

# Quality Enhancement Grant Scheme

**Final Evaluation Report**

**Project No. :**

Reporting Period: From April 2009 (month/year) to August 2011 (month/year)

## Part A

Project Title: Mixed -Mode Career Guidance to Facilitate Life-long Career Development in the 21<sup>st</sup> Century World of Work: The Development of Virtual and Actual Sites to Enhance Career Self-Efficacy of Sub-degree Students

Name of Grantee: School of Continuing Education, Hong Kong Baptist University


Project Period: From April 2009 (month/year) to August 2011 (month/year)

## Part B

Please use separate A4-size sheets to provide an evaluation of the Project with regard to the following aspects:

1. Project activities contributing to the attainment of Project objectives, extent of attainment of the objectives, evidence or indicators attesting to the attainment of the objectives, and if applicable, reasons for not able to achieve the objectives.
2. Impact or benefits of the Project to the participants, the target institution(s) or the sector.
3. Cost-effectiveness of the Project against clear indicators, e.g. utilization of available resources, unit cost per beneficiaries, sustainability of Project activities/impacts, applicability of Project outcomes/deliverables to other institutions, or alternative approaches for equivalent benefits at less cost, etc.
4. Outcomes and deliverables of the Project.

Signature: *Ella P.O. Chan*

Organization Chop: 

Name of Authorized Person: Dr. Ella P.O. CHAN

Name of Grantee School of Continuing

Organization: Education (SCE), HKBU

Position of Authorized Associate Dean of SCE and

Person: Director of CIE, HKBU

Date: 22 December 2011

\* Final Evaluation Report should be signed by the head of the Grantee organization, the person-in-charge of the Project or the person who signed the Quality Enhancement Grant Scheme Agreement for acceptance of the Grant on behalf of the Grantee organization.

# **2 Quality Enhancement Grant Scheme**

## **Part B**

### **SECTION I. PROJECT ACTIVITIES**

The project aims at motivating students to begin their career search, with the assistance of well-established psychological tests and experienced guidance counselors.

The major objectives are:

- Setting up a website where students can take initial career interest tests online in an interactive and interesting way
- Establishing an online booking system to make appointments with our Guidance Counselors
- Equipping our Guidance Counselors to use the most popular personality test, i.e. MBTI, for improved counseling efficacy
- Enhancing the services and resources provided by our Career Resource Center (CRC)

Here are the major activities organized in this project:

#### **A. Career Counselors' Training**

The project includes a training component to enhance our Guidance Counselors' capability to provide help in psychological testing. One of the major tests commonly used in the career counseling field and thus in this project is the Myers-Briggs Type Indicator (MBTI®; Myers, McCaulley, Quenk, & Hammer, 1998). However, one cannot administer the test without prior training. So four full-time guidance counselors of the College, Ms. Helia Hai, Mr. Raymond Chow, Ms. Emily Ko and Mr. Alan Yim, received the 4-day training on using the assessment tool in May and June 2009. After they have learnt the instrument, they have organized 20 MBTI workshops for our students throughout the period of this project and more than 150 students have joined the workshop and enhanced their self-understanding using MBTI.

#### **B. Career Guidance Activities**

##### **1. Highlights of Career Guidance Activities in this Project**

###### **a. Talk on Career Planning**

On October 8, 2009, a talk entitled "Overview of Career and Personal Planning" was held concurrently at both campuses by the Centre Coordinator and our Guidance Counselors. The target groups are AD and top-up degree students.

# **3 Quality Enhancement Grant Scheme**

During the talk, students were given preliminary ideas about career planning. Their expectations and problems facing were collected. They were then introduced to the upcoming workshops, activities and events of this project funded by QEGS. Students who want to explore their interests and abilities by assessment tools like MBTI and SDS were encouraged to approach our guidance counselors and CRC Centre Coordinator.

## **b. Workshops on Self-Understanding**

Starting from November 2009, after we had received the Question Booklets of the two assessments tools, the Centre Coordinator started to organize the SDS and MBTI workshops which were held once a month regularly.

