

II Project Information

Project Title (in English)

Student Career Support & Planning Service (CSPS): Pilot Scheme in New Campus

Project Title (in Chinese)

學生職業生涯規劃及支援服務

A. Project Summary

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

Currently, nearly all Universities in Hong Kong have their own student career support services (Open University co-runs it by the Student Affairs Office). HKCT, as a self-financed institute, has also set up Student Development Centre to cater for the affairs and developmental needs of the students. In regard to employment and career guidance service, activities like workshops on interviewing skills and soft skills, career talks, organization visits and Shadowing (Mentorship) Scheme have been organized. Although the outcome and experience has been encouraging, there are rooms for a more focusing strategy and an expansion of the variety of services. However, shortage of resources is a difficulty.

HKCT has identified four aspects as the foci of our Higher Education provision, namely, (i) professional education, (ii) program excellence, (iii) student-centred life-long learning, and (iv) enhancement of student employability. To actualize the fourth aspect, the College is committed to developing a more focusing and effective model of career guidance service which is indispensable for preparing our students and graduates for a prospective career path. Interviews and focus group discussions were organized seeking views from the employers, teaching staff and graduates from various programs of HKCT from August 2009 to February 2010. Expectations and needs from different stakeholders were identified. A more effective career service is expected to cater for the inadequacy in generic skills like those of job-searching, interviewing, communication etc. Moreover, pursuing professional education, the students should be cradled with the acquisition of knowledge and skills, broadening of exposure, as well as, building up of linkages with the industries and the professions.

Based on the experience of existing services provided and feedback from different stakeholders, **this project aims at enhancing students' capability in making decision and achievement in their career pursuit and strengthening their employability after graduation through the development of both personal capacities and market exposure and linkage.** Throughout the project, the involvement & cooperation with industries / employers and academic staff will be emphasized. Making the best of students' initiative, they will be the key factors to success of the project.

The project will be launched on the new campus of HKCT in Ma On Shan which will start to operate in September 2010. Around 1,000 students of the Higher Diploma and Associate Degree programs will experience a new learning environment and campus life there. Three levels of services and deliverables will be provided as follows:

- *Establishing career goals and portfolios:* tailor-made career planning and counseling services to individual students, which help them to build up clear vision of their own career path and a framework of portfolio based on individual goals;
- *Enhancing personal capacity in employment:* trainings on interview tactics and workshops on writing resume and mock interviews, which equip students with generic skills, like, job-hunting and transferable skills;
- *Facilitating market exposure and linkage:* company orientation activities, industrial mentorship program, on-site learning, and short-term (part-time) work experience which strengthen students' knowledge, experience, and networking in the industries.

The project targets to serve 800 full-time mode students in two years with career related support services. Through these services, it is expected that the students will be able to:

- Understand their own goals in career;
- Engage with jobs which accommodate their interests and strengths;
- Identify and be familiar with their career path;

With this foundation, the students will be able to further develop their career plan in the future.

In order to evaluate the effectiveness of the service, an evidence based evaluation research will be built in the project. Upon completion of the project, the career service model will be enhanced based on the results of the evaluation research which will then be proposed and incorporated into the student services of the College at large so that the future students will reap the outcomes and benefits generated from this project, experiencing fruitful and effective career support during their years of study in the College, and realizing the enhancement of employability upon graduation. In addition, the experience and effectiveness of this project will be shared with other institutes especially those having students with similar nature and levels in order to peer sharing and synergy will be promoted which in turn benefitting our young generation.

B. Project Objectives

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

In general, employment or career service for youth in Hong Kong is aiming to enhance their capacities in two aspects: self-understanding and understanding about the labour market / industries. For employment services provided by HKCT, two other dimensions will be the foci of key intervention — the development of human capital and social linkage / network with industries and employers.

Based on this framework, the project team had invited some employers in various program-related industries, teaching staff, current students and graduates of HKCT from various programs to interviews so as to identify their perception on employability of sub-degree graduates and expectations on career services provided.

