

II Project Information

Project title (in English)

Comprehensive Career Development Programme

Project title (in Chinese)

全面職業發展計劃

Project summary

*(Please provide an executive summary of the project proposal in **no more than 500 words.**)*

The employability of sub-degree graduates has become a major public concern in Hong Kong. The Comprehensive Career Development Programme aims to enhance sub-degree graduates' employability through a series of workshops, seminars and activities. There are two major components in this Programme. Firstly, we will provide training in personal and social development which helps students to develop positive attitudes and pertinent knowledge necessary to enhance students' employability. Secondly, we provide training in career development to enhance students' job-hunting skills.

This Programme will be implemented by collaboration of professional career counsellor, academic staff, and the Student Affairs Office. Apart from internal training provided at Caritas Bianchi College of Careers, some external cooperation will also be arranged with NGOs and companies to provide a series of programme with volunteer services, mentoring scheme and referral service. This project aims to enhance students' interpersonal skills, including management skills, leadership skills and organizing skills, etc. These skills will eventually help students to develop their career path and climb the professional ladder.

The College plans to organise the following activities to assist students to achieve comprehensive personal, social and career development successfully:

1. Personal and social development workshops, seminars and activities to enhance students' self-understanding, self-confidence, interpersonal skills and stress management skills.
2. Career development workshops, seminars and activities for students on different topics such as career planning, job-hunting skills and interview skills.
3. Mentoring Programme will be provided to final year students. The industrial professional will be invited as a mentor to provide guidance and share industrial experience with the mentee. Mentor-mentee relationship development and attachment for graduates can enhance students' employability.
4. Volunteer Service Programme will be provided for students to obtain broad and balanced learning experiences through a wide range of exposures. The Programme will eventually help students to develop their interpersonal skills and leadership skills.
5. Career Resources System will be developed to provide various self-help resources to accommodate for career development of students, including online job searching, latest career trend, job-hunting resources, etc.
6. Career Guidance Centre will be set up to provide individual and group career counselling or consultation services for students and target groups.
7. Career Handbook will be developed to provide a comprehensive guidance for career development. This handbook will be distributed to final year students for their reference during job application.

The number of direct beneficiaries in the project is about 2,000 students. In fact, the number of beneficiaries is eventually unbounded, because we will share our success experience and good practice with students at other local self-financing post-secondary institutions.

* Please delete where inappropriate.

Project objectives		
<i>(Please identify the project objectives and explain how they will be attained.)</i>		
Objectives	To be attained by	
1 To provide a series of career development activities which will better prepare students for job market	<ul style="list-style-type: none"> ◆ Career development workshop ◆ Career development seminar ◆ Company visit ◆ Mentoring Programme 	
2 To help students to develop their personal and social skills	<ul style="list-style-type: none"> ◆ Personal and social development workshop ◆ Personal and social development seminar ◆ Training camp ◆ Team building training programme ◆ Volunteer Services Programme 	
3 To provide students with support and resources for their career development	<ul style="list-style-type: none"> ◆ Career Resources System ◆ Career Guidance Centre ◆ Career Handbook 	
Implementation, deliverables, beneficiaries and cashflow		
<i>(Please describe the activities to be implemented and indicate the expected number of beneficiaries, the outcomes/deliverables and cashflow in each timeframe of the project.)</i>		
Estimated start date of project:		January 2014
Timeframe	Activities and beneficiaries	Deliverables and cashflow
Month 1-6 (Phase 1)	<ul style="list-style-type: none"> ◆ To recruit project team members ◆ To purchase computing equipment ◆ To develop training materials ◆ To design Career Resources System <p>Expected no. of beneficiaries: n/a</p>	<ul style="list-style-type: none"> ◆ Training materials <p>Cashflow: \$548,500</p>
Month 7-12 (Phase 2)	<ul style="list-style-type: none"> ◆ To establish Career Guidance Centre ◆ To organise workshops, seminars and other activities ◆ To implement Volunteer Service Programme ◆ To develop Career Resources System ◆ To liaison with potential mentors <p>Expected no. of beneficiaries: 1,000</p>	<ul style="list-style-type: none"> ◆ Career Guidance Centre ◆ Training workshops, seminars and activities ◆ Report of Volunteer Service Programme <p>Cashflow: \$453,500</p>
Month 13-18 (Phase 3)	<ul style="list-style-type: none"> ◆ To organise workshops, seminars and other activities ◆ To implement Volunteer Service Programme ◆ To start Mentoring Programme ◆ To launch the Career Resources System ◆ To prepare Career Handbook <p>Expected no. of beneficiaries: 2,000</p>	<ul style="list-style-type: none"> ◆ Training workshops, seminars and other activities ◆ Report of Volunteer Service Programme ◆ Career Resources System <p>Cashflow: \$487,040</p>
Mon 19-24 (Phase 4)	<ul style="list-style-type: none"> ◆ Training workshops, seminars and other activities ◆ To implement Volunteer Service Programme ◆ To implement Mentoring Programme ◆ To distribute Career Handbook <p>Expected no. of beneficiaries: 2,000</p>	<ul style="list-style-type: none"> ◆ Training workshops, seminars and other activities ◆ Report of Volunteer Service Programme ◆ Report of Mentoring programme ◆ Career Handbook <p>Cashflow: \$360,040</p>
After Month 24 (Post-Project Phase)	<ul style="list-style-type: none"> ◆ To organise information seminar to share our success experience and good practice with students at other local 	<ul style="list-style-type: none"> ◆ Information Seminar ◆ Project website ◆ Book