Students are required to participate in two sessions for each workshop, i.e. the Test Administration Session and a Follow-up Group Session. The results of the tests will be further interpreted in the Follow-up Group Session (see Appendix 1).

## **c. Talks and Workshops on Further Studies**

Several talks were organized to inform students of the opportunities for further studies. For instance, on October 15 and November 19, 2009, two non-JUPAS guidance talks were held in both campuses by Guidance Counselors (see Appendix 2).

In addition to letting students know the various opportunities, we have organized workshops to help them seize them. For instance, on February 16, 2011, we have organized a series of non-JUPAS interview skills workshop to help students better prepare for the upcoming individual and group interviews.

## **d. Preparation for the Job World**

We tried to expand students' horizon by offering different perspectives for them to look at the job world. For example, on November 4, 2010, we have organized an information session on the Metropolitan Attachment Programme which students will be able to work overseas for at least one semester. On March 17, 2010, we have organized a sharing session by two guests who had joined the Working Holiday scheme with our students.

Several career talks were organized during the same period on the education sector, HR profession and the social service fields (see Appendix 3). A company visit was also

# 4 Quality Enhancement Grant Scheme

organized on March 29, 2010 to the famous advertising company Ogilvy & Mather.

We also offered workshops to prepare students to get jobs. For instance, we have organized workshops to help students to hunt for jobs, to write personal statement, to prepare cover letter and CV, as well as to prepare for job interviews.

## **e. Career Day**

Collaborated with the guidance counselors at CIE, the Centre Coordinator held an event entitled “CIE Career Day 2010” on June 2 and 3, 2010 at Shek Mun Campus (see Appendix 4). The first day (June 2) was a Pre-employment Training Workshop (職前準備工作坊) and the second day (June 3) was a Recruitment Day.

On the first day, an experienced private-practice career coach, Mr. Ethan Pang, was invited to give a talk to students on how to write cover letters and resumes, interview dressing and skills, as well as on different ways of jobs searching, etc. On the second day, a representative from Henderson Land (恒基地產) was invited to introduce the employment requirements, the different types of occupations and job nature, and the development of the field in the future. In addition, a staff from HKBU Career Centre introduced the existing web-search engine and gave demonstration to students. There were 21 students attended the workshops.

## **f. Guest Talks**

In order to equip our students better for the job world, we have invited various speakers to share their expertise in different areas.

For instance, on June 21, 2010, a guest talk entitled “形象「升呢」《演、藝》工作坊” was given by Ms. Lan Ting. Lan Ting is an expert in the domain of personal imaging. She had given numerous trainings and talks to large enterprise and institutions. This workshop was intended to give a broader sense to students about ‘image’ — from ‘dressings’ to the relationships between ‘image’ and ‘manners’.

On July 26, 2010, another guest talk entitled “「職場新鮮人突圍法」工作坊” by Ms. Angela Ng was held in Shek Mun Campus (see Appendix 5). Angela had been a columnist in ‘Metro News’ and was experienced in Human Resources training. This workshop was intended to help students adapt to the transition from school to work, including their manners, attitudes and behaviors, hoping that students could learn how to ‘survive’ in the world of work. The talk has included interactive activities like role-play and other activities based on real

# 5 Quality Enhancement Grant Scheme

situations:

On August 26, 2010, another guest talk entitled “**Attractive Resumes and Cover Letters**” by Mr. Ethan Pang was held in Shek Mun Campus (see Appendix 6). Mr. Ethan Pang was experienced especially in career coaching. Mr. Pang was invited again to conduct an intensive workshop focusing on writing resumes and cover letters.

We conducted a quick survey after each of these talks and the feedback from students were highly positive, indicating that these external speakers did help us to enrich our career guidance service (see Appendix 7).

## **g. iPlan 4**

The iPlan 4, launched in February 2011, was a new initiative aiming at providing comprehensive career service to the graduating students (see Appendix 8).

