

Project Overview

Project Title (in English):

Career Guidance and Internship Enhancement Project

Project Title (in Chinese):

職涯規劃及實習支援計劃

Executive Summary

This project aims to enhance the employability of sub-degree students through comprehensive career lifetime planning services, career guidance and counselling and establishment of networks with industrial companies in the provision of internship or placement opportunities. The goals of this project include the following:

To help students establish individual career goals and portfolios. Individual career planning and counseling services to assist students to establish personal career goals and guide them to establish their personal portfolio.

To enhance students self-understanding through personality assessments. Personality assessment tests such as Personality Dimension and Myers-Briggs Type Indicator (MBTI) will be used to enhance students' self-understanding so that they consider the suitable paths for career development. Their strengths and weakness will be identified through the assessments. Advice and assistance will also be provided by career counsellor.

To offer appropriate industrial attachment matching service. Based on their personality traits and disciplines of study, industrial attachment will be tailor-made for students. Pre-job training and on-job support will be provided as necessary.

To further enhance our network with industrial companies for internships. The current employers' network will be extended to cover industrial companies of various job natures. Internships at the industrial companies will be provided to offer practical working experiences for students. The mentorship by the relevant professionals at the internships can enhance the practical skills learning of students. Besides, students can build up a people network in a specific industry for career development. Company visits and sharing sessions by guest speakers from various career fields will also be organized.

To provide career and soft skills training workshops. The workshops focus on basic job-hunting skills such as resume writing, interview skills and career lifetime planning. In addition, employers will be invited for sharing to further familiarise students with the procedures and expectations in company recruitment, in particular for specific industries and occupations. Students will develop their career plan given the information in career workshops and recruitment talks.

To setup of a Career Resources Corner. A Career Resources Corner for all full-time students will

be enhanced to provide one-stop career services. Reference books/materials and electronic information related to career planning, job application skills and personal development will be made available to all students, both at the corner and online.

To provide follow-up review based on employers' and self-evaluation after the internships.

Appraisal from employers and self-evaluation will be conducted in order to review the performance of students. Workshops will be organized to discuss the good qualities and common issues of students during internships and individual advising with students will also be conducted to advise on specific follow-up actions for improvement.

Problems Identified

As revealed by our recent graduation surveys, more than 80% of graduates responded that insufficient relevant work experience hindered their employment opportunities in the job market. Besides, graduates also acknowledged that internship could provide valuable practical experiences for them to enter their ideal occupations. In fact, employers highly appreciate internship experience of applicants in the hiring process and thus gaining internship experience can definitely enhance graduates' employability.

Hence, more resources are needed to enhance career guidance and industrial attachment in order to increase the employability of students. The development of further cooperation with industrial companies and the provision of internships to students are considered to be essential.

Project Objectives and Deliverables

Measurable Objectives	How it can be achieved
1. To help students establish individual career goals and portfolios	<ul style="list-style-type: none"> - A career needs assessment questionnaire will be disseminated to all new students. - Individual interview session will be arranged afterwards.
2. To enhance students self-understanding through personality assessments	<ul style="list-style-type: none"> - Personality assessment service will be offered to students. All students will be invited.
3. To offer appropriate industrial attachment matching service	<ul style="list-style-type: none"> - Industrial attachment matching service will be offered to students. - The matching will be based on students' personality type and discipline of study. Students will be informed for their matched internship positions.
4. To further enhance our network with industrial companies for internships	<ul style="list-style-type: none"> - New employers will be recruited to enhance the service. - Our existing employers' network will be further leveraged to provide more internship opportunities.

	- Company visits will be organized.
5. To provide career and soft skills training workshops	- Various career and soft skills training workshops will be organized in each term.
6. To setup of a Career Resources Corner and a Facebook page	- A Career Resources Corner will be setup. - A Facebook page will also be setup with frequent updates.
7 To provide follow-up review based on employers' and self-evaluation after the internships	- Follow-up review will be conducted with all students after their internship.

Project Deliverables

Deliverables	Sharing mechanism
1. Provide individual career counselling service	
2. Provide personality assessment service	
3. Provide industrial attachment matching service	
4. About 50 potential employers will be explored to enhance the diversity of internship positions	
5. Company visits and sharing sessions by guest speakers from various career fields will be organized	Invitation will be sent to other self-financing post-secondary institutions to invite their students to join the sharing sessions
6. Provide career and soft skills training workshops	
7. Set up a Career Resources Corner	
8 A Facebook page will be setup	The Facebook page could be accessible by the public.
9 Conduct follow-up review with students after internships	Good qualities and common issues of students during internships will be shared on the Facebook page

Progress and final reports will be uploaded onto EDB websites.

Beneficiaries

Expected type and number of beneficiaries of the project	900 students in Lingnan Institute of Further Education 400 students in The Community College at Lingnan University 300 students from other self-financing post-secondary institutions
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The Lingnan Institute of Further Education is expected to have about 800 Higher Diploma and close to 100 diploma students in 2016-17. All these students will benefit from this project. Furthermore, future students will also greatly benefit from the setup of a Career Resources Corner and a Facebook page, and the development of the network with industrial companies.

