

## Project Information

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| Project Title (in English)  | Project Title (in Chinese)               |
| 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 | 迎向廿一世紀工作世界：<br>以面談、網上及傳統心理測驗提升大學生事業抉擇效能感 |

### A. Project Summary

*(please provide an executive summary of the project proposal in no more than 500 words).*

Established in 2000, the CIE is a self-financing unit of the Hong Kong Baptist University. The CIE is committed to a special mission to provide a humanistic learning environment in which students are nurtured for holistic growth. In order to achieve this goal, the College has employed four full-time guidance counselors to cater for students' needs for academic advising and personal counseling. However, due to the fast-expanding number of students in the twin campuses, guidance counselors sometimes have difficulties reaching and delivering quality service to all students. In addition, as an institution providing self-financed programs with limited resources, we sometimes have to put psychological testing, which is an indispensable part of career counseling, in a lower priority.

We believe a virtual environment is a suitable platform to reach out to more students, no matter which campus they are in. To begin with, we would like to set up a portal where students of all levels, AD or top-up, can begin their career exploration. The portal will provide an online career interest test based on Holland's career interest hexagon (Holland, 1997) and an online personality test based on the Myers-Briggs Type Indicator (MBTI®; Myers, McCaulley, Quenk, & Hammer, 1998) typology. These two instruments are probably the most widely-used tests in career counseling. In addition to providing online tests, the portal can provide an online booking system so that students can make appointments to meet our guidance counselors in the Personal Growth Resource Center located in Shek Mun to discuss in more details about their career aspirations.

At the Resource Center, in addition to meeting our Guidance Counselors face-to-face, students will have access to various self-help resources to accommodate for their career development needs, including:

- Internet access to take more online career tests
- online job-search database
- books related to career planning
- career-related publications, magazines and newspaper
- formal written career interest tests, including Self-Directed Search (SDS®), Personality Dimensions (PD), MBTI® and the Chinese Career Key, on-line and printed versions

Students will also have access to the following workshops, which will be offered by the Resource Center Coordinator in collaboration with our full-time Guidance Counselors and/or external speakers:

- Understanding who you are and what you are interested to do using various assessment tools, such as SDS, PD, MBTI or the Chinese Career Key
- Guest Speaker's Sharing on Career Planning and Job Hunting
- Workshops on skills training

The project also includes a training component to enhance our Guidance Counselors' capability to provide help in psychological testing.

### B. Project Objectives

*(please identify the needs of the target recipients and explain how the project aims to address the needs).*

The project aims at motivating students to begin their career search, with the assistance of well-established psychological tests and experienced guidance counselors.

The major targets are:

- Setting up a website where students can take initial career interest tests online in an interactive and interesting way
- Establishing an online booking system to make appointments with our Guidance Counselors
- Equipping our Guidance Counselors to use the most popular personality test, i.e. MBTI, for improved counseling efficacy
- Enhancing the services and resources provided by our Resource Center

### **C. Outcomes and Deliverables of Project**

*(please include the expected number of target beneficiaries and explain how they will benefit from the project).*

The number of beneficiaries of the project is estimated to be 2,000, including the 1,500 AD and 500 top-up students in the twin campuses of the CIE every year.

The usage of the website can be measured by the number of visitors each year. The effectiveness of the career and personality tests will be measured by the pre- and post-assessment of their career decision-making self-efficacy of the users using the Career Decision-Making Self-Efficacy Scale-Short Form (CDMSE-SF, Betz, Klein, & Taylor, 1996), which is well-researched instrument to measure college students' career development.

