

Quality Enhancement Grant Scheme

Final Evaluation Report

Project No. : 18/QEGS/2011

Reporting Period : From October 2011 (month/year) to September 2013 (month/year)

Part A

Project Title : Design and Provision of Online Whole-person Development Services for Students at HKU SPACE Community College


Name of Grantee : School of Professional and Continuing Education, The University of Hong Kong


Project Period : From October 2011 (month/year) to September 2013 (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: 

Organisation Chop: 

Name of Authorised Person:

Prof. Enoch C.M. Young

School of Professional and Continuing Education, The

Name of Grantee University of Hong Kong

Organisation: _____

Position of Authorised Director Emeritus, HKU

Person: SPACE

Date: 15 January 2014

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1. Project Summary

In collaboration with the HKU SPACE Community College Student Development and Counselling Services (SDCS) Team and the Student Union (SU), the Project on Design and Provision of Online Whole-person Development Services for Students at HKU SPACE Community College has been successfully completed with all the targets and objectives achieved in September 2013. This final evaluation report provides a brief summary of all activities and the online platform building task accomplished.

2. Brief synopsis and objectives of the Project

Besides acquiring knowledge of their own specialism, sub-degree students need to expand their knowledge base in general education so to enhance students' whole-person development. The project aims to provide comprehensive information on three aspects of the whole-person development – Career Development, Social Development, Spiritual Development through an online platform with the SDCS and SU websites.

Five major target goals were set for the Project:

- Establish a new online promotion platform for promoting the whole-person development activities of SDCS and SU;
- Develop a systematic career development guidance package for sub-degree students of the HKU SPACE Community College;
- Organize a series of activities for personal development of sub-degree students of HKU SPACE Community College and provide the selected learning materials from the activities online;
- Train counsellors/ teachers/ students on maintaining and updating of the platform;
- Establish an online platform which accommodates all resources mentioned above for students, teachers and career counselors to use freely.

Objectives of the Project	Contributing Project activities (summarized)
Establish a new online promotion platform for promoting whole-person development activities of SDCS and SU	Designed and constructed a new e-platform for providing comprehensive information on Career Development, Social Development and Spiritual Development – three aspects of the whole-person development.
Develop a systematic career development guidance package for sub-degree students of HKU SPACE Community College	Developed the Career Development webpages – Phase 1 of the Project (See below).

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Organize a series of activities for personal development of sub-degree students of HKU SPACE Community College and provide the selected learning materials from the activities online	Developed “Social Development” and “Spiritual Development” webpages and conducted focus group interviews with students in obtaining their comments on the layout and design, and contents of the new platform.
Train counsellors/ teachers/ students on maintaining and updating of the platform	Conducted a number of workshops for student counsellors, teachers and sub-degree students of HKU SPACE to introduce the contents of Career Development, Social Development and Spiritual Development. (Appendix 3, 4)
Establish an online platform which accommodates all resources mentioned above for students, teachers and career counsellors to use freely	The new platform was developed by phases and was completed according to schedule (see below).

3. Project Summary for the past two years

Phase I (October 2011 – March 2012)

Discussions in project team meetings involved presentation of major goals and objectives of the Project in the new platform; three major aspects of whole-person development – Career, Social and Spiritual; and the timeline for developing the three packages. The platform aims at provoking the “all-round” or “whole-person” education concepts and related relevant information to HKU SPACE sub-degree students. A sitemap was drafted to facilitate a holistic view of the information provided.

The design of the online whole person development platform resembled a “stationery store” layout with icons and images adopted as “post-it” and “highlighter”. The platform is enriched with graphic and illustrations in bright and colourful design so to make it more eye-catching. The main page and key hierarchy of the platform interface has been designed and a server has been setup to host the platform. The front page was constructed for easy navigation of information summaries. A main menu has been designed for quick access of all information. The key components of the project – ‘career development’, ‘social development’ and ‘spiritual development’ was presented in three large icons and these icons are also available in all web pages. The search function was developed for searching the required information with an input of a single keyword. A calendar was also designed for ease of events browsing, with graphical

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presentation. The online whole-person development platform has been launched in April 2012. the website address is <http://wpd.hkuspace.hku.hk>. (Log

The Project Team then began to collect feedback from users on the platform for progressive enhancement.

