

Quality Enhancement Grant Scheme

Final Evaluation Report

Project No. : 34/QEGS/A-08-09

Part A

Project Title : Career Counseling Services Scheme


Name of Grantee : Vocational Training Council

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

Organization Chop: 

Name of Authorized Person: Mrs TO LAU Deanna

Name of Grantee Vocational Training Council

Organization: _____

Position of Authorized Person: Academic Director (Student Development)

Date: 29 July 2011

Quality Enhancement Grant Scheme

Final Evaluation Report on Career Counseling Services Scheme (Reporting Period: 5/2009 - 04/2011)

1. Introduction

1.1 The Quality Enhancement Grant Scheme of EDB has granted funding support to Vocational Training Council (VTC) to launch the Career Counseling Services Scheme for students of self-financing Higher Diploma (HD) programmes from May 2009 to April 2011. The Scheme was implemented by Student Development Discipline Office (SDDO)^{note 1} with support from various operational units in VTC. This final evaluation report provides information and analysis on the outcomes and effectiveness of the Scheme.

1.2 The Scheme was implemented with the aim to achieve the following objectives:

- To enhance support to students in planning for their career development;
- To provide training for staff in career guidance to cater for the increasing student demands;
- To network with employers to maximize opportunities for employment for students;

Note 1: Whole Person Development Programme Office (WPDPO) was restructured as SDDO in January 2011.

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2. Attainment of Objectives

Table 1: Attainment of Objectives

No	Objective statement	Activities related to the objective	Extent of attainment of the objective	Evidence or indicators of having achieved the objective	Reasons for not being able to achieve the objective, if applicable
1.	<ul style="list-style-type: none"> To enhance support to students in planning for their career development 	<ul style="list-style-type: none"> Development of career resources information kits 	Fully achieved	<ul style="list-style-type: none"> 2 sets of career resources information kits developed 12,000 copies distributed to the target students 	N/A
		<ul style="list-style-type: none"> Use of psychometric assessment tools for career counseling 	Fully achieved	<ul style="list-style-type: none"> 2 psychometric assessment tools introduced 7,981 students assessed 	N/A
2.	<ul style="list-style-type: none"> To provide training for staff in career guidance to cater for the increasing student demands 	<ul style="list-style-type: none"> Training workshops and seminars on career development to staff 	Fully achieved	<ul style="list-style-type: none"> 7 workshops and seminars organized 164 staff trained in different specific areas 	N/A
3.	<ul style="list-style-type: none"> To network with employers to maximize opportunities for employment for students 	<ul style="list-style-type: none"> Solicitation of job opportunities from various employers 	Fully achieved	<ul style="list-style-type: none"> 12 companies networked Over 760 job vacancies provided to the students 	N/A
		<ul style="list-style-type: none"> Various career talks/activities by different employers 	Fully achieved	<ul style="list-style-type: none"> 6 career talks/activities delivered to a total of 475 participants 	N/A

● Details of the deliverables to attain the objectives are shown in Section 5

3. Project Impact

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3.1 The Career Counseling Services Scheme has achieved very positive results in the following aspects:

(i) Fostering students' development in career preparation skills

- The administering of the psychometric test enabled students to better gauge their career inclination, which forms the basis for their further exploration of career potentials.
- Career resources information kit also served as a readily available source for students when they encountered problems in the career preparation process. The adoption of supplementary resources in electronic format (DVD-ROM) provided a trendy and user-friendly interface, which helped develop students' self-research skills in sourcing for relevant information on the web.

(ii) Enhancing staff's professional development in career counseling

- Training in administering psychometric tools allows staff to get better acquainted with systematic tools in career counseling.
- Training and familiarisation on updated market trend and trade specific career preparation skills equip staff with up-to-date knowledge for career advice.