The iPlan 4 consists of *Pre-employment trainings* such as workshops on self-understanding as well as on interview and resume writing skills; *Linkage* to job world through career and recruitment talks; better *Access* to career information via regular newsletters; and career *Navigation groups* to offer individual or small-group career guidance

Collaborated with Counselors, the Centre Coordinator paid class visits to the graduating classes. During the class visit, questionnaires were collected about their direction and needs and the data were analyzed. The Centre Coordinator and each of the counselors were assigned to contact individual students who are ‘undecided’ and who wish to be supported with one-on-one career consultation as well as our Navigation groups.

In respond to the data collected, four recruitment talks for students to meet potential employers were arranged from March 2011, including Cathay Pacific Airways, HK Seibu, Hong Kong Police, Cathay Pacific Catering Services, Hang Yick Properties Management and Well Born Real Estate Management (see Appendix 9).

# 6 Quality Enhancement Grant Scheme

## 2. Details of Project Activities Held and Resources Used for the Implementation of the Activities

Date	Time	Programmes / Activities	Target Group(s)		No. of participants	Venues		Person-in-charge
			AD	Top-up Degree		Shek Mun campus	Kowloon Tong campus	
25/8 – 28/8/2009	9:30 – 4:30	Promotion at College orientations	✓	✓	approx. 800	✓	✓	Elaine Liu (Center Coordinator)
3/9 - 4/9/2009	9:30 – 4:30	Promotion of service at College Commencement	✓	✓	approx. 400	✓	✓	Elaine Liu
Sept – Oct 09		Setting up Career Resource Centre			N.A.	✓		Elaine Liu
8/10/2009	3:30 – 5:00	Career Talk: Overview of Career and Personal Planning	✓	✓	10	Room 1103-1104	Room 1101	Elaine Liu; Helia Hai & Emily Ko (Guidance Counselors of CIE)
15/10/2009	3:30 – 5:00	Further Study Talk: Non-JUPAS Guidance Session	✓		160	Room 901	Room 1109	Elaine Liu; Raymond Chow & Emily Ko (Guidance Counselors of CIE)
19/11/2009	3:30 – 5:00	Further Study Talk: Non-JUPAS Guidance Session	✓		80	Room 701	Room 1109	Elaine Liu; Raymond Chow & Emily Ko (Guidance Counselors of CIE)

# Quality Enhancement Grant Scheme

26/11/ 2009	3:30 – 5:30	SDS Workshop	✓	✓	14	Room 815		Elaine Liu
12/1/ 2010	2:30 – 4:30	SDS Workshop	✓	✓	7	Room 804		Elaine Liu
28/1/ 2010	3:30 – 5:30	MBTI Workshop	✓	✓	13	Room 802		Alan Yim
18/2/ 2010	3:30 – 5:30	MBTI Workshop	✓	✓	8	Room 802		Raymond Chow
18/2/ 2010	3:30 – 5:30	Non-JUPAS Interview Workshop	✓	✓	40	Room 701	Room 1109	Alan Yim & Emily Ko (Guidance Counselors of CIE)
22/2/ 2010	3:30 – 5:30	SDS Workshop	✓	✓	1	Room 902		Elaine Liu
25/2/ 2010	4:00 – 5:30	Opening Ceremony	✓	✓	100	Podium		Danny Lam; Elaine Liu
25/3/ 2010	3:30 – 5:30	MBTI Workshop	✓	✓	4	Room 712		Emily Ko
30/3/ 2010	3:30 – 5:30	SDS Workshop	✓	✓	5	Room 712		Elaine Liu
21/4/ 2010	3:30 – 5:30	SDS Workshop	✓	✓	3	Room 712		Elaine Liu

