

Quality Enhancement Grant Scheme

Final Evaluation Report

Project No. :

Part A

Project Title : Web-based Interactive Life Coaching Scheme

Name of Grantee : HKU SPACE Po Leung Kuk Community College (HPCC)

Project Period : From 09/2010 (month/year) to 08/2012 (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: Dr Keith Lam

Name of Grantee HKU SPACE Po Leung Kuk
Organization: Community College

Position of Authorized

Person: College Deputy Principal

Date: 30 NOV 2012

1. Attainment of Objectives

The aim of this project is develop a Web-based Interactive Life Coaching Centre (LCC), which operates on a virtual environment that could reach out to more College students to provide useful further studies and career related information to HPCC students. The Web-based Interactive Life Coaching Centre had been launched in mid of November, 2010. The links is <http://lcc.hkustspace-plk.hku.hk> . It is restricted for HPCC current students only. All the content and functions listed in the proposal has been developed. Here are the activities and workshop held during the reporting period.

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. To motivate students to begin their life and career planning	<ul style="list-style-type: none"> • Launch the “Web-based Life Coaching Scheme” on Nov 2010 • Promotion Campaign to arouse students’ interest to use the Life Coaching Centre 	Fully Achieved	<ul style="list-style-type: none"> • The first step to let students know more about LCC, especially the aims, functions and benefits for students • Most of the students feedback that the website arouse their interests and concerns on life and career planning 	
2. To provide basic knowledge and information on further studies, personal development and career planning to students	<ul style="list-style-type: none"> • Regularly upload the information to Web-based Life Coaching Centre • Seminar on local and overseas study opportunities for Sub-degrees students • Seminars on Non-JUPAS for specific programmes • Workshops on University Interview Skills Training • Company Recruitment Talks • Talk on “run an electronic business” • Workshops on Job Application Writing and Job Interview Skills 	Fully Achieved	<ul style="list-style-type: none"> • Most of the students comment that, those workshops is very useful for them to know more further studies and career opportunities • Most of the recruitment agencies comment that it is a good platform for students to know more their company and their jobs. Also, students comment that those workshops are very useful for their career planning 	

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
3. To provide real life practice and training on life skills	<ul style="list-style-type: none"> • Group Mock University Interview Sessions • Leadership Training Camps • W.I.L.D Camps • Personal Development Workshops 	Fully Achieved	<ul style="list-style-type: none"> • Students' feedback showed that through the training workshop, they know more about themselves and learn how to have better relationships with the others 	
4. To help student review their personal growth from time to time and finally to develop a Personal Development Portfolio for future planning	<ul style="list-style-type: none"> • MBTI Assessment Workshops • FIRO-B Assessment Workshops • Individual Further Study Consultation 	Fully Achieved	<ul style="list-style-type: none"> • Most of the students have a positive comment that the MBTI and FIRO B Assessment Tools are very good for them to understand themselves and for personal growth. • Most of the feedback from students is positive and suggested us to hold this activity every year. 	
5. To train the Student Counselors on the use of personality tests such as MBTI® & FIRO-B® to facilitate students' personal understanding	<ul style="list-style-type: none"> • 4 Counselors/ Student Affair Officer attended the MBTI® training workshop • 2 Counselor/ Student Affair Officer attended the FIRO-B® training 	Fully Achieved	<ul style="list-style-type: none"> • Counselors feedback that the MBTI and FIRO B are good assessment tools in helping students to understand themselves 	

2. Project Impact or Benefits

For the participants:

- a) Students have better understanding and set a clear and long term life planning.
- b) Students are motivated to begin their life and career planning by the attractive and interesting Web-Based Life Coaching Centre in compare with the time we only have traditional drop-in service.
- c) Students have been equipped with the knowledge of further study opportunities, labor market trend, and skills in personal development through the web and the real life practice workshop.
- d) Students have been equipped with good communication skills and develop positive and proper attitudes during the Leadership training camp, MBTI and FIRO B assessment workshops.
- e) Some outstanding students have been trained to be Instructors and then coached the junior students. They are having positive values, attitudes, good communication skills and leadership skill.

For the target institution:

- a) The Scheme had been a new era of students support services that benefited all current and future students of the College
- b) Through the web-based life coaching centre, it can attract students to use student services.
- c) The web-based system can be the communication platform and linkage between the students and the college, and our Life Advisor can be the Coach to help students in their school life.
- d) Through the content and information of the web, students can know more about the college, and in order to enhance the self-belonging of college.
- e) The system of “activities enrollment” in the web can make the procedure of enrollment be more effective.
- f) The report of “Personal Development Portfolio” can be an effective way for the students to review their personal development and also the let the counselor to understand more of about students’ non-academic achievement.