To the employers, academic achievement or qualification of the graduates is only the basic consideration. They will further assess an applicant's attitude, soft-skills, mindsets, relevant working or voluntary experience during recruitment. Good quality application letter and resume are essential criteria for granting interviews and it is apparent that there are large rooms for improvement and training for the young generation in these aspects. Moreover, inadequacies in soft skills like communication, team spirit, EQ, and AQ are common. Of course, language abilities are also critical but they understand that these are not the business of career services.

For the teaching staff, they agree that academic programs are designed for students to acquire basic knowledge and skills for the industries or professions. However, generic and soft skills are also important for students' job acquisition and sustainability. It seems to be not feasible for them to cover those aspects in formal curriculum. It is suggested that collaboration with career support services to provide those trainings will be more effective. They also comment that skills and knowledge on specific industry are as important as generic one.

For the current students, some of them have identified their career goal but found difficulties in knowing more about the industries. Sharing and briefing from industrial sectors are believed to be helpful. Although some programs have conducted related activities for the students, tailor-made and more intensive career support services are expected to supplement and intensify their knowledge & skills.

For the graduates of HKCT, they appreciate the support of existing services but they suggest that improvement of employment services both quantitatively and qualitatively will help them increase their employability. More tailor-made training in, for example, interviewing skills, CV writing, industry exposure, can certainly help.

The feedback collected from the discussion with the above stakeholders is consistent with our observation and assumption upon which the following key intervention aspects are identified as the needs of the young generation in career support:

- Establishment of career goals;
- Building up of individual career portfolio;
- Enhancement of personal capacity;
- Acquisition of industry-related knowledge and skills ;
- Expansion of exposure and linkages with industries and employers

C. Outcomes and Deliverables of Project

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

This project is tailor-made for HKCT's full time 3-year Higher Diploma (HD) students starting from year 2 and 2-year Associate Degree (AD) students starting from year 1. Project details, number of student beneficiaries and outcomes are as follows:

- **A minimum of 800 students and 20 organizations/ employers will be covered by all activities in two years' time.***
- **Aiming to let students understand and decide on the direction about their own career, get a desirable job in short term and climb up in the profession in long run.**
- **Help student to build up their own career portfolio and facilitate the achievement through development of personal capacity and industry-related knowledge, experience, & network.**

Establishing Career Goals & Portfolios:

- Career planning talks:

Two talks will be organized for 600 AD(year 1) & HD(year 2) students during the project period. It is expected that 60% of the participating students would agree that they can identify the essentialness of career planning and setting up portfolios.
- Career planning and self-exploration camps:

Two camps will be organized for at least 120 students. Career support and planning services will be introduced throughout the activity. It is expected that 70% of the participating students would agree that they have a better understanding of themselves and of their future direction and the framework of career portfolio can be constructed upon completion of the camp.
- Career guidance and planning services:

Career guidance and advance planning services will be provided for 100 students during the two-year service. Assistance in the formulation of individual portfolios will be provided. It is expected that 80% of the participants would agree that they feel much clearer of their future direction and career path, and they can obtain useful information on further studies (for professional qualifications) and seek advice on employment related queries.

Enhancing Personal Capacity in Employment:

Workshops covering resume and job application letter writing, mock interviews and follow-up review will be organized to develop students' soft skills and abilities during job hunting process. Each workshop will consist of 8 sessions for 30 students. Four workshops will be organized within 2 years, and thus 120 students would be served. It is expected that 70% of the participants can be able to write a formal resume and an application letter and they would also agree that their interview skills have been improved.

Enhancing industry-related knowledge, experience & network:

- Company and professional organization orientations (targets to serve 100 students, 10 times within two years);
- Industrial mentorship programs including on-site experiential learning, short-term mentorship etc (at least 10 companies / organizations involved);
- Career seminars (at least 6 seminars with 30 participants, 180 students in total);
- Career exhibition week (a total of 200 students are expected to participate);

- Industry-related social services (40 students in total);
- Providing employment vacancy information directly;
- Lining up with Human Resources Consultancy Firms;
- Setting up organizations and employers network (establish concrete partnerships with at least 20 organizations/employers);
- Short-term / part-time job matching (targeting at 40 students in two years).

