

II Project Information	
Project Title (in English)	Project Title (in Chinese)
<b>Language Enrichment Project for Proficiency and Motivation</b>	<b>語言能力及學習興趣提升計劃</b>
A. Project Summary	
<p>With the unique historical and socio-economic background of Hong Kong, biliterate and trilingual education have long been of prominent importance to local students. English and Chinese (spoken and written) proficiency are always the key credentials of students to be considered for further study and professional interviews.</p> <p>The Education Bureau has also emphasized the internationalisation and diversification as key education strategies (<i>Annex 1 – Internationalisation and Diversification of Hong Kong Education strategy</i>). It is crucial to let students taste different cultures and languages so that they can start familiarize themselves in a globalized and an ever-changing environment. Accompanied by the introduction of Working Holiday in Japan (<i>Annex 2 – Working Holiday in Japan</i>) and in Korea (<i>Annex 3 – Working Holiday in Korea</i>), there has been significant growth and rising popularity in learning additional languages such as Japanese and Korean. After all, exposure to additional languages gives edge to one’s career competitiveness besides cultural interest.</p> <p>This Project across two academic years attempts to i) foster students’ motivation in language learning through exposure to wider horizon of languages in interesting ways; and ii) to improve their language proficiency by a variety of learning activities and incentives to support their attempt for public language test. Thanks to the QEGS, this proposed Project has an advantage towards success building on the positive experience and developed provision in the 1.5 years’ pilot scheme with a complementary Language Centre.</p> <p>The Project will comprise two main areas:</p> <ol style="list-style-type: none"> <li>1) Broader Language Learning Programme (the “Broader P”) attempts to boost students’ motivation in language learning by an array of social activities which widen students’ exposure to additional languages such as Japanese and Korean other than English and Putonghua. Questionnaires and focus group surveys will be conducted at the end of academic year for evaluation and improvement.</li> <li>2) Brighter Language Learning Programme (the “Brighter P”) aims to enhance students’ language proficiency. A group of students will be selected for the Brighter P gearing towards progression in English and/or Chinese proficiency level. They will do a pre-test, i.e. practice paper of either IELTS (International English Language Testing System) or PSC (Putonghua Shuiping Ceshi); followed by participating in workshops/tutorials; and attempting a post-project test in the end.</li> </ol>	

**B. Project Objectives**

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

- 1) In the light of internationalisation and diversification as the Hong Kong educational strategies, and the increasing students' needs and interest towards foreign languages owing to more language and cultural exchange opportunities such as Working Holiday in other countries, one of the objectives of this Project is to promote students' motivation in language learning by broadening their exposure to other additional languages such as Japanese and Korean in forms of various interesting activities:

All 2,000 post-secondary students studying in HKCT (approximate enrolment figure in average for 2011 – 2013 academic years) are eligible to join the variety of language learning activities in the Broader P, to which students taking programmes related to Tourism and Hospitality and those expecting to enrol in our brand new Language programmes in the coming two years will be more directly attracted. There will be chatting sessions, foreign movies appreciation, language and cultural events.

- 2) The focus on biliterate and trilingual education in Hong Kong reminds teachers and students that the level of English and Chinese proficiency is always been taken into account in career development and articulation to further study. Together with the LC (i.e. last QEGS funded Project – Language Centre: a Pilot Scheme to Complement Classroom Teaching) experience, many students were found potential or qualified to attempt IELTS / PSC but lack of training and driving need for test taking given the high test fees. Therefore, another objective of the Project is to enhance students' language proficiency in English and/or Chinese (Putonghua in specific) as the key vehicle for communication by giving them academic training as well as authentic test experience:

80 students in this Brighter P will be selected and given English and/or Putonghua training in preparation for their attempt in respective language proficiency tests, i.e. IELTS and PSC with the test fees funded. The teaching materials and programme experience will be further adapted and developed after the Project, which will benefit all post-secondary students in the College in future.

**C. Outcomes and Deliverables of Project**

The primary target recipients of the Project will be the 2,000 post-secondary students of HKCT across campuses (approximate enrolment figure in average for 2011 – 2013 academic years) and those students of other similar institutions in the sector are possible with further development.