# Quality Enhancement Grant Scheme

22/4/2010	3:30 – 5:30	MBTI Workshop	✓	✓	3	Room 1005		Alan Yim
24/5/2010	2:00 – 4:00	SDS Workshop	✓	✓	12	Room 709		Elaine Liu
28/5/2010	10:00 – 12:00	MBTI Workshop	✓	✓	16	Room 712		Helia Hai
2-3/6/2010	2:00 – 5:00	Career Day	✓	✓	21	Room 702		Elaine Liu & Alan Yim
21/6/2010	2:00 – 5:00	Guest Talk on Professional Image	✓	✓	44		Room 909	Elaine Liu
26/7/2010	2:00 – 5:00	Guest Talk by Angela Ng	✓	✓	20	Room 802		Elaine Liu
26/8/2010	2:00-5:00	Guest Talk by Ethan Pang	✓	✓	24	Room 802		Elaine Liu
20-24/9/2010	9:00-5:00	Activity Promotion Week			N.A.		✓	Elaine Liu
14/10/2010	3:30-5:00	Talk on further studies opportunities	✓		SMC: 220 KTC: 125	Room 1103	Room 1109	SMC: Alan Yim, & Elaine Liu  KTC: Emily Ko



# Quality Enhancement Grant Scheme

15/10/2010	2:00-4:00	SDS Workshop	✓	✓	2	Room 815		Elaine Liu
21/10/2010	2:00-4:00	MBTI Workshop	✓	✓	4	Room 803		Helia Hai
29/10/2010	1:00-3:00	SDS Workshop	✓	✓	5	Room 602D		Elaine Liu
04/11/2010	3:30-4:30	Metropolitan Attachment Programme Information Session		✓	64	Room 914		Alan Yim
09/11/2010	2:00-4:00	SDS Workshop	✓	✓	13	Room 908		Elaine Liu
17/11/2010	1:30-3:30	MBTI Workshop	✓	✓	7	Room 1009		Alan Yim
18/11/2010	3:30-5:30	Non-JUPAS Admission Info Talk by CUHK & HKBU	✓		SMC: 150 KTC: 50	Room 1012	Room 1109	SMC: Alan Yim, & Elaine Liu  KTC: Emily Ko
25/11/2010	3:30-5:30	Workshop on Writing a Personal Statement	✓		SMC: 23 KTC: 30	Room 912	Room 1109	SMC: Alan Yim, & Elaine Liu  KTC: Emily Ko
13/01/2011	10:00-5:00	PD Workshop	✓	✓	21		Recreation Centre, HKBU	Emily Ko

# 10 Quality Enhancement Grant Scheme

14/01/ 2011	3:30- 5:30	SDS Workshop	✓	✓	8	Room 602D		Elaine Liu
19/01/ 2011	2:30- 4:30	Non-JUPAS Interview Skills Workshop	✓		70	Room 912		Alan Yim, Elaine Liu & Emily Ko
21/01/ 2011	2:30- 4:30	SDS Workshop	✓	✓	3	Room 602D		Elaine Liu
27/01/ 2011	4:00- 6:00	MBTI Workshop	✓	✓	13	Room 703		Helia Hai
14/02/ 2011	9:30- 11:30	MBTI Workshop	✓	✓	16	Room 602D		Alan Yim
15/02/ 2011	5:30- 7:30	Non-JUPAS Interview Skills Workshop	✓		20	Room 1012		Alan Yim & English Teacher
16/02/ 2011	3:30- 5:30	Non-JUPAS Interview Skills Workshop	✓		24		Room 1009	Raymond Chow & English Teacher
17/02/ 2011	3:30- 5:30	Guest Talk by Amelia Chan: "How to present yourself to employer"	✓	✓	33	Room 801		Alan Yim & Elaine Liu
25/02/ 2011	2:00- 4:45	MBTI Workshop	✓	✓	4	Room 602D		Raymond Chow
02/03/ 2011	1:00- 3:00	SDS Workshop	✓	✓	5	Room 602D		Elaine Liu

