

II

## Project Information

Project Title (in English) Enhancement of Career Guidance Services	Project Title (in Chinese) 提昇事業輔導服務
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### A. Project Summary

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

To provide a comprehensive career education and guidance services to students so as to enhance their employability, the Community College of Lingnan University (CCLU) plans to individualize student support and career guidance services through the followings:

- providing professional assessments, such as Personality Dimension (PD) and Myers-Briggs Type Indicator (MBTI) which will enhance students' self-understanding and career development.
- providing access to various self-help resources to accommodate for students' career development needs. A Job Matching & Information Network will be established which mainly consists of 3 parts: i) on-line job posting & matching, ii) alumni networking and iii) students' personal development portfolio.
- organizing training workshops for topics in career planning, job-searching, skills enhancement and arranging organization visits.
- organizing staff trainings to enhance capability of student counselors and career counselors in managing in psychological testing.

The project will be started in September 2011. It aims to socialize students with respect to the rapid changes in the knowledge-based society such that they can adapt better in the working environment; the etiquette education and skills enhancement components also promote their sense of self-awareness and self-development.

### B. Project Objectives

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

This project is developed with the following aims:

1. To provide students with guidance in career planning and development;
2. To help students identify and understand their personality type, and explore their potentials and interests;
3. To enhance students' skills in job-searching and hunting;
4. To facilitate and enhance students' employability; and
5. To provide certification on students' non-academic achievements for not only as self-recognition but also as a tool for employment seeking and further studies.

<b>C. Outcomes and Deliverables of Project</b>		
<b>1. Project Framework</b>		
<b>Dimensions of Intervention</b>	<b>Year 1 &amp; 2 Students</b>	<b>In particular for Final Year Students</b>
<b>Guidance &amp; Counseling for Individuals</b>	Career Guidance & Counseling for Individual Students	
<b>Facilitation of Students' Personal Planning (Through Assessment→Guidance→Portfolio Building)</b>	Personality & Traits Tests-Personality Dimension	Student Development Portfolio
		Career Tests-MBTI <ul style="list-style-type: none"> <li>● Career Interests</li> <li>● Career Plan</li> <li>● Career Values</li> </ul>
<b>Enrichment of Learning Experiences for Career Development</b>		Internship Scheme
	Company Visits	
<b>School-wide Career Guidance Activities</b>		Mock interview workshop for job searching & UG programmes admission
	Guidance programs on further studies	
	Recruitment Talks	
	Career Talks	
	Job Search Skills Workshops	
<b>Resources of Career Information</b>	Student Helper Recruitment Network	
	Career Resources Corner	
	Job Matching & Information System	

## **2. Outcomes and Deliverables of Project**

### **A. Guidance & Counseling for Individuals**

- i) Individual career counseling interview will be provided for students who require intensive guidance support from career counselors.
- ii) Short term and intensified individual career counseling interview will be provided for soon-to-be graduate students.
- iii) 100 students will be served during the two-year period.

### **B. Facilitation of Students' Personal Planning (Through Assessment→Guidance→Portfolio Building)**

- i) **Personality Dimensions (PD) Workshops:** All freshmen will be motivated to join the PD workshops. They will be able to analyze their personality and aptitude, identify areas that need enhancement, and strengthen related competences, such as communication strategies, learning strategies and team work. At least 300 students will participate the workshops during the two-year period.
- ii) **Myers-Briggs Type Indicator (MBTI) Workshops:** All final year students are encouraged to participate the MBTI workshops through which they will realize how their personalities inter-relate their beliefs, values and decision making processes. Students will identify their strengths and weaknesses, while appropriate counseling in personal and professional development will also be made. 200 students will join the workshops during the two-year period.
- iii) **Student Development Portfolio:** Students will plan for and establish a personal portfolio of their non-academic development. There will be 4 categories in the portfolio, namely Honours and Awards, Co-curricular Development, Contribution to College and Community, and Leadership. An on-line system will be set up for maintaining students' information and record. Final year students are eligible to obtain a free official copy of their portfolio via the system. 1,500 final year students will be served during the 2-year period.

