

II Project Information	
Project Title (in English)	Project Title (in Chinese)
Establishment of Counselling and Careers Guidance Centre	設立學生輔導及就業支援中心
A. Project Summary	
<i>(please provide an executive summary of the project proposal in no more than 500 words).</i>	
<p>The Hong Kong Institute of Technology (HKIT) offers and conducts locally accredited self-financed sub-degree, degree and top-up degree programmes. Over the years, HKIT has observed a rising need to improve student support, especially with regard to counselling services and career guidance. The project proposed seeks to set up a Counselling and Careers Guidance Centre within the Institute, under the aegis of the Quality Enhancement Grant Scheme, to coordinate the provision of the counselling and career services, and to extend the scope of existing student support.</p> <p>The project's goal is to create an effective platform to enhance support for individual students and the employability of graduates. Due importance has been laid on counselling and addressing non-academic issues that may directly affect the personal development process.</p> <p><u>1. Counselling Services</u></p> <p>The Counselling Service is regarded as an essential component to complement academic resources and teaching facilities and to deal effectively with students' personal and academic concerns, and crisis situations.</p> <p>The counsellor will provide useful and objective information and advice to HKIT students to assist them in overcoming difficulties in their personal and school life.</p> <p><i>1.1 Personal Counselling</i></p> <p>Key personal issues include:</p> <ul style="list-style-type: none"> • Self-esteem • Depression • Anxiety and stress • Interpersonal relationships • Sexuality • Adaptation to a tertiary education setting • Alcohol and drugs. <p><i>1.2 Academic Counselling</i></p> <p>Key academic issues include:</p> <ul style="list-style-type: none"> • Study skills • Time management • Test anxiety • Poor academic performance • Communication with deans and faculty. <p><i>1.3 Crisis Intervention</i></p> <p>Crisis intervention services will be available to all students and staff during the day, after office hours and at weekends. The office will respond as quickly as possible to:</p>	

- Personal crises
- Traumatic situations
- Campus emergencies.

2. Career Guidance

Early planning of career and progression pathways is vital in order for students to identify their future goals and take appropriate steps for meeting intermediate milestones to achieve them.

Advisors will provide guidance and support to students to help to equip them with the critical personal qualities and practical skills required in the working environment.

2.1 In-house Guidance

Essential service elements include:

- Career information
 - Job posting
 - Career fairs
 - Career exploration skills
- Career counselling and planning
 - Resources for career direction, cover letters, résumés, career portfolios, and interviews
 - Information on membership of professional organizations
- Career decision consultations
 - Assessment of skills, interests and values
- Alternative pathways: further study
 - Articulation information
 - Graduate study guidance
 - Education fairs.

2.2 Industrial Relations

The project team will actively promote initiatives to potential recruiters and build long-term relations for mutual benefit.

3. Overall Student Support

With the establishment of the Centre, the scope of student support services can be increased. The Centre will become an easily accessible platform of communication between students and support staff. It will promote close liaison with student associations and actively support student-directed activities. Self-help portals for students will be set up to allow quick access to critical information relating to the social and academic environment.

B. Project Objectives

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

The project's overall goal is to assist students in their personal growth, professional development, and at the same time, ensure students have an enjoyable and successful college experience. Specifically, the project aims to:

1. Provide professional student counselling services.
2. Enhance career and educational support services.
3. Establish a platform for communication and enhance social and peer networking using a variety of tools and self-help portals.
4. Establish a centralized, easy-to-access repository of essential information for a successful academic experience, employment, alumni sharing and post-graduation information access, and business/industry participation.

C. Outcomes and Deliverables of Project

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

The project will provide services to all existing students and recent Institute graduates. About 1,500 students will directly access and use the services and related facilities.