The main deliverables would include:

- A website with online career interest tests for not only CIE students, but also students of other self-funded programme providers
- A Resource Center with its own administrative staff and coordinator
- Four Guidance Counselors trained in assessment in MBTI and similar career assessment tools
- A number of career talks and workshops aiming at enhancing the career development for our fellow students for a period of 2 years
- A survey study which identifies and evaluates how and to what extent the career services enhance students' career development
- A project report that documents key design and operation details of the programmes and survey findings to be distributed to other self-funded programme providers

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**D. Implementation Details**

The Personal Growth Resource Center located in Shek Mun Campus will be offered at no cost for this project and it will be operated by a half-time coordinator plus a half-time clerical staff, both supervised by the guidance team coordinator.

| <b>Time</b>        | <b>Target</b>   |
|--------------------|---|
| April – May 2009   | <ul style="list-style-type: none"> <li>➤ Recruitment of half-time Center Coordinator</li> <li>➤ Designing website</li> <li>➤ Acquisition of career and personality tests</li> </ul> |
| June – July 2009   | <ul style="list-style-type: none"> <li>➤ Counselors' MBTI training</li> <li>➤ Building up website</li> <li>➤ Recruitment of half-time clerk</li> </ul>                              |
| July – August 2009 | <ul style="list-style-type: none"> <li>➤ Debugging and trial running of website</li> <li>➤ Setting up the Resource Center</li> </ul>  |
| September 2009     | <ul style="list-style-type: none"> <li>➤ Opening and full operation of the website and Resource Center</li> </ul>   |

***Hours of Operation of Resource Center***

Monday to Friday, 2:00 p.m. – 6:00 p.m. throughout the year

| <b>E. Implementation Schedule</b> <i>(Please extend this table if necessary.)</i>  |                                      |                             |
|--|--------------------------------------|-----------------------------|
| Estimated start date of project:   |                                      | April 2009                  |
| <b>Action</b><br><i>(please indicate key milestones)</i>   | <b>Timeframe</b>                     | <b>Cashflow Requirement</b> |
| Preparation stage: <ul style="list-style-type: none"> <li>● Recruit a half-time center coordinator and a clerical staff</li> <li>● Purchase necessary equipment, books and assessment tools</li> <li>● Design the website and online tests</li> <li>● Counselors receive training on the assessment tools</li> <li>● Set up the Resource Center</li> </ul> | April 2009–<br>August 2009           | \$314,996                   |
| 1 <sup>st</sup> Year Operation: <ul style="list-style-type: none"> <li>● Purchase of materials, newspaper subscription</li> <li>● Promotion of service</li> <li>● Trial running of the Center service</li> <li>● Revision of website</li> </ul>  | September<br>2009 – February<br>2010 | \$149,400                   |
| 1 <sup>st</sup> Year Evaluation: <ul style="list-style-type: none"> <li>● Provision of guest talks and career guidance workshops</li> <li>● Evaluation of Center service</li> <li>● Evaluation of online tests service</li> <li>● Evaluation of student improvement</li> <li>● Evaluation of guest talks</li> </ul>  | March 2010 –<br>July 2010            | \$149,200                   |
| 2 <sup>nd</sup> Year Operation: <ul style="list-style-type: none"> <li>● Purchase of materials, newspaper subscription</li> <li>● Promotion of service</li> <li>● Full operation of the Center</li> </ul>  | August 2010 –<br>January 2011        | \$158,840                   |
| 2 <sup>nd</sup> Year Evaluation: <ul style="list-style-type: none"> <li>● Provision of guest talks and career guidance workshops</li> <li>● Evaluation of Center service</li> <li>● Evaluation of online tests service</li> <li>● Evaluation of student improvement</li> <li>● Evaluation of guest talks</li> <li>● Preparation of final report</li> </ul> | February 2011 –<br>August 2011       | \$143,564                   |
| Estimated completion date of project:  |                                      | August 2011                 |