# 11 Quality Enhancement Grant Scheme

03/03/ 2011	4:00- 5:00	Recruitment Talk: Hang Yick Properties Management Ltd. & Well Born Real Estate Management Ltd.	✓	✓	8	Room 1103		Alan Yim
04/03/ 2011	10:00- 12:00	SDS Workshop	✓	✓	6	Room 717		Elaine Liu
07/03/ 2011	1:30- 2:30	Recruitment Talk: Cathay Pacific Catering Services Ltd.	✓	✓	21		SCET	Alan Yim
09/03/ 2011	12:45- 2:45	SDS Workshop	✓	✓	6	Room 602D		Elaine Liu
09/03/ 2011	2:45- 4:45	SDS Workshop	✓	✓	5	Room 602D		Elaine Liu
17/03/ 2011	1:00- 2:00	Recruitment Talk: Hang Yick Properties Management Ltd. & Well Born Real Estate Management Ltd	✓	✓	12	LT 801		Alan Yim
17/03/ 2011	5:00- 6:30	Experience Sharing on Working Holiday	✓	✓	34	Room 702		Helia Hai
22/03/ 2011	11:15- 1:15	SDS Workshop	✓	✓	5	Room 602D		Elaine Liu
25/03/ 2011	11:30- 2:30	SDS Workshop	✓	✓	5	Room 602D		Elaine Liu

# 12 Quality Enhancement Grant Scheme

25/03/ 2011	12:30- 2:30	MBTI Workshop	✓	✓	6	Room 601		Helia Hai
25/03/ 2011	2:00- 5:00	MBTI Workshop	✓	✓	9	Room 816		Raymond Chow
28/03/ 2011	2:30- 3:30	Admission Interview Practice Sessions	✓		1	Room 602D		Emily Ko
29/03/ 2011	3:30- 4:45	Company Visit: Ogilvy & Mather Co., Ltd.	✓	✓	10	Central District		Alan Yim
30/03/ 2011	1:30- 4:30	MBTI Workshop	✓	✓	4	Room 602D		Emily Ko
31/03/ 2011	3:45 - 5:45	SDS Workshop	✓	✓	9	Room 708		Elaine Liu
31/03/ 2011	4:00- 5:00	Recruitment Talk: Cathay Pacific Catering Services Ltd.	✓	✓	11	LT 901		Alan Yim
31/03/ 2011	5:30- 7:00	Career Talk: Education Sector	✓	✓	15	Room 912		Helia Hai
1/4/ 2011	2:00- 4:00	SDS Workshop	✓	✓	5	Room 816		Elaine Liu
4/4/ 2011	11:30- 3:30	Admission Interview Practice Session	✓	✓	3	Room 602D		Emily Ko & CIE English Lecturer

# 13 Quality Enhancement Grant Scheme

7/4/ 2011	11:30- 1:30	MBTI Workshop	✓	✓	4	Room 602D		Helia Hai
7/4/ 2011	1:30- 5:30	Admission Interview Practice Session	✓	✓	17	Room 602D		Emily Ko & CIE English Lecturer
7/4/ 2011	4:30- 5:15	Recruitment Talk – Hong Kong Police Force	✓	✓	32	LT901		Alan Yim
11/4/ 2011	12:30- 2:30	MBTI Workshop	✓	✓	8	Room 602D		Helia Hai
12/4/ 2011	11:15- 1:15	MBTI Workshop	✓	✓	8	Room 602D		Helia Hai
12/4/ 2011	4:30- 5:15	Career Talk – HR Profession	✓	✓	66	LT701		Alan Yim
13/4/ 2011	1:30- 3:30	SDS Workshop	✓	✓	10	Room 1007		Elaine Liu
14/4/ 2011	11:30- 4:30	Admission Interview Practice Session	✓	✓	5		Franki Centre 2/F	Emily Ko & CIE English Lecturer
14/4/ 2011	4:00- 5:00	Recruitment Talk – Cathay Pacific Airways	✓	✓	60	LT901		Alan Yim

