

## II Project Information

Project Title (in English)	Project Title (in Chinese)
<b>Language Enhancement Project</b>	<b>語文能力提升計劃</b>

### A. Project Summary

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

Chu Hai College of Higher Education is submitting an application for the Quality Enhancement Grant Scheme funding under the category of ***Projects enhancing the language proficiency of students*** (as indicated in section 3.1 (iii) of the **Guide to Application**) to further enhance and expand our existing efforts in raising students' language proficiency and mastery levels in both English and Chinese, and to a less extent in foreign languages offered as General Education courses including French, German, Korean and Spanish.

#### *Background*

Under the auspices of the College's General Education and Language Enhancement Committee, a standing committee directly under the Academic Board, a *Putonghua Training and Testing Centre* has recently been established and an official agreement is scheduled to be concluded between the College and The Language Committee of the Ministry of Education of the Central Government (教育部國家語言文字工作委員會) in May 2010; at the same time, progress is being made to set up a *Self-Access Language Learning Area* in our Library Extension for students. It is planned that both these endeavours will further flourish and grow on and after completion of this project in July 2013.

#### *Purpose of the Application*

Application for funding is submitted for further enhancing and expanding the following:

#### 1. In the context of the *Putonghua Training and Testing Centre*

- A series of Putonghua training courses will be designed and run;
- A series of internal testing sessions will be conducted; and
- Specific additional instructional, learning and testing equipment and software will be procured.

#### 2. In the context of the *Self-Access Language Learning Area*

- Specific additional interactive CALL courseware / packages will be procured, principally for

- English and Chinese, but also in a smaller quantity for foreign languages on offer, and
- ❑ Specific additional self-access learning equipment and software will be procured.

3. In addition, it is also planned to design and run skill-specific intensive workshops for students for raising their overall English level and at the same time to equip and enable them to sit for international public English proficiency tests such as TOEFL, TOEIC and IELTS.

Since language enhancement initiatives to raise students' English proficiency level and to enable them to master the language (including such activities as remedial English workshops, drama, film appreciation sessions, General Education lectures, anchor workshops and contests, and debating training workshops and competitions) have been designed and run for all students on campus for a number of years to date, particularly in the past and current academic years, empowered with additional resources such as the QEGS funding the College will be in an even better position to boost our language enhancement drive further, to achieve more and better results, moving towards the goal of creating an English-speaking environment on campus. Graced with the funding the College will also be better able to achieve the goal of enabling our students to master Putonghua to the level that they will pass the National Test with flying colours.

The project will be rigorously monitored and evaluated both internally by means of feedback survey in the forms of questionnaires and sample interviews at regular intervals and externally by inviting our academic advisors and external examiners to conduct impartial evaluations at regular intervals. On project completion, the accounts of the project will be audited by a public accountant.

## **B. Project Objectives**

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

1. To enhance and raise students' overall proficiency level in English and Putonghua to that as prescribed or recommended by international authorities on language teaching and learning such as the Council of Europe by running skill-specific English enhancement workshops and providing Putonghua enriching sessions offered by our *Putonghua Training and Testing Centre*;
2. To assist students in acquiring a third language, e.g. French, German, Japanese, Korean or Spanish (which are currently on offer by the College) and to promote a language learning and practice environment by providing inter alia a self-access language learning area and opportunities for interacting with exchange students from overseas partner institutions; and
3. To train Putonghua trainers and testers for the College's *Putonghua Training and Testing Centre* in accordance with guidelines from the Central Government of the People's Republic of China.

### 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 aims at enhancing the language and communicative abilities principally in English and Putonghua, and in a third language such as French, German, Japanese, Korean or Spanish, for all students of the College and so the number of beneficiaries (on project completion by June 2012) will be about 2,000 students. They will be benefited in the following ways:

1. Students' overall English proficiency and communicative level will be raised to at least **C1** on the **Common European Framework of Reference for Languages** (for details please click here: <http://www.goethe.de/ins/us/lp/prj/ger/cfl/enindex.htm>).
2. Students' overall Putonghua proficiency and communicative ability will be raised to the level as prescribed by the Putonghua testing authorities of the PRC Central Government.
3. Some advanced Putonghua learners will be trained to be Putonghua trainers and Putonghua testers, to be accredited by the Central Government.
4. With the establishment of the Self-Access Learning Area students will be much better equipped and facilitated for pursuing further and lifelong learning in English, Putonghua and any other third language on offer by the College and beyond, in particular by 2012 as the College moves into the new campus when the Self-Access Learning Area and the *Putonghua Training and Testing Centre* will enjoy expansion both in terms of space and facilities.