3. Cost-effectiveness of the Project

Table 2: Financial Status

Budget Items <i>(Based on Schedule I of Agreement)</i>	Approved Budget	Approved Reallocation of Budget	Actual Expense	Balance
Manpower	\$384,300	\$384,300	\$387,771	-\$3,471
Equipment	\$95,000	\$95,000	\$101,346	-\$6,346
Services	\$618,000	\$642,000	\$615,032.2	\$26,967.8
General Expenses	\$13,700	\$1,700	\$4,451.9	-\$2,751.9
Others	\$39,000	\$27,000	\$29,815	-\$2,815

a. Utilization of available resources

1) MBTI & FIRO-B Assessment

Under this project, we are funded to nominate Counselors and Students Affairs Officer to attend MBTI & FIRO-B training courses and then use these two professional assessment tools to help students to understand themselves. Students' feedback is positive and stated that it is very useful for helping students to understand themselves.

2) Cyber Station and Resource Corner

A new Cyber Station and Resource Corner were set up in Student Development Resources Centre, they are equipped with two computers, reference books and multi-media materials on personal development, further studies, and career planning and job application skills. We found that most of the reference books are very useful for them on personal understanding and skill development; especially some books on interviewing skills, how to write resume, etc.

b. Sustainability of Project

We found that most of the project activities/impacts can be sustained in the near future, especially the Web-based Life Coaching Centre. The College students in coming years can use this web-based life coaching centre to attain the knowledge of life and career planning. This attractive web can motivate students to begin their life and career planning when they start their college life in HPCC. And, most of the students' feedback is positive and they state that this web can act as communication bridge between them and Student Development Resource Centre. This can help them to adjust the new college life easily.

4. Deliverables and Modes of Dissemination

In evaluating the project, we have following deliverables and we found that they all are very useful and fruitful for our students.

a. Web-based Life Coaching Centre

In two years, 2010-11 and 2011-12, all the HPCC students can log in the web-based life coaching to reach the update information for life and career planning. Students' feedback is positive since this is a new era for Students Services and it is easily for them to use it in compare with the traditional drop-in service.

b. Workshop and Seminars

During these two years, we have organized so many workshops and seminars for students; they are Personal Development Workshops, Further Study Seminars, Career Development Training and

Leadership Training Camps. The aims of the workshops and seminars are helping students to understand themselves and have personal breakthrough.

c. Web-based Life Coaching Centre

A Cyber Station and a Resources Corner, equipped with two computers, reference books and multi-media materials on personal development, further studies, career planning and job application skills were set up and opened for student use.

d. Individual counseling with Personality Assessment

Four staff including three Student Counselors and one student Affairs officer were trained in assessment of MBTI® and FIRO-B®. Counsellors used these two assessments to help students to understand themselves. Throughout the assessment, students have more self-understanding for life and career planning. It enhanced the counseling effectiveness and intervention.

In Summary, apart from the essential deliverables of the project, the most important thing for launching a new service is promotion. At the beginning, we found that not many students know about this project. Then, we recruited some current students to form a promotion team to boost up the registration. They did some promotion activities on MBTI & FIRO-B Assessment and Cyber Station to let other students know that all these activities are fruitful for their personal development. Moreover, a "Personal Development Portfolio" has been issued to students when they are graduated which motivated them to join the workshops or seminars and also let the students reviewed their non-academic achievement during two years college life.

