

## Project Overview

Project Title (in English):

An Integrated Scheme for Career Planning and Development

Project Title (in Chinese):

綜合職涯計劃發展項目

## Executive Summary

Since the launch of the Higher Diploma Programmes in 2002, the School has started building whole-person development into the learning experience of students. We believe that teaching and learning is not limited to the classroom, students should be nurtured for acquisition of positive attitudes and essential life skills, and be given opportunities to self-explore as well as to explore the real world. As a higher diploma programme is vocation-oriented by nature, the School has been running different skills workshops, internship and industrial mentorship schemes in order to facilitate students' career planning and understanding of the workplace.

With the support the QESS funding, CUSCS aims at setting up a special unit under SCDS to provide coherent infrastructures to promote students' work-readiness and employability. The project will integrate and expand on existing services and activities for better synergy to make students' career planning and development more multi-dimensional and all-round. Besides, this new unit will undertake strategic planning as well as building of industrial networks, and the outcomes and gains made could become shared resources that benefit other institutions, thus multiplying the benefits to the local student population on the whole.

The objectives of the whole project are to:

- enhance students' self-understanding and self-efficacy so as to facilitate their career planning;
- enhance students' exposure in workplace and understanding of real-world industrial knowledge in order to enrich their work-readiness and employability;
- coach students to achieve essential skills for future employment;
- establish an online platform to facilitate students' career planning and development through the provision of information, resources, and support; and
- enhance the capabilities of both academic and administrative staff to provide career guidance to students.

Career Planning and Development Project Team (CPDP), the special unit proposed, consists of a Career Planning and Development Project Officer and a Project Assistant. The Project Team is expected to work under SCDS as well as working with other relevant internal and external parties and will be responsible for coordinating and overseeing all activities, workshops and events related to career planning and development.

The online platform will offer the following to facilitate students' self-understanding and career planning on a self-help basis:

- online tutorials and guidelines related to career planning and development of personal job portfolio; students should be able to get comments from CPDP on how to improve their job portfolios
- video-recorded sharing sessions delivered by invited guest speakers, industrial mentors or student mentees from different cohorts
- an enrolment system for various training workshops, talks, seminars and face-to-face facilitation services
- relevant market information on internship and job opportunities

CUSCS and its staff members are committed to strengthening our career guidance services to all full-time students of Higher Diploma programmes. A series of self-understanding and career planning workshops will be offered to all students of Higher Diploma programmes, so that students' awareness of the need and benefits of career planning and development as well as the services provided by CPDP would be enhanced. This should have great instrumental value in engaging students in career planning at an earlier stage and the participation rate of career-related workshops, talks or activities would be boosted accordingly.

Student attendance in various career-related skills workshop and participation of different industrial attachment programmes will be recorded in the Co-curricular Activities Report which is to be issued and updated by semester.

### **Problems Identified**

In order to better prepare and equip sub-degree students for employment, we believe we have to proactively facilitate the following:

- a. students' self-understanding and their vision of their own career path
- b. development of students' interpersonal communication and career-related skills
- c. broadening of students' exposure to the workplace

The integrated scheme will help students obtain clearer understanding of their own attributes and personalities. Through more information and exposure, they can establish reasonable expectations about future career path, thus reducing mismatch between themselves and unsuitable career types. It is desirable if students can go through proper assessments to evaluate their own strengths and weaknesses so as to reflect on and plan their future career before they join the job market. Suitable assessment tools will be identified whereas tailor-made self-understanding and career planning workshops will also be developed for all students of Higher Diploma programmes.

With QESS funding support, the School will be able to increase the number of training workshops on interpersonal communication skills and other career-related skills such as personal statement writing, CV writing, mock interview, image building, creating personal portfolio, etc.

In order to enhance students' exposure to workplace, CUSCS will further engage the business community, NGOs and professional bodies in arranging internship opportunities and mentorships. Besides gaining pre-employment job experience, students will also be inspired by mentors' rich experiences. They should be able to better understand the real world industry and enhance their workplace knowledge and hence develop a positive attitude and vision on their career path.