Furthermore, it is planned that the outcomes and deliverables of the Project and our experience gained in implementing the Project will be shared with all local tertiary institutions as well our overseas collaborative partner institutions. Dissemination will make use of on-line communication channels as well as international academic conferences.

## D. Implementation Details

The College is applying for QEGS funding to further expand and enhance a number of language initiatives that our General Education and Language Enhancement Committee has been launching for three academic years to date - principally discharged by the Department of English and other academic and support units – including English enhancement workshops; English drama workshops; anchor training workshops and contests; film appreciation sessions; General Education lectures; etc. and also initiating this term (term 2 of 2009 – 2010) debating training workshops and competitions.

Since our *Putonghua Training and Testing Centre* which has been planned for establishment for almost a year now, is about to be formally established in May 2010 when an official agreement will be signed between the College and representatives from the *Language Committee* of the Ministry of Education of the Central Government, formal courses and testing sessions will be designed and run for our students in the first instance, with a view to offering the same or similar training courses to non-Chu Hai course and testing participants as from the third year of the establishment of the Centre.

At the same time, a *Self-Access* language learning and practice area is being set up in our Library Extension. It is planned that this self-learning area will provide the environment, opportunity and facilities for students to improve their English proficiency in all skill areas as well as to perfect their Chinese and/or learn a third or even a fourth language.

It is proposed that this project will be launched and implemented in the following five phases:

Phase 1: Pre-project planning and preparation (September 2010)

Phase 2: Running 10 Putonghua courses and intensive English workshops – 1<sup>st</sup> round (October 2010 – June 2011) plus interim feedback for improvement (July – August 2011)

Phase 3: Running 19 Putonghua courses and intensive English workshops – 2<sup>nd</sup> round (September 2011 – June 2012) plus interim feedback for improvement (July – August 2012)

Phase 4: Running 27 Putonghua courses and intensive English workshops – 3<sup>rd</sup> round (September 2012 – June 2013)

Phase 5: Project completion phase (August 2013)

### ***Implementation Plan***

#### Phase 1

September 2010

- 1) Overall planning including designing pre-project questionnaires, pre-course tests to find out students' overall Putonghua and English levels and designing Putonghua courses and intensive

English workshops in specific skill areas (viz. listening and oral presentation; listening and writing; reading and writing; reading and oral presentation; and processing and presenting information and material from video sources, etc.)

- 2) Setting up Self-Access Area in Library Extension plus installation of additional equipment and software and self-instructional courseware packages for English, Chinese, French, German, Korean and Spanish

### Phase 2

October 2010 – June 2011

- 1) Running 10 100-hour Putonghua courses plus post-course testing sessions (to cater to all students of the Arts Faculty)
- 2) Running 10 6-hour intensive English workshops per term for 2 terms (for all students to sign up, with each workshop taking a maximum of 25 students) (first round/offer)
- 3) Self-Access Area operational and students from all programmes and Faculties to book time-slots for use on first-come first-served basis; academic staff to advise and guide and technical support made available as far as possible

July – August 2011

- 4) Conducting interim surveys for modification and/or improvement purposes

### Phase 3

September 2011- June 2012

- 1) Running 19 100-hour Putonghua courses plus post-course testing sessions (to cater to all students of the Arts Faculty and Faculty of Commerce)
- 2) Running 10 6-hour intensive English workshops per term for 2 terms (for all students to sign up, with each workshop taking a maximum of 25 students) (second round/offer)
- 3) Upgrading Self-Access Area with installation of more<sup>1</sup> self-instructional courseware packages for English, Chinese, French, German, Korean and Spanish

July – August 2012

- 4) Conducting another interim surveys for modification and/or improvement purposes

<sup>1</sup> It is expected that in addition to such coursework packages to be procured from the funding, some more packages will be acquired from governmental agencies such as *Alliance Francaise*, *Goethe-Institut*, and the *Consulates-General of Korea and Spain*.

