



HONG KONG STUDENT SERVICES
ASSOCIATION

CHAIRPERSON'S REPORT

2024-2025

17 MARCH 2025

EXECUTIVE SUMMARY

1. We experienced the 40th Anniversary in 2024. It's a remarkable milestone of HKSSA to achieve this continuous success in serving the student services sector of tertiary education in the past 40 years in Hong Kong and beyond.

Started from the Singapore Learning Trip on 3-7 January 2024 and completed at the Training Seminar cum 40th Anniversary Celebration and Dinner on 18 October 2024, we focused on talent cultivation during such a challenge especially we have been facing the lack of talents and with high turnover rate because of various reasons in the sector as well as in Hong Kong.

2. Despite the challenges, the Executive Committee (Ex-Co) 2024-2025 of the Hong Kong Student Services Association (HKSSA) worked collectively to find and inspire new ways to address the urging needs to the student affairs profession. During this term we had 4 new members in our Executive Committee representing a smooth transition of succession in HKSSA leadership.

3. Building upon the solid foundation of the predecessors, the Ex-Co 2024-2025 designed, organised and participated in activities that strengthen member connectedness, create professional exchange and development opportunities as well as networking with outbound student affairs associations.

4. The Annual Plan as approved by the Ex-Co in the last April, includes:

(1) Branding : a professional body representing the student affairs sector in higher education of Hong Kong

(2) Co-workers' Development : professional learning and future talents cultivation

(3) Support: Working Groups and OTSSA

(4) Further strengthening : HKSSA Secretariat

5. To build up the branding for HKSSA has become my key concern as the Chairperson of HKSSA: a professional body representing the student affairs sector in higher education of Hong Kong

We had the below achievements during the term:

* Conducted the Training Seminar and 40th Anniversary Celebration and Dinner on 18 October 2024.

* We promoted HKSSA members to attend the Asia Pacific Student Services Association (APSSA) 19th International Conference in Singapore on 18-20 November 2024. I am glad we had around 20 student services practitioners from Hong Kong joined this regional event.

* A Local Organizing Committee have been kick-started the project of APSSA 20th Conference to be conducted in Hong Kong from 29 November - 2 December 2026 with the following members:

Mr Simon Lau (TWC)

Dr Rosa Tang (HKBU)

Ms Helen Lau (HKU)

Ms Megan Tsang (CUHK)

Mr Tommy Law (CUHK)

Ms Cindy Lam (HKUST)

Ms Clare Leung (TWC)

Mr Edwin Lui (THEi)

Ms Teresa Loong (USJ Macau)

Ms Yvonne Chan (TWC)

It is an independent committee from HKSSA working under the advice from the Executive Committee of APSSA.

* We kept connecting the Macau Student Affairs Association and Macau institutions. As the Chairperson, I have had the chance to lead a group of HK practitioners to visit the

Macau University of Science and Technology and the University of Saint Joseph and attended as a guest in a global event of the latter.

* I was elected as the President-elect of the Executive Committee of APSSA and is expected to be the President of APSSA by the end of 2025. This may have a higher chance to connect HKSSA with APSSA and actually we had a close bonding between the two nearly 40 years ago.

* Closer relationship has been built for professional view exchange with the Liaison Office of the Central People's Government.

6. Key events of the year

a. Organised Virtual Professional Circle on ZOOM with Macau Student Affairs Association (MSAA) with the theme of "Prioritizing Wellness, Connection and Development for Students" on 12 July 2024.

b. Launched mentorship programme to groom younger members with potentials. Heartfelt appreciation goes to the FOUR mentors who serve in the programme.

c. Organised Online Gathering for Institutional Representatives.

d. Conducted "Training Seminar cum 40th Anniversary Celebration and Dinner" on 18 October 2024.

e. Conducted the Annual Professional Dialogue at the theme of "Leadership in the Time of Crisis" presented by Ms Marjorie Yang on 17 December 2024.

f. Conducted the training seminar "Office of Student Affairs a Counter-Current and a Driving Force to Reshape University Education" presented by Prof King-Lau Chow on 25 February 2025.

g. Supported the Hong Kong Outstanding Tertiary Students' Services Association (OTSSA) for the execution of Outstanding Tertiary Students' Services Award and participated the Award Presentation Dinner as an officiating guest.

h. Supported initiatives of the three Working Groups.