Others:

- E-platform:
To set up web pages / facebook groups covering information on job hunting skills, job interview FAQ, employment information, labor rights and employment traps, MPF, occupational safety knowledge, etc. Moreover, electronic means (e.g. SMS) will be used to inform students of various employment and activities information.
- Two annual reports concerning researches on graduates employment status will be produced.
- An evidence based evaluation research will be built in the project.
- One sharing session on the experience and insights of the project and model will be organized where colleagues/ representatives of career services of other institutes will be invited. .
- Submission of annual service evaluation report (total 2 copies), including the progress of the overall service, financial reports, student survey results, recommendations for improvement.

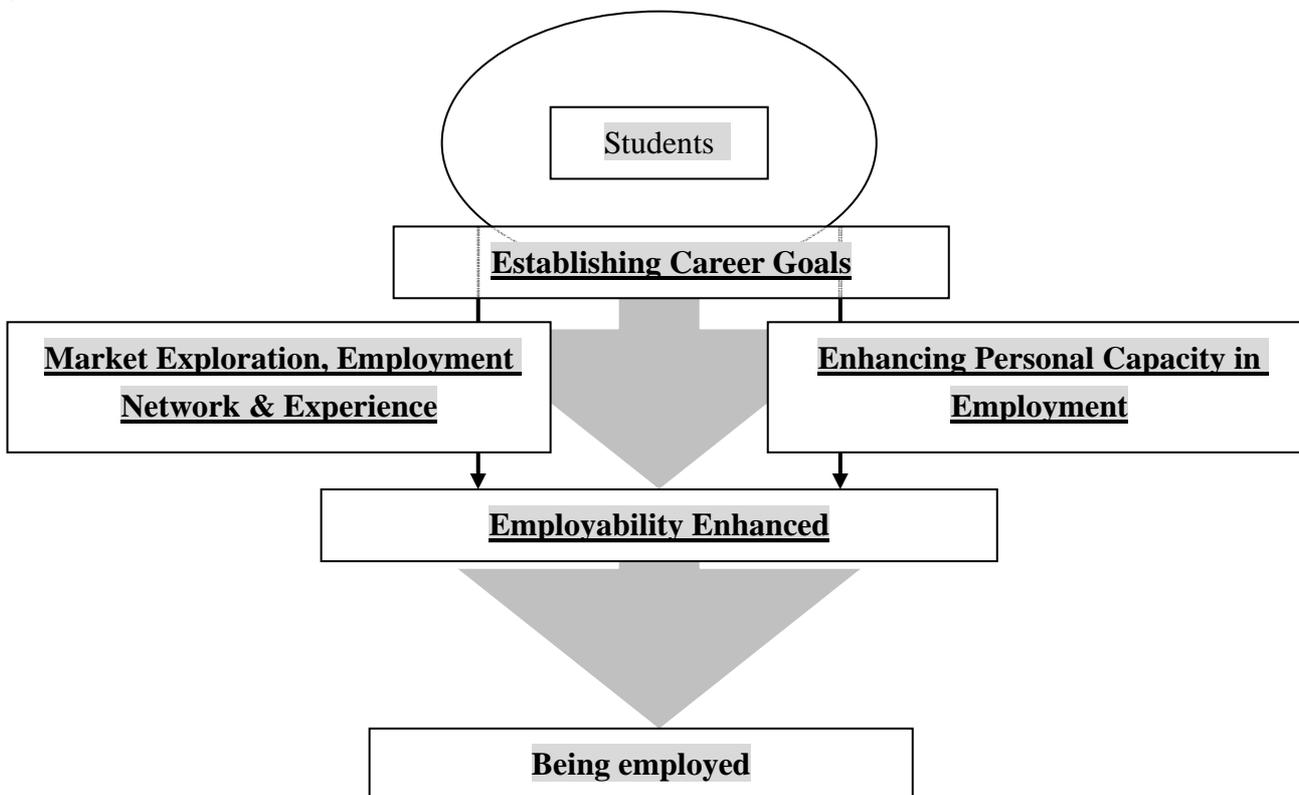
* There are around 300 final-year students in HKCT each year. The project will target to serve 800 full-time mode students in two years with breakdowns as below:

	High Dip Year 2 students + Assoc Degree Year 1 students	Final year student
2010	300	200
2011	300	Same Group of participants as in 2010