Phase 4

- September 2012- June 2013
- 1) Running 27 100-hour Putonghua courses plus post-course testing sessions (to cater to all students)
  - 2) Running yet another 10 6-hour intensive English workshops per term for 2 terms (for all students to sign up, with each workshop taking a maximum of 25 students) (third round/offer)
  - 3) Further improving Self-Access Area with installation of further self-instructional courseware packages for English, Chinese, French, German, Korean and Spanish

Phase 5

- July - August 2013
- 4) Conducting project completion surveys; launching a project outcome sharing and dissemination seminar for students, staff and representatives from local and overseas partner institutions; and planning for continuing the positive outcomes of the project programme by incorporating them into the mainstream work of the College

<b>E. Implementation Schedule</b> <i>(Please extend this table if necessary.)</i>		
Estimated start date of project:		<u>September 2010</u>
<b>Action</b> <i>(please indicate key milestones)</i>	<b>Timeframe</b>	<b>Cashflow Requirement</b>
<ul style="list-style-type: none"> <li>▪ Survey questionnaires and interview packages</li> <li>▪ Putonghua training course designs and plans</li> <li>▪ Intensive English enhancement workshop designs and plans</li> <li>▪ Procurement and installation of additional language teaching and learning cum self-instructional equipment and software</li> <li>▪ Putonghua courses for term 1</li> <li>▪ English workshops for term 1</li> </ul>	September 2010 to February 2011	20% of total budget – HK\$397,000
<ul style="list-style-type: none"> <li>▪ Putonghua courses for term 2</li> <li>▪ English workshops for term 2</li> <li>▪ Putonghua training course outcome data for Phase 2</li> <li>▪ Intensive English enhancement workshop outcome data for Phase 2</li> <li>▪ Participants' feedback data on Putonghua training courses and intensive English enhancement workshops for Phase 2</li> <li>▪ Effectiveness survey data from students using Self-Access Area for enhancing their English, Chinese and foreign languages</li> </ul>	March – August 2011	9.90% of total budget – HK\$196,333
<ul style="list-style-type: none"> <li>▪ Interim project survey data for improvement and/or modifications (July – August 2011)</li> <li>▪ Putonghua courses for term 1</li> <li>▪ English workshops for term 1</li> </ul>	September 2011 to February 2012	14.90% of total budget – HK\$294,200
<ul style="list-style-type: none"> <li>▪ Putonghua courses for term 2</li> <li>▪ English workshops for term 2</li> <li>▪ Putonghua training course outcome data for Phase 3</li> <li>▪ Intensive English enhancement workshop outcome data for Phase 3</li> <li>▪ Participants' feedback data on Putonghua training courses and intensive English enhancement workshops for Phase 3</li> </ul>	March – August 2012	14.60% of total budget – HK\$289,133

<ul style="list-style-type: none"> <li>▪ Further effectiveness survey data from students using Self-Access Area for enhancing their English, Chinese and foreign languages</li> <li>▪ Interim project survey data for improvement and/or modifications (July – August 2011) (Phase 3)</li> </ul>		
<ul style="list-style-type: none"> <li>▪ Putonghua courses for term 1</li> <li>▪ English workshops for term 1</li> </ul>	September 2012 to February 2013	19.60% of total budget – HK\$387,167
<ul style="list-style-type: none"> <li>▪ Putonghua courses for term 2</li> <li>▪ English workshops for term 2</li> <li>▪ Putonghua training course outcome data for Phase 4</li> <li>▪ Intensive English enhancement workshop outcome data for Phase 4</li> <li>▪ Participants’ feedback data on Putonghua training courses and intensive English enhancement workshops for Phase 4</li> <li>▪ Effectiveness survey data from students using Self-Access Area for enhancing their English, Chinese and foreign languages</li> <li>▪ Project completion survey data</li> <li>▪ Project outcome and experience sharing and dissemination seminar</li> </ul>	March – August 2013	21% of total budget – HK\$416,167

Estimated completion of project:

August 2013

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<b>F. Project Budget</b>						
	<b>Amount in HK\$</b>					
<b>Projected Expenditure</b> <i>(Please provide detailed breakdown under each item<sup>2</sup>)</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	273,333	498,333	698,334	N/A	N/A	1,470,000
b. Equipment / Facilities	200,000	NIL	NIL	N/A	N/A	200,000
c. Services	60,000	60,000	60,000	N/A	N/A	180,000
d. General Expenses	60,000	25,000	15,000	N/A	N/A	100,000
e. Others - auditor's fee	NIL	NIL	30,000	N/A	N/A	30,000
<b>Total Expenditure:</b>	<b>593,333</b>	<b>583,333</b>	<b>803,334</b>	N/A	N/A	<b>1,980,000</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>
<b>Total Income:</b>	NIL	NIL	N/A	N/A	N/A	NIL
<b>Sources of Funding</b>						
<p>a. Amount of grant sought under this application: <b><u>\$1,980,000</u></b></p> <p>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></p> <p><u>NIL</u></p>						

<sup>2</sup> Please refer to attachment 1 for budget breakdown

**G. Monitoring and Self-evaluation Mechanism**

1. The project will be closely monitored by the project team and at the same time **internally** by a team of academics to be invited from different departments of the College other than the English and Chinese Departments as well as **externally** by our academic advisors and external examiners.
2. The methodology to be adopted by the project team for evaluating the effectiveness and outcomes of the project will be basically surveys in the form of both questionnaires and interviews, to be administered and conducted on three occasions, namely:
  - (i) Pre-project (September 2010)
  - (ii) Mid-project (August 2012)
  - (iii) Post-project (August 2013)
3. At the same time, the project team will **convene review and feedback meetings** at regular intervals to make timely decisions to rectify any drawbacks and problems and to recommend improvements as deemed necessary.