The key benefits of the project are:

1. Students can access counselling services within the Institute.
2. Students can access an expanded range of counselling services related to personal, academic, and career issues according to their respective needs.
3. Students can find support and resolution for personal and academic issues and thus derive deeper satisfaction from their educational experience, and achieve greater personal growth.
4. Students can make use of career guidance information and resources from the Institute or provided by the Institute to explore their career interests, develop long-term goals, and actively plan their future career progression.
5. Students can benefit from networking activities to build professional relationships with external parties and potential employers, which can significantly increase their employability upon graduation.
6. Students will be better supported by the establishment of a new platform of interaction which is more easily accessible and better resourced.
7. Students will be able to acquire information on academic issues and the social environment directly, using the new self-help portals which will be set up together with the Centre.

D. Implementation Details

The project will be implemented across 19 months from October 2011 to April 2013 with the key milestones as listed below:

October 2011 – February 2012 (1st – 5th month)

Creation of Project Team and Quality Assurance of Project Activities

Recruitment of project team members and purchasing of equipment are included in this phase.

1st – 2nd month:

Recruitment of the team which will consist of a Project Manager, a counsellor and a career advisor.

2nd – 3rd month:

Team members will set up the procedures and guidelines for the project's operations together with an internal monitoring mechanism to be reviewed by the Student Affairs Committee and hence reported to the Academic Board and HKIT Council. Purchasing of equipment will also be carried out by team members.

4th – 5th month:

The team will invite employers and external participants to join the project for relation-building over the long term. Key services to be provided in this area will include:

- Information sessions
- Employer open house
- Job posting
- Campus recruitment
- Distance interviews
 - Phone interviews
 - Video interviews.

March 2011 – April 2012 (6th – 7th month)

Preparation for Project Launch

This phase highlights preparation work for launching the project internally and externally.

The students' career guidance kit and survey questionnaire will be prepared. An electronic system will be launched. The team will collect feedback from employers and external participants regarding the proposed services. In addition, each team member will work according to their corresponding duties pre-assigned for the project launch in the next phase.

May 2012 – April 2013 (8th – 19th month)

Project Run

The centre will become operational in this phase. The project will run across four academic semesters (i.e. February 2012 semester, June 2012 semester, October 2012 semester and February 2013 semester).

Online information to be made accessible on the self-help portals, in addition to the counselling and career services, includes:

- Student handbook
- Scholarships, tuition and other financial aid
- Disability services

- International student services
- Multicultural affairs
- Student association
- Student organisations
- Library resources
- Housing and other resource information

A total of nine career seminars and workshops will also be held for students.

At the end of each semester, team members will conduct an internal review and the report submitted to the Academic Board and HKIT Council for review.

While initial funding from the Scheme will allow the establishment of the Centre, HKIT will continue operating the Centre with own resources after the completion of this project.

E. Implementation Schedule <i>(Please extend this table if necessary.)</i>		
Estimated start date of project:		<u>October 2011</u>
Action <i>(please indicate key milestones)</i>	Timeframe	Cashflow Requirement
<p>PHASE 1 (October 2011 – April 2012)</p> <ul style="list-style-type: none"> ● Form the project task group (October 2011 – February 2012) <ul style="list-style-type: none"> <input type="checkbox"/> Constitute internal monitoring team <input type="checkbox"/> Recruit 1 project manager, 1 full-time counsellor and 1 full-time career advisor. <input type="checkbox"/> Duties <p>Project Manager: coordinate the centre internally by managing its human resources and students, and externally by negotiating with outside parties to arrange seminars, workshops, etc for students</p> <p>Counsellor: get involved in individual and familial counselling, organize enhancement programmes such as NLP workshops, anti-gambling training and career planning workshops</p> <p>Career advisor: provide guidance and consultation services for students in terms of future career or academic pathways, build networks with employers, etc and co-operate with them on projects such as seminars and workshops, among others</p> <input type="checkbox"/> Constitute the working group, procedures and guidelines for project operations and evaluate the goals and deliverables <input type="checkbox"/> Develop resources, working facilities and recruit voluntary participants <input type="checkbox"/> Invite prospective employers and external participants to join the project <input type="checkbox"/> Internal review ● Preparation for project launch (March 2012 – April 2012) <ul style="list-style-type: none"> <input type="checkbox"/> Launch the electronic system <input type="checkbox"/> Assimilate the resources and prepare the students' career guidance kit to be delivered <input type="checkbox"/> Prepare the survey questionnaire to be delivered at the end of the project <input type="checkbox"/> Collect feedback from prospective employers and/or external advisors <input type="checkbox"/> Internal review 	7 months	\$449,800