7. The above initiatives attracted a good number of participants and received encouraging feedback. Coupled with the collective efforts of the Ex-Co members and institutional

representatives in promoting the work of the HKSSA, the number of full members and retired members maintained at 175 and 1 respectively as of the end of February 2025.

8. Both the Facebook page and website of the HKSSA had been regularly updated for brand building and engagement with SA practitioners by the Secretariat.

THE EXECUTIVE COMMITTEE AND WORKING GROUPS

9. The following nominations were received and elected as the Ex-Co of the HKSSA for the year 2024-2025 at the last Annual General Meeting (AGM) held on 20 March 2024.

Post	Name	Institution
Chairperson	Mr Simon LAU	TWC
Vice Chairperson	Ms Helen LAU	HKU
Honorary Treasurer	Mr Edwin LUI	THEi
Honorary Secretary	Ms Clare LEUNG	TWC
Immediate Past Chairperson	/	/
Members	Dr Cindy LAM	HKUST
	Ms Terri CHEUNG	CityUHK
	Ms Elaine TAM	CUHK
	Ms Connie WONG	LU
	Ms Verona LAU	HKBU
	Dr Elaine TANG	PolyU
	Ms May LEUNG	HKSYU
	Mr LEUNG Sai Kit	EdUHK
	Ms Adele WAN	HKMU
	Dr CHEUNG Pui Sze	HSUHK
	Dr Joseph LAU	CPCE, PolyU

10. Four Ex-Co meetings were held on 17 April, 31 July, 1 November 2024, and 24 January 2025.

The AGM was scheduled to be held on 17 March 2025.

11. The Ex-Co supported the initiatives of its working groups, namely the Hong Kong Tertiary Institutions Health Care Working Group (HKTIHCWG), The Hong Kong Tertiary

Institutions Psychological Counselling Working Group (HKTIPCWG) and Working Group on Career Services (WGCS), and the Hong Kong Outstanding Tertiary Students' Services Association (OTSSA) in advancing the professional development of SA practitioners and student leaders.

12. The Ex-Co had invited Mr Simon CHAN to continue serving as the Honorary Auditor of the HKSSA for 2024-2025. Heartfelt appreciation goes to Mr. Chan for his very kind support to HKSSA.

ANNUAL PLAN

13. The Exco approved the Annual Plan in last April and the Secretariat, including the Chairperson, Honorary Secretary, and the Under Secretary (Ms Peggy MANG/ TWC) coordinate the execution of the plan with the strong support from all Exco members.

14. A brief elaboration of the key elements is shown from point 15 to 18 below.

15. (1) Branding: a professional body representing the student affairs sector in higher education of HK

- Collaboration with Macau Student Affairs Association
- Reconnection with Asia Pacific Student Services Association (APSSA)
- Annual Professional Dialogue (linked with AGM)

16. (2) Co-workers' Development: professional learning and future talents cultivation

- Mentorship programme/Job shadowing
- Virtual Professional Circle
- Training workshop
- Outbound interflow with SA practitioners

- Training Seminars

- Outbound visiting tour

17. (3) Support: working groups (WGs) and Hong Kong Outstanding Tertiary Student Services Association (HKOTSSA)

-Secretariat and administrative support for the WGs & HKOTSSA

18. (4) Further strengthening: HKSSA Secretariat

- Promotion on member recruitment and membership record maintenance

- Website, social media (Facebook) update and WhatsApp groups maintenance

- Connection with Institutional Representatives' connection (Online Gathering)

- Financial management and general administrative tasks

STRENGTHENING THE COLLABORATION WITH WORKING GROUPS AND OTSSA

19. The Hong Kong Tertiary Institutions Psychological Counselling Working Group (HKTIPCWG) organized the Training on Text-Based Online Counselling Skills for Youth by OpenUp on 7 January 2025 (details can be referred to HKTIPCWG's annual report).

20. The Working Group on Career Services (WGCS) organized a Zoom meeting discussing potential fraud and abuse by some employers in the ITC STEM Scheme on 13 Nov 2024 and a lunch gathering on 17 December 2024 (details can be referred to WGCS's annual report).

21. The Hong Kong Tertiary Institutions Health Care Working Group (HKTIHCWG) arranged regular meetings.

22. Being the Chairperson I was one of the judges of the final interview for the Outstanding Services Awards for Tertiary Students 2023-2024 as organised by the Hong Kong Outstanding Tertiary Students' Service Association (HKOTSSA) in June 2024.

