

## II Project Information

|   |  |
|---|--|
| Project Title (in English)<br>Establishment of English Language Learning Resource Centre (ELLRC) and Provision of Active English Learning Activities (AELA) to Post-secondary Students  | Project Title (in Chinese)<br>建立英語學習資源中心 及<br>提供學習英語活動系列 |
| <b>A. Project Summary</b>   |  |
| <p><b>Introduction to the Project</b></p> <p>This project is proposed by OUHK LiPACE to enhance the English language proficiency of its post-secondary students currently studying in full-time Pre-Associate degree, 1-year Diploma* and 2-year Advanced Diploma* programmes. OUHK LiPACE is a major provider of full-time post-secondary programmes in the self-financing sector serving about 3,000 students in academic year 2010/2011. The breakdown of the student composition being (in approximate figures): PYJ 2,380 Pre-AD and Diploma 490, Advanced Diploma and Overseas degrees 100. In the academic year 2011/2012, OUHK LiPACE is looking forward to admitting more students into the Pre-AD/Diploma/Overseas degree programme segment for which a total of 900-1,000 places are available for application.</p> <p>It is commonly appreciated that Pre-AD/Diploma graduates have a strong intention to pursue further study in Higher Diploma/Advanced Diploma or Bachelor degree programmes but their intention may be hindered by the lack of confidence in using English as medium of learning. All post-secondary institutions including OUHK LiPACE necessarily take this into account and have incorporated various English language courses in the formal curriculum and organised out of class activities for students to participate.</p> <p>This project proposal sets out to address the English language learning needs of OUHK LiPACE post-secondary students outside of the formal curriculum as we believe that the learning of language can be best achieved in authentic settings that are made interesting and attractive enough to learners. Towards this end, our English language teaching team had brainstormed and gathered feedbacks from students to come up with the present proposal suggestions. The suggestions are organised into a coherent framework of learning activities held in a dedicated setting that can provide the environment conducive to our students to actually use English.</p> <p>*The full-time 1-year Diploma and 2-year Advanced Diploma are pitched at QF level 3 and 4 respectively, they have an annual face-to-face contact hour of 600.</p> <p><b>Description of Project components and their facilities/features</b></p> |  |

The proposed project has two components: ELLRC (the venue) and AELA (the activities)

### *English Language Learning Resource Centre (ELLRC)*

The venue of the ELLRC will be located in OUHK LiPACE's own teaching centres, either in the OCLC (Lai King) or ILC (Sheung Wan) Centre. Provision will be made to allocate sufficient floor space to accommodate the ELLRC. The Centre will be opened from Monday to Saturday (9:00am to 7:00pm). The staffing to man the Centre will be deployed by OUHK LiPACE and resourced from its own funds.

The following are the equipments and facilities planned for the ELLRC:

1. A multi-media area with 10 language booths  
Each booth is equipped with 1 PC and 1 headset, with each PC installed with interactive multi-media learning resources.
2. Two tutorial rooms  
Each room is equipped with 1 PC, 1 digital whiteboard, 1 microphone, 1 set of speakers, 1 projector, 1 video camera, 1 sound-recording system, 1 visualiser and 1 table for 10 people.
3. English Corner  
Facilities: 3 PCs, 3 headsets, 1 scanner, 1 laser printer, 3 coffee tables, 2 two-seater sofas, 2 book shelves and 2 newspaper and magazine stands.  
Resources: (i) learning materials (books, fictions, magazines, DVDs);  
(ii) reference materials (revision series and benchmarked English exam papers such as IELTS, TOEFL and TOEIC);  
(iii) self-access English language learning packages.
4. Mini theatre: 1 DVD player, 50" HD LCD TV, 1 round table and 10-15 chairs.
5. Drama room: 1 removable stage platform and 1 amplifier.
6. Self-maintained website: Introduces the ELLRC services and activities, as well as to provide useful links to other English language learning websites.

### *Active English Learning Activities (AELA)*

The following are the proposed activities and services to be provided under AELA:

1. Preparatory courses for taking IELTS and/or TOEIC

It is advisable to provide preparatory tests for both so that both academic and workplace English needs of students can be looked after. OUHK LiPACE will liaise with the test centres for IELTS and TOEIC in HK and encourage students to sit these benchmarked tests.