# 14 Quality Enhancement Grant Scheme

18/04/ 2011	5:30- 7:00	Career Talk: Social Service Sector	✓	✓	45	LT701		Danny Lam
14/4/ 2011	2:30- 4:30	Admission Interview Practice Session	✓	✓	14	Room 1207	Room 1009	Emily Ko & CIE English Lecturer
21/4/ 2011	4:00- 5:00	Recruitment Talk – HK Seibu/Harvey Nichols	✓	✓	17	LT901		Alan Yim
26/4/ 2011	1:00- 4:00	MBTI Workshop	✓	✓	5	Room 602D		Alan Yim
28/4/ 2011	2:30- 4:00	CV and Cover Letter Writing Workshop		✓	2	Room 602D		Alan Yim
29/4/ 2011	2:00- 5:00	MBTI Workshop	✓	✓	4	Room 602D		Raymond Chow
16/5/ 2011	2:00- 5:00	Workshop on Writing Cover Letter and Resume		✓	7	Room 912		Elaine Liu
17/5/ 2011	2:00- 5:00	SDS Workshop	✓	✓	4	Room 602D		Elaine Liu
19/5/ 2011	2:00- 3:30	Mock Interview Practice Session	✓	✓	10	Room 702		Alan Yim

# 15 Quality Enhancement Grant Scheme

20/5/2011	10:00-1:00	MBTI Workshop	✓	✓	5	Room 602D		Helia Hai
23/5/2011	2:00-5:00	SDS Workshop	✓	✓	4	Room 602D		Elaine Liu
31/05/2011	2:00-5:00	Job Hunting Skills Workshop	✓	✓	7	Room 719		Kalia Ho & Elaine Liu
2/6/2011	2:00-5:00	Workshop on Writing Cover Letter and Resume	✓	✓	11	Room 704		Elaine Liu
7/6/2011	2:00-5:00	Guest Talk on Personal Grooming	✓	✓	9	Room 704		Elaine Liu
9/6/2011	1:00-4:00	Guest Talk on Interview Skills	✓	✓	21	Room 704		Elaine Liu
20/6/2011	2:00-5:00	MBTI Workshop	✓	✓	4		Room 1001	Alan Yim
21/6/2011	9:00-12:30	PD Workshop	✓	✓	32	CIE Leadership Training Camp		Emily Ko
27/6/2011	3:30-5:30	SDS Workshop	✓	✓	3	Room 602D		Elaine Liu

# 16 Quality Enhancement Grant Scheme

4/7/ 2011	3:30- 5:30	SDS Workshop	✓	✓	5	Room 602D	Elaine Liu
8/7/ 2011	2:00- 5:00	Workshop on Writing Cover Letter and Resume	✓	✓	3	Room 704	Elaine Liu

## C. Career Guidance Website

We believe a virtual environment is a suitable platform to reach out to more students, especially in our College with two campuses. Our plan was to set up a portal where students of all levels, AD or top-up, can begin their career exploration. The portal will provide an online career interest test based on Holland's career interest hexagon (Holland, 1997) and an online personality test based on the MBTI typology. These two instruments are probably the most widely used tests in career counseling. In addition to providing online tests, the portal can provide an online booking system so that students can make appointments to meet our guidance counselors in the Counseling and Career Development and Resource Center (where the Career Resource Centre is located) to discuss in more details about their career aspirations.

### 1. Website Building

Five companies were invited for the Tender Briefing Session held on February 23, 2011. Three companies came for the Tender Demonstration on April 7, 2011. The "two-envelope" method was adopted as suggested by the Finance Office of the University. The tenders will be assessed against the criteria as 60% for Technical and 40% for Price. The Office of Information Technology of HKBU won the tender but gave up later because they did not have time to handle our project. The first runner-up ccdi Limited was then assigned to be our web designer based on our original plan of the website (see Appendix 10).

### 2. Website Layout

Based on our idea, ccdi has helped us to write the website and some example web pages can be found in Appendix 11. The website is intended to be an accessible place where not only students in our College can access career information but the public should be able to use it. However, as we did not budget for a server and related infrastructure such as internet broadband connection



# 17 **Quality Enhancement Grant Scheme**

service to host the website as well as the database for the career test, the site currently is not open to public, so as not to affect the internet service currently provided to our students.

