

## II Project Information

Project title (in English)

Enhancement of Career Guidance Services

Project title (in Chinese)

就業輔導服務提昇項目

### Project summary

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

Hong Kong Shue Yan University was founded in 1971, with the mission of preserving and propagating traditional Chinese culture and in particular the educational ideals of Confucianism which is to develop humanitarian consciousness and promote benevolence.

During the past 40 years, Shue Yan built up a solid reputation in the educational community, both in Hong Kong and internationally. Shue Yan's four year programmes offer students a well-rounded educational experience. At present, there are totally 4,935 students including 4,890 undergraduate students and 45 postgraduate students. Responsibility for facilitating the whole-person development of students rests with the Office of Student Affairs (OSA).

In response to the rapid increase of the student population in the past ten years, from 2,869 students in 2003/04 to 4,935 students in 2012/13, the OSA has been working actively to provide services that respond to their changing needs. There are two full-time professionally trained student counselors providing both psychological counseling and career guidance services to the students. The OSA recognizes the urgent need to strengthen the student career planning and development services in the near future. The project aims to enhance the student career guidance services in developing the students' employability and competence at employment.

There are three main objectives of the project of "Enhancement of Career Guidance Services" as follows:

- 1) To enhance students' self-understanding in career planning
- 2) To strengthen the existing career support services for students
- 3) To provide training for our counseling and career guidance staff in order to enrich the career guidance services

We wish to strengthen the student career support services by:

- Providing professional personality assessments, such as MBTI, Personality Dimension, Self-directed Search, etc for students to identify their interests and potential in order to facilitate their career planning
- Organizing agency visits, guest sharing to explore different kinds of career fields and gain some positive working values
- Organizing training workshops such as leadership training, career-related training, stress management, team building, research on job market in order to enhance students' employability
- Setting up a Co-curricular Achievement Transcript scheme and helping students to establish their own portfolio to facilitate their job hunting or further studies
- Setting up a Self-help Career Resource Corner and Career Guidance Services webpage for students to seek updated employment information and tips for career preparation
- Providing staff training to enhance the capability of student counselors and career guidance staff to apply the personality assessment tools on students

The project will commence in September 2013 and will last for 2 years. We expect 4000 students to benefit from the project.

\* Please delete where inappropriate.

**Project objectives**

*(Please identify the project objectives and explain how they will be attained.)*

Objectives	To be attained by
<p>1. To enhance students' self understanding in order to facilitate their career planning and development (Through personality assessments → understand their strengths, preferences &amp; potential → agency visits or guest sharing → exploration of their interest jobs → better for students to prepare for their career planning )</p>	<ul style="list-style-type: none"> <li>● Providing personality assessment workshops to enhance students' self-understanding, such as personality type, preferences &amp; potential for facilitating their career planning</li> <li>● Organizing agency visits &amp; guest sharing to help students to know more about different fields of work. This can widen students' horizons and explore their career interests</li> </ul>
<p>2. To strengthen the existing career support services in order to enhance our students' competitiveness and employability.</p>	<ul style="list-style-type: none"> <li>● Inviting experts or guests to conduct career-related workshops or training, such as how to set up your personal portfolio, career planning, interviewing skills, professional image building, work attitude, dining etiquette, etc.</li> <li>● Conducting leadership training, team building and stress management workshops to build up students' leadership and teamwork skills</li> <li>● Setting up a Self-help Career Resource Corner for students to access updated information of employment. There will be 3 computers, a printer, reference books and multi-media materials related to career planning in the Self-help Career Resource Corner</li> <li>● Establishing the Career Guidance Services Webpage for students to access the news of the career guidance services and some tips of career planning</li> <li>● Organizing a job fair to showcase job opportunities for the students. Booths, exhibition boards, tables &amp; chairs will be set up in the job fair.</li> <li>● Establishing the Co-curricular Achievement Transcript (CCAT) as a tool for students' job hunting and further studies</li> </ul>
<p>3. To equip our student counselors and career guidance staff with skills of personality assessments</p>	<ul style="list-style-type: none"> <li>● Providing staff training in the use of personality assessments. The qualified staff will conduct the personality assessment workshops for students.</li> <li>● Conducting personality assessments, career guidance and personal counseling to students by the qualified student counselors and career guidance staff.</li> </ul>

