

## Project Overview

Project Title (in English):

Development of industry-aligned programme to support internship

Project Title (in Chinese):

發展行業標準的課程以支持實習

## Executive Summary

The general public has a concern about the employability of graduates from self-financing degree and sub-degree programmes. It is difficult for fresh graduates without any working experience to find their first job. In addition, the graduates generally lack of job-hunting skills. In the project, we propose to conduct a series of events to address these problems.

Firstly, we will organise consultation sessions with industrial partners to understand the employers' expectations and requirements. At the same time, we will review our academic programmes to make them aligned with the industrial needs. For example, we will incorporate the vocational and professional competence required by the industry into our programmes. We believe that industry-aligned programme will equip our students with the skills required by the industry. Subsequently, they can find their jobs more easily upon their graduations.

Secondly, Internship Coordinator will meet with the companies to explore more internship opportunities. At the same time, we aim at developing an institute-wide standardized internship programmes for all students. The students joining the internship programme will be matched with the internship places. Students can gain working experience from the internship programme. At the same time, the internship experience will help students to develop their interpersonal and communication skills.

Thirdly, Internship Advisor will develop a set of training materials and conduct a series internship training workshops to enhance students' generic skills. Specially, we will teach a range of skills for job-hunting, such as, interview skills, preparation of CV, career planning, etc. On the other hand, we will provide some internship support services, including, editing of CV, mock interview, etc. to the students. On the other hand, we will organise volunteer services for the students to enhance their social, communication and teamwork skills. These skills will be very useful when the students join the workforce upon their graduations.

This project will enhance students' employability by macro and micro approaches. At the macro level, we ensure that the academic programmes meet employers' needs. At the micro level, we strengthen students' soft skills for career development. We are confident that this project will better prepare students for the job market.

**Problems Identified**

CIHE has offered academic programmes for thirty years. Programme reviews are conducted regularly to address community needs. There is an increasing concern on vocational and professional education and training (VPET). As a result, we will review our programmes and make them more industry-aligned with the aim of enhancing students’ employability. On the other hand, only a small proportion of programmes at CIHE have implemented their own internship with limited supports. We will source more internship opportunities and implement an institute-wide standardized internship programme for all students. Subsequently, we will provide a range of supporting services to the students.

**Project Objectives and Deliverables**

Measurable Objectives	How it can be achieved
1. To develop industry-aligned academic programmes	<ul style="list-style-type: none"> <li>- Consultation with industrial partners to understand industrial needs</li> <li>- Meeting with the Industry Training Advisory Committees (ITACs)</li> <li>- Questionnaire survey with employers of gradates and internship place providers</li> <li>- Academic programme review conducted by programme team</li> </ul>
2. To source more internship opportunities	<ul style="list-style-type: none"> <li>- Promotion of internship programme to the companies</li> <li>- Meeting with companies to explore internship opportunities</li> <li>- Industry-aligned programme to meet employers’ needs</li> </ul>
3. To enhance support to internship programme for students	<ul style="list-style-type: none"> <li>- Internship training workshops to teach students’ soft skills</li> <li>- Providing internship support services, such as CV editing and mock interview</li> <li>- Volunteer services to enhance students’ social, communication, and teamwork skills</li> </ul>