## **3. Online Career Interest Test**

The first stage of the online career interest test was the design of the flow of the test. A flowchart was formulated (see Appendix 12) for the website programmer to follow.

Based on our idea, cccli has helped us to write the website and some example web pages can be found in Appendix 13. The building of the online test has been completed and examples of questions have been attached. It will be open to all when the debugging and test trial has been completed. In addition to opening the online test for students to use online, they can also access the tests using the two computers in the CRC.

## **4. Online Booking System**

In addition to providing online tests, the website also intends to provide an online booking system so that students can make appointments to meet our guidance counselors in the Counseling and Career Development Resource Center located in Shek Mun to discuss in more details about their career aspirations (see Appendix 14)

## **5. Online Job Database**

After discussing with the Director of Career Centre at HKBU, it was found that the proposed job database should try to integrate or at least work parallel to the existing system, JIJIS, which is widely in all UGC institutions. The original plan of designing a separate database was later abandoned due to its redundancy. However, information regarding job openings was still available from the website.

## **D. Career Resource Centre (CRC)**

### **1. Physical Resources**

The College of International Education generously allocated a vacant room located on the 6/F of the HKBU Shek Mun Campus. After the Project had begun, the College equipped the room with furniture, Internet access point, as well as air-conditioning for the Centre Supervisor and the half-time clerk, without using the QEGS fund.

# 18 **Quality Enhancement Grant Scheme**

Extra computers and a printer were purchased later using the QEGS fund for the general users of the CRC (see Appendix 15)

Orders had also been placed to purchase the Question Booklets of the three career assessment tools, MBTI, SDS and PD. The CRC did not acquire the Chinese Career Key because the test is no longer available for sale.

Originally, the Project proposed to buy 500 MBTI booklets using the quoted price from the USA. However, it was learnt later that we have to purchase via the sole provider in Hong Kong, the budgeted amount was insufficient to buy 500 booklets. Instead, only 205 booklets are ordered at first. After obtained the consent from EDB, extra copies of MBTI booklets were acquired. The total number of MBTI booklets increased to 345.

The CRC had also subscribed to several local newspaper which contain job advertisements suitable for associate degree and top-up degree students.

Extra career-related resources such as university prospectus and books on interview skills had been collected or purchased in order to provide the most up-to-date career information and skills to interested students.

An Opening Ceremony was held on 25<sup>th</sup> February, 2010. It was officiated by Dr. Simon Wong, Dean of the SCE and Director of CIE; Dr. Cindy Cheung, Head of General and Professional Studies Division of SCE; Professor Alvin Leung, then Associate Dean (Research) of Faculty of Education, CUHK; Professor Patrick Lau, Associate Professor of Department of Educational Psychology, CUHK; and Ms. Alice Yau, representative of the Career Centre of HKBU (see Appendix 16).

With the help of the Public Relations & Communication Team of the College, the Ceremony was covered by several press for promotional purpose (see Appendix 17).

## **2. Human Resources**

A half-time centre coordinator, Ms. Elaine LIU Suk-Hing, reported duty on 31<sup>st</sup> August, 2009. Ms. Liu has a Master's degree in Counseling and she has substantial experience in teaching and guidance. She has contributed a lot to the establishment of the CRC and left the College when the project was completed in August 2011.

# 19 **Quality Enhancement Grant Scheme**

A half-time clerk, Ms. HO Pik-Yee Penny, was first recruited and reported duty on 12<sup>th</sup> October, 2009. Ms. Ho has extensive computer knowledge that was employed to help to support the online career and personality tests. However, she resigned and left on Aug. 19, 2010 and the new half-time clerk Miss Ann Tong assumed duty on Sept. 29, 2010. So there was more than one month when the design work was forced to pause, leading to delay in the overall project.

Both Ms. Liu and Ms. Tong served the Project until completion of it in August, 2011.

