

## II Project Information

Project Title (in English)

Project Title (in Chinese)

**Web-based Interactive Life Coaching Scheme****升學就業規劃網**

### A. Project Summary

From observation, our students experience difficulties and challenges on admission, such as adjustment to new college life, difficulties in building up interpersonal relationship, self-understanding, study problems and making choices for further study or career development. It is observed that these challenges would happen in different stages before their graduation.

Due to the fast-expanding student number, it is sometimes difficult to deliver face to face quality student support services to all students. Therefore, in addition to the services currently available for students, the College plans to develop a **Web-based Interactive Life Coaching Scheme**, which operates on a virtual environment that could reach out to more students. With the rapid development and wide usage of web-based learning, the Scheme can not only meet the interest of students, but also fit their style of seeking help on-line anytime and anywhere.

The proposed Scheme can **help students better understand themselves and set a clear and long term life planning**. This Scheme includes three parts: **(1) Virtual Life Coaching Centre**, **(2) Real Life Practice Lab** and **(3) Personal Development Portfolio**. In the Virtual Life Coaching Centre, students will experience four different phases namely (i) “*Get Ready to Success*”, (ii) “*Ladder to University*”, (iii) “*Let’s Start to Career*” and (iv) “*Steps to Life Coaching*”. These four phases are designed according to their stages of challenges during college life. The Centre will provide interactive means for students to learn the basic skills and knowledge in handling life challenges through accomplishing required tasks and assessment in different phases. Upon completion, student will become an Instructor and will coach the junior students. At the same time, students are encouraged to join workshops and seminars such as personal development training, further study seminars, career planning and job searching skills training in the Real Life Practice Lab to practice the skills learnt. Professional assessment such as MBTI<sup>®</sup> and FIRO-B<sup>®</sup> will be provided for self-understanding and career development. Upon completion of all tasks and assessments in Virtual Centre and Practice Lab, students would have developed a **Personal Development Portfolio** on self reflection, interpersonal relationship, and life planning skills, which could help them with their future study and career development.

**The Scheme, once developed, would be a new era of students support services that would benefit all current and future students of the College.** The virtual learning environment would reach out to those students who seldom use the student development services.

**B. Project Objectives**

The Scheme aims at **helping students get more understanding of themselves and set a clear and long term life planning**. Once they have developed a clear self identity and basic life planning skills, they will be more resilient when facing different kinds of challenges in the future.

**The Scheme shows a new era of students support services.** In general, the traditional student support service could only attract those students who are active and motivated to personal development because most of the youths perceived student support service as “old fashioned” and a service for the “needy”. This project, based on a virtual learning environment should be able to attract those students who seldom turn up in the student counseling service counters for help.

Moreover, this Scheme also aims to achieve the following objectives:

1. To motivate students to begin their life and career planning
2. To provide basic knowledge and information on further studies, personal development and career planning to students
3. To provide real life practice and training on life skills
4. To help student review their personal growth from time to time and finally to develop a Personal Development Portfolio for future planning
5. To train the Student Counselors on the use of personality tests such as MBTI<sup>®</sup> & FIRO-B<sup>®</sup> to facilitate students’ personal understanding

Once developed, the Virtual Life Coaching Centre is sustainable for long time with regular update and review of the software application. The College is prepared to support the project by providing staffing and technical support after the funding period in order that the Scheme would continue to benefit the current and future cohorts of students.

## C. Outcomes and Deliverables of Project

All students are motivated to use the Virtual Life Coaching Centre as a part of their College life. This project will generate different kinds of benefits to students, the main deliverables and outcomes would include:

### 1. Virtual Life Coaching Centre

It is estimated that nearly 3000 students will be served in two years, 2010-11 and 2011-12. The outcomes and usage of the websites can be measured by following indicators:

- i) Number of browsers
- ii) Number of students who completed 4 phases of life challenges
- iii) Post-test of their self-understanding and clear of future planning
- iv) Student feedback of the websites

### 2. Workshop and Seminars

Numerous workshops will be organized, including

- i) Personal Development Workshop : 4 workshops per year, 8 workshops in total
- ii) Further Study Seminar : 3 workshops per year, 6 workshops in total
- iii) Career Development Training: 3 workshops per year, 6 workshops in total
- iv) Leadership Training Camp: 1 Camp per year, 2 in total

The workshop can be measured by following indicators:

- i) Numbers of Participants
- ii) Students' self evaluation and feedback

### 3. Cyber Station and Resources Corner

A Cyber Station and a Resources Corner, equipped with two computers, reference books and multi-media materials on personal development, further studies, career planning and job application skills will be set up. The usage of the Corner can be measured by the numbers and feedback of students.