(iii) Broadening staff's horizons on preparing students in embarking on their career

- The staff team involved in collection of data for making the career resources information kit is able to grasp the updated job market trends in various industries. This enables staff to engage in more structured planning of career services.
- Most updated and latest psychometric tools are employed to students by staff in career assessment and advice. Students' feedback on these professional tools is positive.
- There has been better synergy among the career counselors and other student development staff in various campuses since the implementation of the Scheme, resulting in better planning and development of career counselling services within VTC. VTC-wide activities are now more frequently arranged.

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3.2 Feedback from employers and students

(i) Employers

- Interviews with employers who had recruited our students showed that they found our students well provided with training on job interview preparation. Most of our students behaved properly during interview and could also demonstrate a high degree of initiative and innovation in areas related to the positions applied. Employers suggested it was important to continue to inform students of the latest development of the different professions, so that they could be better prepared and equipped in a career that matches with their dispositions and abilities.

(ii) Students

- Focus groups were conducted for students on the career counselling services provided, and the general feedbacks are as follows:
 - Career inclination tests can provide directions for the students in appraising their current situations, and deciding on their further study or career choice.
 - Career talks by employers or professionals provided useful information for students.
 - Students were more confident in the recruitment process with the various supports on career counselling provided to them. For example, career skills (e.g. job interview skills) acquired were useful for preparing the job search process.

4. Cost-effectiveness

Table 2: Financial Status

Budget Items <i>(Based on Schedule I of Agreement)</i>	Approved Budget	Actual Expense	Balance
a Manpower	1,104,000	903,463.46	200,536.54
b Equipment	-	-	-
c Services	120,000	118,000	2,000
d General Expenses	375,000	374,473	527
e Other	380,000	363,630	16,370
Total Expenditure	1,979,000	1,759,566.46	219,433.54

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- 4.1 All budget items were spent within the budget allocation. On 'Manpower', 18% less than allocation was used as a result of the shortened employment period meeting actual scheme delivery.

Budget Items <i>(Based on Schedule I of Agreement)</i>	Percentage of discrepancy as compared with the budget
a Manpower	18.2%
b Equipment	-
c Services	1.7%
d General Expenses	0.1%
e Other	4.3%
Total	11.1%

- 4.2 10,643 target students benefited from participating in the Scheme in various ways, including counseling services and dedicated support in job search.
- 4.3 In term of sustainability, the trained staff will continue to provide professional career guidance services to students. The networked employers will become part of the potential employers' database in the future.

5. Deliverables and Modes of Dissemination

- 5.1 To achieve the objective of enhancing support to students in planning for their career development, application of psychometric assessment tools and distribution of career resources information kits were included.

(i) Two psychometric assessment tools, the Career Pathfinder-Quickscan and Occupational Personality Questionnaire (OPQ32), were applied for career counseling .

- The Career Pathfinder-Quickscan is a self-assessment tool which helps students assess their interest preference, and provides information based on activities, competencies and work types associated with those preferences. Students were arranged to use the tool as a part of the 2-hour career assessment workshop based on the analysis of the tool; career guidance and counseling services were provided to students by SDO.
- 483 2-hour career assessment workshop were arranged for a total of 7,701 students to use this tool. The feedback from students was positive. Most students agreed that the tool enriched their understanding about their career preference. Most of them also claimed that their understanding of the competencies associated with different job types was also enhanced. The numbers of students

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using the tool by month and their feedback are shown in Annex 1 and Annex 2 respectively.

