

II Project Information

Project Title (in English)	Project Title (in Chinese)
Enhancement of Student Support and Career Guidance Services	提升學生支援及就業輔導計劃

A. Project Summary

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

The College founded in 1947 with the mission of nurturing young talents with virtues for the prosperity of the local community. With its belief of quality education services, the College at present offers ten Bachelor degree programmes and two Associate degree programmes covering a wide range of academic areas such as arts and humanities, social science, computer science and technology, commerce, finance, engineering and architecture. At present, there are totally 1165 students, including 1020 undergraduate students and 145 associate degree students.

Understanding that education holds the key to students' all-round development and prepares them for work and life, the Office of Student Affairs was set up since the founding of the College for the well-being of students. It aims to enable students to grow in social, intellectual, emotional, occupational, spiritual and physical dimensions during their studies, through a series of integrated student development programmes and workshops.

The proposed project, in line with all-round education policy, **will greatly enhance the quality and the quantity of our existing services in individualized student support and career guidance services.** Apart from the existing integrated student development programmes, the Student Affairs Office will allocate more resources to **broaden the scope for practical career guidance and to promote the cultivation of positive attitudes and values to their life, studies and careers.**

Team spirit building, moral education, positive life attitudes, social commitment and career planning and development are the prime domains the Student Affairs Office expects to actively promote and consolidate through its regular on-campus and off-campus activities, forums, and volunteer social service schemes. With the support of the Quality Enhancement Grant Scheme, the **Career Guidance Services Unit** can be slightly restructured so as to provide sufficient services to students, especially its individualized student support and career guidance services. Besides the existing student counseling services, the Unit will allocate more resources to career counseling services not only for individual on-camp students but also for fresh graduates.

For a long-term development, the **Career Guidance Services Unit** will develop a **Career Resources Library**, which provides reference and take-away first-hand information on careers to students, strengthens the linkage between the College and the employers and helps build up the good relationship and mutual understanding with the industry.

B. Project Objectives

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

The world economy is in the midst of a radical transformation from industrial economy to knowledge-based economy. Rigid organizations, multi-layered management and strict division of labour are being replaced by lean management structures, streamlined networks and flexible staffing. The creation, updating and application of knowledge have become the key to the success of industries, organizations and individuals. Hong Kong is experiencing the same changes and **therefore the necessity of enhancing individualized student support and career guidance services in our College becomes significantly important.**

In order to further enhance and broaden its services to students in this rapidly changing society, the College and the Student Affairs Office think it fit to apply for a **Quality Enhancement Grant Scheme** for the predictable necessity of our student services long-term development. **Provide students with more work-related experiences, enhance their knowledge about the working life, help them develop a positive attitude towards work, and help them explore their own aptitudes and abilities to prepare them for future employment.**

The followings are the key activities to be held in the coming academic year:

1. Speech and Presentation Skills Workshop:

Aims to enrich students' understanding of the components and the process of communication.

2. Student Leadership Training:

Aims to assist students to acquire and polish leadership skills such as planning, public speaking, problem solving, decision making, social and emotional coping strategies, self-discipline and motivation, etc

3. Study Skills and Stress Management Workshop:

Aims to assist students to assess their study habits and attitudes, and to acquire basic skills for success in studies, to identify stressors and learn to cope with them positively.

4. Time Management Training:

It helps students identify obstacles to effective time use, set goals, and prioritize tasks or activities for a balanced life.

The establishment of Career Guidance Services Unit with the support from the Quality Enhancement Grant Scheme

The following key areas of services to students will be further enhanced:

1. Career Exploration Workshop:

Aims to enhance students' understanding of the career world and of their interests, values and potentials and to help facilitate students in their career planning and development and career decision-making.

2. Job Hunting Techniques Workshop:

Aims to improve students' job-hunting techniques to assess their strengths and potentials, to understand the job nature, requirements, and to draft impressive resume.

3. Develop a Career Resources Library:

Under the Career Guidance Services Unit, a Career Resources Library is developed to provide reference and take-away information on a wide variety of areas.

In brief, the key objectives of the proposed project are as follows:

1. To enhance the quality and quantity of the existing services for the students' all-round development in social, intellectual, emotional, occupational, spiritual and physical dimensions,
- 2 To specifically enhance individualized student support and career guidance services to meet the needs of the multicultural and sophisticated society of today.
- 3 To broaden the scope for practical career guidance and to promote the cultivation of positive attitudes and values to students' life, studies and careers, and eventually leading them to create their happy and positive life and harmonious society.

C. Outcomes and Deliverables of Project

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

It is estimated that (approximately **1,200** students, **100%** of the total students of the College) all the students of the College can be immediately benefited from the proposed project.

The quality and quantity of the followings on-going activities will be strengthened and each student of the College can be benefited to a great extent.

1. *Speech and Presentation Skills Workshop:*

Help to enrich students' understanding of the components and the process of communication. to identify messages, their own strengths, their areas for improvement in communication, and improve their presentation skills.

