Project Overview	
Project Title (in English): Establishment of Career Advisory Resource Centre (CARC) and Provision of *Project STRIDE* to Post-secondary Students	Project Title (in Chinese): 建立就業服務資源中心及學生就業服務支援計劃

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

Introduction of the Project

The project is proposed by The Open University of Hong Kong, Li Ka Shing Institute of Professional and Continuing Education (OUHK, LiPACE), to enhance student support and career guidance services for its post-secondary students currently studying full-time Diploma, Higher Diploma* and Bachelor degree programmes.

This project proposal sets out to provide sufficient training and knowledge to prepare our students as good employees and assist them in making a successful first step in their job hunting, such as internships, placements and part-time jobs. Two main components are designed in the proposed project to work towards this goal.

*The full-time 1-year Diploma, 2-year Higher Diploma are pitched at QF level 3 and 4 respectively.

Description of Project components and their facilities/features

The proposed project has two components: *CARC* (the venue) and *Project STRIDE* (the services).

A. Career Advisory Resource Centre (CARC)

The venue of the CARC will be located in OUHK LiPACE's teaching centre named Kwai Hing Learning Centre (KHLC) in Kwai Hing, Kowloon. Provision will be made to allocate sufficient floor space to accommodate the CARC. The CARC will be opened from Monday to Saturday (9:00a.m. to 8:00p.m.). The staffing to manage the CARC will be deployed by OUHK LiPACE and resourced from its own funds.

The followings are the equipment and facilities planned for the CARC to enhance students' career planning and learning experience:

1. Career Resource Area

2. A counseling room

3. A mock job interview room

4. Career website with the following components:
   • CARC information (i.e. background, objectives, services, staff)
   • Online Event Registration System for workshops, seminars and talks

- Online Databases (Job system database and Graduate database)
- E-learning resources (all contents or PowerPoint presentations of workshops, seminars and talks will be uploaded to the Online Learning Environment (OLE) of OUHK LiPACE)

B. *Career Preparatory and Counseling Services - Project STRIDE*

Project STRIDE is a well-planned step-by-step project which post-secondary sub-degree students at OUHK LiPACE can take part for a series of career preparatory and counseling services. The word 'STRIDE' means stepping forward, which is also the ultimate goal of the Project – to allow students to step forward to their career. The followings describe the pathway of the Project and students' achievements:

Procedures	Students' achievements
Step 1. Meeting with Career Counselors	**S**trive and identify potential and suitable professions
Step 2. Enrolling in workshops / seminars	**T**rain on relevant knowledge and skills for their interested jobs
Step 3. Joining the Mentorship Programme	**R**ectify networking with potential employers or alumni for job-shadowing opportunities to learn, observe and experience job duties and working environment
Step 4. Serving the school and promoting as voluntary Career Ambassadors	**I**nspire fellow schoolmates the importance of career planning by sharing their thoughts and experience with other students, organizing activities and promoting CARC.
Step 5. Hunting for jobs through Job Search Database	**D**evelop experience and skills through internships and part-time jobs
Step 6. Building Graduates Database	**E**valuate the effectiveness of the project in assisting students, and invite graduates to become mentors to build up networking

More detailed descriptions of the above components can be found in Appendix I.

Problems Identified

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

N.A.

Project Objectives and Deliverables

Measurable Objectives	How it can be achieved
1. Enhance students' overall knowledge of job hunting and current job market	• Job hunting skills or career development workshops and seminars • Sharing sessions by experienced professionals and alumni • Company visit • Recruitment talks
2. Equip students with job interviewing skills in terms of language, presentation, communication skills	• Mock interview sessions and workshops with related themes and topics • E-learning resources such as PowerPoint presentations and content of workshops and seminars which can provide relevant training and practices
3. Facilitate students' job searching experience	• A job database website for students and free advertising services to attract potential employers to build networking with the institute for future collaborations • Company recruitment talks
4. Support and provide guidance to students emotionally and academically in terms of study, work and career	• Professional career advising and counseling services for students • Mentorship programme • Career Ambassador programme

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. Physical establishment of the Career Advisory Resource Centre (CARC)	Open for visits from students/staff at other local self-financing post-secondary institutions with prior notice to share our successful experience
2. Establishment of CARC website	Open for visits from students/staff at other local self-financing post-secondary institutions

