

Quality Enhancement Grant Scheme

Progress Report
Project No. : 01/QEGS/09-10

 Reporting Period : From September 2010 (month/year) to February 2011 (month/year)

Part A

 Project Title : Social Communication Networking and Multimedia Lab for Excellence in Teaching and Learning

 Name of Grantee : Caritas Bianchi College of Careers

 Project Period : From September 2010 (month/year) to August 2013 (month/year)

Part B

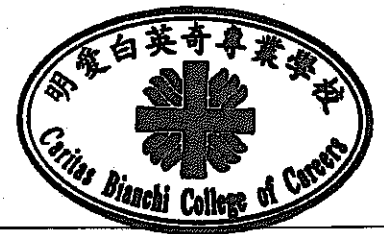
Please use separate A4-size sheets to report the progress with regard to the following aspects:

1. Types and brief descriptions of Project activities held/completed during the reporting period (*the information may be presented in the form of a table*).
2. The dates, time, venues and number of participants / beneficiaries of Project activities held, and resources (e.g. equipment, manpower) used for the implementation of Project activities.
3. Project milestone(s) and deliverables attained at the end of the reporting period and evidence showing the attainment of milestones and deliverables.
4. The percentage, in terms of key tasks, of the Project completed at the end of each reporting period.
5. Project variation*, if any, during the reporting period, together with details and justifications

Signature:



Organization Chop:


Caritas Bianchi College

 Name of Authorized Person: Reggie KWAN

Name of Grantee

Organization: of Careers

Position of Authorized

 Person: Professor and President

 Date: 31 March 2011

* A separate written application should be submitted to the Grantor for prior written approval.

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1. Project activities held/completed during the reporting period

Phase 1 Initial set up of the lab and blended teaching quality assurance training

- A. Establishment of Project Reference Group and of sub group specialists
- B. Design of refurbished teaching space
- C. Selection of suitable equipment and software
- D. Sign off on space
- E. Specification of job descriptions for new staff
- F. Staff report for duty
- G. Establish Conference Committee, set conference parameters
- H. Design professional development program. Measure success in terms of decrease in anxiety among teaching staff
- I. Create timeline for online course design and delivery. Evaluate against peer review and student feedback
- J. Design peer review process and student evaluation instrument
- K. Establish online community of practice (CoP), including external experts, for ongoing conversation about online issues
- L. Develop online conference template. Evaluate outcome via peer review process of content and participant feedback

A. Establishment of Project Reference Group and of sub group specialists

The composition of the Project Reference Group and sub group specialists are:

Sub group specialists

1. Prof James Henri (UNT) Expert in online / blended delivery with 30 years of world-wide experience.
2. Prof Philip Tsang (CBCC)
3. Mr Ernest Lau, Lecturer in Hospitality Management (CBCC)
4. Mr William Chan, Lecturer in Accounting and Business (CBCC)
5. Dr Anna Ng, Lecturer in Social Work (CFHC)
6. Dr Sandy Tse, Associate Director, Centre for Excellence (CHFC)

Project Reference Group

1. Dr Bob Fox (HKU) (ICT2011 Conference keynote speaker)
2. Mr Peter Duffy (PolyU) (Long term chapter contributor of ICT education books edited by the PI)
3. Prof Irwin King (CUHK) (Co-editor and the Principal investigator of an upcoming book on Social Networking)
4. Prof Bebo White (Stanford) (Co-editor of an upcoming book on Social Networking)
5. Prof David Philips (Lingnan University) (Co-organizer with the PI of a major ICT International Conference in Canada 2010)
6. Dr Chen Li (Beijing Normal University) (Co-author with the PI)
7. Dr David Kennedy (Lingnan University) (Co-online presenter in a recent online ICT education conference)

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8. Dr Daniel Churchill (HKU) (Expert in learning objects and mobile technologies)
9. Prof Kai Koong (University of Texas) (Editor-in-Chief, Int'l Journal of Services and Standards)

A project Flyer with description of the project and names of the reference group is attached (See Attachment A)

B. Design of refurbished teaching space & Sign off on space

Room 616 of CBCC Tseung Kwan O has been assigned for the Social Media Lab. Design has also been completed:

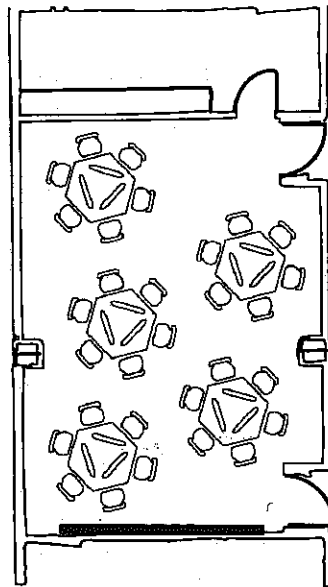


Figure 1: Layout design of the Social Media Lab

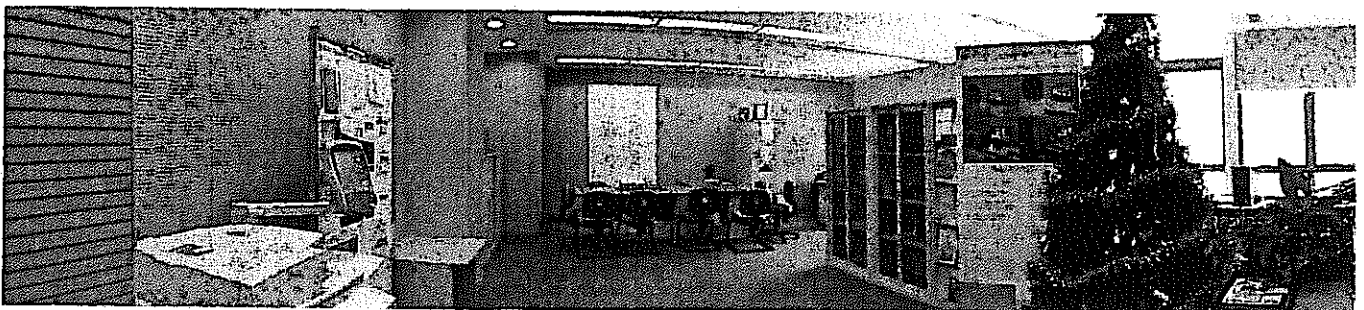


Figure 2: Photo of Room 616 of CBCC Tseung Kwan O Campus

(<http://elearning.cihe.edu.hk/~cfe/mpwiki/uploads/Mp/DSC00108.jpg>)

- Open to all students
- 30 Seats
- Mac OS installed
- Video editing
- Bundle of software installed
- Hardware/software renewed regularly

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C. Selection of suitable equipment and software

The following hardware and software have been purchased.

Hardware	Software
<ul style="list-style-type: none">• 2 video cameras and 2 digital cameras• IP cam• 15 iMacs for video editing• 2 high resolution scanners	<ul style="list-style-type: none">• Design: Adobe CS5• Video and audio editing: audacity, Adobe premiere, Aegisub• File Backup: Fast copy, Always Sync, ImgBurn• Video Conversion: Format Factory, Adobe Media Encoder, RichFLV Video Sync

E. Specification of job descriptions for new staff

The specifications were undertaken as part of the recruitment exercises. Tasks completed.

F. Staff report for duty

The following staff reported to duty:

1. Multimedia programmer & Lab Manager (Reported to duty, 11 October 2010)
2. Instructional Design (Reported to duty, 1 April 2011)
3. Part-time native English Editor (Reported to duty, 1 September 2010)

G. Establish Conference Committee, set conference parameters

The following Conference Committee has been formed.

Conference parameters (scope and themes)

Chair:

Prof. Reggie Kwan, Caritas Francis Hsu College

Vice-chair:

Dr. K S Yuen, The Open University of Hong Kong

Members:

Prof. Philip Tsang, Caritas Bianchi College of Careers (CBCC)

Dr. F T Chan, HKU School of Professional and Continuing Education

Dr. Bob Fox, The University of Hong Kong

Prof. Li Chen, Beijing Normal University

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Dr. K S Cheung, The Open University of Hong Kong
Dr. Eva Tsang, The Open University of Hong Kong
Prof. Ken Eustace, Internet Special Project Group Australia
Prof. Qin Gao, Tsinghua University, China
Ms. Jeanne Lam, HKU School of Professional and Continuing Education
Mr. Andrew Lai, St. Paul's Convent School
Mr. Nigel Evans, Li & Fung Ltd
Mr. Stefan Hammond, Computer World Hong Kong
Prof. Michael Jacobson, University of Sydney, Australia
Prof. Kai S Koong, University of Texas
Mr. Titus Lo, Centre for Advanced and Professional Studies
Mr. S H Tong, Hong Kong Baptist University
Prof. John Traxler, University of Wolverhampton, UK
Dr. Sandy Tse, Caritas Francis Hsu College
Dr. Philips Wang, Association for Computing Machinery (HK Chapter)
Dr. Susan Verberne, Radboud University Nijmegen, Netherlands