**Implementation, deliverables, beneficiaries and cashflow**

*(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.)*

Estimated start date of project:		Sep 2013
Timeframe	Activities and beneficiaries	Deliverables and cashflow
Sep 2013—Feb 2014	<p><b>Phase One</b></p> <ul style="list-style-type: none"> <li>● Project Staff Recruitment</li> </ul> <p>Appoint 1 full-time Project Coordinator (PC) who is responsible for managing the whole project. A series of workshops, training and agency visits for students will be organized.</p> <p>Appoint 1 full-time Project Assistant (PA) who is responsible for providing administrative support to the project</p>	<ul style="list-style-type: none"> <li>● The Project Coordinator and the Project Assistant are to implement the project as per project plan</li> </ul>

	<ul style="list-style-type: none"> <li>● Staff Training: student counselors and other career guidance staff will receive training on the use of personality assessments</li> <li>● Purchase career personality assessment tools</li> <li>● Prepare and set up the system of the Co-curricular Achievement Transcript (CCAT)</li> <li>● Set up a Self-help Career Resource Corner</li>   <li>● Webpage development for promoting career guidance services</li>   <li>● Prepare the venue and equipment for the job fair</li>   <li>● Promote the career guidance services</li> </ul> <p>Expected no. of beneficiaries: 5 staff</p>	<ul style="list-style-type: none"> <li>● Approximately 5 staff will attend training on using personality assessment tool.</li> <li>● About 3 types of personality assessment tools will be adopted and at least 2 types of personality assessment tools will be purchased for students</li> <li>● The framework of the system for Co-curricular Achievement Transcript should be completed</li> <li>● Design and coordination of necessary elements of Self-help Career Resource Corner</li> <li>● Equip with essential equipments, such as computers, printers, career related reference books and multi-media materials, etc</li> <li>● Appoint a consultant for webpage development</li> <li>● Plan and design the layout or structure of the webpage</li> <li>● Job fair venue set up and furnishing</li> <li>● Electronic display boards installed and started promoting career guidance services</li> <li>● Promote the new series of career guidance services by electronic display boards, posters, emails and banner.</li> </ul> <p>Cashflow: \$771,985</p>
Mar 2014---Aug 2014	<p><b>Phase Two</b></p> <ul style="list-style-type: none"> <li>● Provision of workshops on personality assessments</li> <li>● Provision of workshops on career development</li> <li>● Provision of guests' sharing</li> <li>● Provision of leadership training</li> <li>● Trial operation of the Self-help Career Resource Corner</li> </ul>	<ul style="list-style-type: none"> <li>● Organize 3 workshops on personality assessments for students.</li> <li>● Organize 3 workshops on career development</li> <li>● Organize 2 sessions of guest sharing</li> <li>● Organize 1 leadership training workshop or camp</li> <li>● Estimated 2500 students (person-time) will visit the Self-help Career Resource Corner</li> </ul>

	<ul style="list-style-type: none"> <li>● Launch Career Guidance Services Webpage</li> <li>● Organize job fair</li> <li>● Organize agency visits or field visits</li> </ul> <p>Expected no. of beneficiaries:4000 students</p>	<ul style="list-style-type: none"> <li>● Complete the webpage design and revision</li> <li>● Webpage of career guidance services will be set up for students. Estimated 500 visits to the webpage</li> <li>● Estimated 2000 students will visit the job fair</li> <li>● Organize 3 sessions of agency visit or field visit</li> </ul> <p>Cashflow: \$361,015</p>
Sep 2014—Feb 2015	<p><b>Phase Three</b></p> <ul style="list-style-type: none"> <li>● Provision of workshops on personality assessments</li> <li>● Provision of workshops on career development</li> <li>● Provision of guests' sharing</li> <li>● Distribution of Co-curricular Achievement Transcripts (CCAT) to graduates</li> <li>● Full-operation of the Self-help Career Resource Corner</li> <li>● Full-operation of the Webpage of career guidance services</li> <li>● Organize the agency visits or field visits</li> </ul> <p>Expected no. of beneficiaries: 4000 students</p>	<ul style="list-style-type: none"> <li>● Organize 5 workshops on personality assessment for students.</li> <li>● Organize 5 workshops on career development</li> <li>● Organize 3 sessions of guest sharing</li> <li>● Co-curricular Achievement Transcript (CCAT) is issued</li> <li>● Estimated 3000 students (person-time) will visit the Self-help Career Resource Corner</li> <li>● Estimated 1200 visits to the webpage</li> <li>● Organize 4 sessions of agency visit or field visit</li> </ul> <p>Cashflow:\$382,609</p>
Mar 2015—Aug 2015	<p><b>Phase Four</b></p> <ul style="list-style-type: none"> <li>● Provision of workshops on personality assessments</li> <li>● Provision of workshops on career development</li> <li>● Provision of leadership training</li> <li>● Provision of guests' sharing</li> <li>● Full-operation of the Self-help Career Resource Corner</li> <li>● Full-operation of the Webpage of career guidance services</li> </ul>	<ul style="list-style-type: none"> <li>● Organize 3 workshops on personality assessment for students</li> <li>● Organize 3 workshops on career development</li> <li>● Organize 1 leadership training workshop/camp</li> <li>● Organize 2 sessions of guest sharing</li> <li>● Estimated 3000 students (person-time) will visit the Self-help Career Resource Corner</li> <li>● Estimated 1200 visits to the webpage</li> <li>● Organize 3 sessions of agency</li> </ul>

