

II Project Information

Project Title (in English)	Project Title (in Chinese)
Career Counseling Services Scheme	事業輔導計劃

A. Project Summary

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

The objective of this application is to seek funding support of HK\$1.999 million in launching the Career Counseling Services Scheme for students of self-financing Higher Diploma (HD) programmes in Vocational Training Council (VTC) for a period of two years.

The Career Counseling Services Scheme is designed to help students to develop greater self-awareness of their interests, abilities and personality styles; inculcate among them positive values and work attitude; connect students to relevant resources so that they can be better prepared in seeking career development that best suits their aspirations.

The Career Counseling Services Scheme has two main focuses. Firstly, it aims at enhancing the career services in the provision of resource materials on careers as well as appropriate psychometric assessment tools to support students and meet their demands for career counselling services. Secondly, it aims at building a network with potential employers for industrial attachment and employment opportunities for our students.

The target beneficiaries are graduating year self-financing students 5,000 to 6,000 per year in 2009/10 and 2010/11. The expected outcomes and deliverables include the following:

1. Development of career resources information kits to facilitate students to plan for their career development;
2. Application of career counseling psychometric assessment tools;
3. Training for staff on career guidance skills to meet growing student demands; and
4. Networking with potential employers, provision of students' profile and referrals to employers to securing job placements for students.

The Career Counseling Services Scheme will be implemented by VTC's Whole Person Development Programme Office (WPDPO).

B. Project Objectives

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

The Career Counseling Services Scheme aims at supporting students of graduating year in a smooth transition from tertiary studies to the workplace so they can be better equipped for future employment. The Scheme will be implemented with the following objectives:

1. To enhance support to students in planning for their career development;
2. To provide training for staff in career guidance to cater for the increasing student demands;
3. To network with employers to maximise opportunities for employment for students.

C. Outcomes and Deliverables of Project

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

Target students per year : 5,000 to 6,000 graduating year students in 2009/10 and 2010/11.

The Career Counseling Services Scheme aims at enhancing the career services for students by providing to them valuable resources to facilitate individualised career plans, to provide career-related information on chosen career paths, and to maximise their opportunities for employment. Students will benefit from the career guidance advice provided by the Student Affairs Office (SAO) staff. The expected outcomes and deliverables include the following:

1. Students can make use of the enhanced career resources to explore their interests, abilities, personality styles; develop positive values and work attitude, and make their independent career planning;
2. Students can make use of career counseling psychometric assessments tools to better assess themselves and their needs;
3. Students will receive relevant information on the workplace, their chosen career paths and be better prepared for job search and interviews;
4. Students will have better work attachment and employment opportunities; and
5. Staff will be better equipped to support students through training in career guidance.

D. Implementation Details

1. A dedicated planning team will be set up in 2009 to oversee the implementation of the enhancement of career services:
 - To develop career resources information kit including skills on career planning, job search, and interview; and to maintain regular updates;
 - To source, procure, test and full launch of appropriate career counseling psychometric assessment tool for students;
 - To monitor feedbacks and evaluate effectiveness for continuous improvements.
2. Training programmes will be planned and rolled out in the first year for the staff to enhance their career counseling and application skills on using psychometric assessment tools, and on understanding of industry specific employment trends and development.

E. Implementation Schedule <i>(Please extend this table if necessary.)</i>		
Estimated start date of project:		<u>May 2009</u>
Milestone:	Timeframe	Cashflow requirement
➤ Salary payment for the scheme administrator and placement officer in the 1st phase	May to Oct 2009	\$1,107,500
➤ Training programmes to enhance staff's career counseling and application skills on i) use of psychometric assessment tools (a 6 full-day training for 25 staff, each costs at \$13,500, total \$337,500) ii) 2 workshops/talks on career guidance skills, and familiarisation of industry specific employment trends and development (\$14,000)		
➤ Career resources information kit to facilitate students to plan for their career development		
➤ Sourcing and procurement of career counseling psychometric assessment tool (\$60 per test for 12,000 students and each student will contribute \$30 or 50% of cost)		
➤ Provision of career service to students	Nov 2009 to April 2010	\$276,000
➤ Salary payment for the scheme administrator and placement officer in the 2nd phase		
➤ Training programmes to enhance staff's career counseling and application skills on i) 3 workshops/talks on career guidance skills, and familiarisation of industry specific employment trends and development	May to Oct 2010	\$299,500
➤ Salary payment for the scheme administrator and placement officer in the 3rd phase		
➤ Provision of career service to students	Nov 2010 to April 2011	\$296,000
➤ Salary payment for the scheme administrator and		

placement officer in the 4th phase		
➤ Second year audit fee		
Estimated completion date of project:	April 2011	
Total amount of Grant		1,979,000

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 (hiring of scheme administrator and placement officer)	552,000	552,000				1,104,000
b. Equipment / Facilities						
c. Services (career resources information kit)	120,000					120,000
d. General Expenses (staff training programmes)	351,500	23,500				375,000
e. Others (e.g. auditor's fee)	360,000	20,000				380,000
Total Expenditure :	1,383,500	595,500				1,979,000
Projected Income (Nil)	Amount in HK\$					
	Year 1	Year 2	Year 3	Year 4	Year 5	Total
a. (e.g. fees received)						
b.						
c.						

Total Income :						
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Sources of Funding

- a. Amount of grant sought under this application: \$1,979,000
- 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) The unit cost of using the psychometric assessment tool is \$60.00 per student and 50% of the cost will be borne by participating students (6,000 students each year for 2 years).
 - (ii) _____
 - (iii) _____
 - ... _____

G. Monitoring and Self-evaluation Mechanism

The WPDPO of VTC will coordinate and monitor the implementation of this Scheme in the following aspects:

- Planning, implementing and reviewing the effectiveness of the Scheme;
- Developing and maintaining a data bank of the training activities;
- Devising a mechanism through the collaboration among the staff of the SAOs from ten campuses to support the target beneficiaries;
- Establishing staff training and development plan to enhance staff’s career counseling and application skills on using psychometric assessment tools, and understanding of industry specific trends and development; and

H. Management Support and Key Personnel Involved

The WPDPO is responsible for the overall and central management of the Scheme. The WPDPO, headed by Assistant Executive Director, will oversee and monitor the implantation and progress of this Scheme.

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

III Other information
<p>1 Project Sustainability <i>(If applicable, please describe how the recurrent expenditure involved will be met after completion of the proposed project)</i></p> <p>The Career Counseling Services Scheme aims at enhancing the career services for the self-financed Higher Diploma programmes which will help inform the development of a comprehensive programme of services and its continuous improvements.</p> <hr/> <p>2 Preparatory work done <i>(If any)</i></p> <p>Planning work has started so that once funding is approved; the scheme can be launched as soon as possible.</p> <hr/> <p>3 Past experience in organizing projects of similar or relevant nature and achievements <i>(If any)</i></p> <p>VTC has rich experience in career development and counseling services for the students of their subvented programmes.</p>