- OPQ32 is an online self-assessment questionnaire. Together with the Careers Guidance Report, it provides a more in-depth and personalized analysis on the career preference of the students. After completing the questionnaires, each student acquired a 1.5-hour personalized career consultation service called Career Clinic. Based on the analysis of the Careers Guidance Report, the Career Counselors provided trade specific guidance and advice in the Career Clinic.
 - 280 students benefited from using the OPQ32. Most of them agreed that the tool helped them understand their strength and behavioral patterns in the workplace. Most of them also agreed that the tool helped them overcome some potential challenges in their job search approach. The students also found that the interpretation made by the student counselor on the report was useful; it helped them identify their strengths and weaknesses. The details of students' feedback are shown in Annex 3.
- (ii) 12,000 copies of career resources information kits were produced and distributed through SDO. The kits aim to facilitate students to plan for their career development by providing them with useful tips and up-to-date information regarding further studies and the job market, edited in an interesting manner.
- In order to provide the most updated market information for the cohorts of students in academic years 2009/10 and 2010/11, different kits were prepared for each academic year. The first kit, designed to look like a magazine, provided essential information about career planning, further study and wide-ranging supports offered by VTC. The second one, designed as a graphic booklet, was an updated and improved version of the first one. In addition to the latest market information, video interviews of professionals and alumni providing valuable advice and latest market information and an interactive DVD-ROM were also added.
 - Two batches each of 6,000 copies of the kits were distributed in December 2009 and November 2010 to graduating students of that year.
 - An online survey on the feedback of the second kit was conducted in May and June 2011. A total of 272 responses from graduating students were collected. More than half of them agreed that the design of the booklet and DVD-ROM was attractive. Moreover, they also agreed that the interface inside the DVD-ROM was well structured, enabling them to easily identify the information they needed. Advice from the professionals and alumni in the kit was also very useful for making decisions on career or academic paths. The kit helped them understand

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more about the support provided by VTC to them.

- About 65% of the students agreed that the best platform to read the kit was on internet. Social communication networks such as Facebook would be their first choice and followed by website as their second preference. The summary of the online survey is given in Annex 4.

5.2 To provide training for staff in career guidance to cater for the increasing student demands, 7 workshops and seminars were organized with 164 staff members trained.

(i) In July and August 2009, two identical 6-day training programmes were held for a total of 25 participants from SDO.

- The Psychometric Assessment at Work Level(s) A and B is a recognised professional course which aims to equip trainees with professional knowledge and skills of using psychometric assessments tools in career guidance and counseling.
- Specifically, the training programmes equip staff with knowledge and skills in using psychometric assessment tools including Career Pathfinder-Quickscan and OPQ32, to explore students' career interests and their preferences. Trainees are trained in personality theory, the latest research findings in personality assessment and technical appreciation of personality questionnaires.
- Participants were required to apply the knowledge and skills learnt in the training programmes and submit a full report on their application progress. All participants passed the assessment of the course.
- Details of the training programme are shown in the table below:

Title	Psychometric Assessment at Work Level(s) A and B for VTC SDO Professional Staff																																			
Dates	1 st class: 22-24 July and 29-31 July 2009 2 nd class: 12-14 August and 19-21 August 2009																																			
Time	<table border="1"> <thead> <tr> <th>1st class:</th> <th>Date</th> <th>Start</th> <th>End</th> </tr> </thead> <tbody> <tr> <td>Day 1</td> <td>22-Jul-09</td> <td>9:30</td> <td>18:00</td> </tr> <tr> <td>Day 2</td> <td>23-Jul-09</td> <td>9:00</td> <td>18:00</td> </tr> <tr> <td>Day 3</td> <td>24-Jul-09</td> <td>9:00</td> <td>19:00</td> </tr> <tr> <td>Day 4</td> <td>29-Jul-09</td> <td>9:30</td> <td>18:00</td> </tr> <tr> <td>Day 5</td> <td>30-Jul-09</td> <td>9:00</td> <td>18:00</td> </tr> <tr> <td>Day 6</td> <td>31-Jul-09</td> <td>9:00</td> <td>19:00</td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th>2nd class:</th> <th>Date</th> <th>Start</th> <th>End</th> </tr> </thead> <tbody> </tbody> </table>				1 st class:	Date	Start	End	Day 1	22-Jul-09	9:30	18:00	Day 2	23-Jul-09	9:00	18:00	Day 3	24-Jul-09	9:00	19:00	Day 4	29-Jul-09	9:30	18:00	Day 5	30-Jul-09	9:00	18:00	Day 6	31-Jul-09	9:00	19:00	2 nd class:	Date	Start	End
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Day 6	31-Jul-09	9:00	19:00																																	
2 nd class:	Date	Start	End																																	