2. *Student Leadership Training:*

Assist students to acquire and polish leadership skills such as planning, public speaking, problem solving, decision making, social and emotional coping strategies, self-discipline and motivation.

3. *Study Skills and Stress Management Workshop:*

Assist students to assess their study habits and attitudes, to acquire basic skills for success in studies, and to identify stressors.

1. *Time Management Training:*

Helps students identify obstacles to effective time use, set goals, and prioritize tasks or activities for a balanced life.

5. *Career Exploration Workshop:*

Enhance students' understanding of the career world and of their interests, values and potentials. It also helps facilitate students in their career planning and development and career decision-making.

6. *Job Hunting Techniques Workshop:*

Help students to improve their job-hunting techniques to assess their strengths and potentials, to understand the job nature, requirements, and to draft impressive resume.

7. *Develop a Career Resources Library:*

Provide reference and take-away information on a wide variety of areas including occupations such as entry qualifications required, training available and profiles of recent graduate entrants, and basic information on recruiters.

The College and the Office of Student Affairs always expect their students to possess positive attitudes and values not only in the period of their studies, but also in their whole life. The proposed project can to a great extent help students to develop their healthy personal development and to explore their own aptitudes and abilities to prepare them for future employment.

The newly established Career Guidance Services Unit and the Career Resources Library can strengthen individualized career guidance services and can provide the necessary and valuable information to both its students at the College and its fresh graduates. The follow-up career guidance service is especially helpful for those fresh graduates who may encounter difficulties in their career planning and development, and decision-making.

D. Implementation Details

With the policy of students' all-round development and the belief of quality education services in local community, the College and the Student Affairs Office appreciate and fully support the proposed proposal for bringing its significant enhancement to the individualized student support and career guidance services.

In order to facilitate and implement the proposed 3-year project, the Student Affairs Office will divide it into three stages with its targeted achievements accordingly.

In the first stage from July 2009 to June 2010, the College endeavors to increase the quantity up to 30% of the existing integrated programmes so as to enlarge the scope and to enhance the quality of student services in social, intellectual, emotional, spiritual and physical dimensions. In response to the current needs of the career market, the **Career Guidance Services Unit and a Career Resources Library will be set up** to promote the cultivation of positive attitudes and values towards life, studies and careers, and to provide students with up-to-date career information and consoling services.

In the second stage from July 2010 to June 2011, the College will have successfully trained a number of senior students to be student-leaders who may help build up and spread positive attitudes towards life, studies and careers among students. At that stage, the closer linkage between the College and the employers, which may help build up good relationship and mutual understanding with the industry for better preparing students' future career development. Besides on campus students, individual counseling services and career guidance services are also provided to fresh graduates especially during their transitional period from students to employees.

In the third stage from July 2011 to June 2012, the College will have successfully achieved the over-all objectives of the proposed proposal and will have strongly consolidated a wide range of quality student services and multi-services in student employment guidance and long-term career development.

At that stage, one of our most admiring merits is the success of the cultivation of positive attitudes and values towards life and career, which is also most in needed in our present society. The other most admiring merit is that a number of leader-students with good virtues and positive attitudes have been well trained as role models among their students. We believe that one's spirit of responsibility and commitment to his society hatches out first from his school.

E. Implementation Schedule <i>(Please extend this table if necessary.)</i>		
Estimated start date of project:		July 2009
Action <i>(please indicate key milestones)</i>	Timeframe	Cashflow Requirement
<p><i>The First Stage:</i> <i>Strengthening of Our Student Services</i></p> <p>Planning for the setting up of the Career Guidance Services Unit and a Career Resources Library.</p> <p>The following issues will be planned and designed before the launch of the Project:</p> <ul style="list-style-type: none"> ● Project staffing management and accountability ● Project QA mechanism and its Scrutiny Team ● Enrichment of up-to-date career information ● Strengthen linkage with industries and Employers ● Database developed for the purpose of student employment guidance services ● Seminars and talks arranged for the cultivation of positive attitudes and values towards life, studies and careers. 	From July 2009 to June 2010	595,000
<p><i>The Second Stage:</i> <i>The period of fruitfulness of the cultivation of students' positive attitudes and values</i></p> <ul style="list-style-type: none"> ● The Student Affairs Office, with the support of the proposed project, successfully trained a number of senior students to be student-leaders ● With the specific objectives of the proposed project, positive attitudes towards life, studies and careers among students can be cultivated and spread ● At that stage, good relationship and mutual understanding will have been built up with the industry and employers for the betterment of students' employment and future career development ● The well developed Career Guidance Services Unit and a Career Resources Library are in good operation. 	From July 2010 to June 2011	543,000

<p><i>The Third Stage:</i> <i>The period for the recognition of success of the proposed project and the time planning for the devotion of future efforts</i></p> <ul style="list-style-type: none"> ● With the support of the proposed project, the College will have successfully achieved the over-all objectives of the proposed proposal and will have strongly consolidated a wide range of quality student services and multi-services in student employment guidance and long-term career development. ● At that stage, one of the most admiring merits is the success of the cultivation of positive attitudes and values towards life and career, ● The other most admiring merit is that a number of leader-students (approximately 1/5 of the student population) will help the local community and act as role models among youngsters. 	<p>From July 2011 to June 2012</p>	<p>543,000</p>
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Estimated completion date of project:

June 2012

F. Project Budget						
Projected Expenditure <i>(Please provide detailed breakdown under each item)</i>	Amount in HK\$					
	Year 1	Year 2	Year 3	Year 4	Year 5	Total
a. Manpower	348,000	348,000	348,000	NA	NA	1044000
b. Equipment / Facilities	32,000	NA	NA	NA	NA	32000
c. Services	200,000	180,000	180,000	NA	NA	560000
d. General Expenses	5,000	5,000	5,000	NA	NA	15000
e. Others (e.g. auditor's fee)	10,000	10,000	10,000	NA	NA	30000
Total Expenditure :	595,000	543,000	543,000	NA	NA	1681000
Projected Income	Amount in HK\$					
	Year 1	Year 2	Year 3	Year 4	Year 5	Total
a. (e.g. fees received)	NA	NA	NA	NA	NA	
b.	NA	NA	NA	NA	NA	
c.	NA	NA	NA	NA	NA	
Total Income :	NA	NA	NA	NA	NA	
Sources of Funding						
a.	Amount of grant sought under this application: <u> HK\$ 1,681,000 </u>					
b.	Other sources of funding <i>(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) _____					
	(ii) _____					
	(iii) _____					
	...					

G. Monitoring and Self-evaluation Mechanism

Ensuring to make the most effective use of its Quality Enhancement Grant to benefit students, in addition to the **College-wide quality assurance mechanism**, the Student Affairs Office will purposely set up a **Project Scrutiny Team to monitor the process, the implementation, and the outcome quality of the proposed project**. The Dean of the Office of the Student Affairs, also acts as the Proposed Project Director, will be directly responsible for the said Project and will report to the Quality Assurance Committee (QA Committee) and the College Council of the College.

A term-report and annual report on the proposed project will be made respectively by the **Career Guidance Services Unit** and the **Project Scrutiny Team** and submitted to the Dean of the Student Affairs Office. An annual report on the same will be made by the Student Affairs Office and submitted to the QA Committee of the College and the College Council, **ensuring that the objectives of the Proposed Project are successfully achieved, the Quality Enhancement Grant is to be put to good use, and is worthy of its highest value.**

H. Management Support and Key Personnel Involved

The Office of Student Affairs was set up since the founding of the College with the aims to enable students to grow in social, intellectual, emotional, occupational, spiritual and physical dimensions during their studies, through a series of integrated student development programmes and workshops.

The College and the Office of Student Affairs Office pay special attention to the all-round development of students, hoping to nurture them with good attitudes and values. Therefore, the College strongly supports the proposed project with all its capabilities. Besides the existing on-going programmes and activities, the Office of Student Affairs will allocate appropriate resources as such staffing and management support to the proposed project.

The key personnel involved in the Proposed Project are listed as follows:

Project Consultant:	Dr. KONG Yau Pak, Vice-President
Project Director:	Ms. KU Brenda, Dean of Students
Deputy Project Director:	Mr. LAM Wai Hung
Head of the Career Guidance Services Unit:	Ms. KU Brenda, Dean of Students
Head of the Project Scrutiny Team:	Dr. KONG Yau Pak, Vice-President
Project Members:	Ms. CHANG Serene
	Ms. HO Winnie
	Ms. HOO Tat Ling

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

NA

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 College allocates a flexible amount of budget for student services each year. The Office of Student Affairs will put some special emphases on current issues which may help students' all-round development. The Proposed Project can accelerate the formal establishment of our Career Guidance Unit and Career Resources Library and it paves the way and form a solid base for the long-term development of our student counseling services.

The completion of the Proposed Project can definitely consolidate our student services especially in career guidance, promotion and cultivation of positive attitudes and values, and spirits of good citizenship. The experience gained from the planning, or designing and developing of the Proposed Project, from the close scrupulous implementation and from the continuous monitoring process would further enhance the capability of our personnel in student services in the coming years.

2 Preparatory work done *(If any)*

The Office of Student Affairs has begun its preparatory work for the Proposed Project since having the intention of applying for the Quality Enhancement Grant Scheme. Meetings were held to discuss the overall objectives of specific issues of student services, together with the Proposed Project, for the coming academic year.

As it is stated in the application document, the College pays special attention to the development of students' positive attitudes and values towards life, studies and careers, social commitment, potential exploration, and career development. The Office of Student Affairs has made its blueprint for the next academic year and has planned to increase appropriate manpower to help achieve its goals.

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

The Office of Student Affairs has had 62 years of experience in providing student services to students. The continuous contributions to the many facets of Hong Kong's education, culture, infra-structure and commerce made by the outstanding graduates of the College can well identify its valuable experience, success and achievements in organizing projects of different purposes for student services.