	<ul style="list-style-type: none"> <li>● Organize the agency visits or field visits</li> <li>● Organize the job fair</li> <li>● Preparation of final evaluation report</li> </ul> <p>Expected no. of beneficiaries: 4000 students</p>	<p>visit or field visit</p> <ul style="list-style-type: none"> <li>● Estimated 2000 students will visit the job fair</li> <li>● Published the booklet "Feedback from participants "</li> <li>● Complete "Final Evaluation report"</li> </ul> <p>Cashflow:\$404,489</p>
Estimated completion date of project:		<u>31 Aug 2015</u>
Expected total no. of beneficiaries by the end of project:		<u>About 4000 students &amp; 5 staff</u>

<b>Project budget</b>					
<b>Projected Expenditure</b> <i>(Please provide detailed breakdown under each item.)</i>	<b>Amount in HK\$</b>				
	<b>Phase 1</b> 0 <sup>th</sup> - 6 <sup>th</sup> month	<b>Phase 2</b> 7 <sup>th</sup> - 12 <sup>th</sup> month	<b>Phase 3</b> 13 <sup>th</sup> - 18 <sup>th</sup> month	<b>Phase 4</b> 19 <sup>th</sup> - 24 <sup>th</sup> month	<b>Total</b>
<b>a. Human Resources</b>					
Recruitment Advertisement	\$5,000	-	-	-	\$5,000
Salary of Full-time Project Coordinator & Full-time Project Assistant	\$220,500	\$220,500	\$231,465	\$231,465	\$903,930
Staff Training	\$150,000	-	-	-	\$150,000
Sub-total:					<b>\$1,058,930 (55.1%)</b>
<b>b. Facilities &amp; Equipment</b>					
Set Up of Self-help Career Resource Corner – (Computer Kiosks, Reference Material)	\$80,000	\$10,000	\$10,000	\$10,000	\$110,000
Enhancement of Career Guidance Services Webpage	\$55,000	-	-	-	\$55,000
Establishment of Designated Job Fair & Exhibition Venue	\$70,000	-	-	-	\$70,000
Electronic Display Boards	\$44,000	-	-	-	\$44,000
Sub-total:					<b>\$279,000 (14.5%)</b>
<b>c. Services</b>					
Tools & Material for Assessment Workshop	\$45,000	\$45,000	\$50,000	\$50,000	\$190,000
Training/Workshop/Camp	\$60,000	\$60,000	\$65,000	\$65,000	\$250,000
Sub-total:					<b>\$440,000 (22.9%)</b>
<b>d. General Expenses</b>					
Publication & Printing Supplies	\$20,000	\$15,000	\$15,000	\$25,000	\$75,000 (3.9%)
<b>e. Others</b>					
Auditor's Fee	-	-	-	\$12,000	\$12,000 (0.6%)
<b>f. Others</b>					
Contingent (approximately 3% of the planned expenditure)	\$22,485	\$10,515	\$11,144	\$11,024	\$55,168 (2.9%)
<b>Expenditure from QESS Grant : ( Including Contingent )</b>	<b>\$771,985</b>	<b>\$361,015</b>	<b>\$382,609</b>	<b>\$378,489</b>	<b><u>\$1,894,098 (98.6%)</u></b>
<b>Expenditure from Hong Kong Shue Yan University :</b>				<b>\$26,000</b>	<b><u>\$26,000 (1.4%)</u></b>
<b>Total Expenditure :</b>					<b><u>\$1,920,098(100%)</u></b>
<b>Projected Income (if any)</b>	<b>Amount in HK\$</b>				
<b>Total Income :</b>					
<b>Sources of funding</b>					
<b>a.</b>	Amount of QESS grant sought under this application:				<b>\$1,894,098(98.6%)</b>