PHASE 2 (May 2012 – October 2012) &	6 months	\$363,600
PHASE 3 (November 2012 – April 2013)	6 months	\$403,600
<ul style="list-style-type: none"> ● Project Run <ul style="list-style-type: none"> <input type="checkbox"/> Run the project across three of the Institute’s academic semesters, each followed by an internal review and survey questionnaire <input type="checkbox"/> Final internal evaluation and preparation of project report, including detailed analysis, design and implementation, and results and findings of the survey <input type="checkbox"/> Organize career seminars and workshops 		

Estimated completion date of project:

April 2013

F. Project Budget				
Projected Expenditure <i>(Please provide detailed breakdown under each item)</i>	Amount in HK\$			
	1st year (Month 1- 12)	2nd year (Month 13 – 19)	3rd year	Total
a. Manpower				
<input type="checkbox"/> 1 full-time Project Manager (HK\$ per month) 1st – 3rd month: 20,000 4th – 15th month: 21,000 16th – 19th month: 22,050	249,000	151,200		400,200
<input type="checkbox"/> 1 full-time Counsellor (HK\$ per month) 1st – 3rd month: 16,000 4th – 15th month: 16,800 16th – 19th month: 17,640	199,200	120,960		320,160
<input type="checkbox"/> 1 full-time Career Advisor (HK\$ per month) 1th – 3th month: 15,000 4th – 15th month: 15,750 16th – 19th month: 16,538	186,750	113,400		300,150
b. Equipment / Facilities				
<input type="checkbox"/> Software and licence	4,800			4,800
<input type="checkbox"/> 3 computers (\$8,000@)	24,000			24,000
<input type="checkbox"/> 1 printer and consumables	8,300	2,100		10,400
c. Services				
<input type="checkbox"/> Students' career guidance kit (\$30@)	9,000			9,000
<input type="checkbox"/> Lecturing fee for seminars and workshops (\$1000@)	3,000	6,000		9,000
d. General Expenses				
<input type="checkbox"/> Stationery	12,000	7,000		19,000
<input type="checkbox"/> Miscellaneous	24,000	14,000		38,000
e. Others (e.g. auditor's fee)				
<input type="checkbox"/> Auditor's fee		15,000		15,000
<input type="checkbox"/> Preparation and conducting of survey	5,000	6,000		11,000
<input type="checkbox"/> Contingency (< 3%)	36,000	20,290		56,290
Total Expenditure :	761,050	455,950		1,217,000

Projected Income	Amount in HK\$					
	Year 1	Year 2	Year 3	Year 4	Year 5	Total
a. (e.g. fees received)						
b.						
c.						
Total Income :						
Sources of Funding						
<p>a. Amount of grant sought under this application: <u> \$1,217,000 </u></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>(i) _____</p> <p>(ii) _____</p> <p>(iii) _____</p> <p>... _____</p>						

G. Monitoring and Self-evaluation Mechanism

The project will be implemented by the project team, which will be monitored by the Institute's independent Student Affairs Committee, which will report to the Academic Board and the HKIT Council.

H. Management Support and Key Personnel Involved

The project team will comprise a project manager, counsellor, career advisor, IT technician, clerk and trainer. The Student Affairs Committee and its members and the chairperson of the Academic Board and Council will actively participate in the implementation of the project

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

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III Other information

1 Project Sustainability *(If applicable, please describe how the recurrent expenditure involved will be met after completion of the proposed project)*

2 Preparatory work done *(If any)*

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

HKIT has successfully undertaken the setting-up of a language laboratory, approved under the earlier Quality Enhancement Grant Scheme. HKIT has an active Student Union, with its operations heavily subsidized by the Institute. An established Student Affairs Committee co-ordinates various student activities, organises employment fairs, placements, cross-institutional partnerships and formation of peer associations. HKIT intends to leverage this group to build a strong support framework and enhance the quality of services available to students.