3.	Student workshops	Publishing all workshop materials generated in the project online on the CARC website
4.	Seminars / talks for students	Publishing all seminar and talk materials generated in the project online on the CARC website
5.	CARC centre and activity evaluation form and materials	Publishing all centre materials generated in the project online on the CARC website
6.	Mentorship programme	Publishing all materials from the Mentorship programme, such as successful stories and experience/reflection from mentors and mentees generated in the project online on the CARC website
7.	Graduate database	Planning and conducting experience sharing seminars to share our successful experience and good practice in the establishment and monitoring of the graduate database with other local self-financing post-secondary institutions
8.	Career Resource Area and Counseling Room	Open for site visits from students/staff at other local self-financing post-secondary institutions with prior notice to share our successful experience

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

All outputs shown on the CARC website such as workshop and seminar/talk materials, Mentorship programme successful stories and experience/reflection generated in the project

Beneficiaries

Expected type and number of beneficiaries of the project	17,510

(Please provide justification to support the above estimation and explain how they can be benefited from the project.)

Please refer to the Appendix II for admission targets on full-time programmes 2014/15.

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

Month	Key milestones	
	In terms of project activities and deliverables	**In terms of monitoring and evaluation**
1-6 **Phase 1:** Dec 2014 – May 2015	**<u>Preparatory Stage</u>** ● Procuring resources, equipment and furniture ● Recruiting 2 career advisories. ● Designing CARC website ● Designing publicity materials and activities ● Designing regular workshops and developing workshop materials ● Inviting and liaising with potential employers and promoting free employer services ● Designing and conducting seminars and career talks ● Designing the mentorship programme ● Recruiting student career ambassadors ● Designing graduate database **Expected no. of beneficiaries: 2,360**	● Physical establishment of the Career Advisory Resource Centre (CARC) in February 2015; ● Prototype of CARC website (including online event registration system and job search database); ● 6 workshops; ● 2 sessions of seminars / talks; ● CARC centre evaluation form; ● Career counseling application form; ● Workshop / Seminar evaluation forms ● Mentorship programme mentor and mentee feedback forms The service utilization targets for the CARC (measured as user frequencies within the timeframe) are specified below: ● Career Resource Area – 1,000 visitors ● Counseling Room – 30 cases per month ● Workshops – 1 workshop per month (available to 30 students per workshop) ● Seminars / Talks: 2 sessions per half year (available to 250 students per seminar)
7-12 **Phase 2:** Jun 2015 –	**<u>Implementation Stage</u>** ● Ensuring the smooth operation of the CARC and its promotion ● Maintaining and promoting	● Finalised the CARC website; ● 12 workshops; ● 4 sessions of seminars / talks; ● Prototype of graduate database ● Mentorship programme

Nov 2015	the CARC website ● Printing and distributing publicity materials ● Running regular workshops ● Providing daily career counseling services to students ● Liaising with potential employers and promoting free employers services ● Conducting seminars and career talks ● Planning promotion schedules and launching mentorship programme ● Constructing graduate database **Expected no. of beneficiaries: 4,660**	The service utilization targets for the CARC (measured as user frequencies within the timeframe) are specified below: ● Career Resource Area – 1,500 visitors ● Counseling Room – 50 cases per month ● Workshops – 2 workshops per month (available to 30 students per workshop) ● Seminars / Talks: 4 sessions per half year (available to 250 students per seminar) ● CARC website: 1,500 visits
13-18 **Phase 3:** Dec 2015 – May 2016	**Consolidation Stage** ● Ensuring the smooth operation of the CARC and reviewing its usage and strengthening its resources ● Maintaining the CARC website ● Running regular workshops ● Providing daily career counseling services to students ● Conducting Lifelong Learning Seminars and career talks ● Promoting the mentorship programme ● Maintaining graduate database and conducting graduate survey **Expected no. of beneficiaries: 4,770**	● 18 workshops; ● 5 sessions of seminars / talks; ● Finalised graduate database The service utilization targets for the CARC (measured as user frequencies within the timeframe) are specified below: ● Career Resource Area – 1,000 visitors ● Counseling Room – 80 cases per month ● Workshops – 3 workshops per month (available to 30 students per workshop) ● Seminars / Talks: 5 sessions per half year (available to 250 students per seminar) ● CARC website: 1,500 visits