2. Regular workshops
  - Academic writing (referencing, citation, plagiarism)
  - Basic research skills and methods
  - Generic transferable skills
  - Preparing CV and interview
  - Effective reading skills
  - Critical thinking skills
  - Other language-related topics
3. Monthly activities
  - English singing contest
  - Debate
  - Book reading circle
  - English film appreciation club
  - Best online English blog competition
  - Scrabble and password contest
  - Other theme-based activities
  - Guest lectures on English language, culture around the world (in partnership with local English speaking expatriate communities)
4. Language advisory service
  - Walk-in consultation (one to one tutorial and surgery sessions)
  - English café (groups of students and instructors can discuss freely on any topics of interest)

## **B. Project Objectives**

The project aims to:

1. Improve students' overall English language proficiency in terms of the four language skills (reading, writing, listening, speaking);
2. Enhance students' ability to conduct and demonstrate logical reasoning especially in written works for assessment; to appreciate differences in cultural perspectives; and to value the importance of interaction with people to increase cultural awareness of foreigners especially of Anglo-Saxon cultures;
3. Equip students with self-learning skills and to address their own learning needs for English language improvement via self-access packages and organise active English learning activities;
4. Prepare students to take benchmarked public exams in English such as IELTS and TOEIC.

To achieve the above aims, the project has to have a dedicated venue (English Language Learning Resource Centre) and to have a structured scheme for running learning activities (Active English Learning Activities). The facilities/features of these have been explained in Section A above and the outcomes and deliverables are explained in Section C below.

**C. Outcomes and Deliverables of Project**

1. The learning outcomes for AELA are specified below:

Students can benefit from the project as they will be developed to:

- Use English in their daily activities in school and in real-life situations;
- Communicate and interact with other people in English (including native speakers) comfortably and effectively;
- Express their own opinion and views in English with attempt to involve the exercise of critical judgment and the application of higher order thinking skills;
- Practise good speaking and presentation skills that will help them in their further study and job interviews;
- Identify and seek assistance to solve English language learning problems and acquire self-directed learning skills;
- Improve their personal growth through close peer interaction and exchange of views with others who are more experienced in life (such as teachers and guest speakers of workshops and seminars);
- Widen their visions of the outside world and become more receptive to cultural diversities especially of Anglo-American English speaking cultures.
- Prepare for taking external benchmarked exams in English language such as IELTS and/or TOEIC

2. The service utilisation targets for the ELLRC (measured as annual user frequencies) are specified below:

- Language Booths (multi-media area) – 1,200
- English Corner - 1,200
- Website Visits – 3,000
- Mini Theatre - 1,200
- Tutorial Rooms - 1,200
- Workshops – 1-2 workshops held per month
- Monthly activities – 2 events held per month
- Preparatory Courses for IELTS and/or TOEIC – 10 courses to be offered in the regular academic year and in the summer
- Enrolment in IELTS and/or TOEIC Preparatory Courses – 400 students
- Language Advisory Service – 120 cases per month

**D. Implementation Details**

The proposed schedule for setting up the ELLRC and provision of courses/activities is as follows:

1. An experienced full-time academic staff in English language teaching of OUHK LiPACE will be appointed as the Centre-in-charge. Two specially designated Groups will be formed (see Section H).
2. Renovation work will be carried out between September to December in 2011 and an ELLRC website will be designed.
3. The necessary AV equipments, furniture, learning resources, software and PCs will be purchased.
4. Two full-time native English speakers with English language teaching qualification (preferably MA TESOL but Cert TESOL, Cert in TEFL/CELTA will also be acceptable) will be recruited from December 2011 onwards to run regular workshops, organise monthly activities, maintain ELLRC website, write self-learning packages, and provide daily language advisory services to students. They will also be responsible for delivering the preparatory courses for IELTS and/or TOEIC.
5. The ELLRC will be opened in February 2012 and OUHK LiPACE students studying in Pre-Associate degree, full-time Diploma and Advanced Diploma programmes will be able to avail of the services provided by the ELLRC.
6. In academic years 2012/2013 and 2013/2014, OUHK LiPACE will be running new Foundation Year Diplomas (proposed) together with a selection of the existing full-time Diploma and Advanced Diploma programmes. Hence, the service target of the ELLRC will remain to be the same group of post-secondary students that the QEGS intends to serve and the scope can be further widened to cover NPYJ students with admission offers to self-financing sub-degree and degree programmes.