<b>b.</b>	Other sources of funding Contributions from Hong Kong Shue Yan University (The expenses on Part C Services -- "Leadership Training Camps(\$26,000) is contributed by institution)	<b>\$26,000(1.4%)</b>
-----------	---	-----------------------

**Key personnel involved and self-evaluation mechanism**

*(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.)*

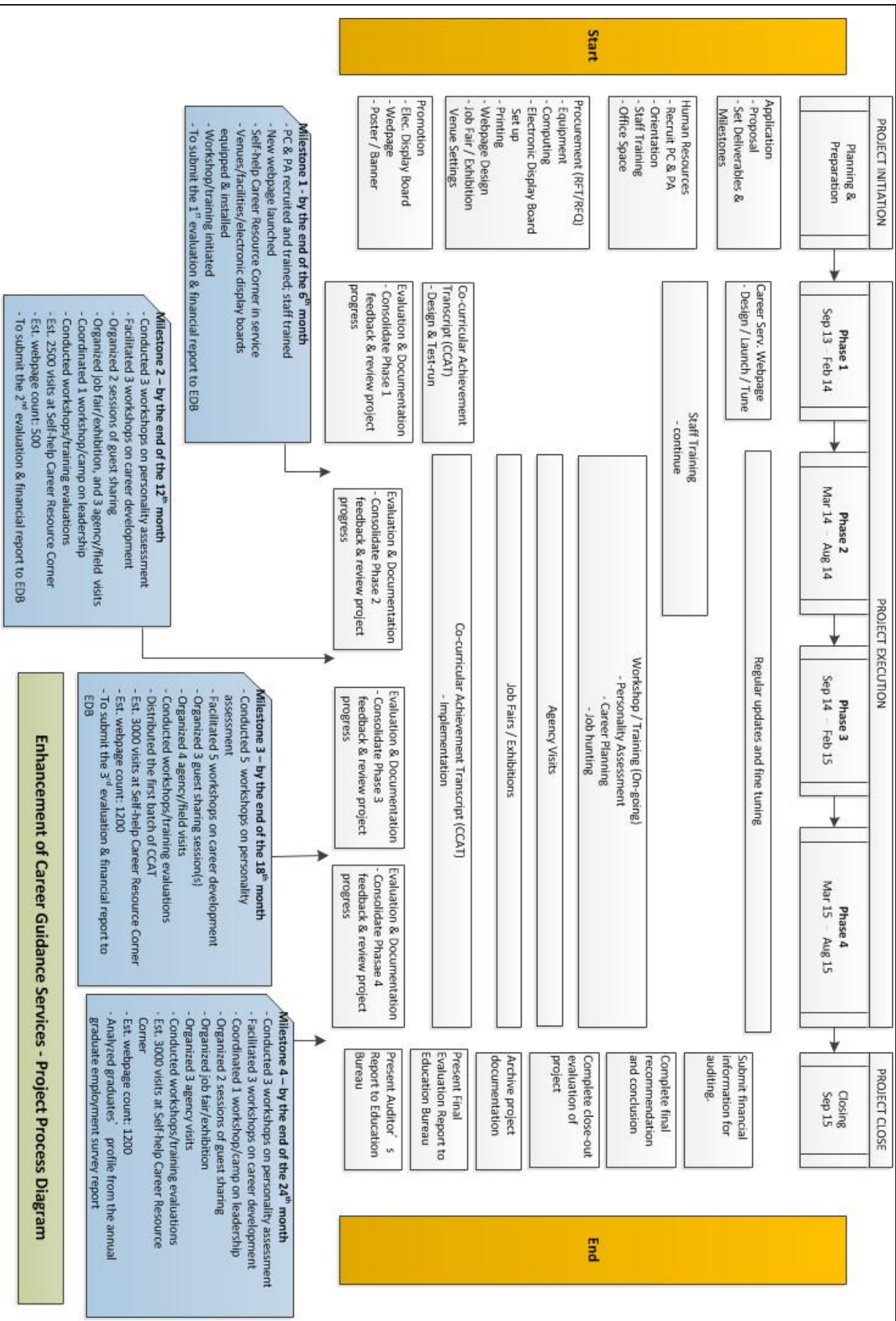
Timeframe	Evaluation measures	Personnel involved (roles/duties)	Details of the evaluation mechanism
<b>Phase 1</b>  Sep 2013—Feb 2014	1. Conduct regular review meeting for evaluating and monitoring the progress of the project	The Project Committee is established to monitor the progress of the project :  The Committee members include:  1) Associate Vice President (Student Affairs) cum Dean of Student Affairs  2) Two Student Counselors  3) Liaison Officer  4) Project Coordinator (PC)  5) Project Assistant (PA)	1. Conduct bi-monthly evaluation meeting for the project  2. Evaluate following items in the meeting :  Monitor the progress of staff recruitment, the career services webpage design, purchasing personality assessment tools, the implementation of planned workshops and training, the system of Co-curricular Achievement Transcript , Self-help Career Resource Corner facilities and the promotion issues  3. Discuss difficulties and solutions  4. Review budget control