### 4. Individual counseling with Personality Assessment

Four staff including two Student Counselors trained in assessment of MBTI<sup>®</sup> and FIRO-B<sup>®</sup>. The above assessment tools will help 600 students for MBTI<sup>®</sup> assessment (450 for Personality Application and 150 for Career Application) and 100 students for FIRO-B<sup>®</sup> assessment within two years. Throughout the assessment, students have more self-understanding for life and career planning. It will enhance the counseling effectiveness and intervention. The effectiveness of counseling service is measured by the General Self-efficacy scale, (Matthias Jerusalem and Ralf Schwarzer, 1979), which is a well researched assessment tools to measure college students' self efficacy.

<b>D. Implementation Details</b>	
Schedule	Activity
<b>By Sept 2010</b>	<p><b>Stage 1: Project Preparation:</b></p> <ul style="list-style-type: none"> <li>i) Web Design - to select Web Design Company and work on development of the package. Expected completion: end of Oct 2010</li> <li>ii) Staff Recruitment - appoint Assistant Student Affair Officer (ASAO) and System Engineer. The ASAO is responsible for operating and monitoring the project while the System Engineer provides technical support on the web program and operation</li> <li>iii) Staff Training - Two Student Counselors will receive trainings on MBTI® &amp; FIRO-B® assessment</li> <li>iv) Promotion to students - promotion materials such as leaflets and posters will be ready for distribution and posting</li> <li>v) Launch and Trial Run of Phase 1 - “Get Ready to Success”</li> </ul>
<b>Semester 1 2010-11 (Sept – Dec 2010)</b>	<p><b>Stage 2: Helping students to have self-understanding and equip them with resources in Further Study:</b></p> <ul style="list-style-type: none"> <li>i) Launch of Phase 2 - “Ladder to University”; students obtain basic information on study articulations</li> <li>ii) Online Personal Competency Assessment - a web-based assessment on student competency is designed for students to undertake a preliminary assessment on their competency level</li> <li>iii) Web-based Enquiry System - a web-based enquiry system is developed for answering general enquiries from students. ASAO and Student Counselors will be responsible for answering enquiries</li> <li>iv) Workshops &amp; Trainings - workshops on Further Study and trainings on Personal Development are offered. One-stop web enrollment is provided to facilitate the application process</li> <li>v) MBTI® assessment - Student Counselors will conduct 150 MBTI® assessment in Personality Application</li> <li>vi) Individual Consultation - students can discuss their personal issues with the Student Counselors</li> <li>vii) Cyber-station and Recourses Corner - to be set up at Student Development Resource Centre to facilitate the use of web resources in personal development. Students can obtain both web and written information for their planning needs</li> </ul>

<p><b>Semester 2 2010-11 (Jan - May 2011)</b></p>	<p><b>Stage 3: Helping student to consolidate learning in tertiary education and facilitate their further planning on study and career development:</b></p> <ul style="list-style-type: none"> <li>i) Launch of Phase 3 &amp; 4 - “Get Ready to Career” and “Step to Life Coaching”</li> <li>ii) Workshops &amp; Trainings - workshops on career planning, further study and personal development are available to enhance skills in facing forthcoming challenges</li> <li>iii) MBTI<sup>®</sup> assessment - Student Counselors will conduct 50 MBTI<sup>®</sup> assessment in Career Application</li> <li>iv) FIRO-B<sup>®</sup> assessment for further personal understanding - Student Counselors will conduct the FIRO-B<sup>®</sup> assessment for 40 students</li> <li>v) Individualized Personal Development Portfolio - students will receive a hard copy of the Personal Development Portfolio with guidance notes. The portfolio can be used for further planning and advancement</li> <li>vi) An overnight camp will be organized to further self-understanding and to identify potential students as Instructors for the junior students</li> </ul>
<p><b>Summer Break (Jun – Aug 2011)</b></p>	<p><b>Stage 4: Project Intermediate Evaluation:</b></p> <ul style="list-style-type: none"> <li>i) Web enhancement - evaluation is conducted to examine the applications and effectiveness of the web</li> <li>ii) Training for assessment tools - 2 more staff members will receive trainings on MBTI<sup>®</sup> &amp; FIRO-B<sup>®</sup> assessment in order to conduct more assessments for students</li> <li>iii) Intermediate Evaluation - to assess the effectiveness of the program and make improvement as necessary</li> <li>iv) Selection and training of Instructors - selected Instructors will receive training in coaching skills</li> </ul>

