

II

| Project Information | |
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| Project Title (in English) Online student support service: Design and development of a career guidance kit for students in the self-financing post-secondary sector in Hong Kong | Project Title (in Chinese) 給學生的網上支援服務:為香港自資專上教育課程學生設計及開發的就業指導套 |
| A. Project Summary | |
| <i>(please provide an executive summary of the project proposal in no more than 500 words).</i> | |
| <p>The higher and continuing education sector in Hong Kong has experienced remarkable growth in the last decade. While the Government maintains its consistent commitment in funding higher education directly, the self-financing continuing education sector has expanded, with Government support and encouragement, to meet the learning needs of secondary school graduates at sub-degree, degree, and top-up degree levels. Access to higher education for the 17–20 year-old cohort has increased from 26 per cent in 1996/97 to over 66 per cent in 2006/07, driven mainly by the rapid expansion of self-financing sub-degree, degree, and top-up degree places offered by the continuing education sector.</p> <p>In order to maintain the healthy and sustainable development of self-financing sub-degree, degree, and top-up degree places in Hong Kong, however, systematic careers guidance for this emergent student group is urgently needed. The purpose of this project is to provide an online one-stop service in career guidance for potential students, existing students, and graduates of sub-degree, degree, and top-up degree programmes in the self-financing post-secondary sector in Hong Kong.</p> <p>The project will include five initiatives (tasks): first, an intelligent online psychological career test instrument, which will help potential students to select sub-degree, degree, and top-up degree programmes offered by the self-financing post-secondary sectors, will be developed using the methods of psychological testing and job analysis. Second, case studies of the careers of successful graduates who studied sub-degree, degree, and top-up degree programmes in the self-financing post-secondary sectors will be conducted and analyzed using the semi-structured interview method. The outcomes will be shared with existing students to enhance their career plan and career preparation. Third, relevant job information sources will be collected and classified, and then a comprehensive online database on career information for graduates from the self-financing post-secondary sectors will be established. Fourth, a career development kit, including career plan, career development, resume writing, interview preparation, and career skills will be developed. Finally, an online one-stop-shop service in career guidance, which accommodates all the information above for potential students, existing students, graduates, parents, teachers, career counselors, and employers will be developed for the public to use free of charge.</p> <p>It is expected that the outcome of this project would be an effective and efficient student support service for potential students, existing students, and graduates in the self-financing post-secondary sector in making wise career choices, improving career awareness, planning their future careers, and enhancing their employability.</p> | |

B. Project Objectives

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

The overall objective of this project is to provide systematic career guidance for students to prepare for, enter, and graduate from sub-degree, degree, and top-up degree programmes in the self-financing post-secondary sector in Hong Kong.

There are five major target goals:

- ✓ Develop an intelligent online psychological test to help potential students understand their personal career interests and abilities in order to make a wise programme choice that could match their personal attributes.
- ✓ Conduct case studies on successful career experiences from outstanding graduates, and develop an online database on career experience-sharing for students in the self-financing post-secondary sector in Hong Kong.
- ✓ Collect and classify educational and job information and develop a comprehensive online database for sub-degree, degree, and top-up degree graduates of the self-financing post-secondary sector in Hong Kong.
- ✓ Develop an online kit on job-gaining skills, including career development, career plan, resume writing, interview preparation, and interview skills.

Establish an online platform which accommodates all psychological test and database information mentioned above for students, parents, teachers, and career counselors to use free of charge.

C. Outcomes and Deliverables of Project

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

The outcomes of this project will be beneficial for all students who prepare for, enter, and graduate from the self-financing post-secondary sector in Hong Kong in career choice, career development, career preparation, career plan, and career gaining.

The project outcome — the one-stop-shop service online platform in career guidance — will be delivered in the following five forms:

- ✓ Provide workshops for potential students on using the online career psychological test for programme choices.
- ✓ Provide workshops for existing students and their parents on career planning, career preparation, and job-gaining skills.
- ✓ Provide workshops for existing graduates on job information searches and job-gaining skills.
- ✓ Publish results of case studies on the careers of successful graduates for career experience-sharing with existing students.
- ✓ Provide workshops for career counselors and teachers on how to use this online career guidance platform.

