, sister institutions and other bodies and organisation as well as by arrangement with EDB IPASS management personnel for uploading information and/or access procedures on that website
2. Acting as a Repertoire of Digital Teaching and Learning Material and Records.	In the first instance, made available to our own staff and students, with accessibility eventually made more pubic by mutual agreement with interested partner institutions, sister institutions and other bodies and organisation as well as by arrangement with EDB IPASS management personnel for uploading information and/or access procedures on that website
3. Providing an Interaction Platform for both Students and Staff, and all other Interested Parties and Stakeholders	In the first instance, made available to our own staff and students, with accessibility eventually made more pubic by mutual agreement with interested partner institutions, sister institutions and other bodies and organisation as well as by arrangement with EDB IPASS management personnel for uploading information and/or access procedures on that website
4. Functioning also as TV and Radio Web Broadcasters, on campus and possibly at a later stage, worldwide	In the first instance, made available to our own staff and students, with accessibility eventually made more pubic by mutual agreement with interested partner institutions, sister institutions and other bodies and organisation as well as by arrangement with EDB IPASS management personnel for uploading information and/or access procedures on that website
5. Functioning as a Programme and Course Management System	In the first instance, made available to our own staff and students, with accessibility eventually made more pubic by mutual agreement with interested partner institutions, sister institutions and other bodies and organisation as well as by arrangement with EDB IPASS management personnel for uploading information and/or access procedures on that website

(Please indicate the information that can be uploaded onto relevant EDB websites during and after the project period.)

1. Outline of the project objectives
2. Upon launching the digital online platform, a web address to the platform will be provided for posting on relevant EDB websites

Beneficiaries	
Expected type and number of beneficiaries of the project	

(Please provide justification to support the above estimation and explain how they can be benefited from the project.)

Benefits and Deliverables
Once this technologically intensive platform is operational, our staff and students will be able to bring about the enhancement of digital teaching and learning in real terms and most substantially, in a variety of formats and media, including multimedia and interactive talk shows and social networking, as well as through a number of online channels including web TV and web Radio broadcasts. The proposed digital platform will also function as a website for posting relevant write-ups and photo galleries and albums relating to teaching and learning for all concerned and all interests parties from sister institutions and other educational and professional bodies and organizations in the territory and overseas.

This will indeed be an immense benefit, not merely in the current time-span, but naturally much more significantly into the near future, since this will be our initial stride on the path to attaining self-sufficiency in digital and on line teaching and learning, which is by all accounts promises to be the educational and training mode of tomorrow, since the digital age is here to stay.

There will be two categories of deliverables of this proposed project, namely, 1) more tangible or so-called hard deliverables that will be made available at specific intervals of the project tenure and 2) less tangible deliverables that will actually be more enduring and far-reaching, into the future to benefit later generations of students and staff, most appropriate for our long term institutional strategic development. In a word, the long-term deliverables and the benefits that will be brought about by such deliverables are in fact much more significant than the tangible hard 'products' of this project such as a website, because it is actually the propensity of innovative teaching and learning in step with the times and into the future that will be the most crucial and permanent outcome of the project.

In More Concrete Terms:
1. In the first instance, all our students and staff numbering currently 2,500 but planned to grow to about 5,500 once we are comfortably relocated on the new campus
2. It is estimated that in five years and following the number of potential beneficiaries, both our students and staff, will grow to a staggering 10,000
3. Since it is in the spirit of the QESS programme for sharing and mutual benefits, therefore sister institutions in Hong Kong as well as our overseas partner universities and other professional bodies both locally and abroad will be able to benefit from this project, and so the number of beneficiaries in this category is INNUMERABLE>
4. EDB IPASS website users and surfers will benefit from our project programme and deliverables, since all our deliverables will be uploaded therefore 'general consumption'
5. Into the future, as long as the website is sustained, which we by all intent and earnestness do intend to do, all the deliverables and further development products from the project programmes will be there for all to harvest!

Implementation Schedule	
(Please list out the implementation schedule and key milestones to be achieved on a half-yearly basis.)	
Estimated start date of the project (month/year)	September 2015
Estimated end date of the project (month/year)	August 2017
Project duration (months)	24

Preamble

The Project Programme and Modus Operandi
The project will comprise the following parts, indicating at the same time the implementation sequences as well as the approach and operational method:

1. <u>Preparation Stage</u> in which all necessary initial planning and preparatory work will be discharged, including forming the project team and the project monitoring and evaluation team, appointing the project technician and appointing the project manager

2. <u>Trial Launch Stage</u> in which the initial design of the digital platform will be trial-launched, trialed and debugged by project team and all relevant stakeholders to prepare for the first run of the platform with all the built-in functions

3. <u>Platform Operational Stage</u> in which the functional platform, relatively and tentatively bug-free and fully operational, will by then have been fully integrated into our digital teaching and learning portfolio and infra-structure; throughout this stage which will form the core of the project programme before completion training and development workshops, seminars and other related sessions will continue to be run

4. <u>Interim Feedback and Project Evaluation Stage</u> in which any and all minor problems and obstacles will be brought to light, appraised and ironed out for continuing operation

5. <u>Reinforced Platform Operational Stage</u> in which benefiting from feedback, evaluation and all necessary debugging the platform will by then be optimally operational for use and application by all concerned

6. <u>Final Project Evaluation Stage</u> in which rigorous evaluation by the project monitoring and evaluation team will be conducted to enable and ensure the healthy and practical sustainability and further development of the platform on project completion

7. <u>Project Completion Seminar</u> will be organized for sharing and propagation of the project outcomes and deliverables