### **C. Enrichment of Learning Experiences for Career Development**

- i) **Company Visits:** Company visits will be arranged to widen students' horizon and enrich their experience. At least 4 visits will be organized in 2 years and 120 students will be served.
- ii) **Internship Opportunities:** Development of internship scheme enriches students' learning experience and strengthens their ability to encounter challenges. Their practical skills in work place, as well as self-confidence, team spirit and problem solving ability will also be improved. At least 6 internship arrangements will be made.

**D. School-wide Career Guidance Activities**

- i) **Recruitment / Career Talks:** Students will be able to develop their career plan by obtaining information of different professions. On-campus recruitment talks will further familiarize students with the procedures and techniques in job application for specific industries and positions. 6 seminars will be held in two years and 480 students will be served.
- ii) **Job Search Skills Workshops:** Workshops covering basic job hunting skills such as resume and application letter writing, mock interviews, self development will be organized to facilitate and enhance students' employability. 10 workshops will be organized within two years and 500 students will be served.
- iii) **Further Studies Workshops:** Workshops will provide students with information for UG programmes admission such as application procedures, course selection and interview skills. Total 400 of students will be served per year.

**E. Resources of Career Information**

- i) **Job Matching & Information Network:** The network, which is accessible to students and graduates, will provide information on career planning and development. The network mainly consists of 3 parts: on-line job posting & matching (including full-time, part-time, summer and student helper job advertising), alumni networking and student development portfolio (please see above Biii for details).
- ii) **Career Resources Corner:** A career resources corner will be set up with two computers, a printer, reference books and multi-media materials related to career planning, job application skills, and profession and personal development. The corner is opened to all full-time students.

<b>D. Implementation Details</b>	
The project will last for two years and it will be operated by a full-time career counselor and a full-time system engineer, both are supervised by the Head of Student Affairs Office.	
<b>Schedule</b>	<b>Action</b>
Oct 2011 – Mar 2012	<p><b><u>Project Preparation</u></b></p> <ul style="list-style-type: none"> <li>i) Staff Recruitment – Appoint a Career Counselor and a System Engineer. The Career Counselor is responsible for operating and monitoring the project while the System Engineer provides technical support on the web program and operation.</li> <li>ii) Staff Training – Student Counselors and other related staff of the College will receive trainings on MBTI and PD assessment.</li> <li>iii) Set up Career Resources Corner – Purchase necessary equipment, reference books and assessment tools.</li> <li>iv) Website Development – Appoint a consultant for website development</li> <li>v) Promotion to students – promotion materials such as leaflets and posters will be prepared for distribution and posting.</li> </ul> <p><b><u>Facilitate Students’ Self-understanding for Life and Career Planning</u></b></p> <ul style="list-style-type: none"> <li>i) PD Workshop &amp; MBTI Workshop - To improve students’ understanding of themselves through self-understanding and career assessments. All Year 1 students are welcome to join the PD workshops while all Year 2 and final year students are invited to join the MBTI workshops.</li> <li>ii) Career &amp; Life Planning Course – All Pre-AD and AD students Year 1 students have to attend the Career &amp; Life Planning Course in the 1<sup>st</sup> Semester.</li> <li>iii) Career Resources Corner – Students can obtain both web and written information for their planning needs.</li> <li>iv) Individual Career Counseling – Students can discuss their personal issues with Career Counselor.</li> </ul>
Apr 2012 – Sep 2012	<p><b><u>Enhance Students’ Personal Capacity in Employment</u></b></p> <ul style="list-style-type: none"> <li>i) Training Workshops – Training workshops on career planning, recruitment, further study and job search skills are available to enhance skills in employment and life planning.</li> <li>ii) Company Visits / Internship Opportunities – Internship programs including on-site experiential learning, short-term mentorship. The closer linkage between the College and the employers, which may help build up good relationship and mutual understanding with the industry for better preparing students’ future career development.</li> </ul>