Phase II (April 2012 – September 2012)

The Project Team continued to refine the online whole-person development platform. The main page design was modified and navigation of the three major packages was enhanced. The development of the content for first package “Career Development” (http://wpd.hkuspace.hku.hk/career_development_main.html) has begun. The sitemap has been restructured and further extended to provide adequate information to students. The package presented information for two major areas which is “Further studies” and “Job seeking”. The “Further studies” section provided information on further studies from local, outside Hong Kong and overseas. It also shared lecturers and professors tips and student sharing on their successful stories. The “Job seeking” section provided information on preparations for job seeking, job seeking skills, job search and current openings for fresh graduates.

During these few months, the Team has collected the School’s past events’ photos for the platform design. Career talks were videoed and was planned to be uploaded onto the platform afterwards.

Focus groups interviews with teachers, counsellors and students were held in September 2012 on webpage design, user interface, functionality, user-friendliness and content linkage. Comments on the language options, menu design and problem linkage have been identified and platform enhancement has been made based on the feedback.

Phase III (October 2012 – March 2013)

The Project Team continued to refine the first package “Career development” contents. The development of the contents for second package “Social development” (http://wpd.hkuspace.hku.hk/social_development_main.html) has begun. The sitemap for social development has been further extended to provide add-on information. The Team has identified seven vectors to be included: development competence, managing emotions, moving through autonomy toward interdependence, developing mature interpersonal relationships, establishing identity, developing purpose, and developing integrity. The package contained information about social networking from diverse areas and is not only limited to in-school societies and activities only. It is also linked to outside activities, events and contribution to society. The package also addresses the importance of developing effective communication skills.

A series of workshops has been conducted to counsellors, teachers and students to introduce and

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promote the platform. Collection of comments and feedback from end users continued.

The Team collected comprehensive photo materials on the Community College's past activities and events which were benefits to whole person development. A "Activities photo corner" webpage was developed for experience sharing (Appendix 1). Every single event was presented with a collection of activities photo, events highlights and students' post-event experience sharing (http://wpd.hkuspace.hku.hk/activities_photo_corner.html).

The Content Management system (CMS) was initially designed for structural platform administration and update of webpages with programming functions. The CMS would be advantaged for ease of on-going maintenance form platform administrators. The following functions/features are included:

- Index page advertisement area;
- Activities registration;
- Activities of outside organizations;
- Newsletter & leaflet;
- Individual appointment;
- News and announcement;
- Calendar

The Team continued to carry out discussions and revisions of the CMS mechanism with appropriate functionalities in order to facilitate effective administration. Workshops on the use of "Whole-Person Development" website was conducted for teachers, students and counsellors. Focus groups interviews were held in February 2013 on webpage design, user interface, functionality, user-friendliness and contents. Package contents revisions and enhancement have been made based on the feedback.

With regards to promotion of the new platform, two paper-print promotional materials were developed. The concepts of the promotional materials aligned with the modern trend and were presented in the form of a paper-based game for conveying the concepts and style. All promotional materials would be dispatched with the Project QR code for students to have an easy access of the platform.

Discussions on the preparations of the third package "Spiritual Development" began. The sitemap was revised and the contents development started.

Phase IV (April 2013 – September 2013)

The Project Team continued to refine the last package -- "Spiritual development" contents

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(http://wpd.hkustspace.hku.hk/spiritual_development_main.html) and further refinement was made on the second package – “Social development”. The sitemap for Spiritual Development has been restructured to facilitate resourceful contents (Please refer to Appendix 6). The package presented information about the exploration of self, emotional management, stress management, mental health and available support services in the community. Furthermore, edited video materials were uploaded onto the platform.

More events have been added to “Activities Photo Corner” webpage.

The revamped Students’ Union (SU) website was launched in June 2013 (Appendix 2).

Demonstration of the CMS functionalities and discussions on refinement were conducted. Comments on event calendar management have been discussed. Platform testing has been conducted. The School’s Centralized Authentication System (CAS) was implemented to the platform to facilitate a user-friendly online student’s counselling appointment registration services.

Further discussions on effective promotion strategy were made and wall poster presentations across the College campuses and student common area were initiated. The poster sets were designed with encouragement quotes in relation to the key concepts of the platform in comic style illustrations (Appendix 5).