D. Implementation Details

D1. Concept Map of the Project

This project will focus on "career support & planning services "to solve the above students' employment, career-related problems



D2. Project Details:

The project consists of three levels of services and deliverables as follows:

D2.1. Establishing Career Goals & portfolio

Career Planning Talk

- for all AD (year 1) & HD (year 2) students
- a total of 600 students will participate in 2 years

Career Planning And Self-Exploration Camp

- two career planning and self-exploration camps for freshmen (Year 2 or Year 3 students' application also accepted).
- a minimum of 120 students will be served

D3.1.3 Career Support and Planning Services

- Personal career support and planning services conducted in one-on-one format for freshmen (long-term follow-up required) and soon-to-be graduate students (only short-term follow-up needed).

- 100 students during the two-year period will be served.

D2.2. Enhancing Personal Capacity in Employment :

- Four workshops (every October and February) will be organized within 2 years. Each workshop consists of 8 weekly-held 2-hour sessions for 30 students and totally 120 students will be served.

D.2.3 Enhancing industry-related knowledge, experience, & network:

- existing staff & employer network of HKCT will be resources for mobilization & cooperation.

D2.3.1 Career Seminars

- Career Seminars for the freshmen students (HD year 2 & AD year1)
- 6 seminars will be conducted with 30 participants, i.e.180 students in total.

D2.3.2 Companies and Professional Organization Orientations

- orientation activities will be organized with companies and professional organizations for final year students
- 100 students with 10 visits within two years will be served

D2.3.3Industrial Mentorship Program

- companies/ organizations are invited to provide on-site learning opportunities, short-term participation in their activities, personal support & advice
- a total of 10 companies/ organizations are expected to be involved.

D2.3.4 Career exhibition week

- Guest speakers from different sectors & industries will be invited to deliver talks & seminars which will be organized once a year and 100 students will be expected to participate each year.

D2.3.5 Industry-related Social Service

- Four learning opportunities will be provided to 40 students within 2 years.

D2.3.6 Partnership with Human Resources Consultancy Firms/ Human Resources Database

- three human resources consultancy companies will be invited to establish cooperative relationships with them.

D2.3.7 Networking Organizations and Employers

- concrete co-operations with at least 20 organizations/employers will be established.

D2.3.8 Part-time / short-term Job Matching

- to provide students with job matching service for short-term/part-time jobs which directly related to their academic background/career goals so that they can have the opportunity to enter the real work setting before formally placed in a full-time job (target 40 students in two years).

D2.3.9 Provide Information on Job Vacancies

- Before graduation, students will be provided with selected job vacancies relating to their specialist field

and academic background from the major job search websites and newspapers.

- Bulletin boards will also be set up to provide job vacancies information.

D3. Publicity:

D3.1 E-Platforms

- Website/ facebook groups with contents including job-hunting skills, interview FAQ, information on employment trap, labor rights, MPF and occupational safety etc will be set up.
- These messages will also be distributed to students via e-mail and MSN.

D3.2 Other electronic media

- Students, with their consent, will be notified with the latest information on the activities and employment via SMS.

D3.3 Traditional Promotion Channels

- Information about short-term/ part-time job vacancies, events and the latest employment information will be published on all Bulletin Boards located in the campus.

D4. Others:

D.4.1 Graduates Employment Survey

- a 'Graduate Employment Survey" held annually. The survey report will be completed and published by March of the following year and for the reference of the College .

D4.2 Research & Annual Report on Service Effectiveness

- an evidence based evaluation research will be built in throughout the project.
- It is planned that an Annual Report on Service Effectiveness will be prepared(total 2 reports) which includes the progress of the overall project, financial reports, student survey results & recommendations for improvement.

D4.3 Sharing session on experience & effectiveness of the Project & Service Model

A sharing session will be held at the end of the project to share the experience and effectiveness of the model with other institutes. It will be fruitful to improvement & enhancement of delivery of career service to Sub-degree students which have specific strength & needs.