| <b>F. Project Budget</b>  |   |  |                  |
|---|---|--|------------------|
| Amount in HK\$  |   |  |                  |
| <b>Projected Expenditure</b> <i>(Please provide detailed breakdown under each item)</i>   | <b>Year 1</b>   | <b>Year 2</b>                          | <b>Total</b>     |
| a. Manpower<br>1. <i>Half-time center coordinator (\$18,000 per month x12)</i><br>2. <i>Half-time clerical staff (\$4,200 per month x 12)</i>   | 1. \$266,400  | 1. \$271,728                           | \$538,128        |
| b. Equipment / Facilities<br>1. desktop computer x 3<br>2. laser printer x1<br>3. consumables   | 1. \$21,000<br>2. \$6,000   | 3. \$3,000                             | \$30,000         |
| c. Services<br>1. pre-service training in MBTI (\$19,000 for 4 counselors)  | 1. \$76,000   |  | \$76,000         |
| d. General Expenses<br>1. four major local newspaper<br>2. books<br>3. career-related AV materials  | 1. \$8,400<br>2. \$4,000<br>3. \$3,000  | 1. \$8,400<br>2. \$3,000<br>3. \$1,000 | \$27,800         |
| e. Others (e.g. auditor's fee)<br>1. development of 2 online career and personality tests<br>2. development of a job database<br>3. SDS ( <i>SDS Expanded Resource Kit, 500 Assessment Booklets, 50 Occupations Finder, 50 Alphabetical Occupations Finder</i> )<br>4. MBTI: ( <i>500 Question Booklets and related resources</i> )<br>5. Personality Dimensions<br>6. The Chinese Career Key<br>7. Honorarium for speakers (\$2,000 x 3 speakers)<br>8. 3% contingency | 1. \$90,000<br>2. \$50,000<br>3. \$11,500<br>4. \$33,496<br>5. \$10,000<br>6. \$10,000<br>7. \$6,000<br>8. \$17,800 | 7. \$6,000<br>8. \$9,276               | \$244,072        |
| <b>Total Expenditure :</b>  | <b>\$613,596</b>  | <b>\$302,404</b>                       | <b>\$916,000</b> |

| Projected Income      | Year 1                  | Year 2 | Total |
|-----------------------|-------------------------|--------|-------|
|                       | a. (e.g. fees received) |        |       |
| b.                    |                         |        |       |
| c.                    |                         |        |       |
| <b>Total Income :</b> |                         |        |       |

| Sources of Funding |   |
|--------------------|---|
| a.                 | Amount of grant sought under this application: <b>HK\$916,000</b>   |
| b.                 | Other sources of funding (this may include donations, contributions from the applicant/its parent organization, etc. Please give the name(s) of the sponsor(s), the amount of funding, and indicate whether the funding has been secured.): |
| (i)                | <i>NIL</i>  |
| (ii)               |   |
| (iii)              |   |
| ...                |   |

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**G. Monitoring and Self-evaluation Mechanism**

The Guidance Team of the College of International Education (CIE) will assume the roles of monitoring and evaluating the progress and quality of the project.

**H. Management Support and Key Personnel Involved**

Management support will be provided by the CIE.

The key personnel involved in this project include:

Mr. Danny Lam

Project Coordinator

Chairperson of Student Affairs Committee, CIE

Ms. Helia Hai

Guidance Team Coordinator, CIE

Mr. Raymond Chow

Guidance Counselor, CIE

Ms. Emily Ko

Guidance Counselor, CIE

Mr. Alan Yim

Guidance Counselor, CIE

**I. Special Justifications if the Grant Sought Exceeds \$2 million**

*NIL*

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**III Other information****1 Project Sustainability** *(If applicable, please describe how the recurrent expenditure involved will be met after completion of the proposed project)*

The website established in this project can be used all AD and top-up degrees students for years. The training received by the guidance counselors will benefit both current and future students.

**2 Preparatory work done** *(If any)*

The Personal Growth Resource Center is equipped with furniture and is ready to be used once the materials are in place and the supporting staff have been employed.

**3 Past experience in organizing projects of similar or relevant nature and achievements** *(If any)*

Mr. Danny Lam, the Project Coordinator, is a PhD candidate in counseling psychology, specializing in career development. He has extensive experience in coordinating career guidance service and has more than 10 years of experience in career counseling. He will be supported by a team of 4 trained counselors at the CIE for this project.