	<p>iii) Student Development Portfolio – All final year students can apply for the portfolio through the web system. The portfolio can be used for further planning and advancement.</p> <p>iv) Individual Career Counseling – Career guidance services are provided to final year students and fresh graduates during their transitional period from students to employees.</p> <p><b><u>1<sup>st</sup> Year Project Evaluation</u></b></p> <p>i) Intermediate Evaluation – To assess the effectiveness of the project and make improvement.</p> <p>ii) Web Enhancement – To examine the applications and effectiveness of the web.</p> <p>iii) Data Input – Collect information from graduates and develop a data base for the alumni networking</p>	
Oct 2012 – Mar 2013	<p><b><u>Second Year Operation</u></b></p> <p>i) Second round of career services will be held.</p> <p>ii) Refinement &amp; Modification of plans and service content in 2-year project.</p>	
Apr 2013 – Aug 2013	<p><b><u>Second Year Project Evaluation</u></b></p> <p>i) Second round of career services will be held.</p> <p>ii) Evaluation, Refinement &amp; Modification of plans and service content in 2-year project.</p> <p>iii) Writing Evaluation Report</p>	
<b>E. Implementation Schedule (Please extend this table if necessary.)</b>		
Estimated start date of project: <u>Oct 2011</u>		
<b>Action</b> <i>(please indicate key milestones)</i>	<b>Timeframe</b>	<b>Cashflow Requirement</b>
<p><u>Project Preparation</u></p> <ul style="list-style-type: none"> <li>● Recruitment of career counselor and system engineer</li> <li>● Set up the Career Resources Corner</li> <li>● Completion of web design</li> <li>● Staff training of assessment tools</li> <li>● Promotion of service</li> </ul> <p><u>Facilitate Students' Self-understanding for Life and Career Planning</u></p> <ul style="list-style-type: none"> <li>● Provision of workshops on PD and MBTI assessment</li> <li>● Provision of individual counseling</li> </ul>	Oct 2011 – Mar 2012	\$895,500

<ul style="list-style-type: none"> <li>● Trial running of the Career Resources Corner and the Job Matching &amp; Information Network</li> <li>● Provision of seminars on further study</li> </ul>		
<u>Enhance Students' Personal Capacity in Employment</u> <ul style="list-style-type: none"> <li>● Provision of training workshops on career development</li> <li>● Preparation for the distribution of Student Development Portfolio</li> </ul>	Apr 2012 – Sep 2012	\$306,500
<u>1<sup>st</sup> Year Project Evaluation</u> <ul style="list-style-type: none"> <li>● Completion of 1<sup>st</sup> year project evaluation</li> <li>● Web enhancement</li> </ul>		
<u>Second Year Operation</u> <ul style="list-style-type: none"> <li>● Provision of workshops on PD and MBTI assessment</li> <li>● Provision of individual counseling</li> <li>● Full operation of the Career Resources Corner and the Job Matching &amp; Information Network</li> <li>● Provision of seminars on further study</li> </ul>	Oct 2012 – Mar 2013	\$337,000
<u>2<sup>nd</sup> Year Project Evaluation</u> <ul style="list-style-type: none"> <li>● Provision of training workshops on career development</li> <li>● Preparation for the distribution of Student Development Portfolio</li> <li>● Preparation of final evaluation report</li> </ul>	Apr 2013 – Aug 2013	\$330,000
<b>Total:</b>		\$1,869,000
<b>Estimated completion date of project:</b>		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>					
	Phase I 6 Mths	Phase II 6 Mths	Phase III 6 Mths	Phase IV 6 Mths	<b>Total</b>	
<b>a. Manpower</b>						1,141,000
● Recruitment advertisement	6,000				6,000	
● Full-time Career Counselor (included Salary and Benefits Package with 5% estimated annual increment)	155,000	155,000	162,500	162,500	635,000	
● Full-time System Engineer (included Salary and Benefits Package with 5% estimated annual increment)	122,000	122,000	128,000	128,000	500,000	
<b>b. Equipment / Facilities</b>						91,000
● Hardware and Software for server setup	60,000				60,000	
● Career Resources Corner (PC x 2 and maintenances)	20,000				20,000	
● Computer peripherals and supplies	8,000		3,000		11,000	
<b>c. Services</b>						532,000
● Web Design and Development	300,000				300,000	
● Career Development Workshops	20,000		20,000		40,000	
● Helpers Recruitment	2,500	2,500	2,500	2,500	10,000	
● Pre-service Training for MBTI & PD Assessment –MBTI (\$20000 x 2 counselors) –PD (\$15000 x 2 counselors)	70,000				70,000	
● Assessment Tools –MBTI –PD	54,000 26,000				80,000	
● Career Resources Corner Materials –Four major local newspaper –Reference books –Career-related AV materials	4,500 5,000 5,000	4,500	4,500 2,000 2,000	4,500	18,000 7,000 7,000	
<b>d. General Expenses</b>						8,000
● Stationery, photocopying & miscellaneous	2,500	2,500	1,500	1,500	8,000	
<b>e. Others (e.g. auditor's fee)</b>						97,000
● Promotions	15,000				15,000	
● Auditor's fee				20,000	20,000	
● Contingency	20,000	20,000	11,000	11,000	62,000	
<b>Total Expenditure :</b>	895,500	306,500	337,000	330,000	1,869,000	