| D. Implementation Details | |
|--|---|
| It is anticipated that the project will be completed within 3 years. | |
| Year 1: Help potential students to make a wise choice in educational programmes | |
| Months 1 -2 | Recruit one full-time Research Assistant, one full-time Project Assistant, and one half-time Programmer (2.5 positions in all) |
| Month 3 | Collect and classify all programmes offered by the self-financing post-secondary sector in Hong Kong |
| Month 4 | Update norms of career psychological test instrument, entitled <i>Online Programme Preference Assessment Instrument in Hong Kong</i> , which was developed by Dr. Weiyuan Zhang and Mr. Tay-kay Ng in 2004. |
| Month 5 - 6 | Interview programme leaders, using the job analysis method, and analyze the requirements of different programmes offered by the self-financing post-secondary sector in Hong Kong |
| Month 7 | Match personal career attributes with requirements of programmes offered by the self-financing post-secondary sector in Hong Kong |
| Month 8 | Write instructions about how to use this test for programme choices |
| Month 9 | Translate the instrument and instructions from Chinese to English |
| Month 10 -11 | Set up the online intelligent career psychological test instrument in English and Chinese |
| Month 12 | Testing and finalizing |
| Year 2: Help students in career development and career preparation | |
| Month 1 | Invite different self-financing post-secondary sector institutions to recommend outstanding graduates in different disciplines for case studies |
| Month 2 | Design the interview guide |
| Month 3 | Validation of the interview guide by local and international scholars |
| Month 4 | Pilot study |
| Months 5 - 6 | Interview about 30 outstanding graduates from different disciplines |
| Months 7 - 8 | Prepare transcriptions |
| Month 9 | Write interview scripts |
| Month 10 | Analyze interview scripts |
| Month 11 | Translation |
| Month 12 | Edit and publication |

| Year 3: Help students to enter the world of work | |
|---|---|
| Months 1 - 2 | Collect and classify job information relevant to graduates from the self-financing post-secondary sector in Hong Kong |
| Month 3 | Write an introduction to each job information source |
| Month 4 | Translate introductions from Chinese to English |
| Month 5 | Set-up an online job information database for graduates of the self-financing post-secondary sector in Hong Kong |
| Months 6 - 7 | Invite experts and practitioners to write a handbook on career development — including career preparation, career plan, resume writing, interview preparation and skills. |
| Month 8 | Edit the career handbook |
| Month 9 | Translate the career handbook |
| Month 10 | Establish a one-stop-shop service platform on career guidance |
| Month 11 | Testing and finalizing |
| Month 12 | Write and compile reports and publish career handbook |

| E. Implementation Schedule <i>(Please extend this table if necessary.)</i> | | |
|---|--------------------------|-----------------------------|
| Estimated start date of project: | | <u>May 2009</u> |
| Action <i>(please indicate key milestones)</i> | Timeframe | Cashflow Requirement |
| <ul style="list-style-type: none"> ◆ All programmes offered by the self-financing post-secondary sector in Hong Kong will be collected and classified. ◆ The norms of the career psychological test instrument, entitled <i>Online Programme Preference Assessment Instrument in Hong Kong</i>, will be updated. ◆ The requirements of different programmes offered by the self-financing post-secondary sector in Hong Kong will be analysed based on programme leaders' assessments. | May 2009 – November 2009 | 300,000 |
| <ul style="list-style-type: none"> ◆ An online intelligent psychological test instrument to help secondary school graduates choose sub-degree, degree, and top-up degree programmes in the self-financing post-secondary sector in Hong Kong will be developed and delivered. | November 2009 – May 2010 | 252,280 |
| <ul style="list-style-type: none"> ◆ The interviews of the 30 cases of successful career experiences from outstanding graduates in the self-financing post-secondary sector in Hong Kong will be processed. | May 2010 – November 2010 | 350,000 |
| <ul style="list-style-type: none"> ◆ The written interview scripts are prepared, and an online database on career experiences for sharing with students in the self-financing post-secondary sector in Hong Kong will be established and launched to the public. | November 2010 – May 2011 | 285,436 |

| | | |
|--|-------------------------------------|-----------------------|
| <ul style="list-style-type: none"> ◆ An online job information database for graduates of the self-financing post-secondary sector in Hong Kong will be completed and delivered. In addition, experts and practitioners will be invited to write a handbook on career development — including career preparation, career plan, resume writing, interview preparation, and skills. | <p>May 2011 – November 2011</p> | <p>500,000</p> |
| <ul style="list-style-type: none"> ◆ An online kit on job-gaining skills, including career development, career plan, resume writing, interview preparation, and interview skills will be completed and delivered. ◆ An online platform which accommodates all psychologist test and database information mentioned above will be established for students, parents, teachers, and career counselors to use free of charge. The project reports and career handbooks will be published. | <p>November 2011 – May 2012</p> | <p>308,284</p> |

Estimated completion date of project:

May 2012

Total: HK\$ 1,996,000

Note: It is anticipated that the project will be completed within 3 years.

It is expected that the project will start from early May 2009.

After the research grant is received, the Human Resource Unit could start recruitment exercise. The whole procedure will take about two months, including advertising, written test, interview and medical check. In addition, the selected candidates normally need to give one month's notice for resignation to their employers and then take up the new posts.