	<p>self-financing post-secondary institutions</p> <ul style="list-style-type: none"> ◆ To set up a website to publish all outputs generated by this project and provide detailed information about the project ◆ To publish outputs of the project as a book <p>Expected no. of beneficiaries: Unbounded</p>	Cashflow: N.A.
Estimated completion date of project:		31 December 2015
Expected total no. of beneficiaries by the end of project:		> 2,000

Project budget				
Projected Expenditure <i>(Please provide detailed breakdown under each item.)</i>	Amount in HK\$			
	Year 1	Year 2	Year 3	Total
a. Manpower	867,000	787,080	-	1,654,080
b. Equipment / Facilities	95,000	0	-	95,000
c. Services	20,000	40,000	-	60,000
d. General Expenses	20,000	15,000	-	35,000
e. Others (e.g. auditor's fee)	0	5,000	-	5,000
Total Expenditure :	1,002,000	847,080	-	1,849,080
Projected Income (if any)	Amount in HK\$			
	Year 1	Year 2	Year 3	Total
a. (e.g. fees received)				
b.				
c.				
Total Income :				
Sources of funding				
a.	Amount of grant sought under this application:	1,849,080		
b.	Other sources of funding <i>(e.g. donations, contributions from the applicant/its parent organisation, etc. Please give the name(s) of the sponsor(s), the amount of funding, and indicate whether the funding has been secured.)</i> :	Nil		
Key personnel involved and self-evaluation mechanism				
<i>(Please indicate in each timeframe the evaluation measures to be conducted, the key personnel to be involved and their roles/duties, and the scope of each evaluation measure.)</i>				
Timeframe	Evaluation measures	Personnel involved (roles/duties)	Details of the evaluation mechanism	
Phase 1	Professional evaluation of the training materials	The Career Counsellor will interview the students and potential employers and collect their feedbacks to develop the training materials.	The Director of Student Affairs will evaluate the quality of the training materials based on his professional expertise to determine whether the stakeholders' feedback has been incorporated.	
Phase 2 Phase 3 Phase 4	Questionnaire survey for training workshops, seminar, and activities	The Director of Student Affairs will design the questionnaire and the Project Officer will conduct survey.	Students participated in these activities will be required to participate in questionnaire survey to evaluate the effectiveness of these activities.	

Phase 2 Phase 3 Phase 4	Questionnaire survey and interview survey for Volunteer Service Programme	The Project Team will design the survey and the Project Officer will conduct both surveys. The overall implementation of the Volunteer Service Programme will be monitored by the Student Affairs Office.	Volunteer will be invited to participate in questionnaire survey to evaluate the effectiveness of the Programme. The recipient will be invited for interview survey.
Phase 3	Evaluation of Career Resources System	The Programmer will conduct system requirement analysis to produce system specification. The Person-in-charge of the Project will design the plan for User Acceptance Testing, which will then be conducted by the Project Officer.	The User Acceptance Testing will be conducted to test whether the system specification has been met.
Phase 4	Interview survey for Mentoring Programme	The Project Team will assist the Career Counsellor to design the survey and the Project Officer will conduct the interview survey. The overall implementation of the Mentoring Programmes will be monitored by the Student Affairs Office.	Mentors and mentees will be invited to participate in interview survey to evaluate the effectiveness of the Programme.
Phase 4	Professional evaluation of the Career Handbook	The Career Counsellor will develop the Career Handbook	The Director of Student Affairs will evaluate the quality of the Career Handbook.
Post-Project Phase	Overall project evaluation	The Project Team will submit a project report to the College for its auditing and final evaluation.	The Project Team will conduct a final evaluation to measure the effectiveness of the Career Guidance Centre. The Project Team will submit a final report to the College. The final report will then be reviewed by the College's QA committees.