Besides, the services of this project will also be provided to the sub-degree students of our sister institute, the Community College at Lingnan University (CCLU), which is expected to have about 400 sub-degree students. All sub-degree students at CCLU will also benefit from this project.

In addition, the sharing sessions by guest speakers from various career fields will be open to students from other self-financing post-secondary institutions. Then the materials will be uploaded online and any students with internet access can view for details. It is expected about 300 students from other institutions will benefit.

Implementation Schedule		
Estimated start date of the project (month/year)		September / 2016
Estimated end date of the project (month/year)		August / 2018
Project duration (months)		24 months
Month	Key milestones	
	In terms of project activities and deliverables	In terms of monitoring and evaluation
1-6	Setup and Initial Period: <ol style="list-style-type: none"> 1. Planning of annual activities 2. Recruitment and manpower arrangement 3. Promotion of the project 4. Providing personality assessment services 5. Organizing company visits and sharing sessions 	<ul style="list-style-type: none"> - Approval by the committee on the annual activity plan - Monthly progress meeting will be held to oversee the operations of the project
7-12	1st phase of Implementation Period <ol style="list-style-type: none"> 1. Contacting existing employers' network for the offering of internship positions 2. Exploring potential employers in providing more internship opportunities 3. Organising career and soft skills training workshops 4. Setup of a Career Resources Corner 5. Providing career counselling services 6. Offering of internship and support services 7. Evaluation of service implementation 	<ul style="list-style-type: none"> - Monthly progress meeting will be held to oversee the operations of the project - Meeting of the committee to evaluate the effectiveness of service delivery and follow-up - Collecting feedback from employers - Conducting follow-up review with students after internships - Submit a progress report to EDB
13-18	2nd phase of Implementation Period <ol style="list-style-type: none"> 1. Planning of annual activities 2. Promotion of the project 3. Providing personality assessment services 4. Organising Soft skills training workshops 5. Exploring potential employers in providing more internship opportunities 	<ul style="list-style-type: none"> - Approval by the committee on the annual activity plan - Monthly progress meeting will be held to oversee the operations of the project - Review the feedback on the graduation survey for evaluation purpose

	6. Organizing company visits and sharing sessions	
19-24	3rd phase of Implementation Period 1. Contacting existing employers' network for the offering of internship positions 2. Organising career and soft skills training workshops 3. Offering of internship and support services 4. Providing career counselling services 5. Evaluation of service implementation	<ul style="list-style-type: none"> - Monthly progress meeting will be held to oversee the operations of the project - Meeting of committee to evaluate the effectiveness of service delivery and follow-up - Collecting feedback from employers - Conducting follow-up review with students after internships - Submit a final report to EDB

Publicity Plan

Students will be invited to participate in this project during new student orientation. Leaflets, posters and online promotional channels will mainly be used. The project team will work closely with academic divisions to promote this project. Besides, briefing sessions for the industrial attachment programme will be organized. Information of the various services will also be available at the Career Resources Center and the Facebook page to be setup. Invitation will be sent to other self-financing institutions to invite their students to participate in the sharing sessions.

The support of Quality Enhancement Support Scheme will be acknowledged in all the promotion and publicity materials.

Cash Flow and Budget				
Project Expenditure				
	Amount in HK\$			
Period	Year 1	Year 2	Year 3	Total
Manpower	\$670,541	\$715,878	-	\$1,386,419
Equipment / Facilities	\$40,000	-	-	\$40,000
Services	\$67,500	\$10,000	-	\$77,500
General Expenses	\$13,000	\$10,000	-	\$23,000
Others (e.g. auditor's fee)	\$12,000	\$30,000	-	\$42,000
Total	\$803,041	\$765,878	-	\$1,568,919
Project Income (if any, e.g. fees received)				
	Amount in HK\$			
Period	Year 1	Year 2	Year 3	Total
Total	0	0	-	0
Grant Sought under the Quality Enhancement Support Scheme			\$1,568,919	
Funding from the Applicant			0	
Funding from Other Sources			0	
Total Project Value			\$1,568,919	
Post	Duties			
Career Counsellor	<ul style="list-style-type: none"> - provides individual career counselling - handles personality assessment - assists students to achieve personal career goal setting - provides on-job counselling service - organises career workshops and arranges soft skills training - prepares and analyses the graduation statistics on the effectiveness of the industrial attachment programme 			
Project Officer	<ul style="list-style-type: none"> - establishes a network with industrial partners - coordinates the preparation work of the industrial attachment service - provides support service to students during internships 			

Project Sustainability

After the completion of the project, most services established by this project will continue to be provided to our students by the Student Affairs and Learning Experiences Division (SALED). The employers' network will continue to be enhanced and leveraged to provide internship opportunities to benefit our students. Besides, the Career Resources Center and the Facebook page will be maintained with frequent updates for the access of our students and graduates.

The major recurrent expenditure is expected to be manpower. The SALED will continue to support this project in a smaller scale.