Scope

Web 2.0 and social media technology offer educators new opportunities to shape teaching and learning. These technologies enable users to collaborate in developing collective intelligences by integrating their work with various applications such as wikis, blogs, social networking, bookmarking and digital repositories. Opportunities for collaboration have become ubiquitous thanks to mobile devices such as touchscreen phones and tablet PCs, all linked through the Internet. Learning through Web 2.0 is all about active and productive input. Educators must also constantly explore ways to meet accompanying challenges such as Internet security, cyber predators, identity fraud and copyright fraud.

The Conference will explore the new and emerging practices required or enabled by Web 2.0 and mobile technologies. The conference offers practitioners, developers, and researchers, an opportunity to share teaching and learning experiences and to explore how these technologies can be used to support and enhance life-wide and lifelong learning.

Conference Theme

The conference committee welcomes presentations and paper submissions that address and inform innovative and effective uses of social networking, multimedia and mobile learning technologies. Topics relevant to the conference theme of Web2.0 and mobile learning include, but are not limited to, the following:

- Emerging pedagogies supported by new technologies
- Case studies of innovative practices using social networking technologies
- Web 2.0 in the workplace and supporting lifelong learning
- Social networking, bookmarking and repository communities

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- New e-learning practices
- Theory and modeling of social computing/mobile learning
- Social gaming/human computation within education environments
- Social media policy concerning (privacy, risk, security, copyright and identity) within educational contexts

H. Design professional development program. Success measured in terms of a decrease in anxiety among teaching staff

A number of development seminars were conducted throughout the project timeframe and this is illustrated in the following table.

	Date, Time, and Venue	Topic	Presenter	No of Participants
1	3 September 2010 2:30 pm – 4 pm Room 307, TKO	Quality Assurance: Internal and External Reviews	<ul style="list-style-type: none"> • Prof Reggie Kwan • Dr Robert Edward Butcher 	64
2	6 September 2010 2:30 pm – 4 pm Room 402, TKO	Distinguished Lecture – “The Emergence of Web Science”	<ul style="list-style-type: none"> • Professor Bebo White Stanford University 	37
3	7 September 2010 2:30 pm – 4:30 pm Room 301, TKO	e-Platform riding on the Cloud	<ul style="list-style-type: none"> • Mr Alan Yeung Representatives of Microsoft 	11
4	17 September 2010 3 pm – 4 pm Room 803, TKO	Making Use of Microsoft Outlook	<ul style="list-style-type: none"> • Mr Gary Cheng 	11
5	18 October 2010 2:30 pm – 5 pm Room 307, TKO	QEG Seminar: Impact of the New “3-3-4” Academic Structure on the Self-financed Sub-degree Programme Units (SSPUs) - Redesigning Programme Curriculum for 2012 and Communication & Design Degrees	<ul style="list-style-type: none"> • Dr Chan Fun Ting College Vice Principal (Academic Affairs) HKU SPACE Community College • Dr King Por Edwin Wong Acting President The Chinese University of Hong Kong – Tung Wah Group of Hospitals Community College • Professor Clement Y K So Director School of Journalism and Communication The Chinese University of Hong Kong • Professor Yanta Lam School of Design The Hong Kong Polytechnic University 	14
6	8 November 2010 3 pm – 4:30 pm Room 803, TKO	IT Training Workshops - Making use of Moodle	<ul style="list-style-type: none"> • Mr Gary Cheng 	14
	15 November 2010 3 pm – 4:30 pm Room 803, TKO			4
7	29 December 2010 3 pm – 4:30 pm Room 307, TKO	Distinguished Lecture - “Life as a Full Time Faculty”	<ul style="list-style-type: none"> • Prof Wing M. Fok Loyola University New Orleans 	32

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8	15 January 2011 10 am – 12 noon Room 807, TKO	Live@edu workshop	<ul style="list-style-type: none"> Mr Kenny Wong Deputy In-Charge, N Network / Security Ms Ivy Ho, Software Engineer Moderator/Facilitator: Mr Alan Young, Principal Information Officer 	1
	17 January 2011 2:30 pm – 4:30 pm Room 807, TKO			
9	31 January 2011 3 pm – 4:30 pm Room 301, TKO	Staff Development Workshop on Research and Quality Enhancement	<ul style="list-style-type: none"> Prof Reggie Kwan Prof Philip Tsang Dr Dennis Law Dr Teddy So Dr Philips Wang Facilitator: <ul style="list-style-type: none"> Prof Philip Tsang 	44