| <b>E. Implementation Schedule</b> <i>(Please extend this table if necessary.)</i>   |                           |                             |
|---|---------------------------|-----------------------------|
| Estimated start date of project:  |                           | September 2011              |
| <b>Action</b><br><i>(please indicate key milestones)</i>  | <b>Timeframe</b>          | <b>Cashflow Requirement</b> |
| <ul style="list-style-type: none"> <li>● Procurement of AV equipments, PCs and furniture</li> <li>● Procurement of learning resources: books, magazines, DVDs, English language tests reviewer series and exam papers collection (e.g. IELTS, TOEFL, TOIEC), etc.</li> <li>● Annual subscription of software licences to be installed in PCs</li> <li>● Appointment of 2 language instructors (preferably native-speakers with a minimum of Bachelor's degree and holding qualifications of MA TESOL, Cert TESOL, Cert in TEFL, CELTA or equivalent). Remuneration package is set at point 14.5 \$20,487.60/staff (inclusive of salary, cash allowance, MPF and benefits with a 2-year contract). The appointment period should commence from December 2011 when the ELLRC is estimated to be established.</li> </ul> | Sep. 2011 to<br>Feb. 2012 | <b>Total:<br/>\$466,726</b> |
| <ul style="list-style-type: none"> <li>● Renewal of appointment/new appointment of 2 language instructors</li> <li>● Running regular workshops and providing daily language advisory services to students</li> <li>● Designing ELLRC website</li> <li>● Compiling and preparing self-learning packages</li> <li>● Maintaining the smooth operation of the Centre</li> <li>● Promoting the Centre</li> </ul>   | Mar. 2012 to<br>Aug. 2012 | <b>Total:<br/>\$245,851</b> |
| <ul style="list-style-type: none"> <li>● Renewal of appointment/new appointment of 2 language instructors</li> <li>● Running regular workshops, and providing daily language advisory services to students</li> <li>● Organising student activities</li> <li>● Maintaining ELLRC website</li> <li>● Writing self-learning packages</li> <li>● Ensuring the smooth operation of the Centre</li> <li>● Compiling and preparing the preparatory courses for IELTS and/or TOEIC</li> </ul>  | Sep. 2012 to<br>Feb. 2013 |                             |

|  |                           |                                   |
|--|---------------------------|-----------------------------------|
| <ul style="list-style-type: none"> <li>● Promoting the Centre and its various activities</li> <li>● Annual subscription of software licenses installed in PCs</li> <li>● Purchase of learning materials and resources</li> </ul>   |                           | <b>Total:</b><br><b>\$305,851</b> |
| <ul style="list-style-type: none"> <li>● Renewal of appointment/new appointment of 2 language instructors</li> <li>● Running regular workshops, and providing daily language advisory services to students</li> <li>● Maintaining ELLRC website</li> <li>● Ensuring the smooth operation of the Centre</li> <li>● Preparing and delivering the preparatory courses for IELTS and/or TOEIC</li> <li>● Audited financial report will be provided upon the completion of the project</li> </ul> | Mar. 2013 to<br>Aug. 2013 | <b>Total:</b><br><b>\$255,572</b> |

Estimated completion date of the project:

August 2013

| <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><br><b>(Sep. 2011 to Aug. 2012)</b> | <b>Year 2</b><br><b>(Sep. 2012 to Aug. 2013)</b> | <b>Year 3</b> | <b>Year 4</b> | <b>Year 5</b> | <b>Total</b>       |
| Manpower  | \$368,777  | \$491,703  |               |               |               | \$860,480          |
| Equipment / Facilities<br>(Refer to Appendix A and B)   | \$223,800  | \$ 0   |               |               |               | \$223,800          |
| General Expenses<br>(Refer to Appendix C)   | \$120,000  | \$60,000   |               |               |               | \$180,000          |
| Others<br>- Audit Fee   | \$0  | \$9,720  |               |               |               | \$9,720            |
| <b>Total Expenditure :</b>  | <b>\$712,577</b>                                 | <b>\$561,423</b>                                 |               |               |               | <b>\$1,274,000</b> |
| <b>Projected Income</b>   | <b>Amount in HK\$</b>                            |  |               |               |               |                    |
|   | <b>Year 1</b>                                    | <b>Year 2</b>                                    | <b>Year 3</b> | <b>Year 4</b> | <b>Year 5</b> | <b>Total</b>       |
| a. (e.g. fees received)   |  |  |               |               |               |                    |
| b.  |  |  |               |               |               |                    |
| c.  |  |  |               |               |               |                    |
| <b>Total Income :</b>   |  |  |               |               |               |                    |
| <b>Sources of Funding</b>   |  |  |               |               |               |                    |
| a. Amount of grant sought under this application: <u>\$1,274,000</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> |  |  |               |               |               |                    |
| (i) _____   |  |  |               |               |               |                    |
| (ii) _____  |  |  |               |               |               |                    |
| (iii) _____   |  |  |               |               |               |                    |
| ...   |  |  |               |               |               |                    |



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

1. The project will be managed by two specially designated Groups (see Section H) and supervised by the Director and senior management of OUHK LiPACE.
2. The outcomes of the project will be evaluated through the following channels:
  - a. User/Student feedback questionnaire
  - b. User/Student focus group meeting
  - c. Collation of representative students work such as portfolios, reflective journals, writing logs/blogs, worksheets and also the activity reports from instructors.
3. The two specially designated Groups will jointly produce Interim Yearly reports and a Final Report for submission to the QEGS Secretariat. Regular reporting of utilisation statistics, operational issues and activities held will be made to the Institute Executive Board on a quarterly or semi-annual basis.