It is common that students often consult their teachers or programme team staff, whom they frequently meet and trust, so staff could be trained with essential career development skills so as to give timely support to the students. When they encounter students with complicated situations, they may refer the cases to the career planning and development project officer for further advice.

Under existing establishment, the 3 counsellors from SCDS are already full-handed as they are responsible for organising all kinds of student activities, exchange and cultural trips, advising students on organising clubs and associations, providing counselling and coaching services regarding emotion, study difficulties, internship, further studies and career development. Additional resources are needed if the career planning and development services are to be further enhanced in terms of quality and serving student population. Therefore, we propose to set up CPDP to focus on facilitating students' career planning and coordinating the organisation of all career-related skills training workshops, industrial internship and mentorship scheme, as well as provision of career development and assistance services. With the integration and expansion of career planning and development services under CPDP, students from different disciplines are expected to have more opportunities for exchange and interaction.

<b>Project Objectives and Deliverables</b>	
<b>Measurable Objectives</b>	<b>How it can be achieved</b>
1. Set up Career Planning and Development Project Team (CPDP) comprising 1 full-time career planning and development project officer and 1 full-time project assistant	<ul style="list-style-type: none"> <li>• Open recruitment of qualified and experienced staff members, preferably with training in providing career assistance or guidance</li> </ul>
2. Enhance students' self-understanding and confidence in career planning	<ul style="list-style-type: none"> <li>• Offer self-understanding and career planning workshops to all Year 1 students of Higher Diploma programmes</li> <li>• Provide proper assessments such as Personality Dimension, Self-Directed Search and Working Style Assessment for students to understand their personal attributes, interest and potentials for facilitating their career planning</li> <li>• Organise training workshops on leadership, self-concept and presentation, image building,</li> </ul>

	<p>research on job market and etc. for students so as to develop their positive self-image and work attitude and coach them to recognise own responsibilities in career planning</p>
<p>3. Equip student with essential skills for future employment</p>	<ul style="list-style-type: none"> <li>• Organise career-related skills training workshops such as CV writing, writing of personal statement, interpersonal communication skills, mock interview, creating job portfolio for students to facilitate their job hunting or further studies</li> </ul>
<p>4. Enhance students' exposure in workplace and understanding of real-world industrial knowledge</p>	<ul style="list-style-type: none"> <li>• Engage industrial partners (including NGO, professional bodies, commercial organisations) in offering placement or internship opportunities</li> <li>• Network with prospective employers/ investors in offering job or start-up business opportunities</li> <li>• Further enhance existing 'Industrial Mentorship Programme' by inviting industrial professionals or alumni to be mentors to provide guidance and share experience with student mentees</li> <li>• Organising agency visits, career talks and sharing sessions of guest speakers from different fields so students may explore different job nature</li> </ul>
<p>5. Develop an online resources platform for facilitating students' career planning</p>	<p>The platform will include the following:</p> <ul style="list-style-type: none"> <li>• online tutorials and guidelines related to career planning and development of personal job portfolio; students should get comments from CPDP for improving their job portfolios</li> <li>• video-recorded sharing sessions delivered by invited guest speakers, industrial mentors or student mentees from different cohorts</li> <li>• an enrolment system for various training workshops, talks, seminars and face-to-face career development services</li> <li>• relevant market information on internship</li> </ul>