III Other Information (if applicable)

1 Sharing of project deliverables *(Please describe how the deliverables/outcomes will be shared or used by other institutions in the sector and what information can be uploaded on relevant EDB websites during and/or after the project period.)*

The training materials and the Career Handbook developed by this project will be shared to other local post-secondary institutions. They can be uploaded on the relevant EDB websites during the project period. On the other hand, the College will organise an information seminar upon the completion of the project to share our success experience and good practice with students at other local self-financing post-secondary institutions, so that the number of beneficiaries will be significantly increased. Finally, we will set up a website to publish all outputs generated by this project and provide detailed information about the project. URL of this website will be posted on the relevant EDB website after the project period.

2 Project sustainability *(Please indicate how staff will commit to ensure project sustainability and describe how the recurrent expenditure involved will be met after completion of the project.)*

The training materials developed in this project will be useful for the future cohorts of students. Upon completion of the project, the College will provide necessary support to the Student Affairs Office to continue to offer training workshops and seminars to the students and provide career services to the students. Moreover, the Career Recourses System will be transferred to the Information Technology Services Centre to continue its operation, so that the future students will be continually benefitted from the system.

3 Past experience in organising projects of similar or relevant nature and achievements

The Project Team has the following three key persons:

- ◆ Dr. Philips Wang, Vice-President (Research and Advancement)
- ◆ Dr. Steven Ng, Programme Leader, Department of Business
- ◆ Mr. Luke Wong, Director of Student Affairs

They have extensive experience in project management, career guidance service, and student support services.

Dr. Philips Wang has comprehensive experience in organizing similar projects. He led six projects while he was serving in the City University of Hong Kong. Moreover, he received a most prestigious General Research Fund (GRF) from the Research Grants Council (RGC). After he joined Caritas, he is currently leading one Quality Enhancement Grant Scheme (QEGS) project which is also funded by the EDB. The output of his projects have been presented in many top international conferences and international journals, and published as book chapters. He was also invited to share his experience with secondary school teachers at the Teacher Update Course. He is currently the Director of Centre for Excellence and Director of Business Technology Centre. His extensive experience in project management can ensure the smoothness of the project implementation.

Dr. Steven Ng is a Chartered Marketer of Chartered Institute of Marketing of United Kingdom as well as a Certified Practising Marketer of Australian Marketing Institute. Dr. Ng is also the project leader of a Placement Program to Support Holistic Education under QEGS. Prior to joining Caritas, Dr. Steven Ng worked as a Senior Manager (Business Development) in Employees Retraining Board (ERB). He supervised business development and market research at ERB. In particular, he led a team to develop retraining program and placement opportunity with related industries and commercial sectors for ERB's retrainees. Besides, Dr. Ng has over twenty years of experiences in the commercial field, and has assumed senior positions in several multi-national companies and the public sectors in United States, Europe, and Asia region. His strong business network with the industries can help the project to establish collaboration with external organisations and companies. His experience in retraining and placement programme is highly relevant to career guidance services.

Mr Luke S. K. Wong is the Director of Student Affairs in Caritas Institute of Higher Education and

Caritas Bianchi College of Careers. Prior to joining Caritas, Mr. Wong was the Director of Student Affairs in the Hong Kong University of Science and Technology (HKUST). His rich experience in student support services is definitely an invaluable asset to the project. He can ensure that the training programmes are appropriate to the students.

4 Publicity plan *(Please describe all the publicity activities to be involved and how they will be carried out and list all the publicity materials to be produced to acknowledge the support of Quality Enhancement Support Scheme.)*

We will acknowledge the support of Quality Enhancement Support Scheme (QESS) in all the training materials, the Career Handbook and the Career Resources System developed by this project. Moreover, we will set up a website to provide detailed information of this project, including the support of QESS. On the other hand, the College will organise information seminar after the project to share information with students at other local self-financing post-secondary institutions. Finally, the project team will publish the outputs of this project in a book. Acknowledge for Support of QESS will be included in the information seminar and other publications.

5 Others

Nil.