

II Project Information	
Project Title (in English) Design and Provision of Online Whole-person Development Services for Students at HKU SPACE Community College	Project Title (in Chinese) 副學士學生全人發展服務網的設計及提供
A. Project Summary	
<p><i>(please provide an executive summary of the project proposal in no more than 500 words).</i></p> <p>The self-financing continuing education sector in Hong Kong has expanded in the last decade with Government support and encouragement to meet the learning needs of secondary school graduates at sub-degree levels. Access to higher education for the 17–20 year-old cohort has increased from 30 per cent in 2001/02 to over 67 per cent in 2009/10, driven mainly by the rapid expansion of self-financing sub-degree places offered by the continuing education sector.</p> <p>There are some significant changes in curriculum within the new 3+3+4 academic structure; these include more general studies before students choose their specialization; a greater emphasis on whole-person development; internships and longer student exchanges; and soft-skill development in areas such as communication, leadership, and social responsibility. Students are to learn of such additionally required knowledge and skills at the sub-degree education level. The new academic structure would require students to have a wide spectrum of knowledge and skills, not only embracing the academic aspect but also whole-person development which enhances their quality of life.</p> <p>HKU SPACE Community College, which was established in 2000, aims inter alia, at providing education in whole-person development to sub-degree students. For the teaching, the students are trained not only to acquire knowledge of their specialism, but through other general education courses to expand their knowledge base in other subject areas. Moreover, the College strongly supports Student Development and Counselling Services (SDCS) and the Students' Union (SU) in carrying out services and activities for personal, social, and career development, which are the major building blocks to achieve whole-person development.</p> <p>The HKU SPACE Community College student population has grown from 600 in 2000/01 to over 6,300 in 2010/11. As teaching and learning venue locations are dispersed, SDCS and SU depend very much on the online platform (Learner Portal) for providing services and activities. With the significant growth in the number of students and with more administrative matters to be dealt with, the Learner Portal has become overloaded with announcements and notices. Service promotion of SDCS and SU using this one-way platform has become less attractive and effective for students, leading to a drop in student participation in the out-of-classroom activities for their whole-person development.</p> <p>The purpose of this project is to establish a new, one-stop online promotion platform for the services and activities of SDCS and SU; and to revamp the websites to provide an online whole-person development platform to enhance the personal and career development of the sub-degree students in HKU SPACE Community College.</p> <p>The content of the online one-stop guidance service for whole-person development in this project comprises: (1) Career development guidance, including programme choice guidance, career plan</p>	

guidance, experience sharing of successful sub-degree graduates, resume writing, interview preparation, and career skills. (2) **Social development guidance**, including performing one's social roles, developing satisfying relations with others, establishing support networks, and having respect and tolerance for those with different opinions and beliefs through various team activities. (3) **Spiritual Development Guidance**, including life meaning and enrichment, moral and ethical judgments, appreciation of arts, beauty, life and nature.

It is expected that the outcome of this project would be an effective and efficient student support service for self-financing sub-degree students in enhancing their career, social, and spiritual development.

B. Project Objectives

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

The overall objective of this project is to establish a new, one-stop online promotion platform for the services and activities of SDCS and SU; and to revamp the websites to provide an online whole-person development platform to enhance the personal and career development of the sub-degree students in HKU SPACE Community College.

There are five major target goals:

- ✓ Establish a new online promotion platform for promoting the whole-person development of SDCS and SU;
- ✓ Develop a systematic career development guidance package for sub-degree students of HKU SPACE Community College;
- ✓ Organize a series of activities for personal development of sub-degree students of HKU SPACE Community College and provide the selected learning materials from the activities online;
- ✓ Train counselors/ teachers/ students on maintaining and updating of the platform;
- ✓ Establish an online platform which accommodates all resources mentioned above for students, teachers, and career counselors to use freely.

C. Outcomes and Deliverables of Project

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

The outcomes of this project will be beneficial for all students of the HKU SPACE Community College in career development, social development, and spiritual development guidance.

