

# City University of Hong Kong Innovative Thinking In Action

Mobile technology expands the teaching/learning experience to a much wider circle. City University of Hong Kong knows that their digital native students all have high expectations of the e-learning environment. Andy Chun, CIO of City University, believes that an institution's e-learning/mobile-learning strategy must be up to pace with the type of technology environment students are already used to. Mobile learning opens up new teaching/learning activities and opportunities that were not possible before, both inside class and out of class. Learning, sharing and collaborating can now take place anywhere anytime. Ideas, images and videos can be uploaded and shared instantly. Mobile really frees the discovery and creative process to take place anywhere and encourages self-directed learning.

Today just about everyone claims to be an innovative thinker. However, innovative ACTION is what generates real change. Those who implement fresh ideas are the ones making the biggest impact in education today. City University of Hong Kong (CityU) is a perfect example. Known as one of the world leaders in Engineering, Technology and Computer Sciences, CityU, is a rapidly growing institution with 20,000 students, and over 3,000 faculty and staff. To ensure their high-tech reputation, they're putting their innovative vision in motion by utilizing resources such as Blackboard Mobile to take their University and their students to a whole new level.

With tallies over 5 billion worldwide, the stats on mobile phones are exploding—especially in Hong Kong. At the beginning of 2011 mobile phone penetration in Hong Kong was close to 190%\*, with almost everyone owning two mobile phones. Even with saturation at that level, their market continues to grow. Hong Kong consumers are also at the forefront of global smartphone usage. Almost half (48%) own a smartphone\*\*. That's more than double the global rate.

Andy Chun, CIO of CityU explains how leveraging mobile devices and going mobile was essential to their growth and long-term success as a competitive university. "It was pretty obvious where e-learning was heading—towards mobile-learning and social-learning. This is particularly evident for a high-tech city like Hong Kong, considering the growth of our mobile market," says Chun. "Everywhere in Hong Kong you see people using mobile devices to look up information, to share, to communicate, or for fun. Everyone is constantly 'online' and 'connected' to others."

The desire to take CityU mobile was a convergence of many factors: wide availability of WiFi throughout their campus and city, and low-cost mobile devices, together with the new Generation Z digital natives who prefer to get information, communicate and socialize online. Hong Kong also has one of the highest Facebook penetration rates in the world—over 52% and 3.7 million registered users\*\*\*.

Chun knows this is the right time to implement their mobile strategy with Blackboard Mobile. "We believe we can bring the education we provide at CityU to a new

level through Blackboard Mobile Learn. We will be able to provide the same degree of convenience to our students and staff in accessing and delivering various teaching and learning resources, as well as the same ease in connecting with other students and teachers. Blackboard Mobile Learn was an easy decision for us as around 80% of all our courses are already online on the Blackboard Learn platform. That is over 4100 active course sites annually.”

Chun and his team explored how mobile technology can really expand their education experience to a much wider circle. They saw how it could open up new teaching and learning activities and opportunities—both inside and outside the classroom—that were not possible before. Learning activities can even be designed to be off campus; basically the entire city becomes their learning campus. Learning, sharing and collaborating can now take place anywhere, anytime for CityU. Their ideas, images and videos can be uploaded and shared instantly.

“We’re really excited about the ability to quickly formulate and present ideas anywhere using a mixture of different media—text, images and videos taken on the spot. Mobile really frees the discovery and creative process to take place anywhere and encourages self-directed learning,” continues Chun. “I think mobile is part of a bigger picture. We have a new ‘Discover&Innovate @CityU’ initiative where the overarching theme is to promote discovery and innovation in all aspects of the University’s mission. Our students are given all the necessary tools and technologies, and plenty of learning opportunities to make unique discoveries and/or innovations. Technology plays a crucial and center role in our initiative”.



*In our modern world, discoveries and innovations are seldom made in isolation. It is done through a collaborative process. Blackboard Mobile Learn greatly facilitates and streamlines the collaboration and sharing necessary to make that happen.*

Andy Chun  
CIO,  
City University

Right now CityU is laying the foundation of a strong mobile strategy that will help to engage the students they have, attract future students, and ensure the University’s competitive edge. To start, they are gearing up on expanded use of various innovative apps and cloud services to support the different teaching and learning needs of their academic disciplines. They’re also expanding their use of tablets and mobile devices, beginning by equipping the entire Law School faculty and students with iPad2s.

“We would like to move towards a teaching and learning environment where technology is pervasively available with effortless access anytime, anywhere. This will be achieved through a combination of services and resources such as Blackboard Mobile Learn.”

“Having a visionary mobile strategy that is well integrated to our own strategy is very important. Nowadays, our digital native students all have high expectations on the e-learning environment. A University’s e-learning and mobile-learning strategy must be up to pace with the type of technology environment students are already used to. With Blackboard Mobile we’re able to achieve that,” concludes Chun.

Whether it’s a lifeline to their social community or their new preferred learning tool, mobile phones are a way of life for students today. If you want to put a more efficient solution in action to meet the rising expectations of today’s students that will also keep you evolving well into the future, contact Blackboard today. We’ll help you build a better education experience—just like they’re doing at City University of Hong Kong.

\* <http://www.budde.com.au/Research/Hong-Kong-Mobile-Communications-Market-Overview-Statistics-and-Forecasts.html>

\*\* <http://www.tnsglobal.com/news/newsDB5EF16289044655A787385A433A896F.aspx>

\*\*\*[http://micgadget.com/14123/1-out-of-6-hong-kong-citizens-owns-a-tablet-computer/?utm\\_source=feedburner&utm\\_medium=feed&utm\\_campaign=Feed%3A+micgadget+%28M.I.C.+Gadget%29&utm\\_content=Google+Reader](http://micgadget.com/14123/1-out-of-6-hong-kong-citizens-owns-a-tablet-computer/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+micgadget+%28M.I.C.+Gadget%29&utm_content=Google+Reader)