E. Implementation Schedule *(Please extend this table if necessary.)*Estimated start date of project: September 2010

Action <i>(please indicate key milestones)</i>	Timeframe	Cashflow Requirement
1st phase: Preparation & First operation period <ul style="list-style-type: none">● Enrollment of all staff● Networking employers, organizations & human resources consultancy firms / human resources databases● Planning workshops tailored for different courses● Collection of information on further studies & employment for different subjects● Establishment of electronic platforms● First trial run of career planning talk and camp● First round of career planning talk & camp will be held alongside with employment workshops, companies & professional organization orientations, industrial mentorship programs, career seminars, industry-related social services, vacancies information provision & graduates employment survey	Sep 2010 – Feb 2011	525,000
2nd phase: First operation period , Evaluation & Improvement <ul style="list-style-type: none">● First round of career planning talk will be held alongside with employment workshops, companies & professional organization orientations, industrial mentorship programs, career seminars, industry-related social services, vacancies information provision & graduates employment survey● Evaluation, refinement & modification of plans & service content in first round of operation.	Mar 2011 – Aug 2011	444,000
3rd phase: Second operation period <ul style="list-style-type: none">● Second round of career planning talk and camp will be held alongside with employment workshops, companies & professional organizations visits, career seminars, service learning, vacancies information provision & graduates employment survey	Sept 2011 – Feb 2012	506,000
4th phase: Second operation period & Conclusion <ul style="list-style-type: none">● Ending new career support and planning service to students● Summing up experiences & writing the evaluation report● Sharing session with other institutes	Mar 2012 - Aug 2012	448,000

Research on service effectiveness	On-going	0
Individual career support & planning services	On-going	0
Utilization & update of online e-platforms	On-going	0
	Total	1,923,000

Estimated completion date of project:

August 2012

F. Project Budget

Projected Expenditure <i>(Please provide detailed breakdown under each item)</i>	Amount in HK\$						
	9 / 2010 - 2 / 2011	3 / 2011 - 8 / 2011	9 / 2011 - 2 / 2012	3 / 2012 - 8 / 2012	Total	HKCT contribute	Grant
A.Manpower							
A1 Project Manager	131,266	131,266	137,846	137,846	538,224		538,224
A2 Project Officer	118,976	118,976	124,960	124,960	487,872		487,872
A3 Project Assistant	72,957	72,957	77,559	77,559	301,032		301,032
B. Computer Hardware/software							
Computer & software x 3	30,000				30,000		30,000
C.Program							
C1. Career planning talk							
Venue Fee	1,400		1,400		2,800	2,800	
C2. Career planning and self-exploration camp							
Camp fee, activity room fee, trainer fee, activity tools, photocopies, transportation & logistics, student helper fee & others	36,572		36,572		73,144		73,144
C3. Student employment support & planning service							
Assessment tools(Strong interest inventory / Self Directed Search)		10,000		10,000	20,000		20,000
C4. Employment workshop							
Speaker fee, student helper fee, photocopies & others	10,912	10,912	10,912	10,912	43,648		43,648
Venue Fee	7,040	7,040	7,040	7,040	28,160	28,160	
C5. Companies & professional organization orientations							
Transportation, student helper fee, souvenirs,	1,432	5,728	1,432	5,728	14,320		14,320

photocopies & others							
C6. Career seminar							
Speaker fee, student helper, photocopies & others	1,864	3,728	1,864	3,728	11,184		11,184
Venue Fee	1,050	2,100	1,050	2,100	6,300	6,300	
C7. Career Exhibition Week							
Booths, banners, decoration, speaker fee, student helper fee, photocopies & others		22,820	22,820		45,640		45,640
Venue Fee		3,520	3,520		7,040	7,040	
C8. Service Learning							
Student Allowances		6,000		6,000	12,000	12,000	
C9. Vacancies info provision							
Bulletin Corkboard 6' x 6' Wooden Frame (6pcs)	5,000		1,000		6,000		6,000
C10. Electronic media promotion							
Webpage design	24,000				24,000		24,000
Webpage maintenance	3,000	3,000	3,000	3,000	12,000		12,000
SMS distribution	1,500	1,500	1,500	1,500	6,000		6,000
C11. Employment info bulletin board	4,800	2,400	4,800	2,400	14,400		14,400
C12. Graduates employment survey							
Student Helper Fee	20,000		20,000		40,000		40,000
Questionnaire Printing	500		500		1,000		1,000
Report Printing		500		500	1,000		1,000
C13. Sharing Session							
Promotion, photocopies & others				3,500	3,500		3,500
Venue Fee				660	660	660	
D.General Expenses							
D1. Other promotion fee	2,400	2,400	2,400	2,400	9,600		9,600
D2. Photocopies, books & references	3,650	3,650	3,650	3,650	14,600		14,600
D3. Insurances	4,000	4,000	4,000	4,000	16,000		16,000
D4. Traveling Expenses	1,200	1,200	1,200	1,200	4,800		4,800