## H. Management Support and Key Personnel Involved

### Project Team

Coordinators: Prof. Thomas YH Chan, Head of Department of English and Chair of the General Education and Language Enhancement Committee  
 Prof. Lee Li Shin, Director, Putonghua Training and Testing Centre and Professor, Department of Chinese Literature

Members: Mr. John Mok, Department of English  
 Dr. Hauman Ng, Department of English  
 Miss Cecilia Li, Department of English  
 Miss Margaret Tsau, Department of English  
 Prof. Mok Wan Hon, Department of Chinese Literature  
 Dr. So Chun Fai, Department of Chinese Literature  
 Prof. Ma Kwai Min, Department of Chinese Literature  
 Dr. Lawrence Hui, Department of Chinese Literature

### Advisors and Consultants:

Prof. Hu Chun Wei, Dean of the Arts Faculty  
 Prof. Ho Pui Hung, Director of Centre of Research of Chinese Literature and History and Head of Department of Chinese Literature  
 Prof. Barry Asker, Emeritus Professor, Lingnan University, Hong Kong – concurrently External Examiner of the Department of English  
 Prof. Dr. Hans-Georg Wolf, Coordinator of English and American Studies, University of Potsdam, Berlin, Germany – concurrently Academic Advisor of the Department of English  
 Prof. Chang Bun Nan, Director of Hong Kong Putonghua Education and Assessment Centre, University of Hong Kong

## 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*)

Project outcomes and deliverables will be sustained and further developed by the College, particularly because **both** the *Putonghua Training and Testing Centre* (which will be established in May 2010 and is expected to be up and running as from that date) **and** English enhancement initiatives begun in 2008 will be sustained, further developed and expanded as part of the College's short-term strategic planning. Thus, it is plain that the project programme will be incorporated into the mainstream functions and activities of the College on project completion, since language proficiency and communication skills are given top priority on the College's Strategic and Academic Development agendas.

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

English language enhancement workshops and other activities have been offered to all students since 2008. Indeed, each academic year since then has seen addition of innovative activities, such as anchor workshops and contests launched for the first time in March – May 2009, to be repeated and enriched this current academic year. To boost our efforts in English enhancement for students, a collaborative agreement between the College and the University of Potsdam, Germany, was formally concluded in September 2009, marking the start of joint efforts by both institutions to enhance our students' linguistic capabilities and caliber, in addition to other joint endeavours such as joint research, joint publications and student and staff exchanges being planned to materialize in the coming months.

Re. Putonghua training and testing, sufficient groundwork has already been laid by the General Education and Language Enhancement Committee of the College to date, ably supported by Prof. Chang Bun Nan, Director of Putonghua Training and Testing Centre of University of Hong Kong. It may be indicated that Putonghua courses have been an integral part of the College's General Education Curriculum, while for specific academic programmes Putonghua courses are required courses. Plans have been drawn up to recruit more Putonghua teachers for strengthening our Putonghua Programme. In time, indeed, entailed by the agreement to be concluded between the College and the Central Government, testers and experts from the Central Government will visit the College at regular intervals, thereby further enhancing the quality and standing of the Programme.

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

Prof. Thomas YH Chan possesses rich experience in mounting and managing projects of similar nature and magnitude - to cite: UGC Teaching Development Grant Project for Enhancing Teaching Skills and Application of IT in Education (1997 – 2001) and Quality Education Fund Project for Enhancing Lifelong Learning. Prof. Chan is at the same time Chair of the General Education and Language Enhancement Committee.

Prof. Lee Li Shin, Director designate of the *Putonghua Training and Testing Centre* to start operation in May 2010, possesses rich teaching experience in Chinese language and Putonghua in addition to expert knowledge of the Chinese language.

Project team members are all experienced language teachers and language course designers, with expertise in specific areas including Chinese language, Putonghua, TESOL and TEFL, and media communications. The project team will also be ably supported by the College's efficient and skilled technicians as well as the College's IT infrastructure.