<p><b>Academic Year</b> <b>2011-12</b> <b>(Sept 2011 -</b> <b>May 2012</b></p>	<p><b>Stage 5: Full operation of all 4 Phases:</b></p> <ul style="list-style-type: none"> <li>i) Full operation of the Virtual Life Coaching Centre</li> <li>ii) Final web enhancement - assessment of the web development will be conducted in Dec 2011 to refine the design and application as necessary</li> <li>iii) Matching junior students with Instructors - Instructors will share their experience and help their trainees through face to face interview and web-based contact</li> <li>iv) MBTI<sup>®</sup> assessment - 300 and 100 students will received MBTI<sup>®</sup> assessment in Personality Application and Career Application respectively</li> <li>v) FIRO-B<sup>®</sup> assessment for further personal understanding - Student Counselors will conduct the FIRO-B<sup>®</sup> assessment for 60 students</li> </ul>
<p><b>Summer Break</b> <b>2011-12</b> <b>(Jun - Jul 2012)</b></p>	<p><b>Stage 6: Project Evaluation</b></p> <p>A full evaluation on the project delivery and effectiveness will take place with feedbacks and comments solicited from all stakeholders, including lecturers, staff and students</p>

<b>E. Implementation Schedule</b> <i>(Please extend this table if necessary.)</i>		
Estimated start date of project:		<u>Sept 2010</u>
<b>Action</b> <i>(please indicate key milestones)</i>	<b>Timeframe</b>	<b>Cashflow Requirement (HK\$)</b>
<p><b>Stage 1: Project Preparation:</b></p> <ul style="list-style-type: none"> <li>i) Completion of Web Design and Trial run for the Virtual Life Coaching Centre</li> <li>ii) Launch for Phase I</li> <li>iii) Recruitment of Assistant Student Affair Officer and System Engineer</li> <li>iv) Staff Training for Assessment Tools</li> </ul> <p><b>Stage 2: Helping students to have self-understanding and equip them with resources in Further Study:</b></p> <ul style="list-style-type: none"> <li>i) Launch of Phase 2</li> <li>ii) Develop online Personal Competency Assessment and web-based Enquiry System</li> <li>iii) Workshops on Further Study &amp; trainings on Personal Development are offered</li> <li>iv) 150 students receive MBTI<sup>®</sup> assessment in Personality Application</li> <li>v) Provision of Individual Consultation</li> <li>vi) Cyber Station and Recourses Corner is set up</li> </ul>	Sept 2010 - Feb 2011	\$552,900
<p><b>Stage 3: Helping students to consolidate learning in tertiary education and facilitate their further planning on study and career development:</b></p> <ul style="list-style-type: none"> <li>i) Launch of Phase 3 &amp; 4</li> <li>ii) Workshops on Career Development offered</li> <li>iii) 40 students receive FIRO-B<sup>®</sup> assessment and 50 students receive MBTI<sup>®</sup> assessment for Career Application</li> <li>iv) A detailed Student Portfolio will be ready for student to collect</li> <li>v) Overnight training camp</li> </ul> <p><b>Stage 4: Project Intermediate Evaluation:</b></p> <ul style="list-style-type: none"> <li>i) Completion of intermediate evaluation</li> <li>ii) Web enhancement</li> </ul>	Mar 2011 - Aug 2011	139,800

<p><b>Stage 5A : Full operation of all 4 Phases:</b></p> <ul style="list-style-type: none"> <li>i) All web-based applications can be used</li> <li>ii) 400 students receive MBTI<sup>®</sup> assessment and 60 students receive FIRO-B<sup>®</sup> assessment</li> <li>iii) Completion the matching among 100 junior students with 50 Instructors</li> </ul>	Sept 2011 – Feb 2012	217,450
<p><b>Stage 5B : Full operation of all 4 Phases:</b></p> <ul style="list-style-type: none"> <li>i) All web-based applications can be used</li> <li>ii) 400 students receive MBTI<sup>®</sup> assessment and 60 students receive FIRO-B<sup>®</sup> assessment</li> <li>iii) Completion the matching among 100 junior students with 50 Instructors</li> </ul> <p><b>Stage 6: Project Evaluation</b></p>	Mar 2012 – Aug 2012	239,850
<b>Total Amount of Grant</b>		\$1,150,000

Estimated completion date of project:

Aug 2012



<b>F. Project Budget</b>			
<b>Projected Expenditure</b> <i>(Please provide detailed breakdown under each item)</i>	<b>Amount in HK\$</b>		
	<b>Year 1</b>	<b>Year 2</b>	<b>Total</b>
<b>a. Manpower</b>			
i) Full-time Assistant Student Affair Officer	189,000	195,300	384,300
ii) <i>Full-time System Engineer*</i>	<u>226,800</u>	<u>233,100</u>	<u>459,900</u>
<b>b. Equipment / Facilities</b>			
i) Hardware and software for server setup	60,000	--	
ii) Cyber Station (PC and maintenances at cyber station (\$8000 x 2))	16,000	--	
iii) PC and maintenance for staffs (\$8000 x 2)	16,000	--	
iv) Printer	3,000	--	<u>95,000</u>
<b>c. Services</b>			
i) Web design and development	300,000	100,000	<u>400,000</u>
ii) <i>Workshops*</i>			
- <i>on Personal Development (\$500x2)</i>	<u>1,000</u>	<u>1,000</u>	<u>2,000</u>
- <i>on Further Study (\$100x3)</i>	<u>300</u>	<u>300</u>	<u>600</u>
- <i>on Career Development (\$100x3)</i>	<u>300</u>	<u>300</u>	<u>600</u>
- <i>with guest speaker/ trainer (\$2000x2)</i>	<u>4,000</u>	<u>4,000</u>	<u>8,000</u>
iii) Pre-service Training for MBTI® & FIRO-B® Assessment			
- MBTI® (\$19000 x 2 officers)	38,000	38,000	<u>76,000</u>
- FIRO-B® Assessment (\$5500 x 2 officers)	11,000	11,000	<u>22,000</u>
iv) Assessment Tools			
- MBTI® (\$1200 for 10 questionnaire)	24,000	48,000	<u>72,000</u>
- FIRO-B® (\$1200 for 10 questionnaire)	4,800	7,200	<u>12,000</u>
v) <i>Overnight Camp (80 x \$300)*</i>	<u>24,000</u>	<u>24,000</u>	<u>48,000</u>
vi) Mentorship program	8,000	8,000	<u>16,000</u>
vii) Reference Materials for Resources Corner	10,000	10,000	<u>20,000</u>

<b>d. General Expenses</b>			
i) PC Consumables	2,000	2,000	<u>4,000</u>
ii) Stationary, Photocopying & Sundries	5,000	4,700	<u>9,700</u>
<b>e. Others (e.g. auditor's fee)</b>			
i) Auditor's fee	--	15,000	<u>15,000</u>
ii) Promotions	2,000	2,000	<u>4,000</u>
iii) Contingency	10,000	10,000	<u>20,000</u>
<b>*Cost will be contributed by HPCC</b>			
<b>Total Expenditure :</b>			<b><u>HKD\$1,669,100</u></b>
<b>Sources of Funding</b>			
a.	Amount of grant sought under this application: <b><u>HKD1,150,000</u></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> ):		
	<u>(i) Manpower cost of System Engineer, and expense for Workshops and Overnight Camp will be contributed by HPCC.</u>		
	<u>(ii)</u> _____		
	<u>(iii)</u> _____		
	... _____		
<b>G. Monitoring and Self-evaluation Mechanism</b>			
<p>To ensure the most effective use of the Quality Enhancement Grant, the Student Development and Resource Centre will take the leading role of monitoring and evaluating the progress and quality of the project, based on the stringent Quality Assurance Mechanism adopted by HKU SPACE. In addition, progress reports will be submitted to the Management Board of HPCC on a regular basis.</p> <p>An annual report to evaluate the progress and achievement of the project within the year will be submitted to the Bureau. A final evaluation report will also be submitted within three months following the completion of the project.</p>			

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

Management support will be provided by the HPCC Management Broad. The key personnel involved in this project includes:

**Dr. Keith Lam**

College Deputy Principal, HPCC

**Ms. Annie Tam**

College Academic Secretary, HPCC

**Ms. Kammy Chan**

Student Counselor, HPCC

**Ms. Sarah Law**

Student Counselor, HPCC

**Mr. H.F. Lee**

IT Manager, HPCC

**Student Counselors**

**Ms. Kammy Chan** (BSocSc HKU; MSocSc CUHK; RSW) has nearly ten years experience of students' development services in tertiary education. She has previously worked as Student Development Officer in providing counseling service to College students; and also as Manager in Youths Career Services Centre. Also, she has worked as Counselor in Pathological Gambling Treatment Centre. She has strong expertise in Personal Development and Career Guidance for young people.

**Ms. Sarah Law** (BA HKU; MSocSc CUHK; RSW) has over six years experience in youths services. She previously worked as a Project Manager in the employment services and as an Assistant Student Development Officer in community college. She has expertise in working with young people and is experienced in coordinating voluntary groups.

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

*NIL*

**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 for current and future students. The Virtual Life Coaching Centre is sustainable for long time with regular update and review of the software application. College will financially support the project by providing technical support after the funding period.

And, the training received by the Student Counselors will benefit both current and future students.

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

The Student Development Resource Centre (SDRC) has been set up since August 2009. Two Students Counselors are employed for providing student support services to HPCC Students.

SDRC provide a wide range of services to cater for students' needs, including individual counseling, further study consultation, personal development training and career guidance.

SDRC has begun its preparatory work for the proposed Project, for example student focus groups for collecting students' opinion had been arranged. Some of their ideas have been include into the project. Initial contact of external Websites Design companies has already started. Therefore, once the funding is approved, work could start immediately, for the Scheme to be launched from 2010-11.

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

Two Student Counselors both have tremendous experience in student development and support services. Their concrete experiences in working with youths are beneficial for organizing this project in HPCC.