<b>Project Deliverables</b>	
<b>Deliverables</b>	<b>Sharing mechanism</b>
1. Analysis of industrial needs	The analysis result will be presented at conference. Other institutions can evaluate their programme design using the information provided in this report.
2. Internship training material	The training material will be shared with other institutions at the project website. Our Internship Advisor will also share our experience with his peers.
3. Institute-wide internship programme	Our experience of institute-wide internship programme will be presented at conference and shared with other institutions.
4. Evaluation of internship programme	The evaluation report of internship programme will be submitted to EDB upon completion of project and shared with other institutions.
5. Evaluation of internship support services	The evaluation report will be submitted to EDB and shared with other institutions. It will provide a good reference to them for planning similar services.
<p>The analysis report of industrial need and training material will be shared with other institutions. Moreover, the evaluation report of the internship programme and internship support services will be uploaded onto relevant EDB website after the project period.</p>	
<b>Beneficiaries</b>	
Expected type and number of beneficiaries of the project	1,280 degree and sub-degree students
<p>We will review the academic programmes in the Institute to make them aligned with industrial need and an institute-wide internship programme will be implemented. We expect that at least 80% of CIHE students will join the internship programme. As there are currently 1,600 students in CIHE (including degree and sub-degree students), around 1,280 students (80% of 1,600) will be directly benefited from the programme.</p> <p>These students can enjoy the support services provide by the project. On the other hand, the internship programme will help students to develop their internship skills and communication skills. These core competences are essential to their future career development. Moreover, the students can gain working experience through the internship experience. We expect that their employability will be greatly enhanced.</p> <p>This number of beneficiaries will increase in the near future. The new campus of CIHE will be completed in the summer of 2016. It is expected the total number of students will increase to 2,600 by year 2020-21. At the same time, we expect that the percentage of students joining the internship programme will increase after few years' promotion. As a result, the number of beneficiaries will increase significantly.</p>	
<b>Implementation Schedule</b>	
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	<ul style="list-style-type: none"> <li>- Setup of internship centre</li> <li>- Development of training material</li> <li>- Consultation with industrial partners</li> <li>- Information seminar</li> <li>- Internship training workshops</li> <li>- Evaluation of internship support services</li> </ul>	<ul style="list-style-type: none"> <li>- The Vice-President (Resources and Finance) will monitor the budget and evaluate its effectiveness.</li> <li>- Director of Student Affairs will review the internship training material.</li> <li>- Questionnaire survey will be conducted to evaluate the internship training workshops and internship support services</li> </ul>
7-12	<ul style="list-style-type: none"> <li>- Review of Academic programmes</li> <li>- Consultation with industrial partners</li> <li>- Offer of student internship programme</li> <li>- Evaluation of internship programme</li> </ul>	<ul style="list-style-type: none"> <li>- Questionnaire survey will be conducted to evaluate the internship programme</li> <li>- Internship place providers will be interviewed to evaluate the internship programme</li> </ul>
13-18	<ul style="list-style-type: none"> <li>- Proposal for programme change</li> <li>- Consultation with industrial partners</li> <li>- Information seminar</li> <li>- Internship training workshop</li> <li>- Evaluation of internship support services</li> </ul>	<ul style="list-style-type: none"> <li>- The proposal for academic programme will be monitored by Vice-President (Academic and Quality Assurance)</li> <li>- Questionnaire survey will be conducted to evaluate the internship training workshops and internship support services</li> </ul>
19-24	<ul style="list-style-type: none"> <li>- Industry-aligned programme</li> <li>- Consultation with industrial partners</li> <li>- Offer of student internship programme</li> <li>- Evaluation of internship programme</li> <li>- Presentation at conference</li> </ul>	<ul style="list-style-type: none"> <li>- Questionnaire survey will be conducted to evaluate the internship programme</li> <li>- Internship place providers will be interviewed to evaluate the internship programme</li> <li>- Focus group with industrial partners will be organized to valuation the alignment of academic programmes to industrial needs</li> </ul>

**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.)*

During the project period, we will produce programme leaflets and banners to promote the programme. Information Seminars will be organised to introduce the internship programme. Internship Training Workshops will also be organised. The support of Quality Enhancement Support Scheme (QESS) will be acknowledged in the promotional materials and the event venues. CIHE will also promote the activities on the Institute's website where the support of QESS will also be acknowledged.

A set of training materials will be developed and distributed to the students who participating in the programme. Finally, we will present the project and share our experience at conferences. Particularly, we will use our own funding to attend overseas conference and promote our projects. The support of QESS will be acknowledged both in the training material, conference paper and even journal paper.

<b>Cash Flow and Budget</b>				
<b>Project Expenditure</b>				
	<b>Amount in HK\$</b>			
<b>Period</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
Manpower	1,284,000	1,284,000		2,568,000
Equipment / Facilities	16,000	0		16,000
Services	0	0		0
General Expenses	50,000	50,000		100,000
Others (e.g. auditor's fee)	0	7,500		7,500
<b>Total</b>	<b>1,350,000</b>	<b>1,341,500</b>		<b>2,691,500</b>
<b>Project Income (if any, e.g. fees received)</b>				
	<b>Amount in HK\$</b>			
<b>Period</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
<b>Total</b>				
Grant Sought under the Quality Enhancement Support Scheme			1,791,500	
Funding from the Applicant			900,000	
Funding from Other Sources			0	
<b>Total Project Value</b>			<b>2,691,500</b>	
<p>The manpower cost for Programmer (\$900,000) will be funded by the operational budget of the Institute.</p>				

Post	Duties
Internship Coordinator	Source internship opportunities, discuss internship arrangement with industrial partners, coordination with academic departments, arrange internship places for students, conducting company visits, coordination of meeting
Internship Advisor	Development of training material, conducting internship training workshops, providing CV editing services, conducting mock interview, conducting evaluation
Programmer	Support data analysis, and matching students with internship opportunities

**Project Sustainability**

The estimated amount of recurrent expenditure for the project is around 1.3 million dollars per year. The Institute has committed 0.5 million dollars per year to support the project. As internship will become a component in our academic programmes, resources will be provided to the academic departments for implementation of the institution-wide internship programme.

Upon completion of the project, the Institute will provide extra funding to the Student Affairs Office to renew the employment contracts of Internship Coordinator and Internship Advisor. Subsequently, they can continue to offer internship programme. On the other hand, the Programmer will be supported by the Information Technology Services Centre. Their funding will be budgeted under CIHE's annual operating expenses.

If necessary, we may finance the internship programme by donation in addition to the operational budget of the Institute. One of the duties of the Project Coordinator is fund-raising. We raised \$151 million during 1 August 2012 to 31 July 2014 (2 years) under the Sixth Matching Grant Scheme operated by University Grants Committee (UGC).

Based on our track record in fund-raising in the past few years, we are confident that we can raise sufficient amount of money for the internship programme and other student support services. In fact, a number of potential donors have expressed their intention to donate money to support student related services.

Summing up the above, sufficient resources will be allocated to the project to ensure that the project will continue beyond the project period.