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	Day 1	12-Aug-09	9:30	18:00
	Day 2	13-Aug-09	9:00	18:00
	Day 3	14-Aug-09	9:00	19:00
	Day 4	19-Aug-09	9:30	18:00
	Day 5	20-Aug-09	9:00	18:00
	Day 6	21-Aug-09	9:00	19:00
Venue	Room 483, IVE (Lee Wai Lee) Campus, 30 Renfrew Road, Kowloon Tong, Hong Kong			
Number of participants	25 (1 st course: 12 and 2 nd course: 13)			

- Although some participants thought that the programme was somewhat tough owing to the tight training schedule, their comment was positive. Most of them agreed that the programme had met their expectations. They were also satisfied with the course contents and the instructor's performance. About 78% of the participants agreed that the programmes had enriched their skills in using psychometric assessment tools while 22% of them partly agreed. Over 80% of the participants showed confidence in applying the skills in career service to the students while no participant showed diffidence. The summary of the feedback are shown in Annex 5.
- (ii) In September 2009, two workshops on career guidance skills, job application skills and industry employment trends and development were held. A total of 54 staff members attended the workshops.
- The main objective of the workshops was to equip the staff with updated job market information in technology and business related areas and enhance their career guidance skills to meet the changing need of students.

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- The details of workshops are shown as below:

Workshop 1	
Title	Workshop on career guidance skills, job application skills and industry employment trends and development
Focused Area	Technology related disciplines (Engineering / IT)
Date	23 September 2009
Time	2:00 pm to 6:00 pm
Venue	Room 1105, 11/F, VTC Tower, Wan Chai, Hong Kong
Number of participants	27

Workshop 2	
Title	Workshop on career guidance skills, job application skills and industry employment trends and development
Focused Area	Business Administration discipline
Date	24 September 2009
Time	2:00 pm to 6:00 pm
Venue	Room 1103, 11/F, VTC Tower, Wan Chai, Hong Kong
Number of participants	27

- The participants agreed that the workshops were informative and useful to their work. It also enriched their understanding in career and job search guidance skills and industry's employment trend and development. The feedback is summarized in Annex 6.

(iii) In August 2010, three workshops/seminars were arranged with 85 staff participants.

- Two workshops aimed to help students in tackling the challenges during the transition from school to workplace and train the staff in teaching students how to excel in a group interview. Another seminar targets to provide an overview and latest trend on design industries.

- Details of the workshop/seminar are shown in the table below:

Theme	Workshop on tackling school to work transition
Date	24 August 2010
Programme Time:	1:30pm – 5:30pm (4hrs)
Venue	Room 334A, IVE (Haking Wong), Cheung Sha Wan, Kowloon, Hong Kong
No. of Participants	20

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Theme	Workshop on group interviewing skills
Date	25 August 2010
Programme Time:	1:30pm – 5:30pm (4hrs)
Venue	Room 334A, IVE (Haking Wong), Cheung Sha Wan, Kowloon, Hong Kong
No. of Participants	32

Theme	Seminar on industry's trend and employers' requirements for design industries
Date	26 August 2010
Programme Time:	2:30pm – 5:30pm (3hrs)
Venue	LW001, Hong Kong Design Institute (HKDI) / IVE (Lee Wai Lee), Tseung Kwan O, N.T, Hong Kong
No. of Participants	33

- Participants were satisfied with the contents and the speakers. The summaries of the feedback are shown in Annex 7.

5.3 To maximize opportunities for employment for students, 12 companies, including small and medium enterprises and multinational corporations, were networked. These companies provided over 760 full-time or part-time job vacancies to the students in different fields such as retail business, information technology and customer service fields.. In addition, 6 career talks/activities were held with 475 student participants. Summaries of networked employers are shown below.