- ✓ Establish a new online promotion platform for the whole-person development services and activities for SDCS and SU
- ✓ Revamp the websites of SDCS and SU, for providing a platform for online whole-person development materials
- ✓ Provide workshops for career counselors, teachers, and selected students on how to use the platform
- ✓ Provide workshops for career counselors, teachers, and selected students on how to maintain and update this online guidance platform.

D. Implementation Details

This project will be implemented in five phases:

Phase I: Design and develop the online whole-person development service platform.

Phase II: Prepare and provide the online career development guidance package, including programme choice guidance, career plan guidance, experience sharing of successful sub-degree graduates, resume writing, interview preparation, and career skills.

Phase III: Prepare and provide the online social development guidance package, including performing one's social roles, developing satisfying relations with others, establishing support networks, and having respect and tolerance for those with different opinions and beliefs.

Phase IV: Prepare and provide the online spiritual development guidance package, including life meaning and enrichment, moral and ethical judgments, appreciation of arts, beauty, life and nature.

Phase V: Enhance online the whole-person development service platform according to users' feedback.

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
1st six-months: Development of the online Whole Person Development Platform		
<ul style="list-style-type: none"> ● Form the project team ● Design the online whole person development platform ● Develop the online whole person development platform ● Launch the online whole person development platform 	October 2011 — March 2012	HK\$ 598,000
2nd six-months: Provision of the online Career Development Guidance Package		
<ul style="list-style-type: none"> ● Prepare the contents of the career development guidance package ● Convert the contents into an online version ● Implement the online career guidance services ● Collect users' feedback through focus group discussions ● Revise the contents of the career development guidance package 	April 2012 — September 2012	HK\$ 250,000
3rd six-months: Provision of the online Social Development Guidance Package		
<ul style="list-style-type: none"> ● Prepare the contents of the social development guidance package ● Convert the contents into an online version ● Implement the online social development guidance services ● Collect users' feedback through focus group discussions ● Revise the contents of the social development guidance package 	October 2012 — March 2013	HK\$ 302,000
4th six-months: Provision of the online Spiritual Development Guidance Package		
<ul style="list-style-type: none"> ● Prepare the contents of the spiritual development guidance package ● Convert the contents into an online version ● Implement the online spiritual development guidance services ● Collect users' feedback through focus group discussions ● Revise the contents of the spiritual development guidance package ● Organize workshops on the use of the platform for users ● Organize workshops on the maintenance of the platform for relevant counsellors/ teachers/ students 	April 2013 — September 2013	HK\$ 362,000

Estimated completion date of project: September 2013

F. Project Budget						
Projected Expenditure (<i>Please provide detailed breakdown under each item</i>)						
	Year 1		Year 2		Total	
Manpower						
• 1 IT Officer (see Note 1)	485,240		485,240		970,480	
Equipment / Facilities						
• Server	100,000		-			
• 1 Notebook PC	15,000		-			
• Special software tools and accessories	12,500		-		127,500	
Services						
• Content preparation (see Appendix 1a)	140,000		70,000			
• System support and maintenance services	10,000		10,000		230,000	
Others (e.g. auditor's fee)						
• Content copyright / licenses	10,000		10,000			
• Organizing activities and workshops (see Appendix 1b)	7,250		25,000			
• Organizing sharing sessions (see Appendix 1c)	-		14,000			
• Organizing seminars / conferences (see Appendix 1d)	-		42,500			
• Auditor's fees	-		15,000			
• Miscellaneous	5,000		5,270		134,020	
Contingency (3.5% of total project costs)					50,000	
Total Expenditure :					1,512,000	
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> \$1,512,000 </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) Not Applicable _____</p> <p>(ii) _____</p> <p>(iii) _____</p> <p>...</p>						
<p>Notes</p> <p>(1) The IT Officer will provide project coordination, and online platform development and support. Duties include:</p> <ul style="list-style-type: none"> • Manage and coordinate the project; • Develop the framework of the system • Conduct feasibility studies; • Design and develop online platform; • Provide on-going enhancement of the online platform to suit the development needs refined in the project phases; • Provide security control, backup, and recovery of the online system; • Generate usage reports regularly; • Provide training on the use and maintenance of platform to users. 						