Formal launching of the platform was announced and demonstrated to all students during the Student Orientation Day 2013-14 (11 September 2013) (Appendix 7). Workshops, seminars, and focus groups interviews were conducted. Keynotes and workshops’ video clips have been recorded and uploaded onto the platform.

Impact and benefits of the project

The Project was completed by phases as scheduled with all objectives fulfilled through the active participation and assistance from various parties. The following outcomes have been achieved:

- ✓ Establishment of an online whole person development platform completed in four phases and the three major packages including career, social and spiritual development were developed.
- ✓ A career development package was implemented which most students found it very helpful for their future job seeking.
- ✓ During the two-year project period, more than 30 workshops, trainings, student activities and events have been held. The majority of the comments and feedback were found favourable in which the users found the new platform very user-friendly and informative.

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- ✓ Training on the use of CMS has been conducted in June 2013 and August 2013. Feedback has been collected for the platform refinement.
- ✓ All students, teachers and career counsellors can use the platform freely.

4. The percentage, in terms of key tasks, of the project completed at the end of the reporting period

Milestones scheduled for completion during the reporting period **	% attained	Remarks
➤ Preparation of the contents of the online spiritual development guidance package	100%	
➤ Implementation of online spiritual development guidance services	100%	
➤ Collection of users' feedback through focus group discussions	100%	
➤ Conduct of workshop on the use and maintenance of the platform	100%	
Overall Project	100%	
** Please seek prior approval from the QEGS Secretariat if the project milestones cannot be completed at the end of the reporting period.		

5. Project variation (a separate written application should be submitted to the QEGS Secretariat for prior written approval.)

Descriptions of variations (e.g. change of the project scope or duration, deferral of completion date, relocation of an amount exceeding 10% between items of expenditure in the budget)	Date of approval sought from QEGS Secretariat
Approval was obtained for use of "Contingency" budget for the costs of wall poster installation in different campuses	24-Sep-2013

6. Overall Project Milestones, Outcomes and Deliverables

Period	Project activities, milestones achieved and highlights	Status
Oct-2011 – Mar-2012	<ul style="list-style-type: none"> ➤ Formation of the project team ➤ Three team meetings were held discussing project implementation details and develop a tentative sitemap for website development ➤ Design, develop and launch of the online whole person development platform 	100 % Completed
Mar-2012 – Sep-2012	<ul style="list-style-type: none"> ➤ Prepare the contents for the first package – "Career Development" ➤ Develop and implement the prepared "Career Development" package materials into the project website 	100 % Completed

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	<ul style="list-style-type: none"> ➤ Collect users' feedback through focus group discussions ➤ Workshops and Seminars ➤ 	
Oct-2012 – Feb-2013	<ul style="list-style-type: none"> ➤ Prepare the contents for the first package – “Social Development” ➤ Develop and implement the prepared “Social Development” package materials into the project website ➤ Collect users' feedback through focus group discussions ➤ Enhancing the “Career Development” package ➤ Workshops and Seminars 	100 % Completed
Mar-2013 - Sep-2013	<ul style="list-style-type: none"> ➤ Prepare the contents for the third package – “Spiritual Development” ➤ Develop and implement the prepared “Spiritual Development” package materials into the project website. ➤ Collection of user's feedback through focus group discussions ➤ Enhancement on the “Social Development” package ➤ Project promotion 	100 % Completed

7. Financial position as at the end date of the reporting period

(in HK\$)

Expenditure items	Approved budget (a)	Committed or actual expenditure (b)	Balance [(a)-(b)]
a. Manpower	\$970,480	\$791,390	\$179,090
b. Equipment / facilities	\$127,500	\$103,048	\$24,452
c. Services	\$230,000	\$138,000	\$92,000
d. Others	\$134,020	\$84,676*	\$99,344
e. Contingency	\$50,000		
Total	1,512,000	1,117,114	\$394,886
<i>Project Income (if any)</i>			<i>\$12,728**</i>
<i>Total Balance</i>			<i>\$407,614</i>

*Note: Including \$46,800 (wall posters' costs) from the “Contingency” category, and audit fees of HK\$15,000.

** Being interest income for the 2-year project period.