Video recording of class lectures, were as follows:

- Intro to Human Biology (Prof Gordon Maxwell)
- Applied Psychology (Dr Anna Ng & Ms Mickey IP)
- Hospitality Management (Dr Sam Ho)
- HK Taxation (Dr Paul Man)
- Company and Business Law (Mr William Chan)

Only two lecturing staff were comfortable having their lectures video recorded and placed on our social media learning website. Other staff had serious concern about the use of the recordings. To reduce their anxiety, the video recorded lectures were immediate passed back to the lectures for their own teaching enhancement. At the end of the semester, informal discussion with the lectures indicated this practice reduced their anxiety. As a result they will be more ready to have their lectures mounted on social media learning sites in the future.

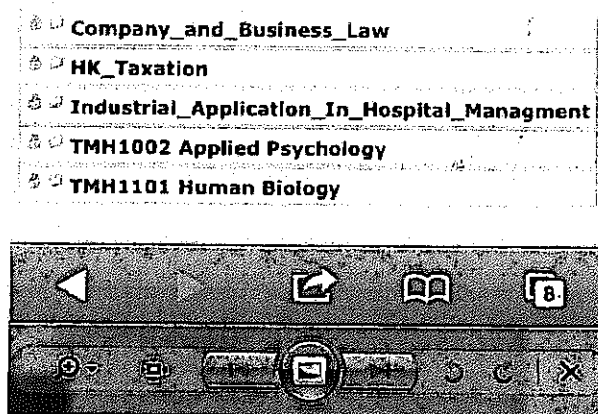


Figure 3: The five courses video recorded as part of the project

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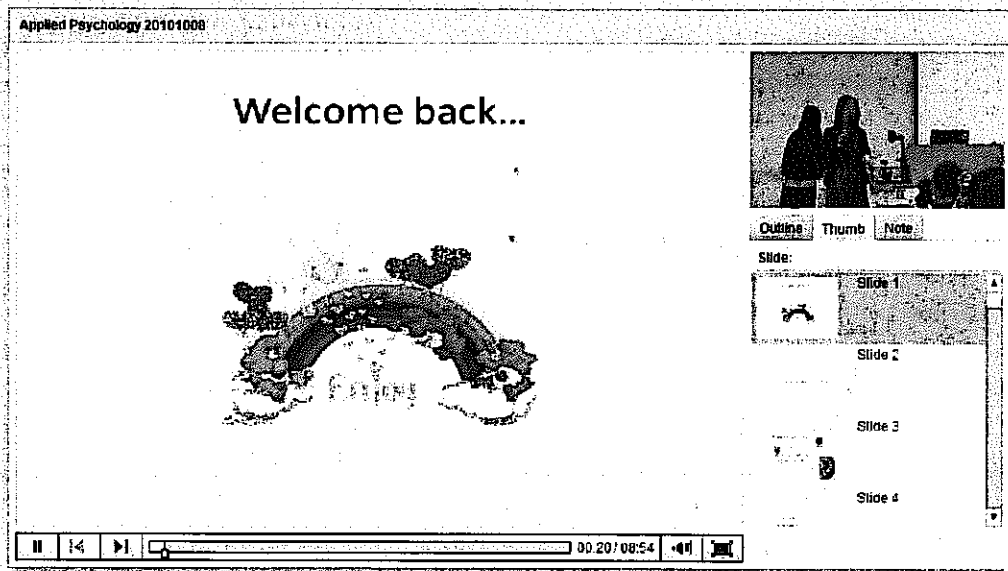


