

Project Overview

Project Title (in English):
Development of Career Planning and Support
Services

Project Title (in Chinese):
發展職業規劃及支援服務

Executive Summary

(Please provide, within this page, an executive summary of the project.)

Centennial College, established in 2012, offers 4-year full-time self-financed Bachelor degree programmes. The College promotes liberal education and interdisciplinary learning; our students receive broad-based education from their curriculum in addition to their major area of studies.

The College has set up the Office of Student Success to help enhance students' whole person development. As a new institution, the primary focus has been put on building a sense of belonging among students and organising various student activities to enrich their college life. We see the need of providing quality career guidance and development services to our students. However, the College does not have the manpower and resource in providing such services.

Hence, funding is sought from the Quality Enhancement Support Scheme for developing the career planning and support services in Centennial College with the following objectives:

- To enhance students' self-understanding and their understanding of the corporate world by providing career assessment, counselling and consultation service, company visits and sharing sessions by guest speakers from various career fields.
- To equip students with the essential skills for future employment by providing career training workshops, CV consultation and mock interview, internship programme and service learning programme.
- To provide resources to facilitate students' career planning and development by setting up a career resources corner and career services webpage.
- To engage recruiters to increase their awareness and recognition of graduates of self-financing post-secondary institutions and expand job opportunities for students by developing an online job platform and organising an annual job fair.

Problems Identified

(Please provide your assessments to the problems / needs identified.)

Centennial College is a newly established post-secondary institution. We admitted our first batch of students in September 2012. In addition to year 1 entry, the College also admits sub-degree graduates into year 3 of our programmes. We will have our first batch of graduates in summer 2014. Although the number of graduates is small in this year, it will grow in the coming years and the growth will be quite significant in 2016.

The College has set up the Office of Student Success to help enhance students' whole person development. As a new institution, the primary focus has been placed on building a sense of belonging among students and organising various student activities to enrich their college life. We see the need of providing quality career guidance and development services to our students. As our College is rather new to employers, effort is also needed in establishing network and in coordinating the recruitment process with the employers in order to facilitate our graduates' employment. At present, the College doesn't have the manpower or expertise in this aspect and external support is crucial in the development of career planning and support services for our students.

Project Objectives and Deliverables	
Measurable Objectives	How it can be achieved
1. To enhance students' self-understanding and their understanding of the corporate world	<ul style="list-style-type: none"> • Provide career assessment to students • Provide career counselling and consultation services • Organise company visits and sharing sessions by guest speakers from various career fields
2. To equip students with the essential skills for future employment	<ul style="list-style-type: none"> • Provide career training workshops • Provide CV consultation and mock interview services • Develop an internship programme • Develop a service learning programme
3. To provide resources to facilitate students' career planning and development	<ul style="list-style-type: none"> • Set up a career resources corner • Enhance the career services webpage, include building a platform for students to establish their own portfolio for future employment or further studies

<p>4. To engage recruiters to increase their awareness and recognition of graduates of self-financing post-secondary institutions and expand job opportunities for students</p>	<ul style="list-style-type: none"> • Develop an online job platform • Organise an annual job fair
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Project Deliverables

(Please list out all the deliverables to be achieved and how they can be shared with, if possible, other institutions.)

Deliverables	Sharing mechanism
1. Set up a career resources corner	
2. Enhance the career services webpage	Most sections in the webpage could be accessed by the public
3. Develop an online job platform	The feasibility of opening this platform to students in other self-financing post-secondary institutions will be explored
4. Develop an internship programme	
5. Develop a service learning programme	
6. Provide career assessment to students	
7. Provide career counselling and consultation services	
8. Organise company visits and sharing sessions by guest speakers from various career fields	Invitation will be sent to other self-financing post-secondary institutions to invite their students to join the sharing sessions
9. Provide career training workshops	
10. Provide CV consultation and mock interview services	
11. Organise an annual job fair	Invitation will be sent to other self-financing post-secondary institutions to invite their students to join the job fair

(Please indicate the information that can be uploaded onto relevant EDB websites during and after the project period.)

- Project proposal
- Project report
- Link of the career services webpage
- Video of sharing sessions by guest speaker (with their consent)

Beneficiaries

Expected type and number of beneficiaries of the project	> 1,000 students in Centennial College > 1,000 students from other self-financing post-secondary institutions
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(Please provide justification to support the above estimation and explain how they can be benefited from the project.)

By 2016, the expected number of students in Centennial College will be over 1,000. All these students will benefit from this project. In fact, future students will also benefit from the software and hardware developed in the project (e.g. career resources corner, career services webpage, online job platform, internship programme, service learning programme).

The two major events, annual job fair and sharing sessions by guest speakers from various career fields, will be open to students in other self-financing post-secondary institutions. In 2012-13, there were 15,870 students studying the full-time accredited self-financing bachelor's degree programmes and the number of graduates was 5,918 in 2012. It is expected that the above events could attract more than 1,000 students from other institutions to attend.

Implementation Schedule

(Please list out the implementation schedule and key milestones to be achieved on a half-yearly basis.)