| F. Project Budget | | (Amount in HK\$) | | | |
|---|--|-------------------------|----------------|----------------|------------------|
| Projected Expenditure <i>(Please provide detailed breakdown under each item)</i> | | Year 1 | Year 2 | Year 3 | Total |
| Manpower | | | | | |
| 1 Full-time RA I: 28 staff unit x 8060 | | 225,680 | 230,194 | 234,797 | |
| 1 Full-time RA II: 25 staff unit x 8060 | | 201,500 | 205,530 | 209,640 | |
| 1 Half-time Computer Technician II: (20 staff unit x 8060) / 2 | | 80,600 | 82,212 | 83,856 | |
| Freelance Translators | | 10,000 | 20,000 | 30,000 | 1,614,009 |
| Equipment / Facilities | | | | | |
| Tape recorders and cassettes | | 3,000 | 3,000 | | |
| Laptop | | | | | 6,000 |
| Services | | | | | |
| Invite experts and professional to write career development materials, including career preparation, career plan, resume writing, interview preparation, and skills | | 0 | 0 | 70,000 | 70,000 |
| General Expenses | | | | | |
| Local travel | | 5,000 | 5,000 | 3,000 | |
| Books and materials | | 5,000 | 4,000 | 2,000 | |
| Printing, stationery, and the like. | | 7,500 | 3,500 | 3,391 | |
| Photocopying | | 4,000 | 3,000 | 1,600 | 46,991 |
| Others (e.g. auditor's fee) | | | | | |
| Publication (case studies, handbooks) | | | 75,000 | 20,000 | |
| Interviews (Case studies, 40 x HKD 100 per valid one) | | | 4,000 | | |
| Interviews (Programme leaders, 100 x HKD 100 per valid one) | | 10,000 | | 100,000 | |
| Costs of organizing exhibition / workshops/ seminars | | | | 50,000 | 259,000 |
| Total Expenditure : | | 552,280 | 635,436 | 808,284 | 1,996,000 |
| Projected Income | | | | | |
| N/A | | Year 1 | Year 2 | Year 3 | |
| a. (e.g. fees received) | | | | | |
| Total Income : | | | | | |
| Sources of Funding | | | | | |
| a. Amount of grant sought under this application: | | 1,996,000 | | | |
| b. Other sources of funding | | 0 | | | |

G. Monitoring and Self-evaluation Mechanism

HKU SPACE Centre for Research in Continuing Education and Lifelong Learning will assume the roles of monitoring and formative evaluation. Bi-monthly meetings will be held for team members to report on the progress and difficulties, and to discuss project strategies to ensure that the project's smooth progress and quality of implementation is proceeding as planned.

H. Management Support and Key Personnel Involved

- Management support will be provided by HKU SPACE Centre for Research in Continuing Education and Lifelong Learning
- The key personnel involved in this project include:
 - Professor C. M. Enoch Young, Special Adviser to Director, HKU SPACE; Chief Adviser, HKU SPACE Centre for Research in Continuing Education and Lifelong Learning
 - Dr. Weiyuan Zhang, Head and Chief Researcher, HKU SPACE Centre for Research in Continuing Education and Lifelong Learning
 - Mr. Tak-kay Ng, Chairman, Hok Yau Club
 - Ms. Margaret Chan, Honorary Consultant, HKU SPACE
 - Ms. Dorothy Cheung, Research Coordinator, HKU SPACE Centre for Research in Continuing Education and Lifelong Learning
 - Dr. Rex Sharman, Senior Research Fellow, HKU SPACE Centre for Research in Continuing Education and Lifelong Learning
 - Ms. Chenggui Duan, Research Associate, HKU SPACE Centre for Research in Continuing Education and Lifelong Learning

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

N/A

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 established one-stop-shop service online platform in career guidance could be maintained and updated by well-known continuing education sector institutions, such as FCE and HKU SPACE, with the support of the Education Bureau, with a small amount of financial support in order to allow all old and new students to benefit from this platform in educational and career choices.

2 Preparatory work done (*If any*)

Career psychological test Instrument, entitled *Online Programme Preference Assessment Instrument*, has been developed by the Dr. Weiyuan Zhang and Mr. Tay-kay Ng.

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

Several members of this project have expertise and rich experience in this area.

- ✓ Prof. Enoch Young, the project leader, led the establishment of Hong Kong's first Community College, as well as the Centre for International Degree Programmes, which provide sub-degree, degree, and top-up degree programmes under HKU SPACE.
- ✓ Dr. Weiyuan Zhang has extensive teaching and research experience in careers guidance in mainland China, Hong Kong, Canada, and the UK. He received the First Award for Distinguished Paper at the International Conference of Careers Guidance in 1999. His book, entitled *Young People and Careers: School Careers Guidance in Shanghai, Edinburgh and Hong Kong*, was published by the Comparative Education Research Centre, The University of Hong Kong.
- ✓ Mr. Tak-kay Ng, in collaboration with Dr. Weiyuan Zhang, developed the first online interest inventory for adult learners in Hong Kong in 2004. The paper, entitled *Distance Guidance for Lifelong Learners in Hong Kong: Development of an Online Programme Preference Assessment Instrument*, was awarded the Best Paper Award at the 2005 Annual Conference of Asian Association of Open Universities.
- ✓ Ms. Margaret Chan, HKU SPACE honorary Consultant, has over 20 years of valuable experience as Careers Education and Placement Counselor at the University of Hong Kong.
- ✓ Hok Yau Club is the major association that helps students in educational and career guidance.