

# Quality Enhancement Grant Scheme

**Progress Report**

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

Reporting Period: From 05/2010 (month/year) to 10/2010 (month/year)

## Part A

Project Title: Career Counseling Services Scheme

Name of Grantee: Vocational Training Council

Project Period: From 05/2009 (month/year) to 04/2011 (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: Mrs TO LAU Deanna

Name of Grantee Organization: Vocational Training Council

Position of Authorized Person: Academic Director

(Student Development)

Date: 24 DEC 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.

**Progress Report on Career Counseling Services Scheme  
(Reporting Period: 05/2010 - 10/2010)**

**1. Introduction**

**1.1 Career Counseling Services Scheme is a 2-year project designed:**

- (i) To enhance support to students in planning for their career development;**
- (ii) To provide training for staff in career guidance to cater for the needs and increasing demands from students;**
- (iii) To network with employers to maximize opportunities for employment for students.**

**This report will present the milestones or other tasks completed in the past six months, the fund allocation and the prospect of the project.**

**1.2 During the 3<sup>rd</sup> reporting period (05/2010 - 10/2010), the following tasks were completed:**

- (i) Two training workshops and a seminar were held in August 2010 for a total of 85 participants with the aim to equip staff with professional knowledge in career guidance and counseling, and updated job market information in design industries.**
- (ii) The Career Pathfinder-Quickscan tool was offered to some 2,800 students in this half year with a 2-hr career assessment workshop and lecture.**
- (iii) In addition, more employers were networked and engaged so as to secure more full-time and summer job opportunities to students.**

## 2. Progress of the Scheme (05/2010 - 10/2010)

### 2.1 Training Programmes to enhance staff's career counseling and application skills – August 2010

- (i) The first training workshop was held on 24 August 2010. The workshop aimed to provide simulated exercise on enhancing the career guidance skills of staff on helping the students to tackle the challenges during the transition from school to workplace. The workshop also highlighted the common problems and challenges faced by fresh graduates.

Details of the workshop 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

- (ii) The second training workshop was held on 25 August 2010. The purpose of the workshop was to train the staff in teaching students how to excel in a group interview. The content also included ways to handle more demanding interview questions and respond during a group interview through a variety of role plays and case studies.

Details of the workshop are shown in the table below:

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

(iii) One seminar was held on 26 August 2010. It aimed to provide overview and latest trend on design industries including types of working environment, types of interviewer and policy. The seminar also covered the employers' expectation in portfolio and interview preparation.

Details of the seminar are shown in the table below:

Theme	Seminar on Industry 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

(iv) Participants agreed that the training had enriched their knowledge on the concerned industries. They also found that role play and case studies in the workshops were useful for their life application. The results of evaluation of the workshops and seminar are shown in **Annex 1**.

## 2.2 Provision of Career Service to Students

- (i) In AY2010/11, the Career Pathfinder-Quicksan tools were offered to final year students through the Structured Whole Person Development Programme as module requirement by the Student Development Discipline of VTC. During the reporting period, 2,817 students benefited through 107 lectures with a 2-hour career assessment workshop. The feedback from students was positive and the evaluation results were similar to those in the last progress report. The evaluation results are shown in **Annex 2**.
- (ii) The numbers of students using the Career Pathfinder-Quicksan tool by month are shown as below:

<b>Month</b>	<b>No. of student using the Career Pathfinder-Quicksan tool</b>
May 2010	524
Jun 2010	27
Jul 2010	0 (Exam Periods & Semester Break)
Aug 2010	0 Semester Break
Sep 2010	1,641
Oct 2010	625
<b>Total</b>	<b>2,817</b>

## 2.3 Employer Networking

- (i) Continuing actions to support VTC's work in securing graduate employment are taken.

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

## 3. Interview by Press

- 3.1 Invited by a news group, an interview was conducted on 16 September 2010 (Thursday) at 3:00 pm in Room 314, Conference Room, School of Business and Information Systems (SBI), Tsing Yi, Hong Kong. The project leader and team members of the scheme were interviewed by the reporter of Sing Tao Newspaper Group Limited and the progress of the planned activities were introduced. The interview article is shown in **Annex 3**.

## 4. Way Forward

### 4.1 Career Resources Information Kit

- (i) An editorial team was formed in August 2010 for the development of career resources information kit. In addition to the scheme administrator and placement officer, team members also included representatives from VTC Alumni Relations Office (ARO), VTC Headquarters Division One (HQ1) and the Whole Person Development Programme Office (WPDPO).
- (ii) The career resources information kit aims to assist students in making decision on pursuing further study or job searching more effectively. In order to catch the students' attention, a booklet together with an interactive DVD will be published.
- (iii) The booklet will contain a game and comic with real-life VTC students as the actors for bringing out the common dilemma faced by all final year students. The opinion with useful and up-to-date information regarding further studies and the job market will be incorporated in the DVD.
- (iv) The content of DVD also includes video interview with VTC alumni who are studying in local Universities and overseas University, Student Counselors from VTC Student Affairs Office, Officers from School for Higher and Professional Education (SHAPE) and Human Resource Consultant from a renowned HR Consultant Company for providing valuable guideline to final year students.
- (v) The 6,000 copies for AY2010/11 graduating students would be distributed by the end of November 2010.

### 4.2 Provision of Career Service to Students

- (i) The usage of "Career Pathfinder-Quickscan" for the targeted beneficiaries will be continued in AY2010/11.
- (ii) Company visit will be organized to widen the horizon of students.

#### 4.3 Employer Networking and Other Valued-added Career Counseling Services

- (i) The Career Counseling Services team of VTC takes up an important coordinating role in providing enhanced career support to students. In different campuses of VTC, Student Affairs Office (SAO) offers career counseling in form of different workshops and counseling sessions to groups and individuals respectively to polish and upgrade their career knowledge and skills.
- (ii) Strengthening network with prospective employers to facilitate graduate employment will still be one of the major tasks in AY2010/11. More focused outreaching to employers so as to introduce our career services to them such that arrangement for recruitment on graduates (e.g. recruitment talk, short-listing, interview) can be tailor-made and readily arranged. Various career talks/activities by different employers will also be organised to the targeted students in AY2010/11.

#### 5. Fund Allocation

- 5.1 The unit cost for the career counseling psychometric assessment tool was reduced when compared with the original budgeted expenses after intensive negotiation with the provider. In addition, there was savings in manpower resource during the reported period as the colleagues reported duty in July instead of May 2009 as planned.

#### 6. Concluding remarks

- 6.1 75% of the total planned project work has been completed. The funding position is shown in **Annex 4**.

9 December 2010