Estimated start date of the project (month/year)	November 2014
Estimated end date of the project (month/year)	October 2016
Project duration (months)	24

Month	Key milestones	
	In terms of project activities and deliverables	In terms of monitoring and evaluation
1-6	<ul style="list-style-type: none"> • Recruit a Career Development Officer and a Project Assistant • Set up the career resources corner • Draft content of the career services webpage • Design the online job platform • Network with employers • Develop and implement the service learning programme • Provide career assessment • Organise company visits 	<p>The Dean of Students will meet the Project Coordinator / Project Implementation Team on a regular basis to monitor the progress and give advices.</p> <p>Feedback from students will be collected on career assessment, company visits and service learning programme.</p> <p>The Project Evaluation Team will meet twice to monitor the progress of implementation, review response/feedback from students and employers, provide comments and</p>

		<p>suggestions, and monitor the financial matters.</p>
<p>7-12</p>	<ul style="list-style-type: none"> • Develop and launch the career services webpage • Develop and launch the online job platform • Organise training workshops • Develop and implement the internship programme • Provide career counselling and consultation services • Offer CV consultation and mock interview services • Organise sharing sessions • Organise the annual job fair 	<p>The Dean of Students will meet the Project Coordinator / Project Implementation Team on a regular basis to monitor the progress and give advices.</p> <p>Usage of the various facilities and services provided will be analysed.</p> <p>Feedback from students will be collected on training workshops, counselling and consultation service, CV consultation, mock interview, internship, sharing sessions and job fair.</p> <p>Feedback from employer will be collected. A focus group will be held to collect more in-depth and comprehensive feedback from students.</p> <p>The Project Evaluation Team will meet twice to monitor the progress of implementation, review response/feedback from students and employers, provide comments and suggestions, and monitor the financial matters.</p>
<p>13-18</p>	<ul style="list-style-type: none"> • Enhance the facilities in the career resources corner • Implement the service learning programme • Provide career assessment • Organise company visits • Organise training workshops • Provide career counselling and consultation services • Offer CV consultation and mock interview services 	<p>The Dean of Students will meet the Project Coordinator / Project Implementation Team on a regular basis to monitor the progress and give advices.</p> <p>Usage of the various facilities and services provided will be analysed.</p> <p>Feedback from students will be collected on career assessment, company visits, training workshops, counselling and consultation service, CV consultation, mock interview and service learning programme.</p> <p>The Project Evaluation Team will meet twice to monitor the progress of implementation, review response/feedback from students</p>

		and employers, provide comments and suggestions, and monitor the financial matters.
19-24	<ul style="list-style-type: none"> • Organise training workshops • Implement the internship programme • Provide career counselling and consultation services • Offer CV consultation and mock interview services • Organise sharing sessions • Organise the annual job fair • Prepare the final report 	<p>The Dean of Students will meet the Project Coordinator / Project Implementation Team on a regular basis to monitor the progress and give advices.</p> <p>Usage of the various facilities and services provided will be analysed.</p> <p>Feedback from students will be collected on training workshops, counselling and consultation service, CV consultation, mock interview, internship, sharing sessions and job fair.</p> <p>Feedback from employer will be collected. A focus group will be held to collect more in-depth and comprehensive feedback from students.</p> <p>The Project Evaluation Team will meet twice to monitor the progress of implementation, review response/feedback from students and employers, provide comments and suggestions, and monitor the financial matters.</p>

Publicity Plan

(Please describe all the publicity activities to be organised and materials to be produced to acknowledge the support of Quality Enhancement Support Scheme. Please suitably reflect the publicity activities as key milestones in the implementation schedule above.)

Promotion and publicity will be carried out mainly through online channels (e.g. portal, website, facebook, youtube), posters, flyers and banners. This project will be introduced to students in the New Student Orientation. Invitation will be sent to other self-financing institutions to invite their students to join the sharing sessions and annual job fair.

The support of Quality Enhancement Support Scheme will be acknowledged in all the promotion and publicity materials. More detailed description will be provided in the career services webpage, online job platform and annual job fair.

Cash Flow and Budget

Project Expenditure

	Amount in HK\$			
Period	Year 1	Year 2	Year 3	Total
Manpower	\$623,400	\$653,800		\$1,277,200
Equipment / Facilities	\$235,000	\$35,000		\$270,000
Services	\$190,000	\$110,000		\$300,000
General Expenses	\$20,000	\$25,000		\$45,000
Others (e.g. auditor's fee)	\$20,000	\$32,000		\$52,000
Total	\$1,088,400	\$855,800		\$1,944,200
Project Income (if any, e.g. fees received)				
	Amount in HK\$			
Period	Year 1	Year 2	Year 3	Total
Total				
Grant Sought under the Quality Enhancement Support Scheme			\$1,944,200	
Funding from the Applicant			--	
Funding from Other Sources			--	
Total Project Value			\$1,944,200	
<p><i>(Please specify the amount to be funded by each funding source (e.g. donations, contributions from applicant / its parent organisation) and whether the funding has been secured. If not, please provide the plan to obtain the funding.)</i></p>				
<p><i>(Please provide the duty lists of manpower to be funded by this project.)</i></p>				
Post	Duties			
Career Development Officer (full-time)	Act as Project Coordinator in project management and implementation, major duties include: <ul style="list-style-type: none"> • provide career assessment, career counselling, CV consultation, mock interview, career training workshops to students • organise company visits, sharing sessions by guest speakers from various career fields and annual job fair • develop an internship programme, a service learning programme, a career services webpage and an online job platform 			
Project Assistant (half-time)	To provide administrative support to the project			

Project Sustainability

(Please estimate the amount of recurrent expenditure and describe how you will commit the resources to ensure sustainability of the project. Please put supplementary information (e.g. proof of financial support) at appendix.)

The major recurrent expenditure will be manpower.

Centennial College admitted its first batch of students in September 2012. As the college grows, the student number and also its income will increase. With a larger student number, the College will be able to support the continuous employment of the Career Development Officer and the Project Assistant.

The online job platform, career services webpage and career resources corner could be maintained with a small amount of College's own funding, and will benefit all future students in their preparation of future careers.