	and job opportunities
1. Enhance the capabilities of staff to provide career guidance to students	<ul style="list-style-type: none"> <li>Organise staff training delivered by professional trainers so teachers and staff concerned may have a better understanding and abilities on applying different assessment tools</li> </ul>
<b>Project Deliverables</b>	
<b>Deliverables</b>	<b>Sharing mechanism</b>
1. Establishment of CPDP responsible for coordinating and organising all training, activities and events related to career planning and development for the whole School	
2. Development of an online platform for easy accessibility to useful resources related to career planning by students and staff	
3. Organisation of various career-related skills workshops and other training for students' enhancement of leadership, image building and interpersonal communication, etc.	
4. Engagement of industrial partners in offering placement or internship opportunities	Sharing sessions will be organised for students/ alumni for sharing their experiences, success or failure, after completing the internship and Industrial Mentorship Programme or starting their career or business. These sessions are also open to students of self-financing programmes offered by other institutes.
5. Enhancement of 'Industrial Mentorship Programme'	
6. Networking prospective employers/ investors in offering job or start-up business opportunities	
7. Organisation of agency visits, career talks, sharing sessions of guest speakers from different fields	With consent given by the guest speakers, their sharing can be video-recorded and uploaded to SCS website for public access.
8. Organisation of staff training to staff members for enhancement of their	Staff involved in the project will contribute articles to relevant media or present papers in conference

<p>capabilities of providing career guidance to students</p>	<p>for sharing the project effectiveness, experiences and good practices adopted.</p>
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1. The project proposal and progress report.
2. Students' experiences shared after completing their internship/ mentorship or starting their career/ business.
3. The webpage address which houses sharing of guest speakers from different fields.

**Beneficiaries**

Expected type and number of beneficiaries of the project

All full-time CUSCS students of Higher Diploma and Top-up degree programmes: 2,400

**Type**

1. Establishment of CPDP
2. Development of online platform for housing all relevant resources related to career planning
3. Organisation of various career-related skills training workshops
4. Provision of internship and mentorship
5. Exploration of job and start-up business opportunities
6. Organisation of agency visits, career talks and guest talks#
7. Organisation of staff training to the academic staff for enhancement of their capabilities of providing career guidance to students

**Beneficiaries**

All full-time CUSCS students of Higher Diploma and Top-up degree programmes: about 2,400

- ditto -

- ditto -

- ditto -

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- ditto-

40-50 staff members

# Some guest talks may be uploaded on SCS website for public access

Unlimited visitors on internet platform, with specific reference to university and tertiary students (around 15,000 UGC funded undergraduates + 6,000 self-financed top-up degree + 26,000 sub-degree places)

<b>Implementation Schedule</b>		
Estimated start date of the project (month/year)		October 2016
Estimated end date of the project (month/year)		September 2018
Project duration (months)		24 months
<b>Month</b>	<b>Key milestones</b>	
	<b>In terms of project activities and deliverables</b>	<b>In terms of monitoring and evaluation</b>
1-6	<p><b><u>Stage 1</u></b></p> <ul style="list-style-type: none"> <li>• Appoint CPDP staff members</li> <li>• Identify and order suitable personality and career assessment tools</li> <li>• Network industrial partners, employers and investors for internship, mentorship, job and start-up business opportunities</li> <li>• Develop and provide various skills workshops and training</li> <li>• Organise agency visits, career talks and guest talks</li> <li>• Organise training for SCS staff to enhance career development services</li> <li>• Complete reviewing internship and Industrial Mentorship Programmes after consulting partners, mentors, academic staff and other relevant parties</li> </ul>	<ul style="list-style-type: none"> <li>• Establishment of CPDP</li> <li>• Evaluation questionnaires have to be filled out by participants of workshops, visits, talks and training</li> <li>• Provision of self-understanding and career planning workshops</li> <li>• Estimated number of students attending various skills workshops, visits, talks and training: 150-200</li> <li>• Estimated number of industrial partners, employers and investors engaged: 80-100</li> <li>• Estimated number of academic staff attending the training workshops: 40-50</li> </ul>
7-12	<p><b><u>Stage 2</u></b></p> <ul style="list-style-type: none"> <li>• Design/ develop the contents of CPDP online platform</li> <li>• Implement internship and Industrial Mentorship Programme</li> <li>• Develop and provide various skills workshops and training</li> <li>• Organise agency visits , career talks and guest talks</li> <li>• Provide career planning and development sessions on individual and group basis by CPDP. The services can be provided by CUSCS trained staff or</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluation questionnaires have to be filled out by participants of workshops, visits, talks and training</li> <li>• Evaluation report will be produced upon completion of industrial mentorship</li> <li>• Evaluation forms have to be filled by internship supervisors and student interns upon completion of the internship period to comment on the interns' performance, supervisors' coaching as well as suitability of workplace environment</li> </ul>

