



HONG KONG STUDENT SERVICES
ASSOCIATION

CHAIRPERSON'S REPORT

2023-2024

20 MARCH 2024

EXECUTIVE SUMMARY

1. After the outbreak of COVID-19 pandemic for three years, the “new normal” and the way of communication have led the whole society to a new learning curve. Especially we have been facing the lack of talents and with high turnover rate because of various reasons, universities and colleges experienced unprecedented challenges and uncertainty while the student population was decreasing that implied keen competition in the education sector regarding student admission for all levels from kindergarten to higher education.
2. Despite the challenges, the Executive Committee (Ex-Co) 2023-2024 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.
3. Building upon the solid foundation of the predecessors, the Ex-Co 2023-2024 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 Exco in the last April, includes:
 - (1) Branding : a professional body representing the student affairs sector in higher education of HK
 - (2) Co-workers’ Development : professional learning and future talents cultivation
 - (3) Support: Working Groups & OTSSA
 - (4) Further strengthening : HKSSA Secretariat
5. Key events of the year
 - a. Organised Virtual Professional Circle on ZOOM with Macau Student Affairs Association (MSAA) : **“The Challenges and Opportunities – Optimizing in-person student engagement”**
 - b. Launched mentorship programme to groom younger members with potentials. Heartfelt appreciation goes to the THREE mentors who serve in the programme;
 - c. Organised Online Gathering for Institutional Representatives;
 - d. Conducted “Interflow with Macau Student Affairs Association” with our first outbound visit after the COVID-19 pandemic;
 - e. Conducted “HKSSA 40th Anniversary Singapore Learning Trip” as our first anniversary event;
 - f. Organised training activity for practitioners working in student services of higher education: “How student affairs practitioners should prepare themselves for achieving higher in the field”;
 - g. Organised Annual Professional Dialogue: **“Wellness for all in a challenging new era”** with the support from MSAA;

- h. Supported the Hong Kong Outstanding Tertiary Students' Services Association (OTSSA) for the execution of Outstanding Tertiary Students' Services Award;
 - i. Supported initiatives of the three Working Groups.
6. These 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 4 respectively as of the end of February 2024.
7. Both the Facebook page and website of the HKSSA had been regularly updated for brand building and engagement of SA practitioners.

THE EXECUTIVE COMMITTEE AND WORKING GROUPS

8. The following nominations were received and elected as the Ex-Co of the HKSSA for the year 2023-2024 at the last Annual General Meeting (AGM) held on 24 March 2023.

| Post | Name | Institution |
|----------------------------|-------------------|--------------------|
| Chairperson | Mr Simon LAU | TWC |
| Vice Chairperson | Ms Adele WAN | HKMU |
| Honorary Secretary | Ms Clare LEUNG | TWC |
| Honorary Treasurer | Ms Helen LAU | HKU |
| Immediate Past Chairperson | Ir Dr Joseph SO | CPCE, PolyU |
| Members | Ms Ida LAW | CUHK |
| | Ms Josephine CHAN | CityU |
| | Mr Cannon FUNG | HSUHK |
| | Ms May LEUNG | HKSJU |
| | Mr Sai Kit LEUNG | HKEdu |
| | Mr Edwin LUI | THEi |
| | Ms Connie WONG | LU |
| | Ms Verona LAU | HKBU |
| | Ms Ruby LAM | HKUST |
| | Ms Sue WONG | PolyU |

9. Four Ex-Co meetings were held on 19 April, 19 July, 18 October 2023, and 17 January 2024.

The AGM was scheduled to be held on 20 March 2024.

10. The Ex-Co supported the initiatives of its working groups, namely the Hong Kong Tertiary Institutions Health Care Working Group (HCWG), 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.
11. The Ex-Co had invited Mr Simon CHAN to continue serving as the Honorary Auditor of the HKSSA for 2023-2024. Heartfelt appreciation goes to Mr. Chan for his very kind support to HKSSA.

ANNUAL PLAN

12. The Exco approved the Annual Plan in last April and the Secretariat, including the Chairperson, Hounorary Secretary, Honourary Treasurer and the Under Secretary (Ms Peggy MANG/ TWC) coordinate the execution of the plan with the strong support from all Exco members.
13. A brief elaboration of the key elements is shown from point 13 to 17 below.
14. (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)
15. (2) Co-workers' Development: professional learning and future talents cultivation
 - Mentorship programme/Job shadowing
 - Virtual Professional Circle
 - Training workshop
 - Outbound interflow with SA practitioners
 - Outbound learning tour
16. (3) Support: working groups (WGs) & Hong Kong Outstanding Tertiary Student Services Association (HKOTSSA)
 - Secretariat and administrative support for the WGs & HKOTSSA
17. (5) Further strengthening: HKSSA Secretariat
 - Promotion on member recruitment & membership record maintenance
 - Website, social media (FB) update & whatsapp groups maintenance
 - Connection with Institutional representatives' connection (Online Gathering)
 - Financial management & general administrative tasks