8. <u>Project Completion</u>

Month	Key milestones	
	In terms of project activities and deliverables	**In terms of monitoring and evaluation**
1-6 9. 2015 - 2.2016	1. Formation of Project Team/Committee 2. Designing and Setting up Website (The Digital Platform) 3. Appointing Technician to Man and Maintain/Service Website (Main Platform) 4. Designing and Programming First Round of Training and Development Workshops and Seminars for Digital Teaching and Learning, in particular Digital Financial News Reporting 5. Running the First Round of Workshops and Seminars 6. Designing Digital TV and Digital Radio Stations on the Platform 7. Prototyping, Testing, Debugging, etc. 8. Appointing Project Manager 9. Trial Launch of Platform 10. Feedback Session with Stakeholders (on Launch) 11. Debugging and Fine-tuning for Sustained Launch / Run of Platform	1. Setting up project evaluation team to monitor the development and maintenance of the website 2. Upon the trial launch of the platform, soliciting comments from current staff and students who are the stakeholders of the platform 3. Soliciting comments from external experts, IT personnel and other end users 4. Inspection of the online platform regularly by project team members to ensure its smooth function and that the demands are met and that the end-users are satisfied.
7-12 3-8.2016	1. Designing and Programming Second Round of Training and Development Workshops and Seminars for Digital Teaching and Learning 2. Running the Second Round of Workshops and Seminars 3. Interim Project Evaluation and Appropriate Modifications made to Platform	1. Receiving comments from project evaluation team. 2. Upon the trial launch of the platform, receiving comments from current staff and students who are the stakeholders of the platform 3. Receiving comments from external experts, IT personnel and other end users 4. Inspection of the online platform regularly by project team members to ensure its smooth function and that the demands are met and that the end-users are satisfied.
13-18 9.2016 - 2.2017	1. Designing and Programming Third (Final) Round of Training and Development Workshops and Seminars for Digital Teaching and Learning 2. Running the Third (Final) Round of Workshops and Seminar	1. Receiving comments from project evaluation team. 2. Upon the continuing launch of the platform, hearing comments from current staff and students who are the stakeholders of the platform

		3. Receiving comments from external experts, IT personnel and other end users 4. Project team members will inspect the online platform regularly to ensure its smooth function and meet the demands and satisfactions of the end-users.
19-24 3-8.2017	1. Project completion Evaluation 2. Project Completion Conference / Seminar 3. Project Completion 4. Implementing Action Plan for Sustenance and Further Development of Project Programme	1. Receiving comments from project evaluation team. 2. Upon the continuing launch of the platform, hearing comments from current staff and students who are the stakeholders of the platform 3. Receiving comments from external experts, IT personnel and other end users 4. Project team members will inspect the online platform regularly to ensure its smooth function and meet the demands and satisfactions of the end-users.

Publicity Plan
(Please describe all the publicity activities to be organised and materials to be produced to acknowledge the support of Quality Enhancement Support Scheme.Please suitably reflect the publicity activities as key milestones in the implementation schedule above.)

1. Organising a pre-project promotion seminar possibly in August 2014 inviting all interested parties and stakeholders to attend, clearly making known that the project is funded by EDB-QESS

2. In the course of launching and implementing the entire project programme all deliverables and other related events will be disseminated by all means and through all channels including on line propagation, clearly indicating that the project is funded by EDB-QESS

3. On our project website it is clearly indicated that the project is funded and advised by EDB-QESS

4. Project Completion Sharing Seminar will take place in August 2017 dissemination and sharing of all project outcomes and deliverables with all interested parties and stakeholders, again with a clear indication of support and funding by EDB-QESS

Cash Flow and Budget				

Project Expenditure

Period	Amount in HK$			
	Year 1	Year 2	Year 3	Total
Manpower	396,000	396,000		792,000
Equipment / Facilities	380,750	264,000		644,750
Services	86,000	15,000		101,000
General Expenses	50,000	130,000		180,000
Others (e.g. auditor's fee)		25,760		25,760
Total				1,743,510

Project Income (if any, e.g. fees received)

Period	Amount in HK$			
	Year 1	Year 2	Year 3	Total
Total				

Grant Sought under the Quality Enhancement Support Scheme		1,743,510
Funding from the Applicant		
Funding from Other Sources		
Total Project Value		1,743,510

(Please specify the amount to be funded by each funding source (e.g. donations, contributions from applicant / its parent organisation) and whether the funding has been secured. If not, please provide the plan to obtain the funding.)

(Please provide the duty lists of manpower to be funded by this project.)

Post	Duties
Project Manager	Managing the contents of the website, delivering seminars to help acquire the knowledge of producing contents for the website, i.e. how to produce audio and video clips
Project Technician	Managing all technical problems of the website, designing of website and updating the website content

Project Sustainability
(Please estimate the amount of recurrent expenditure and describe how you will commit the resources to ensure sustainability of the project. Please put supplementary information (e.g. proof of financial support) at appendix.)

It is institutional intention and indeed policy to sustain this and other similar projects once the funding period is over by whatever means we will be able to adopt and by using whatever resources available at that point in time, with a view to maintaining and indeed further developing the project programme into the future to benefit as many future students and staff as possible.

In view of the fact that Chu Hai College of Higher Education will be attaining university status in the very near future and that our new campus will be occupancy-ready at the latest by early 2016, this project will doubtless be maintained and sustained. The project team will certainly do their best to make it happen, and blessed and graced with additional resources by early 2016, and on project completion by mid-2017, and coupled with the staff's dedication and endeavour, we have every reason to believe that this project will be suitably sustained and further developed.

Since a powerful server and other related IT facilities and equipment items will be procured for the project and our staff's acquaintance with and indeed in-depth knowledge of on line teaching and learning will thus be upgraded and deepened as it is in our plans to mount workshops and seminars for our staff and students, as an integral part of the project programme, there will definitely be ample opportunities for our project programme to be sustained and further developed.