Reporting Period: 11/2009 - 04/2010		
Company & Post offered	Event Date	Details
Triumph International (Hong Kong) Limited ▪ Sales Advisor (Temp)	14 Dec 2009	▪ Vacancies: 50 ▪ Job vacancy information was posted at campuses. Resumes were submitted to company with 6 students received employment offers.
Pizza Hut Hong Kong Management Limited ▪ Customer Services Representative (part-time) ▪ Waiter/ Waitress (part-time) ▪ Kitchen Staff/ Crew (part-time)	3 Feb 2010 5 Feb 2010	▪ Vacancies: 130 ▪ Two on-site interviews were organized.
IKEA (Hong Kong)	25 Feb 2010	▪ Vacancies: 13

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Reporting Period: 11/2009 - 04/2010		
Company & Post offered	Event Date	Details
<ul style="list-style-type: none"> ▪ Shop Assistant ▪ Customer Service Assistant ▪ Sales & Supply Support Coordinator ▪ Stacker 		<ul style="list-style-type: none"> ▪ Job vacancy information was posted at campuses. Interested students attended the company recruitment day.
<ul style="list-style-type: none"> ▪ Shop Assistant ▪ Sales & Supply Support Coordinator ▪ Goods Flow Assistant 	15 Apr 2010	<ul style="list-style-type: none"> ▪ Vacancies: 27 ▪ Job vacancy information was posted at campuses. Interested students registered at Student Development Office. Company arranged interview for shortlisted candidates.
HealthWorks <ul style="list-style-type: none"> ▪ Shop Assistants 	23 Mar 2010	<ul style="list-style-type: none"> ▪ Vacancies: 20 ▪ On-site interview was organized.
PCCW Consumer Group <ul style="list-style-type: none"> ▪ Technical Service Graduate Trainee - Consumer Group 	23 Mar 2010	<ul style="list-style-type: none"> ▪ Vacancies: over 10 ▪ Job vacancy information was posted at campuses. Students applied via company website.
The Dairy Farm Company Limited <ul style="list-style-type: none"> ▪ Store Manager Trainee of Wellcome, Mannings, 7-Eleven 	19 Apr 2010 21 Apr 2010 23 Apr 2010	<ul style="list-style-type: none"> ▪ Vacancies: 130 ▪ In collaboration with Industry Networking Unit of VTC, 3 identical recruitment talks were organised at 3 campuses in late April 2010. ▪ To polish students interviewing skill, 3 workshops were arranged to students in early May 2010. ▪ Students were interviewed in June 2010.

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Reporting Period: 05/2010 - 10/2010		
Company & Post offered	Event Date	Details
PCCW Solutions Limited <ul style="list-style-type: none"> ▪ Programmer ▪ System Administrator 	21 Jun 2010	<ul style="list-style-type: none"> ▪ Job vacancy information was posted at campuses. ▪ resumes were submitted to company afterwards.
SmarTone-Vodafone <ul style="list-style-type: none"> ▪ Technicians/ Data Center Operators ▪ Technician, Radio Optimization 	17 Jun 2010 25 Aug 2010	<ul style="list-style-type: none"> ▪ Job vacancy information was posted at campuses. ▪ Resumes were submitted to company afterwards.
Adamas Trading Private Ltd <ul style="list-style-type: none"> ▪ Part-time Photographer 	28 Sep 2010	<ul style="list-style-type: none"> ▪ Post at VTC Job Information System (http://jis.vtc.edu.hk/) for 1 month. ▪ Interested students applied directly to employer.
Pizza Hut Hong Kong Management Limited <ul style="list-style-type: none"> ▪ Waiter/Waitress 	13 Oct 2010	<ul style="list-style-type: none"> ▪ One on-site interview was organized in IVE(Kwun Tong).