VIRTUAL PROFESSIONAL CIRCLE
THE CHALLENGES and OPPORTUNITIES – OPTIMIZING IN-PERSON STUDENT
ENGAGEMENT

18. The event was conducted on ZOOM on 23 Jun 2023.
19. Five discussion groups and facilitators:
- a) Building diverse communities and inclusive campuses (Ms Sharon Poon, CUHK)
 - b) Enhancing the Counselling and Wellness services (Dr Silver Chan, HKUST)
 - c) Engaging student bodies (Mr. Charles Chan, HSU)
 - d) Pros and Cons of Pursuing a Slash Career (Ms. Connie Wong, LU)
 - e) Effective Communication: Exploring the Challenges and Opportunities at Traditional, Online, and Hybrid Modes (Ms Dorothy Ng, CUHK)
20. Total 61 participants attended.

MENTORSHIP PROGRAMME

21. The Scheme, first launched in 2016-2017, had been organised to create opportunities for young and enthusiastic practitioners to learn commitment to student development works and widen scope of knowledge from seasoned student affairs leaders.
22. This year, three current student affairs directors or senior staff were invited to serve as mentors for six mentees from four institutions, in small groups of 2 to 3 from June 2023 to March 2024.
23. The three mentors were:
- Mr Simon LAU, Head of Student Affairs, Tung Wah College
 - Mr Cannon FUNG, Head, Career Planning and Development Section, Student Affairs Office, HSU
 - Mr Joseph CHAN, Former Director of Student Development Services, CityU and Former Director of Student Affairs Office of Caritas Institute of Higher Education
24. A welcome email was sent to the mentors and mentees and assisted them to form whatsapp groups to facilitate preliminarily planning of meeting schedule and possible activities. Participants are required to submit a learning journal and final reports will be submitted after the programme ended in April 2024.

TRAINING ACTIVITIES

25. The 1st training event was conducted in the format of an interflow with MSAA on 11 Dec 2023 with face-to face meet up at Macau.
26. There were 23 SA practitioners from HKSSA to have a one-day interflow with 34 co-workers from MSAA with also campus visits to Macau University of Science and Technology and Macau University.
27. MSAA would conduct the return visit to Hong Kong in 2024.
28. The 2nd training activity was conducted on 24 Jan 2024 at HKBU. We had the sharing and reflection from the participants who have joined the Macau Interflow or the Singapore Learning Trip,
29. With also the inspiring sharing from Dr. Albert Chau, Vice-President (Teaching and Learning) HKBU at the topic "S A: Satisfaction and Ambitions".
30. There was total 64 SA practitioners joined the event.

HKSSA ANNUAL PROFESSIONAL DIALOGUE

31. The event was conducted on 20 March 2024 in HKU main campus in hybrid mode with also arrangement of ZOOM.
32. In the past few years, it has been challenging for the whole society in facing seemingly a worsening situation of mental health of the population in general.
33. As SA practitioners, we were facing the challenges to serve and support our students who were also living in such critical situation with their problems owned by their stage of life as well as their generation.
34. Through the dialogue session we showed different aspects in student affairs: What are the challenges we are facing? What could we move on from here?
35. The topic was "Wellness for all in a challenging new era"
36. In this dialogue session, we are very honored to have 1) Prof. Simon LAM, Associate Dean (Research) and Professor of School of Nursing, TWC; 2) Mr. Ka Shing LAU, former Nurse Consultant (Community Psychiatry), Kowloon Central Cluster of HA; 3) Samson TSE, Dean of Student Affairs, Professor of Mental Health from HKU to be our guest speakers with also Mr Simon LAU, Chairperson of HKSSA and Head of Student Affairs in TWC took the role as Facilitator throughout the dialogue session.
37. Colleagues from MSAA joined the event via ZOOM.