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

1. ELLRC Operations Steering Group. This Group will monitor the day-to-day operation of the ELLRC, liaise with OUHK for centre maintenance and make purchases of learning materials and equipments, and provide regular reports of utilisation statistics to the Director and Senior Management of OUHK LiPACE. The Group's membership is as follows:
 

Convenor – Mr. Forrest Chan, Programme Director

Members – Ms. Myron Lee, Executive Officer II

  - Ms. Zoe Wai Sum Mak, Programme Manager and Centre-in-charge
  - Ms. Elim Tsang, Programme Manager
  - Ms. Chan Lai Lai, COII
2. English Language Curriculum and Activities Coordination Group. This group will be responsible for reviewing and updating the curriculum for summer enhancement and regular English language courses and to plan and supervise delivery of Active English Learning Activities (AELA) in the ELLRC by the language instructors to be appointed. Members of the group are regular teachers of English courses in OUHK LiPACE and they carry full-teaching load during the two semesters. The Group reports to the Deputy Director and its membership is as follows:
 

Centre-in-charge – Ms. Zoe Wai Sum Mak, Programme Manager

Members – Mr. John Chong, Programme Manager

  - Ms. Sylvia Sze, Programme Officer
  - Ms. Betty Li, Programme Officer
  - The two language instructors to be appointed (Tentatively Programme Officers)

|           |   |
|-----------|---|
| <b>I.</b> | <b>Special Justifications if the Grant Sought Exceeds \$2 million</b> |
|           |   |

**III Other information**

|          |   |
|----------|---|
| <b>1</b> | <b>Project Sustainability</b> <i>(If applicable, please describe how the recurrent expenditure involved will be met after completion of the proposed project)</i> |
|----------|---|

Upon completion of the project in summer of 2013, the ELLRC will continue to be used by a range of full-time sub-degree students such as those studying in the proposed Foundation Year Diploma (replacement for Pre-Associate Degree and designed to allow students to be admitted to the 1<sup>st</sup> year of local self-financing and overseas degree programmes) and Advanced Diploma (for articulation to top-up degrees). In addition, if there is excess capacity, the ELLRC can also be opened to New PYJ students who have received conditional offers to Advanced Diploma programmes or self-financing degrees.

After the end of the project, the recurrent cost of maintaining the ELLRC and employing language teachers will be met by OUHK LiPACE or from any external funding or grants that OUHK LiPACE may apply in the future.

|          |  |
|----------|--|
| <b>2</b> | <b>Preparatory work done</b> <i>(If any)</i> |
|----------|--|

N/A

|          |  |
|----------|--|
| <b>3</b> | <b>Past experience in organizing projects of similar or relevant nature and achievements</b> <i>(If any)</i> |
|----------|--|

1. OUHK LiPACE currently has a small learning resource room in its OCLC (Lai King) Centre with a modest collection of English language self-study materials. These are predominantly print-based with a few audio-visual collections.
2. OUHK LiPACE has always placed emphasis on strengthening the English language competency of students admitted to its Pre-AD and full-time 1-year Diploma programmes by requiring those with PYJ Certificate or less than 10 points in 5 subjects of HKCEE to undertake additional English enhancement course. The English enhancement course lasts for 45 hours and is offered in the summer and semester one.
3. For students admitted to full-time 2-year Advanced Diploma programmes, they are offered a 40 hour "English for Academic Purposes" course in the summer to prepare them for University level study.

It should be noted that both types of summer English enhancement courses are continuous with the formal English courses offered in regular semesters for the Pre-AD/Diploma (English in Use I, II) and the Advanced Diploma (University English I, II, III and Business Communication) programmes. This serves to demonstrate that OUHK LiPACE has a coherent structure for improving the English language competency of its post-secondary students in the academic curriculum. This present project is to build on what has been achieved in the formal classroom instruction to provide further avenues for students to develop their English language skills via self-initiated participation in active learning opportunities outside the classroom setting.