	<p>certified Global Career Development Facilitators (GCDF) employed on project basis</p> <ul style="list-style-type: none"> <li>• Network industrial partners, employers and investors for internship, mentorship, job and start-up business opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Online platform functions for student use</li> <li>• Estimated number of students attending various skills workshops, visits, talks and training: 200-250</li> <li>• Estimated number of student mentees: 180</li> <li>• Estimated number of mentors: 60</li> <li>• Estimated number of students engaged in internship: 300 - 400</li> <li>• Estimated number of students who join the career planning and development sessions: 30</li> <li>• Relevant job opportunities will be posted online</li> <li>• Meetings will be arranged to connect students with innovative ideas and prospective investors whenever appropriate</li> </ul>
<p>13-18</p>	<p><b><u>Stage 3</u></b></p> <ul style="list-style-type: none"> <li>• Enrich the contents of CPDP online platform</li> <li>• Implement internship and industrial mentorship programmes</li> <li>• Organise a sharing session on internship and Industrial Mentorship Programme completed in first 12 months of the project period</li> <li>• Develop and provide various skills workshops and training</li> <li>• Organise agency visits, career talks and guest talks</li> <li>• Provide career planning and development sessions on individual and group basis by CPDP. The services can be provided by CUSCS trained staff or certified GCDFs employed on project basis</li> <li>• Organise training for CUSCS staff to</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluation questionnaires have to be filled out by participants of workshops, visits, talks and training</li> <li>• Evaluation report will be produced upon completion of industrial mentorship</li> <li>• Evaluation forms have to be filled out by internship supervisors and student interns upon completion of the internship period to comment on the interns' performance, supervisors' coaching as well as suitability of workplace environment</li> <li>• Self-accessed learning and training materials, industrial experience sharing and talks of CPDP online platform updated</li> <li>• Provision of self-understanding and career planning workshops</li> <li>• Estimated number of students attending</li> </ul>

	<p>enhance career development services</p> <ul style="list-style-type: none"> <li>• Network industrial partners, employers and investors for internship, mentorship, job and start-up business opportunities</li> </ul>	<p>various skills workshops, visits, talks and training: 200-250</p> <ul style="list-style-type: none"> <li>• Estimated number of student mentees: 180</li> <li>• Estimated number of mentors: 60</li> <li>• Estimated number of students engaged in internship: 400-500</li> <li>• Estimated number of students who join the career planning and development sessions: 30</li> <li>• Estimated number of CUSCS staff attending the training workshops: 40-50</li> <li>• Relevant job opportunities will be posted online</li> <li>• Meetings will be arranged to connect students with innovative ideas and prospective investors whenever appropriate</li> <li>• Evaluation report on feedback of online platform users will be produced</li> </ul>
<p>19-24</p>	<p><b><u>Stage 4</u></b></p> <ul style="list-style-type: none"> <li>• Enrich the contents of CPDP online platform based on users' feedback collected in Stage 3</li> <li>• Implement internship and industrial mentorship programmes</li> <li>• Develop and provide various skills workshops and training</li> <li>• Organise agency visits, career talks and guest talks</li> <li>• Provide career planning and development sessions on individual and group basis by CPDP. The services can be provided by CUSCS trained staff or certified GCDFs employed on project basis</li> <li>• Network industrial partners, employers and investors for internship, mentorship, job and start-up business opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluation questionnaires have to be filled out by participants of workshops, visits, talks and training</li> <li>• Evaluation report will be produced upon completion of industrial mentorship</li> <li>• Evaluation forms have to be filled out by internship supervisors and student interns upon completion of the internship period to comment on the interns' performance, supervisors' coaching as well as suitability of workplace environment</li> <li>• Self-accessed learning and training materials, industrial experience sharing and talks of CPDP online platform updated</li> <li>• Estimated number of students attending various skills workshops, visits, talks</li> </ul>