STRENGTHENING THE COLLABORATION WITH WORKING GROUPS AND OTSSA

38. The WG of Psychological Counselling organized an activity to visit Castle Peak Hospital on 25 May 2023. Number of participants was 45. In addition, a one-day workshop was held on 28 Jul 2023. The topic was “Practical Skills in Handling Psychiatric Emergency Situations” shared by Mr. Ka Shing LAU with 72 attendees.
39. The WG of Career joined a workshop on “Diversity Hiring” on 18 August 2023 conducted by HKUST (in person, on HKUST campus). HKUST opened the event to all HKSSA members to attend for free.
40. Mr Simon LAU, the Chairperson was to be one of the judges of the final interview for the Outstanding Services Awards for Tertiary Students 2022-2023 as organised by the Hong Kong Outstanding Tertiary Students’ Service Association (HKOTSSA) on 4 Jun 2023. The award was introduced in 1991 to recognise tertiary students with outstanding leadership and significant contribution to the community.
41. The Chairperson was invited to give a speech and present awards to the 20 recipients at the HKOTSSA Outstanding Service Awards for Tertiary Students Ceremony 2022-2023 on 26 January 2024. The Hon Treasurer was also invited to join the function.
42. HKSSA also supported the promotion of the award application to member institutions during the year.

SINGAPORE LEARNING TRIP

43. The trip, conducted during 3 to 7 Jan 2024, was recognized as the first anniversary event for HKSSA 40th Anniversary.
44. There were 13 participants from 7 institutions (CiHE, CUHK, EdUHK, HKBU, HKMU, HSU, VTC).
45. Visits were made during the trip with very fruitful learning experiences:
 - (1) LinkedIn Singapore
 - (2) SUTD – Office of Student Life
 - (3) NUS - Office of Student Affairs - Student Hall
 - (4) NUS Enterprise - Chua Thian Poh Community Leadership Centre
 - (5) Integrated Community Hub

COMMUNICATION AND MEMBERSHIP

46. The Association continued to appoint a total of 21 members as Institutional Representatives to facilitate communication and liaison among local institutions. The following colleagues served in this capacity and their efforts were greatly appreciated.

| Institution | Institutional Representative |
|--------------------|-------------------------------------|
| CHCHE | Mr Antony IP |
| CIHE | Dr Anna NG |
| CityU | Ms Theresa LI |
| CPCE-PolyU | Ms Vivian KWOK |
| CUHK | Ms Yvonne CHAN |
| EdUHK | Ms Dobie CHEUNG |
| HKAPA | Ms Joyce YUEN |
| HKBU | Ms Kiwi CHAN |
| HKCT | Mr Brian LAM |
| HKMU | Mr Kenneth LAI |
| HKSJU | Ms May LEUNG |
| HKU | Ms Candy WONG |
| HKUST | Ms Daisy KWAN |
| HKIC | Ms Tina CHENG |
| HSUHK | Ms Rosa CHENG |
| LU | Mr Edwin FOK |
| PolyU | Mr Jeffrey LEE |
| THEi | Mr Edwin LUI |
| TWC | Ms Cecilia PANG |
| VTC | Ms Luka LAU |
| YCCECE | Mr Ting Wan LO |

47. An Online Gathering for Institutional Representatives was conducted on 17 May 2023. 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.

48. HKSSA continued to promote activities through Facebook, official homepage, and mass emails to reach out to and engage members. The number of followers on Facebook had been growing steadily with 484 subscribers as of early March 2024.

49. 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.

50. As of the end of February 2024, 175 full members have been engaged with the following profiles:

| | |
|---|------------------------|
| No. of full members (as of February 2024) | 175 |
| No. of full members with provision of additional information | 173 (98.86%) |
| Years of Experience | No. of Members* |
| Less than 3 Years | 39 (22.54%) |
| 3 to 5 Years | 26 (15.03%) |
| 6 to 10 Years | 45 (26.01%) |
| 11 to 20 Years | 55 (31.79%) |
| Over 20 Years | 12 (6.94%) |
| Key Areas of Responsibility (can indicate more than one area) | No. of Members* |
| Campus Life & Support Services to Student Organisations | 46 (26.59%) |
| Careers & Internship | 37 (21.39%) |
| Co-Curricular Programs | 28 (16.18%) |
| Counselling & Wellness | 67 (38.73%) |
| General Administration | 30 (17.34%) |
| Housing & Residential Life | 27 (15.61%) |
| Physical Education | 6 (3.47%) |
| Service-learning & Community Engagement | 29 (16.76%) |
| Services to Non-local and Exchange Students | 23 (13.29%) |
| Student Advising | 28 (16.18%) |
| Student Finance | 15 (8.67%) |
| Special Educational Needs | 20 (11.56%) |
| <i>*Percentage is calculated based on the number of full members with provision of additional information</i> | |

ACKNOWLEDGEMENT

51. The Ex-Co, 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. The Ex-Co wished to thank all the people who had supported and helped the HKSSA in smoothly carrying out the above-mentioned functions in the challenging year of 2023-2024.

Prepared by

Mr Simon LAU

On behalf of the Ex-Co of HKSSA 2023-2024