5. Activity List

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	
I. Promotion Campaign						
Use different communication platforms to promote this service to HPCC students						
Promotion counters	<ul style="list-style-type: none"> Board display & flyers and leaflet distribution Souvenirs for onsite log in registration 5 sessions at HPCC: <ol style="list-style-type: none"> 11, 15, 18 & 22 Nov 2010 8-9 Dec 2010 19-25 Jan 2011 16-17 Feb 2011 8-9 Feb 2011 			All HPCC Students		<ul style="list-style-type: none"> The first step to let students know more about LCC. Especially the aims, functions and benefits for the students. We found that souvenir is one of the effective ways to attract students to be a member. And promotion trailer is also one of a special way to attract students to know more about LCC.
Promotion Competition	<ul style="list-style-type: none"> 1 session, 8-30 Nov 2010 					
Promotion poster and stickers	<ul style="list-style-type: none"> Post posters & stickers around the campus 					
Promotion trailer	<ul style="list-style-type: none"> Promotion trailer for Life Coaching Centre Scheme on College facebook page and YouTube 					
II. Development of "Web-based Life Coaching Centre"						
Launch the Web-based Life Coaching Scheme on Nov 2010	<p>Phase 1: Get Ready to Success</p> <p>Phase 2: Ladder to University</p> <p>Phase 3: Let's start to Career</p> <p>Phase 4: Step to Life Coaching</p>			All HPCC Students		<ul style="list-style-type: none"> On the first half year, we mainly develop Phase 1 & 2 for students; and the last half year we mainly develop Phase 3 & 4.

Review the operation and usage of the Web-based Life Coaching Centre on Jun 2011	<ul style="list-style-type: none"> • Invite staff and students to form a focus groups to give suggestion for enhancing the web 					<ul style="list-style-type: none"> • The new function of the website can attract the frequency users. Also, it can enhance the effectiveness for backend administration.
Launch the Web-based Life Coaching Centre with new functions on Sept 2011	<p>New function included:</p> <ol style="list-style-type: none"> 1) Online enrollment 2) Auto and multiple marking of test 3) Special announcement at homepage 4) Personal Portfolio for students 			All HPCC Students		<ul style="list-style-type: none"> • The increase number of members can show that the new functions are attractive.

III. Real Life Practical Lab: Workshops on Further Studies, Career Development and Personal Development

a) Further Studies

Seminar on local and overseas study opportunities for Sub-degrees students (2 sessions)	<ul style="list-style-type: none"> • To let students know more about their further study opportunities in Local and Overseas 			All HPCC Students		<ul style="list-style-type: none"> • Those seminars for further studies are very popular in college. And the participation rates of both seminars and consultation are high. • Most of the feedback from students is positive. And they believed that all the talks and seminars are beneficial for them to plan further studies. • We found that those workshops on specific programme are very useful to let them know more about their further study opportunities.
Seminar on Non-JUPAS for specific programmes (7 sessions)						
Workshop on University Interview Skills Training (2 sessions)						
Admission Talk on Non-JUPAS application (7 sessions)						
Seminar on IELTS (2 sessions)						
Group Mock University Interview Sessions						
Individual Further Study Consultation						

b) Career Development						
Recruitment Talks (13 sessions)	<ul style="list-style-type: none"> To let students know about more about the labour market to have better career planning 			All HPCC Students		<ul style="list-style-type: none"> Most of the companies showed that this is a good platform for students to know more their company and their jobs. Also, students comment that those workshops are very useful for their career. Some of the students recommended that more similar seminars can be provided in the near future.
Talk on “run an electronic business” (1 session)						<ul style="list-style-type: none"> Let students know how to run an electronic business
Workshop on Job Application Writing and Job Interview Skills (2 sessions)						
Organization Visit - Hong Kong Police College						<ul style="list-style-type: none"> We found that company visit is a popular activity for students.
Summer Internship Programme 2012						
c) Personal Development						
“I’m lovin’ Life!” Talk Series	<ul style="list-style-type: none"> Trainings and workshops on team building, interpersonal relationship, stress and time management have provided for students to explore their potential and abilities. 			All HPCC Students		<ul style="list-style-type: none"> Most of the students’ feedback that they really have a personal breakthrough and growth throughout the personal development workshops
“I’m Lovin’ Life!” Talk Series – Friday with Leo!						
“A.C.T.I.O.N Now Leadership Training Camp”						
“The Best, You Bet” Training Camp						
“Lost of Time” Workshop						
“Exam Do, Did, Done” Workshop						
W.I.L.D Camp – Level 1						

Love Life Series 愛・生命系列 - Love Life Seminar						
Stress Bomber-Man Workshop						
Preparing for U-Life Seminar						
W.I.L.D Camp - Level 2						
IV. MBTI & FIRO-B Assessment for students						
MBTI Assessment Workshop & FIRO-B Assessment Workshop	<ul style="list-style-type: none"> • This two indicators can help students understand themselves better and provide advice on building an effective team and leadership style. 					<ul style="list-style-type: none"> • Most of the students comment that those workshops are very useful for them. It helped them to know more about themselves, and know how to have better relationships with the others.