<p><b>Phase 2</b> Mar 2014---Aug 2014</p>	<p>1. Use questionnaires to evaluate the workshops, guest sharing, job fair &amp; agency visits</p> <p>2. Review with trainers at workshops or mock interviews on the difference of students' performance at crafting curriculum vitae and attending interview particularly</p> <p>3. Collect feedback form for Self-help Career Resource Corner</p> <p>4. Count the number of students who visit the Self-help Career Resource Corner and the job fair</p> <p>5. Count the number of visitors who access the Career Guidance Services Webpage</p> <p>6. Conduct regular review meetings</p>	<p>Students who attend the workshops, guest sharing, job fair and agency or field visits</p> <p>The PC will meet with trainers at workshops and interviewers at mock interviews</p> <p>The PC will design and collect the feedback form for user of Self-help Career Resource Corner</p> <p>The project administrators (PC and PA)</p> <p>The project administrators (PC and PA)</p> <p>The Committee members of the project</p>	<p>Deliver and collect evaluation forms after workshops, guest sharing, job fair and agency visits</p> <p>Review with trainers about the students capability of crafting better curriculum vitae after participating in career guidance workshops</p> <p>Review with interviewers about how is the difference at students' mock interview performance after participating in workshops or training</p> <p>Set up a Suggestion Box in the Self-help Career Resource Corner and collect feedback from users. After the Project Coordinator collects some comments from users, he/she will follow up and report to the Project Committee for discussion and evaluation.</p> <p>The project administrators will count the number of students who have visited the Self-help Career Resource Corner and the job fair daily for evaluation</p> <p>The number of visitors who access the webpage will be counted. The project administrators will record it daily for evaluation</p> <p>The committee will continue to evaluate activities of the project. Moreover, the meeting will review and evaluate the Self-help Career Resource Corner and the Career Guidance Services Webpage</p>
---	--	--	--



<p><b>Phase 3</b></p> <p>Sep 2014—Feb 2015</p>	<ol style="list-style-type: none"> <li>1. Use questionnaires to evaluate the workshops, guest sharing &amp; agency/field visits</li> <li>2. Review with trainers at workshops or mock interviews on the difference of students' performance at crafting curriculum vitae and attending interview particularly</li> <li>3. Collect Feedback form for Self-help Career Resource Corner</li> <li>4. Count the number of students who visit the Self-help Career Resource Corner</li> <li>5. Count the number of visitors to access the Career Guidance Services Webpage</li> <li>6. Conduct regular review meetings</li> </ol>	<p>Students who attend the workshops, guest sharing and agency visits</p> <p>The PC will meet with trainers at workshops and interviewers at mock interviews</p> <p>The project coordinator will design and collect the feedback form for user of Self-help Career Resource Corner</p> <p>The project administrators (PC and PA)</p> <p>The project administrators (PC and PA)</p> <p>The committee members of the project</p>	<p>Deliver and collect evaluation forms from students after workshops, guest sharing sessions, and agency/field visits</p> <p>Review with trainers about the students capability of crafting better curriculum vitae after participating in career guidance workshops</p> <p>Review with interviewers about how is the difference at students' mock interview performance after participating in workshops or training</p> <p>Set up a Suggestion Box in the Self-help Career Resource Corner and collect the feedback from the users. After the project coordinator collects some comments from users, she/he will follow up and report to the committee of project for discussion and evaluation</p> <p>The project administrators will count the number of students who have visited the Self-help Career Resource Corner daily for evaluation</p> <p>The number of visitors who access the webpage will be counted. The project administrators will record it daily for evaluation</p> <p>The bi-monthly meetings will evaluate the activities of the project.</p> <p>The meeting will review and evaluate the Self-help Career Resource Corner and the Webpage.</p> <p>The meeting will also evaluate the Co-curricular Achievement Transcript</p>
--	---	--	---