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Reporting Period: 11/2010 - 04/2011		
Company & Post offered	Event Date	Details
PCCW Solutions Limited ■ Technical Support	30 Nov 2010	■ Vacancies: several ■ Job information was disseminated to students through respective Discipline Planning Office of VTC
■ Programmer ■ Systems Administrator	20 Dec 2010	■ Vacancies: 3 ■ Job information was disseminated to student through respective Discipline Planning Office of VTC
Next Media Management Service Ltd ■ Part-time Receptionist ■ Part-time Operator	3 Jan 2011	■ Vacancies: 2 ■ Job vacancy information was posted at campuses and VTC Job Information System.
Hung Fook Tong Holdings Limited ■ Assistant District Officer ■ Manager(ess) ■ Assistant Shop Manager(ess) ■ Crew Leader ■ Part Time / Full Time Crew	12 Nov 2010 18 Mar 2011 25 Mar 2011 26 Mar 2011 7 Apr 2011	■ Vacancies: numerous ■ Internship programme and recruitment days were conducted by the company ■ Job vacancy information was posted at VTC Career Web (http://www.vtc.edu.hk/careerweb/)
The Dairy Farm Company Limited ■ Part Time Operative	3 Dec 2010	■ Vacancies: numerous ■ Job vacancy information was posted at campuses. Students applied via company email.
■ Part Time Sales Assistant	9 Dec 2010 16 Dec 2010	■ Vacancies: 310 ■ Two on-site interviews were organized in IVE(Tsing Yi) and IVE(Chai Wan).
■ Store Trainee Manager	27 Apr 2011 29 Apr 2011	■ Vacancies: numerous ■ Two recruitment talks were arranged in IVE (Morrison Hill) and IVE (Kwai Chung) ■ .
Hysan Development Company Limited ■ Customer Services Representative	Mar 2011	■ Vacancies: 60 ■ Job information was disseminated to students through respective Discipline Planning Office of VTC

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Reporting Period: 11/2010 - 04/2011		
Company & Post offered	Event Date	Details
<ul style="list-style-type: none"> ▪ Tenant Services Associate (Building Attendant) ▪ Technicians 		

- To equip students with appropriate transferable skills, attitudes and values in the workplace, guest speakers were invited to share their career life and successful stories. Students were also arranged to visit the multinational corporation to widen their understanding of the business world.
- The summary of these 6 career talks/activities are shown in table 3.

6. Activity List

Table 3: Activity List

Types of activities (e.g. seminar, performance, etc.)	Brief description (e.g. date, theme, venue, etc.)	No. of participants				Feedback from participants (10-point scale)
		schools	teachers	students	others (Please specify)	
Career activities	<ul style="list-style-type: none"> • Date: 6/2/2010, 7/2/2010 • Theme: Meeting With Police New Recruits • Venue: IVE(Chai Wan), YC(Kowloon Bay), IVE(Haking Wong) and IVE(Lee Wai Lee) • Content: 4 sessions were organized. Police New Recruits led a series of interactive activities and demonstrated the physical fitness exercises required in the selection tests. They also shared their training life at training school. Students obtained first-hand recruitment information from them. 	-	-	186	-	8.7

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Types of activities (e.g. seminar, performance, etc.)	Brief description (e.g. date, theme, venue, etc.)	No. of participants				Feedback from participants (10-point scale)
		schools	teachers	students	others (Please specify)	
Career talk	<ul style="list-style-type: none"> • Date: 10/3/2010 • Theme: Chat With CEO: Your Career, Your Decision • Venue: IVE(Lee Wai Lee) • Content: The speaker shared with students his career path and career decision making process. Direct dialogue was arranged so that students could raise questions with speaker directly. 	-	-	53	-	7.4
Workshop	<ul style="list-style-type: none"> • Date: 27/3/2010 • Theme: YDC Entrepreneurial Workshop: Preparing for Future Career and Facing Challenges • Venue: IVE(Haking Wong) • Content: In collaboration with Young Entrepreneurs Development Council (YDC), successful practitioners in their respective fields shared their career life and successful stories, thereby helping students to develop positive work attitude and enhance their work preparedness. 	-	-	52	-	7.2
Career talk	<ul style="list-style-type: none"> • Date: 30/3/2010 • Theme: Uncovering the Public Relations Industry • Venue: IVE(Morrison Hill) • Content: An experienced PR professional shared with students the career path in PR business. 	-	-	91	-	7.3