## **SECTION II. EVALUATION OF PROJECT EFFECTIVENESS**

The number of beneficiaries of the project was estimated to be 2,000, including the 1,500 AD and 500 top-up students in the twin campuses of the CIE every year. However, in the second year of the Project, the number of students in studying in the Shek Mun Campus, where the CRC is located, had increased to 3,000. And in fact, the around 1,000 AD students in the Kowloon Tong Campus could also be benefitted by the Project.

The usage of the website could be indicated by the number of visitors each year. There were altogether 585 number of students used the Center service in the academic year 2009-2010. When the Centre was in full operation in the academic year 2010-2011, there were a total of 1,403 students used the service or joined the functions organized by the Centre. The number has almost tripled not only due to the increased student population, but also the success of the centre service. In other words, during the two-year period of the Project, we have served almost 2,000 students with respect to their career development.

The effectiveness of the career and personality tests could also be measured by the pre- and post-assessment of their career decision-making self-efficacy of the users using the Career Decision-Making Self-Efficacy Scale-Short Form (CDMSE-SF, Betz, Klein, & Taylor, 1996), which is well-researched instrument to measure college students' career development. Statistical results have indicated that there was a significant improvement of their career decision-making self-efficacy, indicating that the workshops have actually helped the students to overcome some career decision-making difficulties and to increase their confidence in making career choices (see Appendix 18).

After each event, the Centre Coordinator would also distribute a feedback form to students so as to evaluate what the students learned and the effectiveness of the event in both qualitative as well as quantitative ways (see Appendix 19).

# 20 **Quality Enhancement Grant Scheme**

Most of the students gave positive feedback after joining the workshops and the activities held. They understand themselves more and hence find clearer directions in career paths and personal planning. These qualitative measurements are meaningful to the Centre service because they advise the future directions of the centre service.

## **SECTION III. MAJOR OUTCOMES AND DELIVERABLES**

The major targets of the Project are:

- Setting up a website where students can take initial career interest tests online in an interactive and interesting way
- Establishing an online booking system to make appointments with our Guidance Counselors
- Equipping our Guidance Counselors to use the most popular personality test, i.e. MBTI, for improved counseling efficacy
- Enhancing the services and resources provided by our Resource Center

All the above have been completed although the website still cannot be released to the public.

The main deliverables of the Project are:

- A website with online career interest tests for not only CIE students, but also students of other self-funded programme providers
- A Career Resource Center with its own administrative staff and coordinator
- Four Guidance Counselors trained in assessment in MBTI and similar career assessment tools
- A number of career talks and workshops aiming at enhancing the career development for our fellow students for a period of 2 years
- A survey study which identifies and evaluates how and to what extent the career services enhance students' career development
- A project report that documents key design and operation details of the programmes and survey findings to be distributed to other self-funded programme providers

All the above have been completed and most of them can be seen from the Appendices.

# 21 **Quality Enhancement Grant Scheme**

## **SECTION IV. SUMMARY**

The following milestones have been completed satisfactorily:

1. A Centre Coordinator was employed to start up the Career Resource Centre and it was in full operation in the first year of the Project;
2. Various resources such as university prospectus, pamphlets of job requirements, books on interview skills, newspaper with job openings had been collected or acquired to enrich the Career Resource Centre;
3. Three different professional psychological testing packages were acquired and had been used extensively in numerous self-understanding workshops;
4. Four full-time counselors have completed their training and have contributed their new professional knowledge to assist students' career exploration;
5. Over 80 different functions, activities and workshops have been organized to facilitate students' career development;
6. a study has been carried out and the results indicated that the self-understanding workshops could effectively enhance students' career decision-making self-efficacy;
7. a website with online career interest tests and online booking system has been built;
8. an auditor's report have been prepared to summarize the expenditure (see attached).

Thanks to the funding from EDB and the joint effort of many CIE administrative and academic staff, this career guidance Project was completed satisfactorily. We strongly believe that the Project has benefitted our students in a significant way and have helped them a lot in their career development process.