<p><b>Phase 4</b></p> <p>Mar 2015—Aug 2015</p>	<ol style="list-style-type: none"> <li>1. Use questionnaires to evaluate the workshops, guest sharing, job fair &amp; agency/field visits.</li> <li>2. Review with trainers at workshops or mock interviews on the difference of students' performance at crafting curriculum vitae and attending interview particularly</li> <li>3. Collect feedback form for Self-help Career Resource Corner</li> <li>4. Count the number of students visit the Self-help Career Resource Corner and job fair</li> <li>5. Count the number of visitors to access the Career Guidance Services Webpage</li> <li>6. Conduct regular review meetings</li> <li>7. Interview with participants and collect their comments</li> </ol>	<p>Students who attend the workshops, guest sharing, job fair and agency visits</p> <p>The PC will meet with trainers at workshops and interviewers at mock interviews</p> <p>The project coordinator will design and collect the feedback form for user of Self-help Career Resource Corner</p> <p>The project administrators (PA and PC)</p> <p>The project administrators (PA and PC)</p> <p>The committee members of the project</p> <p>Students write feedback for the project</p>	<p>Deliver and collect evaluation forms from students after workshops, guest sharing, job fair and agency visits</p> <p>Review with trainers about the students capability of crafting better curriculum vitae after participating in career guidance workshops</p> <p>Review with interviewers about how is the difference at students' mock interview performance after participating in workshops or training</p> <p>Set up a Suggestion Box in the Self-help Career Resource Corner and collect the feedback from the corner users. When the project coordinator collects some comments from users, he/she will follow up and report to the committee of project for discussion and evaluation</p> <p>The project administrators will count the number of students who have visited the Self-help Career Resource Corner and job fair daily for evaluation</p> <p>The number of visitors who access the webpage will be counted. The project administrator will record it in daily for evaluation</p> <p>Project Committee will evaluate the effectiveness of the Project with regard to attainment of the stated objectives, project impact and cost effectiveness</p> <p>The members will review and make comparison of the graduates' profile through the elements in the annual graduate employment survey report from 2013 to 2014, such as to measure the extent of difficulties encountered by employed and unemployed graduates, associated with the type of the OSA's career guidance services they have used (if any)</p> <p>The project coordinator and the project assistant will prepare the final evaluation report.</p> <p>Interview with some participants and invite them to write their feedbacks for the project. Their feedbacks will be collected and published in a booklet.</p>
--	--	---	--



### 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.)*

1. The proposal and the progress report will be uploaded on EDB websites for the public
2. Distributing 2 copies of the booklet of "Feedback from participants" to each institutions
3. The Career Guidance Services Webpage established in the project can be opened for the public to access
4. The annual graduate employment survey which indicates the graduates' profile will be uploaded on the webpage

**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.)*

1. The Career Guidance Services Webpage established in the project will continue to serve the students and the public
2. The system of Co-curricular Achievement Transcript can be sustained
3. The Self-help Career Resource Corner is sustainable for years with regular update.
4. The training received by the student counselors and career guidance staff is beneficial to students in the long run
5. The OSA will keep on using the electronic display boards and the job fair equipment for student career services

Besides the utilization of project materials and equipment shown as above, the University is committed to deploy the required human resource, and the replenishment, to support the Self-help Career Resource Corner and the Career Guidance Services Webpage. Furthermore, personality assessment test will remain part of the OSA's career guidance services after the Enhancement Project.

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

The Office of Student Affairs (OSA) has been set up since 1982 which aims to provide an open, encouraging, and supportive learning environment, so as to enrich the students' initiative and harmony, as well as, promote whole person development. A wide range of co-curricular programmes and activities have been organized and arranged by OSA throughout the whole academic year, including various kinds of career and recruitment programmes such as recruitment talks, organization site visits, etc. which facilitate student to develop their career plan and achieve their career goals. Moreover, there are different kinds of workshops such as interview training skills workshop, social etiquette workshop, etc. to enhance the students' employability,

**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.)*

Publicity Plan for the Career Guidance Services:

- 1) To hang promotion banners around the campus
- 2) To post posters on notice board
- 3) To provide the career guidance services information in the OSA website
- 4) To promote the career guidance services on the Orientation Day for Year One students
- 5) To promote the activities of career guidance services through the electronic display boards

**5 Others**

Conduct Employer Survey at the beginning; at the end of the Project, and in every two years after the Project. It is supportive information for the project evaluation. The OSA will make reference to the data analysis when fine-tuning the Career Guidance Services. The survey will prompt employer's generic feedback comments on Shue Yan graduate's work performance.