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Types of activities (e.g. seminar, performance, etc.)	Brief description (e.g. date, theme, venue, etc.)	No. of participants				Feedback from participants (10-point scale)
		schools	teachers	students	others (Please specify)	
Career talk	<ul style="list-style-type: none"> • Date: 22/4/2010 • Theme: Professional Career Image in Hong Kong Disneyland • Venue: IVE(Haking Wong) • Content: Speaker shared with students on proper career attitude and professional career image. 	-	-	69	-	8.5
Company visit	<ul style="list-style-type: none"> • Date: 2/11/2010 • Theme: Disneyland's Hotel Visit • Venue: Hong Kong Disneyland Hotel and Disney's Hollywood Hotel • Content: Students were arranged to visit the Hong Kong Disneyland Resort to familiarise with its operations 	-	-	24	-	Students found the visit was useful to widen their horizon on the industry though no formal survey was conducted.

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Activity list of staff training are also included below:

Types of activities (e.g. seminar, performance, etc.)	Brief description (e.g. date, theme, venue, etc.)	No. of participants				Feedback from participants
		schools	teachers	students	others (Please specify)	
Workshop	<ul style="list-style-type: none"> Date: 22-24/7, 29-31/7/2009 Theme: Use of psychometric assessment tools. (1st course) Venue: IVE (Lee Wai Lee) 	-	12	-	-	Please refer to Annex 5
Workshop	<ul style="list-style-type: none"> Date: 12-14/8, 19-21/8/2009 Theme: Use of psychometric assessment tools. (2nd course) Venue: IVE (Lee Wai Lee) 	-	13	-	-	Please refer to Annex 5
Workshop	<ul style="list-style-type: none"> Date: 23/9/2009 Theme: Workshop on IT industry trend and career guidance skills Venue: VTC Tower 	-	27	-	-	Please refer to Annex 6
Workshop	<ul style="list-style-type: none"> Date: 24/9/2009 Theme: Workshop on general business trend and career guidance skills Venue: VTC Tower 	-	27	-	-	Please refer to Annex 6
Workshop	<ul style="list-style-type: none"> Date: 24/8/2010 Theme: Workshop on tackling transition from school to workplace Venue: IVE (Haking Wong) 	-	20	-	-	Please refer to Annex 7
Workshop	<ul style="list-style-type: none"> Date: 25/8/2010 Theme: Workshop on group interviewing skills Venue: IVE (Haking Wong) 	-	32	-	-	Please refer to Annex 7
Seminar	<ul style="list-style-type: none"> Date: 26/8/2010 Theme: Seminar on industry's trend and employers' requirements for design industries Venue: Hong Kong Design Institute (HKDI) / IVE (Lee Wai Lee) 	-	33	-	-	Please refer to Annex 7

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7. Difficulties Encountered and Solutions Adopted

- 7.1 Some students expressed the needs for more in-depth, detailed and personalized tools to help them further prepare themselves for employment. A more in-depth and focused assessment tool was used with 280 students in the Career Clinic sessions.
- 7.2 It was noted that students may not take the initiative to search for relevant information for employment / further study until a later stage. To arouse their awareness of the availability of the career resources information kit, the kits were introduced in SWPD lessons during which teaching staff briefed students on the contents of the kits. This approach allowed for more interaction among students on how they could draw useful information and reference from the kits.
- 7.3 Students showed relatively less interest in general career talk or seminar. To arouse their interest, trade specific seminars were held in collaboration with disciplines concerned as appropriate and company visits were arranged.

8. Concluding remarks

- 8.1 The Career Counselling Services Scheme was successfully implemented with all objectives fully achieved. With the support of Quality Enhancement Grant Scheme, support services to students were enhanced. Students benefited much from the career resources information kits and the psychometric assessment tools. The job opportunities provided by employers were also able to gain first hand experience of the workplace. In addition, more VTC staff members were equipped with appropriate skills and knowledge to support the effective implementation of the career enrichment programme. The trained staff will be more ready to cope with the increasing demand on the career services in future.

19 July 2011