

## II Project Information

Project Title (in English)	Project Title (in Chinese)
Language Learning Enhancement Centre	語文學習提升中心

### A. Project Summary

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

The Language Learning Enhancement Centre (LLEC) is to be established with an emphasis on facilitating students to broaden their language learning exposures and to improve their language standards for workplace communication. The Centre provides a resourceful and stimulating environment to enhance students' language proficiency for better academic achievement and career development.

LLEC is accessible for all CUHK SCS sub-degree students who wish to enrich their language skills according to their needs and pace. The Centre is well-supported by a self-access laboratory, small-class tutorials and guided individual/ group work. Besides taking into consideration the feedbacks from students and academic divisions, we shall incorporate advice and experiences from the business community and employers when designing courses and selecting language learning materials. LLEC will collaborate closely with industrial partners and provide opportunities for students to learn in a real-life work environment in which they can gain language improvement and authentic experience. With a view to promoting whole-person development for the students, language immersion programmes will be organised during summer breaks or semester breaks to widen students' horizons through language study and cultural exposure in places outside Hong Kong.

#### **Proposed courses and services:**

It is expected that English and Chinese (mainly Putonghua) languages learning is the core of LLEC's activities in the initial stage. Other language courses may also be introduced later for fulfilling students' interest in language learning.

1. Language Enhancement Courses are non credit-bearing and are categorised into:
  - language for specified purposes (in particular, academic advancement and workplace), and
  - generic language skills
2. Language Consultation Service to be provided by native speakers for individuals and small groups.
3. Seminars on language related topics to be conducted by scholars or practitioners.
4. Intensive Language and Culture Programmes in universities or language institutions outside Hong Kong.

#### **Basic facilities planned:**

1. A self-access language laboratory with ten language booths:
  - Each booth is equipped with 1 PC (with a built-in DVD disc drive and a 17" LCD monitor) and 1 headset with recording function. Each PC is installed with interactive multimedia learning resources.
2. Two consultation rooms:
  - Each room is equipped with 1 DVD disc player, 1 PC (with built-in DVD disc drive and a 17' LCD

monitor), 1 40" high-definition LCD TV, 1 visualiser, 1 projector screen and 1 video camera.

3. Reading and Writing Area: 2 PCs for displaying LLEC website, 1 photocopying machine, 1 scanner, 1 laser printer, 2 two-seater sofas, 2 round tables and chairs, and 1 newspaper and magazine stand.
4. Self-access Resource Corner:
  - Learning materials (such as books, fictions, DVDs, etc) are sorted by skills and levels of difficulty for self-study;
  - Self-study Worksheets and Guides: worksheets on grammar, vocabulary, listening, reading and writing skills;
  - Useful reference materials about public examinations such as IELTS, TOEFL and 國家語委「普通話水平測試」.
5. Self-maintained Website: provide updated news about LLEC activities and useful links to other language learning websites to encourage students to learn online.

## **B. Project Objectives**

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

LLEC aims at not only developing students' capacity to cope with academic study but also empowering them to work in the highly competitive workplace. Through a variety of effective language learning means and opportunities, students learn to present their ideas with confidence and communicate fluently at different situations. LLEC also targets at fostering students' interests towards language learning and creating a positive attitude in their life-long learning.

1. Students need to integrate and apply the knowledge and skills they have learnt in real-life situation. Therefore, LLEC invites industrial partners and employers to design corporate tasks for our students and to assess their work upon completion.
2. Students need to learn how to learn by themselves according to their own needs and pace. Therefore, LLEC nurtures their interests in language learning in a self-directed manner by providing flexible and diverse ways of learning approaches and strategies.
3. Students need to mature and be exposed to different language and cultural environments. Therefore, LLEC appoints native speakers of English and Putonghua to interact with students, and organises language immersion programmes in places outside Hong Kong to enhance their personal growth by widening their horizons.

**C. Outcomes and Deliverables of Project**

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

At LLEC level:

- 500 self-access laboratory users per year
- 800 website users per year
- 10 Language Enhancement Courses offered per year
- 200 students are enrolled in Language Enhancement Courses per year
- 100 students seek advice from Consultation Service per year

At student level:

- Students will acquire essential language skills to handle effective communication at work environment, for example, by completing the corporate tasks of industrial partners and employers.
- Students will raise language fluency, accuracy and confidence when communicating with Putonghua and English native speakers.
- Students will cultivate good speaking and presentation skills for their future workplace.
- Students will learn to tackle their language learning problems and develop self-directed learning through online resources.
- Students will be able to enhance their personal growth by joining the language immersion programmes.

**D. Implementation Details**

A task force comprising administrative and academic staff will be set up to plan the implementation details upon the confirmation of the grant.

