

Quality Enhancement Grant Scheme

Progress Report	Project No. :
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Reporting Period: From March 2010 (month/year) to July 2010 (month/year)

Part A

Project Title: Mixed-Mode Career Guidance to Facilitate Life-long Career Development in the 21st 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 report the progress with regard to the following aspects:

1. Types and brief descriptions of Project activities held/completed during the reporting period (*the information may be presented in the form of a table*).
2. The dates, time, venues and number of participants / beneficiaries of Project activities held, and resources (e.g. equipment, manpower) used for the implementation of Project activities.
3. Project milestone(s) and deliverables attained at the end of the reporting period and evidence showing the attainment of milestones and deliverables.
4. The percentage, in terms of key tasks, of the Project completed at the end of each reporting period.
5. Project variation*, if any, during the reporting period, together with details and justifications

Signature:  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: 27/11/2010

* A separate written application should be submitted to the Grant for prior written approval.

*Progress Report of Project 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.

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Part B

1. Types and Brief Descriptions of Project Activities Held:

a. 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 I). 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.

The Centre Coordinator also made use of this opportunity to promote the services of the Centre. Apart from announcing the upcoming SDS and MBTI workshops, students are encouraged to seek for consultation and individual career counseling from the Centre Coordinator.

b. SDS and MBTI Workshops

The SDS and MBTI Workshops are held once a month regularly (see Appendix II).

During this reporting period, there were 3 SDS and 3 MBTI workshops from March to May. Workshops were promoted through all channels, like the intranet of CIE, e-mails, flyers and posters. Also, a booth was placed outside the canteen for student to enrol on the spot. Altogether there were 43 students who have joined the workshops.

As usual, 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.

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c. Guest Talks

On June 21, 2010, a guest talk entitled “形象「升呢」《演·藝》工作坊” by Ms Lan Ting was held in Kowloon Tong Campus (see Appendix III). 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’. 44 students joined the talk and they had given very positive feedback.

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 IV). 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 situations. Altogether there were 20 students who have joined the talk.

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 V). As mentioned above, Mr. Ethan Pang was experienced especially in career coaching. Based on the students’ positive feedback on the Career Day, Ethan was invited again to conduct an intensive workshop focusing on writing resumes and cover letters. There were 24 students joining the workshop.

After each talk, the Centre Coordinator sent an email to those students initiating further contact and follow-up if there were any queries, concerns, worries, issues arisen and counseling needed.

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	
25/3	3:30 – 5:30	MBTI Workshop	✓	✓	4	Room 712		Emily Ko

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30/3	3:30 – 5:30	SDS Workshop	✓	✓	5	Room 712		Elaine Liu
21/4	3:30 – 5:30	SDS Workshop	✓	✓	3	Room 712		Elaine Liu
22/4	3:30 – 5:30	MBTI Workshop	✓	✓	3	Room 1005		Alan Yim
24/5	2:00 – 4:00	SDS Workshop	✓	✓	12	Room 709		Elaine Liu
28/5	10:00 – 12:00	MBTI Workshop	✓	✓	16	Room 712		Helia Hai
2-3/6	2:00 – 5:00	Career Day	✓	✓	21	Room 702		Elaine Liu & Alan Yim
21/6	2:00 – 5:00	Guest Talk by Lan Ting	✓	✓	44		Room 909	Elaine Liu
26/7	2:00 – 5:00	Guest Talk by Angela Ng	✓	✓	20	Room 802		Elaine Liu
26/8	2:00- 5:00	Guest Talk by Ethan Pang	✓	✓	24	Room 802		Elaine Liu

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3. Project Milestones Completed at the End of Reporting Period:

➤ Provision of guest talks and career guidance workshops

There were altogether 3 guest talks held in the academic year 2009-2010. The guest talks equipped students in job-seeking processes such as how to write attractive resumes and cover letters, how to dress appropriately and interviewing skills and so on. The guest talks also provided students with authentic cases from job markets so that students could know in advance the real situations before they stepped out of the campus for work. Altogether, there were 88 students who have attended the talks.

➤ Evaluation of student improvement

After each event, the Centre Coordinator would distribute a feedback form to students so as to evaluate what the students learned and the effectiveness of the event.

For the workshops, students are required to fill in the CDMSE (Career Decision Making Self-Efficacy Scale) for pre-test and post-test purpose. The data collected can be further analyzed so as to evaluate student improvement after workshops and follow-up counseling sessions.

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. A comprehensive report will be prepared at the end of this project when we have more data from the workshops.

➤ Evaluation of guest talks

The evaluation of guest talks was based on the activity feedback form which were distributed to students at the end of each talk. The questions on the activity feedback form had been analyzed to evaluate the effectiveness of the guest talks (see Appendix VII).

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4. The Percentage, in Terms of Key Tasks, of the Project Completed:

Date	Milestones	Percentage of the Project Completed
31 /7/ 2010	➤ Provision of guests and career guidance workshops	100 %
	➤ Evaluation of student improvement	100 %
	➤ Evaluation of guest talks	100%

Overall speaking, it is estimated that the whole project has been completed about 75%.

5. Plan Forward

➤ Evaluation of Centre service

The trial running of the Centre service had already been started in the last semester. Altogether there were 6 SDS and 5 MBTI workshops in this year, with a total of 86 participants. Furthermore, as mentioned above, the talk on Career Day attracted 21 participants. The Non-JUPAS Guidance Sessions and Interview Workshop held on both campuses had 280 participants.

There were altogether 585 number of students used the Centre service in the academic year 2009-2010.

➤ Online tests service

Due to the complicated website design and tendering process, the online tests service is still being processed. Fortunately, the most important documents regarding the website, i.e. the online test flowchart, the website design map as well as the software requirements specification (see Appendix VI), are all ready and the Centre Coordinator can now proceed to the tendering stage.

➤ Personality Dimensions Workshops

Since the Personality Dimensions (PD) Test Pack arrived late this year, the first Personality

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Dimension (PD) workshop was organized on June 25, 2010. However, there were insufficient participants since students were on vocation or internships. As at least 10 participants are required to hold the PD workshop in an interactive way, the workshop was cancelled in the end. The PD workshop is planned to be held again in the new semester.

➤ Development of an online job database

After discussing with the Director of Career Centre at HKBU, it was found that the new job database should try to integrate or at least work parallel to the existing system, JIIS, which is widely used in all UGC institutions. The original plan of designing a separate job database has to be reconsidered. The new system is still under investigation in order to use the funding in a better way.

6. Summary

The setting up of the Career Resource Centre (CRC) in Shek Mun Campus was smooth. Most instruments and facilities required have been ordered and delivered.

The design of the online test has been going smoothly as well. We are now in the tendering stage.

Overall speaking, the project is progressing in the planned direction and almost all milestones have been achieved, except some slight variations. Students can now come to the CRC, under the guidance of our counselors, to explore and consolidate their career interests and plans, thanks to the QEGS.