

## Newsletter (1st Edition)

**Monthly Accomplishments (October 2002)**

- 1) English or languish - a severe case of market distortion .
  - a) A formal economic paper that describes the severe case of market distortion resulting from Hong Kong's universal English language education policy was completed and uploaded in HTML format to the HKLNA-Project website.
    - i) An abstract for this paper can be found at  
<<http://homepage.mac.com/moogoonghwa/earth/current/hklna/ff/economics/abstract.html>>.
    - ii) The paper itself can be found in HTML format at  
<http://homepage.mac.com/moogoonghwa/earth/current/hklna/indices/econdex.html>
  - b) This paper was accepted for presentation at the 2nd biennial meeting of the Hong Kong Economics Association  
<<http://www.cuhk.edu.hk/eco/hkea/second.htm>>
- 2) An application was submitted for use of the Hong Kong brand name logo. A copy of the logo can be found at  
<[www.brandhk.gov.hk/brandhk/guidelines.htm](http://www.brandhk.gov.hk/brandhk/guidelines.htm)>.
- 3) A HKLNA-Project logo was created which combines both EARTH's and the project's names. (See below)
- 4) A second visit was made to the Hong Kong Department of Education in order to obtain statistical data from the department's statistical division.
  - a) Considerable documentation was obtained and has been uploaded in outline form to the HKLNA-Project's website at  
<<http://homepage.mac.com/moogoonghwa/earth/current/hklna/indices/pdocdex.html>>
  - b) The graphical and tabular analysis resulting from that visit can be found at  
<<http://homepage.mac.com/moogoonghwa/earth/current/hklna/indices/datadex.html>> and  
<<http://homepage.mac.com/moogoonghwa/earth/current/hklna/indices/sitedex.html>>

**Important strategy change**

Although it was previously believed that the SCOLAR report would be completed by the Department of Education toward the end of October, EARTH was recently informed by the SCOLAR project's coordinator Harris KAM W K that the report would not be completed until the end of November. As the SCOLAR report will influence greatly the direction in which the HKLNA project moves, it has been decided by EARTH to wait until December before it initiates the project's fund-raising campaign. Information about SCOLAR can be found at  
<[http://www.language-education.com/index\\_en.htm](http://www.language-education.com/index_en.htm)>

**Outlook for the coming month of November**

- 1) Continue to acquire already available data relevant to the HKLNA project. Analyze that data and format it in a way that is easily understood by the Hong Kong community.
- 2) Continue to develop the HKLNA website and render it in a format more suitable for a fund raising campaign.
- 3) Identify members of the Hong Kong community suitable for membership on the HKLNA project's board of directors. Once this board has convened, make application to EARTH's bank for a small company project loan.
- 4) Muster qualified volunteers for the fund raising project. An effort will be made to find unemployed and part-time employed graduates from the CUHK economics department. These former students can later be employed under the government's Youth Work and Experience Training Scheme (See <<http://www.ywets.labour.gov.hk/home-e.htm>> for details.) to conduct surveys of the Hong Kong community regarding the use and attrition rates of the English language (See under A Few Tests at <http://homepage.mac.com/moogoonghwa/earth/current/hklna/indices/hypodex.html>> for details of survey work).
- 5) Perform legal groundwork for establishing a not-for-profit NGO in Hong Kong

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Sincerely,

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