D5. Student helper	33,000	33,000	33,000	33,000	132,000		132,000
E.Others							
Audit Fee				6,000	6,000		6,000
Contingency(3.5%)	18,078	15,634	17,571	15,669	66,952		66,952
Overhead of each full-time staff(25% of salary)	80,800	80,800	85,091	85,091	331,782	331,782	
Total Expenditure :	615,397	543,131	604,687	548,443	2,312,000*	389,000*	1,923,000*
Grant Request* :	525,000	444,000	506,000	448,000			1,923,000
*The figures number had been round up to the nearest thousand.							

. Projected Income	Amount in HK\$								
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	5th Quarter	6th Quarter	7th Quarter	8th Quarter	Total
a									
b									
c.									
Total Income :	nil	nil	nil	nil	nil	nil	nil	nil	nil

Sources of Funding	
a.	Amount of grant sought under this application: <u>1,923,000</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>):
c.	Hong Kong College of Technology (HKCT) will contribute \$389,000 in the grey areas of Section E.
d.	HKCT will help provide physical space in the campus to set up employer corner to run the project.
G. Monitoring and Self-evaluation Mechanism	

The project and entire programs will be under the monitoring of the Higher Education Executive Committee (HEEC) of HKCT while daily operation will be under the Department of Enterprise & Social Services. The members of HEEC are composed of Vice Presidents & representatives from different academic programs.

Regular meetings among staff concerned are scheduled to assess and monitor the daily operation. Feedback from students on individual activities and overall performance of the service will be collected through questionnaires. An Annual Report on Service Evaluation will be handed in with service progress in general, financial reports, student questionnaires results and improvement suggestions.

H. Management Support and Key Personnel Involved

The major management support is provided by HEEC & the Head of Department of Enterprise & Social Services.

The project team will involve the following personnel for project implementation:

One Project Manager, who is mainly responsible for:

1)planning & implementation of the project; 2)project & activity management; 3)internal coordination & external networking; 4)staff supervision; 5)provision of career planning service to students

One Project Officer, who is mainly responsible for:

1)providing assistance to the manager in implementation of the project; 2)coordinating planned workshops, groups, events, seminars; 3)provision of career planning service to students

One Project Assistant, who is mainly responsible for:

1)providing all logistic support for the implementation of the project; 2)website & information updating; 3)all clerical support.

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*)

After the completion of the project, the effectiveness of this pilot model will be reviewed and evaluated. HKCT will commit resources to furthering an enhanced model of career supportive services, and continue to operate the student career support & planning service on HKCT's own resources after the funding period. The services will be incorporated into the student services of the College at large so that a more effective and focused career services can be provided to enhance the employability of the students. Two staff will be deployed to maintain and develop the service including Career Support & Planning Service (CSPS) and employer networking by HKCT after the funding period.

2 Preparatory work done (*If any*)

Literature review and scanning on the employment services of existing universities and post-secondary institutes have been conducted. Besides, references have also been drawn from web data on employment service in Taiwan & Japan.

Over 20 interviews with the employers, HKCT's teachers, current students and graduates about the needs of difference parties have been conducted.

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

- Training cum Employment Resource Centre, (Employees Retraining Board)
- Intensive Employment Assistance Project, (Social Welfare Department)
- Enhanced New Dawn Project, (Social Welfare Department)
- Youth Holistic Employment Assistant Program , (Community Investment and Inclusion Fund & Labour Department)
- Lohas Salon, (Enhancing Self-Reliance Through District Partnership Programme, Home Affairs Department)
- SDC – Student Development Centre providing student support services.