23. The award was introduced in 1991 to recognise tertiary students with outstanding leadership and significant contribution to the community. The OTSSA was formulated under the guidance and support from HKSSA in early 90s and maintained a close partnership with HKSSA since then.

24. The Chairperson has been invited to give a speech and present awards to the 20 recipients at the HKOTSSA Outstanding Service Awards for Tertiary Students Ceremony 2023-2024 on 21 March 2025.

25. HKSSA also supported the promotion of the award application to member institutions during the year.

COMMUNICATION AND MEMBERSHIP

26. The Association continued to appoint a total of 21 members as Institutional Representatives to facilitate communication and liaison among local institutions during the term.

27. The following colleagues served in this capacity and their efforts were deeply appreciated.

Institution	Institutional Representative
CHCHE	Mr Antony IP
CityUHK	Ms Theresa LI
CPCE, PolyU	Dr Joseph LAU
CUHK	Mr. Sam SIT (left CUHK, to be appointed a new IR)
EdUHK	Ms Dobie CHEUNG

HKAPA	Ms Saro LEUNG
HKBU	Miss Kiwi CHAN
HKCT	Mr Brian LAM
HKMU	Ms Edith MAK
HKSJU	Ms May LEUNG
HKU	Ms Candy WONG
HKUST	Ms Daisy KWAN
HKIC	Ms Tina CHENG
HSUHK	Mr. Charles Chan
LU	Mr Edwin FOK
PolyU	Mr Jeffrey LEE
SFU	Dr Anna NG
THEi	Mr. Edwin LUI
TWC	Ms Cecilia PANG
VTC	Ms Luka LAU
YCCECE	Ms Belicia WONG

28. An Online Gathering for Institutional Representatives (IRs) was conducted on 31 May 2024. The Secretariat had regular communication with the IRs during the term.

29. We defined the roles of an Institutional Representative:

- (1) Bridging the communication gap between SA colleagues and the EXCO of HKSSA
- (2) Help promote HKSSA activities to SA colleagues
- (3) Motivate colleagues at the institution to attend HKSSA activities

In short, the core duty includes Communication, Promotion and Motivation.

30. HKSSA continued to promote activities through social media, official homepage, and mass emails to reach out to and engage members, other than our IRs. The number of followers on Facebook had been growing steadily with 480 subscribers as of early March 2025.

31. The HKSSA website was maintained with the kind assistance from Ms Clare LEUNG and Ms Peggy MANG who had been providing support in the updating and maintenance of the website of the association. It will continue to serve as a platform for members to

interflow and share good practices in student affairs.

32. As of the end of February 2025, 175 full members have been engaged with the following profiles:

No. of full members (as of February 2025)	175
No. of full members with provision of additional information	170 (97.14%)
Years of Experience	No. of Members*
Less than 3 Years	48 (28.24%)
3 to 5 Years	34 (20.00%)
6 to 10 Years	33 (19.41%)
11 to 20 Years	46 (27.06%)
Over 20 Years	9 (5.29%)
Key Areas of Responsibility (can indicate more than one area)	No. of Members*
Campus Life & Support Services to Student Organisations	35 (20.59%)
Careers & Internship	32 (18.82%)
Co-Curricular Programs	28 (16.47%)
Counselling & Wellness	58 (34.12%)
General Administration	25 (14.71%)
Housing & Residential Life	21 (12.35%)
Physical Education	3 (1.76%)
Service-learning & Community Engagement	23 (13.53%)
Services to Non-local and Exchange Students	23 (13.53%)
Student Advising	34 (20.00%)
Student Finance	14 (8.24%)
Special Educational Needs	19 (11.18%)
<i>*Percentage is calculated based on the number of full members with provision of additional information</i>	

ACKNOWLEDGEMENT

33. The Core Cabinet of the office bearers (Chairperson, Vice-Chairperson, Honorary Secretary and Honorary Treasurer), the Ex-Co, and with the support of members and friends of the HKSSA, has been able to accomplish most of the objectives of the Association in serving its members and students during this term.

34. I wish to thank all the people who had supported and helped the HKSSA in smoothly carrying out the above-mentioned functions and the following reports in another challenging year in 2024-2025.

Prepared by

Mr Simon LAU

On behalf of the Ex-Co of HKSSA 2024-2025