Figure 4: Socail Media lecture by Dr Anna Ng

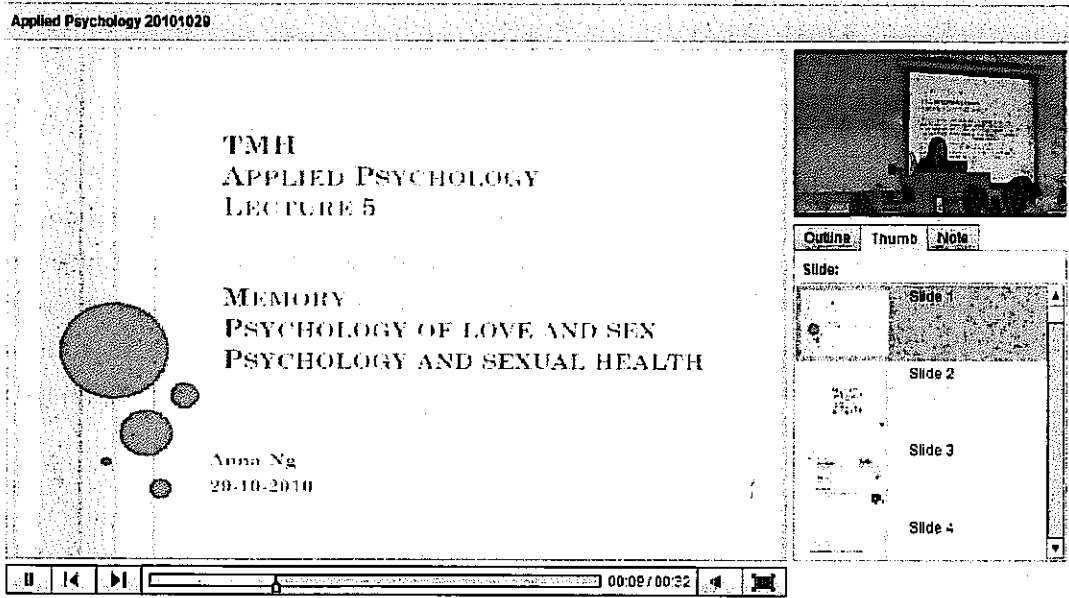


Figure 5: Social Media lecture by Dr Anna Ng

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Figure 6: Video lecture by Prof. Gordon Maxwell

I. Create timeline for online course design and delivery. Evaluate against peer review and student feedback

The following timeline will be followed as proposed in the project proposal:

- Video recording and editing of 10% of CBCC class lectures/tutorials/workshops for teaching and learning enhancement (March to August 2011)
- Deliver two online CBCC courses which are Applied Psychology [about 100 students] and Company and Business Law [about 30 students] (September 2011 to February 2012)
- Video recording and editing of most if not all CBCC class lectures/tutorials/workshops for teaching and learning enhancement (March to August 2012)
- Preparation of four additional CBCC courses for online delivery (September 2012- February 2013)
- Preparation of project report and sharing of e-modules with other local post-secondary institutes (March – August 2013)

J. Design peer review process and student evaluation instrument

A peer review evaluation online system version 0.2 has been developed and the system name is CASPERS (Computer Assisted Student / Peer Evaluation and Review System).

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Paper #	Paper Title	Reviewers
Abstract 1	Developing a Mobile Phone App to Enhance Campus Life: Users' Perspectives Last Modify: 2011-05-18 15:53:01 [Full Paper]	Geoff Fellows New Comment
Abstract 2	Do Examples Help? Translating with Online Reference Tools Last Modify: 2011-05-18 15:53:01 [Full Paper]	Prof. Philp Tsang New Comment
Abstract 3	Exploring the relationship between students' IT use techniques with distance learning in Payam Noor University (Distance Education) in Iran Last Modify: 2011-05-18 15:53:01 [Full Paper]	New Comment
Abstract 4	Effectiveness of Instructional Designs - The Popularity of facilitating online references over conventional materials for project submission Last Modify: 2011-05-18 15:53:01 [Full Paper]	Ken Eustace Peter Duffy New Comment
Abstract 5	Can online teaching replace the traditional teaching mode? Last Modify: 2011-05-18 15:53:01 [Full Paper]	Ken Eustace Peter Duffy New Comment
Abstract 6	Application of the Instructional Designs - Investigation of the means of completion of projects - A case study of "Online secondary research" and "On-site primary research" Last Modify: 2011-05-18 15:53:01	Ken Eustace Peter Duffy

K. Establish online community of practice (CoP), including external experts, for ongoing conversation about online issues

A review of the current literature was completed and an online community of practice (CoP) has been established. The CoP experts include:

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Online Community of Practice : External Experts			
ID	Full name	ID	Full name
1	Prof. Philip Tsang	23	Prof. Bebo White
2	Dr. Eva TSANG	24	Prof. James Henri
3	Dr. KS Yeun	25	Dr. Alfred Tan
4	Prof. Reggie Kwan	26	TSOI Yee Man Madeleine
5	Prof. Kai Koong	27	Prof. Sharen Liu
6	Tong Siu Hung	28	Kin Chew Lim
7	Prof. Bob Fox	29	Li CHEN
8	Sis. Margaret Wong	30	Dr. Kongkiti Phusavat
9	Dr. Sandy Tse	31	Jeanne LAM
10	Dr. Simon Cheung	32	Prof. Peter LAM
11	Dr. FT Chan	33	Dr. Paul Corrigan
12	Dr. Philips Wang	34	Stefan Hammond
13	Ken Eustace	35	Prof. Yahya Nakeeb
14	Geoff Fellows	36	Prof. Celia Livermore
15	Prof. PC Wong	37	Prof. Carmel McNaught
16	Dr. Andrew Lui	38	Casper Lau
17	Dr. Vanessa NG Sin Chun	39	Prof. David Philips
18	Kat Leung	40	Dr. Vincent TAM
19	Peter Duffy	41	Prof. David Kennedy
20	Prof. Jeffrey Soar	42	Prof. Irwin King
21	Dr. Simon Cheung	43	Prof. Dan Churchill
22	Dr. KC Li		

L. Develop online conference template. Evaluate outcome via peer review process of content and participant feedback

The online conference template covering the following aspects has been designed and tested:

- Registration Technology (in house designed as used in Caritas' Conference registration form: see <http://ict2011.com/registration/form.html>)
- Membership Management. A PHP/MySQL Database management system is in place
- E-Abstracts/E-Paper/Virtual Presentation Online:
- Conference Website Development
- Conference Design and printing
- E-Promotion and Marketing

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Abstract submission deadline extended to 20 May 2011

Education Unplugged: Mobile Technologies & Web 2.0

2011 International Conference on ICT in Teaching and Learning (15th HK Web Symposium) 11-13 July, 2011 Hong Kong SAR

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10th Anniversary

Education Unplugged: Mobile Technologies and Web 2.0

SCOPE

Web 2.0 and mobile technologies offer educators new opportunities to shape learning and learning. These technologies enable users to collaborate in developing collective intelligences by integrating their work with various applications such as wikis, blogs, social networking, bookmarking and digital repositories. Opportunities for collaboration have become ubiquitous thanks to mobile devices such as touchscreen phones and tablet PCs, all linked through the Internet. Learning through Web 2.0 and mobile technologies is all about active and productive input. Educators must also constantly explore ways to meet accompanying challenges such as Internet security, cyber predators, identity fraud and copyright fraud.

The ICT2011 Conference will explore the new and emerging practices required or enabled by Web 2.0 and mobile technologies. The conference offers practitioners, developers and researchers an opportunity to share teaching and learning experiences and explore how these technologies can be used to support and enhance blended and lifelong learning.

The ICT2011 Conference Committee invites participants to share teaching and learning experiences and insights into ways that Web 2.0 and mobile learning technologies have supported and enhanced the learning process.

Conference Theme

User feedback has been positive. We see a daily average of 60 visitors to our online conference site: <http://elearning.cihe.edu.hk/ict2011/>

Key milestones

(1) Evaluation report of Online SNS for project - Fit for purpose

During the reporting period, a study of a range of online Social Network Sites and references was conducted. These include:

- Facebook, Twitter, Youtube, Sina weibo, Plurk, linked-in
- 3 Reference books
- 1000+ SNS related research paper
- Stanford youtube channel, HK government Facebook
- Setup project Facebook page

<http://www.facebook.com/pages/CBCC-Social-Communication-Networking-Project/184493078248743>

A model used successfully by the Stanford YouTube channel and iTunes most likely fits the CBCC model.

Furthermore, as an side study, the project team also examined a number of lecture recording systems:

- openEya (Honorable Mention Stockholm Challenge Award 2010) <http://www.openeya.org/>
- Opencast matterhorn by UC Berkeley <http://www.opencastproject.org/project/matterhorn>

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- Udemy (a social online courseware platform) <http://www.udemy.com/>
- Adobe Presenter, Echo 360, Gensee
- Voice recognition: Nuance Dragon Naturally Speaking
- TTS: NeoSpeech, AT&T
- Video and audio editing: audacity, Adobe premier

(2) Established Project Social Networking website for collaborative and synergetic purposes. (As academic staff are essential stakeholders in this project every effort will be made to use online spaces to seek input from academic staff and to also coordinate the project activities)