Proposed schedule for establishment of LLEC:

- identify an ideal location within 2 months immediately after the confirmation of the grant;
- renovation work will be conducted during summer break in 2009;
- procurement of necessary equipment, furniture and resources, and recruitment of staff will be conducted in parallel with the renovation;
- an experienced academic staff will be appointed as the Head of LLEC and a full-time administrative staff will be also appointed before 2009-10 academic year starts;
- full-time or part-time instructors of the School will serve concurrently at LLEC;
- a self-maintained LLEC website will be designed and put into full operation; and
- preparation for the LLEC opening and promotion of services will be consolidated before 2009-10 academic year starts.

<b>E. Implementation Schedule</b> <i>(Please extend this table if necessary.)</i>		
Estimated start date of project:		April 2009
<b>Action</b> <i>(please indicate key milestones)</i>	<b>Timeframe</b>	<b>Cash flow Requirement</b>
<ul style="list-style-type: none"> <li>● procurement of tailor-made furniture for LLEC</li> <li>● procurement of equipments and goods: PCs, visualisers, TVs, colour printers, scanner, projector screens, etc</li> <li>● procurement of learning materials: books, magazines, DVDs, past public examination papers, etc</li> <li>● subscription of software licences installed in PCs, including language learning software</li> <li>● appointment of a full-time administrative staff</li> </ul>	April-September 2009	\$878,500
<ul style="list-style-type: none"> <li>● appointment of a full-time administrative staff</li> </ul>	October 2009-March 2010	\$98,260
<ul style="list-style-type: none"> <li>● appointment of a full-time administrative staff</li> <li>● annual subscription of software licences installed in PCs</li> <li>● review and procurement of learning materials</li> </ul>	April – September 2010	\$268,360
<ul style="list-style-type: none"> <li>● appointment of a full-time administrative staff</li> </ul>	October 2010 – March 2011	\$98,260
<ul style="list-style-type: none"> <li>● appointment of a full-time administrative staff</li> <li>● annual subscription of software licences installed in PCs</li> <li>● review and procurement of learning materials</li> </ul>	April – September 2011	\$213,620
<ul style="list-style-type: none"> <li>● appointment of a full-time administrative staff</li> <li>● appointment of independent CPA</li> </ul>	October 2011 – March 2012	\$173,000

Estimated date of establishment of LLEC:

End of August 2009

<b>F. Project Budget</b>						
	<b>Amount in HK\$</b>					
<b>Projected Expenditure</b> <i>(Please provide detailed breakdown under each item)</i>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Total</b>
a. Manpower	\$191,520	\$191,520	\$191,520			\$574,560
b. Furniture/ Equipments	\$410,000	\$ 0	\$ 0			\$410,000
c. Learning materials	\$370,000	\$170,000	\$170,000			\$710,000
d. Others	\$5,240	\$5,100	\$25,100			\$35,440
<b>Total Expenditure :</b>	<b>\$976,760</b>	<b>\$366,620</b>	<b>\$386,620</b>			<b>\$1,730,000</b>
	<b>Amount in HK\$</b>					
<b>Projected Income</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Total</b>
a.						
b.						
c.						
<b>Total Income :</b>	Nil	Nil	Nil	Nil	Nil	Nil
* Please refer to the Appendix for the cost breakdown.						
<b>Sources of Funding</b>						
a. Amount of grant sought under this application: <b>\$1,730,000</b>						
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**

- The whole project will be overseen by the school Director and immediately supervised by Head of Administration and Head of Languages and Translation Division.
- Quotation exercises will be conducted for procurement of equipment, goods or services to ensure openness, fairness and value for money.
- Advice and comments from the School's Programme Division Advisory Committee of Languages and Translation will be sought to ensure the quality of courses and services offered by LLEC.
- An experienced instructor will be appointed as Head of LLEC to oversee the development and operation of LLEC.
- An administrative staff member will be appointed as LLEC assistant to help out the daily operation of LLEC.
- Students' learning and performance at Language Enhancement Courses and corporate tasks will be evaluated by the School's instructors and the host organisations respectively.

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

1. Mr Eddy Y F Yeung, Head of Administration
2. Ms Annie M B Chen, Head, Languages and Translation Division
3. Ms Carrie K Y Cheng, Instructor, Languages and Translation Division
4. Dr Clarence K Y Yau, Instructor, Languages and Translation Division
5. Ms Tracy Y H Liu, Manager, Centre Services

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

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

It is expected CUHK SCS will allocate its own resources to support on-going operations of LLEC.

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

The School's Korean Language Education and Culture Centre was established in November 2008 with the sponsorship and donations from the Consulate General of the Republic of Korean, and various Korean enterprises such as Korean Chamber of Commerce and electronics companies. The Centre is well received and used by students.