	<ul style="list-style-type: none"> <li>• Survey for getting student and staff feedback on the overall performance and services provided by CPDP</li> <li>• Staff involved in the project will contribute articles to relevant media or present papers in conference for sharing the project effectiveness, experiences and good practices</li> </ul>	<p>and training: 200-250</p> <ul style="list-style-type: none"> <li>• Estimated number of student mentees: 180</li> <li>• Estimated number of mentors: 60</li> <li>• Estimated number of students engaged in internship: 400-500</li> <li>• Estimated number of students who join the career planning and development sessions: 30</li> <li>• Relevant job opportunities will be posted online</li> <li>• Meetings will be arranged to connect students with innovative ideas and prospective investors whenever appropriate</li> <li>• Evaluation report on the performance and the services provided by CPDP</li> </ul>
<p>Post-project period 25-27</p>	<ul style="list-style-type: none"> <li>• Review and enhance the services provided by CPDP with reference to the evaluation report completed in Stage 4</li> <li>• Update the contents of CPDP online platform</li> <li>• Organise a sharing session on internship and Industrial Mentorship Programme completed in Stage 3 and Stage 4</li> </ul>	

**Publicity Plan**

Career Planning and Development Project and its services will be introduced to all students.

All the project activities will be promoted mainly through CUSCS student portal and website. Posters and leaflets will also be posted on different campuses.

Different student sharing sessions and guest talks will be open to students/ staff from other tertiary institutes. Part of the sessions and talks will be video-recorded and uploaded to CUSCS website.

Staff involved in the project will contribute articles to relevant media or present papers in conferences for sharing the project effectiveness, experiences and good practices.

The support of QESS will be acknowledged on all occasions.

<b>Cash Flow and Budget</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	615,027	644,777		1,259,804
Equipment / Facilities	306,590	22,600		329,190
Services	147,300	158,130		305,430
General Expenses	6,000	6,300		12,300
Others (e.g. auditor's fee)	32,248	53,552		85,800
<b>Total</b>	<b>1,107,165</b>	<b>885,359</b>		<b>1,992,524</b>
<i>*Please refer to Annex 1 for detailed breakdown of the project budget.</i>				
<b>Project Income</b> (if any, e.g. fees received)				
	<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			1,992,524	
Funding from the Applicant			0	
Funding from Other Sources			0	
<b>Total Project Value</b>			<b>1,992,524</b>	
<b>Post</b>	<b>Duties</b>			
Career Planning and Development Project Officer	<ul style="list-style-type: none"> <li>Plan the implementation details of the project</li> <li>Oversee and coordinate all the activities and services offered by CPDP under the project</li> <li>Quality assure the activities and services provided under CPDP and conduct review meetings with different workgroups and parties on regular basis</li> <li>Prepare QESS progress reports and relevant documents related to the project</li> <li>Report to the Student Counselling and Development Services Section and update the progress of the project</li> <li>Provide career development services to the students</li> <li>Supervise the project assistant</li> </ul>			
Project Assistant	<ul style="list-style-type: none"> <li>Provide administrative support to the career facilitator</li> <li>Handle enquiries from students and staff regarding CPDP activities and online platform operation</li> </ul>			

## **Project Sustainability**

Career Planning and Development Project Team will continue serving the students after the project period. CUSCS is committed to sustaining CPDP operation and development by allocating resources and absorbing the required manpower and administrative cost by her own reserve.

Students of future cohorts will benefit from coaching given by the academic staff members who have received career development training.

The workshop/ training material and career planning resources developed as well as self-accessed learning materials uploaded on CPDP online platform will remain as useful and CUSCS will deploy necessary resources to update them on regular basis.