Projected Income	Amount in HK\$				
	Phase I 6 Mths	Phase II 6 Mths	Phase III 6 Mths	Phase IV 6 Mths	Total
a. (e.g. fees received)					0
<b>Total Income :</b>					0
<b>Sources of Funding</b>					
<p>a. Amount of grant sought under this application: <u>\$ 1,869,000</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>					

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

1. The Student Affairs Office will coordinate and monitor the implementation of the Project.
2. A committee will be set up to monitor the process, implementation, and outcome quality of the Project. The members of committee are composed of Assistant Director (Academic Affairs and Quality Assurance), and representatives from SAO and different academic departments.
3. Regular meetings will be held to monitor the daily operation of the Project.
4. Feedback from participants on individual programmes and overall performance of the service will be collected through questionnaires.
5. A statistical report will be submitted to the Education Bureau every six months. An annual evaluation report to evaluate the progress and achievement of the Project will be submitted to the Bureau after the 1<sup>st</sup> Year of the Project. A final evaluation report 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 will be provided by the CCLU Management Board. The key personnel involved in the Project are listed as follows:

### Senior Management of the College

Dr. Edward Fung Pui-wing, Dean of the Community College and Further Education

Ms. Cindy Siu Sau-yin, Associate Director

Dr. Lisa Law Ying-ngor, Assistant Director (Academic Affairs and Quality Assurance)

Ms. Daisy Chow Yuen-man, Assistant Director (College Advancement and Programme Coordination)

### Core Project Team Members

Project Consultant: Dr. Lisa Law Ying-ngor, Assistant Director (Academic Affairs and Quality Assurance)

Project Coordinator: Ms. Angel Yeung Wing-wai, Student Counselor

Project Members:

Career Counselor (will be appointed in 2011)

Ms. Cheung Ho-ling, Assistant Student Counselor

System Engineer (will be appointed in 2011)

## 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)*

The website established in the Project can be sustained and maintained for access of students and graduates.

The Career Resources Corner is sustainable for years with regular update.

The training received by the student counselors is beneficial to students and graduates in the long run.

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

Student Affairs Office has begun its preparatory work for the Project. Meetings were held to discuss the overall objectives of career counseling services for the coming academic year. SAO has planned to intensify the manpower in order to show its commitment in enhancement of career counseling services in the next academic year.

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

Student Affairs Office has been set up since 2009 which aims to provide a student service platform for students to obtain various student information. A wide-range of co-curricular programmes and activities will be organized and arranged by SAO throughout the whole academic year, including various kinds of career and recruitment programmes which facilitate student to plan their future and achieve their career goals. There are different seminars and talks to meet the career needs of the students such as meeting with potential employers, workshop on interview skills, etc, to enhance students' employability. Students can also have access to latest job vacancies information on full-time, part-time and summer jobs via the College email account.