G. Monitoring and Self-evaluation Mechanism

The HKU SPACE Centre for Research in Continuing Education and Lifelong Learning will assume the roles of monitoring and formative evaluation. Bi-monthly meetings will be held for team members to report on the progress and difficulties, and to discuss project strategies to ensure that the project's smooth progress and quality of implementation is proceeding as planned.

H. Management Support and Key Personnel Involved

- Management support will be provided by HKU SPACE Centre for Research in Continuing Education and Lifelong Learning
- The key personnel involved in this project include:
 - Professor C. M. Enoch Young, Special Adviser to Director, HKU SPACE; Chief Adviser, HKU SPACE Centre for Research in Continuing Education and Lifelong Learning
 - Ms. Nancy Lo, Head of Student Development and Counselling Services, HKU SPACE Community College
 - Dr. Weiyuan Zhang, Head and Chief Researcher, HKU SPACE Centre for Research in Continuing Education and Lifelong Learning
 - Ms. Dorothy Cheung, Administrative Officer, HKU SPACE Centre for Research in Continuing Education and Lifelong Learning
 - Ms. Jeanne Lam, Associate Head of HKU SPACE Centre for Cyber Learning.
 - Ms. Esther Cheung, Career Adviser, HKU SPACE Community College.
 - Mr. Tom Leung, Students' Union Development Officer, HKU SPACE Community College.

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*)

The established one-stop-shop service online platform in student guidance would be maintained and updated by HKU SPACE.

2 Preparatory work done (*If any*)

Career psychological test Instrument, entitled *Academic Programme Preference Assessment (APPA)*, which was funded by EDB in 2009, has been developed by Prof. Enoch Young and Dr. Weiyuan Zhang and widely used by sub-degree students in Hong Kong.

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

Several members of this project have expertise and rich experience in this area.

- ✓ Prof. Enoch Young, the project leader, led the establishment of Hong Kong's first Community College, as well as the Centre for International Degree Programmes, which provide sub-degree, degree, and top-up degree programmes under HKU SPACE.
- ✓ Ms. Nancy Lo, Head of Student Development and Counselling Services, HKU SPACE Community College. As a registered social worker and being in management for nearly 10 years, Ms Lo also devotes herself in areas of personal development, which leads to her further exploration in personality, interpersonal communication and coaching. Prior to joining the College, Ms Lo worked in a consulting firm in which she provided training service to sizable corporations on corporate wellness.
- ✓ Dr. Weiyuan Zhang has extensive teaching and research experience in careers guidance in mainland China, Hong Kong, Canada, and the UK. He received the First Award for Distinguished Paper at the International Conference of Careers Guidance in 1999. His book, entitled *Young People and Careers: School Careers Guidance in Shanghai, Edinburgh and Hong Kong*, was published by the Comparative Education Research Centre, The University of Hong Kong.
- ✓ Ms. Jeanne Lam (BSc, MBA (HKU), MSc (Leic)) is the Associate Head and IT Manager of the Centre for Cyber Learning. With over 10 years experience in educational technology, Ms Lam is an all-rounded IT and educational technology professional with strong knowledge and skill in developing online platforms, educational technology management, policies and standards, instructional design, staff training, open education resources, and technologies.
- ✓ Ms. Esther Cheung, Career Adviser, HKU SPACE Community College. With over 10 years employment service experience in a social service organization and headhunting firm, Ms Cheung has rich experiences in providing career consultation and workshops for both young adults and professionals. In addition, her extensive network with the human resource sector provides her updated information about the market trend.
- ✓ Mr. Tom Leung, Students' Union Development Officer, HKU SPACE Community College. Being a registered social worker, Mr. Leung works closely with the Students' Union and their 23 student societies. He provides guidance to the student leaders on the administrative issues in running the society and their programmes. He also helps to assess the training needs of the student leaders and design leadership training activities for them.