19-24 **Phase 4:** Jun 2016 – Nov 2016	**Reviewing and Follow-up Stage** ● Ensuring the smooth operation of the CARC and reviewing its usage and strengthening its resources ● Maintaining the CARC website ● Running regular workshops and providing daily career counseling services to students ● Conducting seminars and career talks ● Organising and holding functions and gatherings for the mentorship programme ● Maintaining graduate database and conducting graduate survey **Expected no. of beneficiaries: 5,270**	● 18 workshops; ● 5 sessions of seminars / talks; The service utilization targets for the CARC (measured as user frequencies within the timeframe) are specified below: ● Career Resource Area – 1,500 visitors ● Counseling Room – 80 cases per month ● Workshops – 3 workshops per month (available to 30 students per workshop) ● Seminars / Talks: 5 sessions per half year (available to 250 students per seminar) ● CARC website: 1,500 visits
25-30 **Post-project Phase:** After Nov 2016	**Follow-up Stage** ● Providing audited financial report upon the completion of the project ● Conducting evaluation of the project according to workshop/seminar/CARC/mentorship programme evaluation forms received during the project period ● Receiving feedbacks from speakers of company recruitment talks/seminars ● Using the framework of the Project STRIDE to continue to hold workshops, seminars, Career ambassador programme and the mentorship programme as appropriate based on the evaluation results ● Continuing to run the CARC ● Continuing to maintain graduate database and CARC	● Workshops ● Seminars / talks ● Career Resource Area ● Counseling Room ● CARC website

	website • Publishing all outputs online such as workshop and seminar materials generated in the project • Planning and conducting experience sharing seminars to share our successful experience and good practice with students at other local self-financing post-secondary institutions **Expected no. of beneficiaries:** **unbounded**	
31-36	Same as the above	Same as the above

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.)

Objectives of the project and the support of Quality Enhancement Support Scheme will be clearly stated in CARC website. A grand opening will be held when CARC is established in February 2015. It is a promotional way to officially announce that the centre and its services are ready to provide students with career advisory services professionally.

Publicity materials such as brochures, leaflets, banners, posters and plastic folders will be produced to promote the CARC as well as its services. All students will receive a leaflet as well as a user guide of the CARC and its services when they attend the Full-time Programme Opening Ceremony in September 2014.

The centre-in-charge will give a briefing session about the services of CARC and Project STRIDE to all new enrolled students during the opening ceremony.

Cash Flow and Budget

Project Expenditure

Period	Amount in HK$			
	Year 1	Year 2	Year 3	Total
Manpower	$520,884	$625,060.8	N/A	$1,145,944.8
Equipment / Facilities	$50,450	$0	N/A	$50,450
Services	$307,200	$84,000	N/A	$391,200
General Expenses	$58,720	$47,720	N/A	$106,440
Others (e.g. auditor's fee)	$0	$15,000	N/A	$15,000
Total	**$937,254**	**$771,780.8**	**N/A**	**$1,709,034.8**

Project Income *(if any, e.g. fees received)*

Period	Amount in HK$			
	Year 1	Year 2	Year 3	Total
Total				

Grant Sought under the Quality Enhancement Support Scheme	**$1,709,035**
Funding from the Applicant	--
Funding from Other Sources	--
Total Project Value	**$1,709,035**

(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.)

(Please provide the duty lists of manpower to be funded by this project.)

Post	Duties
The two career advisories to be appointed	To achieve all the deliverables and activities listed in the Project Deliverables.

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.)

Upon completion of the project in winter of 2016, the CARC will continue to be used by a range of full-time sub-degree students such as those studying in the Higher Diploma and locally accredited degree students.

After the end of the project, the recurrent cost of maintaining the CARC and employing career advisors will be met by OUHK LiPACE or from any external funding or grants that OUHK LiPACE may apply in the future.

The Student Affairs Office which was newly established in January 2014 will absorb the experience of the project and maintain the graduate database and the network with the professionals, employers generated in the project.

The CARC activities will provide a framework and guidelines for organizing and holding activities in career development. All the materials and experience generated in the project will be incorporated in the ongoing Lifelong Learning Seminars for talks which are specifically for career development and job searching.