The project social website contains all details of the development progress and various tests of results and its website url is: <http://elearning.cihe.edu.hk/~cfe/mpwiki/>

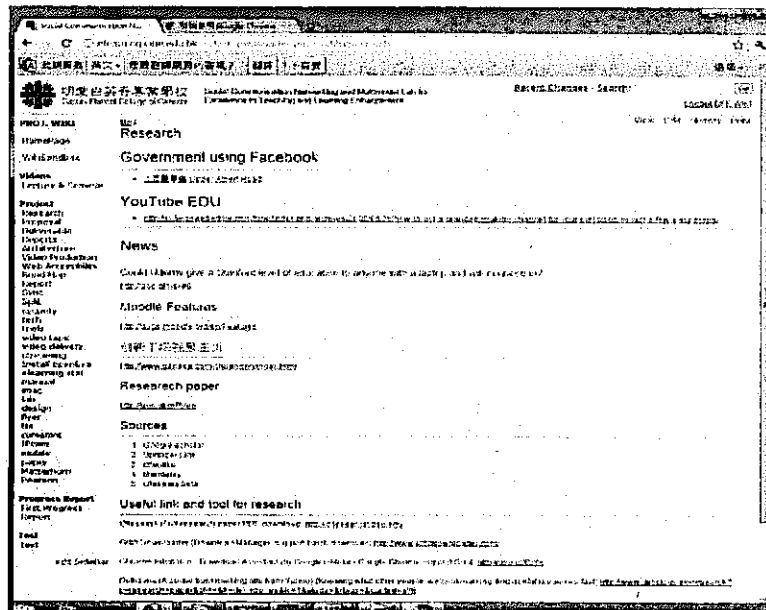


Figure 7: Project Social Networking website (<http://elearning.cihe.edu.hk/~cfe/mpwiki/>)

(3) Confirmation of the physical space and location for the lab

A 30 seat multimedia lab will be located in Room 616 of CBCC Tseung Kwan O campus. Task completed.

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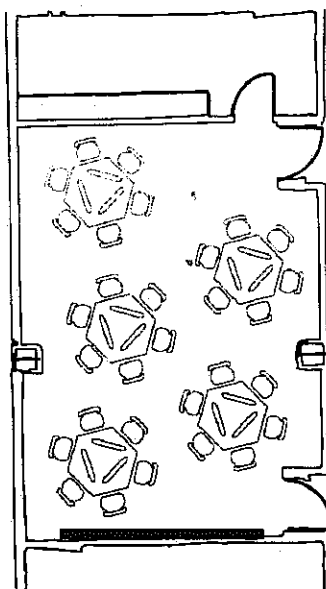


Figure 8: Layout design of the Social Media Lab

Room 616 Photo <http://elearning.cihe.edu.hk/~cfe/mpwiki/uploads/Mp/DSC00108.jpg>

* Evidence showing the attainment of milestones scheduled for completion during the reporting period should be attached (e.g. photos, learning materials, webpage screens, promotion leaflets / posters, relevant reports, etc.).

2. The percentage, in terms of key tasks, of the project completed at the end of the reporting period

Milestones scheduled for completion during the reporting period **	% attained	Remarks
1. Evaluation report of Online SNS for project - Fit for purpose;	100%	
2. Established Project Social Networking website for collaborative and synergetic purposes.	100%	
3. Confirmation of the physical space and location for the lab.	100%	
Overall Project	15%	

** Please seek prior approval from the QEGS Secretariat if the project milestones cannot be completed at the end of the reporting period.

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3. Project variation (a separate written application should be submitted to the QEGS Secretariat for prior written approval.)

Descriptions of variations (e.g. change of the project scope or duration, deferral of completion date, relocation of an amount exceeding 10% between items of expenditure in the budget)	Date of approval sought from QEGS Secretariat
Nil	-

4. Financial position as at the end date of the reporting period

Expenditure items	Approved budget (a)	Committed or actual expenditure (b)	Balance [(a)-(b)]
a. Manpower	1,601,800	154,669	1,447,131
b. Equipment / facilities	222,200	237,846	(15,646)
c. Services	-	-	-
d. General expenses	44,000	2,935	41,065
e. Others	20,000	0	20,000
Total	1,888,000	395,450	1,492,550
<i>Project Income (if any)</i>			0
<i>Total Balance</i>			1,492,550