The outcomes of the Project will be in the following deliverables:

- *Workshops / tutorials* run for enhancing students' language proficiency level
- *Teaching materials* developed for the Project which will also be reviewed for long-term use thereafter
- *Social chat sessions* in additional languages conducted in the developed Language Centre
- *Language immersion events* held to involve larger number of students in tasting the language and culture of other countries
- *Language learning resources* provided to arouse students' interest in tasting different languages and help them do independent learning
- *Project experience* shared via website open to public to enhance readership and thus multiplied beneficiaries

<b>D. Implementation Details</b>	
<p><b>Stage 1</b> Preparatory work Sep-Oct 2011</p>	<ul style="list-style-type: none"> <li>▪ Staff recruitment</li> <li>▪ Promotion of the Project activities</li> <li>▪ Procurement of language learning resources</li> <li>▪ Project plan and preparation</li> <li>▪ Students selection for the Brighter P 2011-2012</li> <li>▪ Teaching material preparation for the Brighter P</li> </ul>
<p><b>Stage 2</b> Implementation of the Brighter P &amp; Broader P Nov2011-July 2012</p>	<ul style="list-style-type: none"> <li>▪ The Brighter P and Broader P activities and services in place</li> <li>▪ Provision of the Brighter P pre-test and workshops/tutorials</li> <li>▪ The Brighter P post-test</li> </ul>
<p><b>Stage 3</b> Year-end Review Aug-Oct 2012</p>	<ul style="list-style-type: none"> <li>▪ Year-end project evaluation (focus group interviews / questionnaires)</li> <li>▪ Revision of the promotional plan, activities and teaching materials for the 2<sup>nd</sup> academic year</li> </ul>
<p><b>Stage 4</b> Implementation of the Brighter P &amp; Broader P Nov2012-July 2013</p>	<ul style="list-style-type: none"> <li>▪ The Brighter and Broader P activities and services in place</li> <li>▪ Provision of Broader P pre-test and workshops</li> <li>▪ Broader P post-test</li> </ul>
<p><b>Stage 5</b> Project-end Review Aug 2013</p>	<ul style="list-style-type: none"> <li>▪ Year-end project evaluation (interviews / focus group / questionnaires)</li> <li>▪ Writing up Project experience review</li> <li>▪ Uploading the review on website</li> </ul>

<b>E. Implementation Schedule</b> <i>(Please extend this table if necessary.)</i>		
Estimated start date of project:		September 1, 2011
<b>Action</b> <i>(please indicate key milestones)</i>	<b>Timeframe</b>	<b>Cashflow Requirement</b>
Stage 1 (Sep-Oct 2011) <ul style="list-style-type: none"> <li>▪ Staff recruitment</li> <li>▪ Promotion of the programmes</li> <li>▪ Procurement of Language learning resources</li> <li>▪ Broader P annual plan preparation</li> <li>▪ Students selection for Brighter P 2011-2012</li> <li>▪ Teaching material preparation for Brighter P</li> </ul> Stage 2 (Nov 2011-Feb 2012) <ul style="list-style-type: none"> <li>▪ Broader P activities and services in place</li> <li>▪ Provision of Brighter P pre-test and workshops</li> </ul>	Sep 2011 – Feb 2012  (First 6 months)	500,000
Stage 2 (Mar 2011-Jul 2012) <ul style="list-style-type: none"> <li>▪ Broader P activities and services in place</li> <li>▪ Provision of Brighter P pre-test and workshops</li> <li>▪ Brighter P post-test</li> </ul> Stage 3 (Aug 2012) <ul style="list-style-type: none"> <li>▪ Year-end project evaluation (focus group interviews / questionnaires)</li> <li>▪ Revision the promotional plan, activities and teaching materials</li> </ul>	Mar – Aug 2012  (middle 6 months)	500,000
Stage 3 (Sep-Oct 2012) <ul style="list-style-type: none"> <li>▪ Year-end project evaluation (focus group interviews / questionnaires)</li> <li>▪ Revision the promotional plan, activities and teaching materials</li> </ul> Stage 4 (Nov 2012- Feb 2013) <ul style="list-style-type: none"> <li>▪ Broader P activities and services in place</li> <li>▪ Provision of Brighter P pre-test and workshops</li> </ul>	Sep 2012 – Feb 2013  (2 <sup>nd</sup> last 6 months)	466,000
Stage 4 (Mar-Jul 2013) <ul style="list-style-type: none"> <li>▪ Broader P activities and services in place</li> <li>▪ Provision of Brighter P pre-test and workshops</li> <li>▪ Brighter P post-test</li> </ul> Stage 5 (Aug 2013) <ul style="list-style-type: none"> <li>▪ Year-end project evaluation (focus group interviews / questionnaires)</li> <li>▪ Writing up Project experience review</li> <li>▪ Uploading the review on website</li> </ul>	Mar – Aug 2013  (Last 6 months)	466,000

Estimated completion date of project:

August 31, 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>	<b>Year 2</b>	<b>Total</b>
a. Manpower	\$732,600	\$746,400	\$1,479,000
b. Equipment / Facilities	0	0	0
c. Services	0	0	0
d. General Expenses	\$163,500	\$158,500	\$322,000
e. Others	\$55,500	\$75,500	\$131,000
<b>Total Expenditure :</b>			<b>\$1,932,000</b>
<b>Projected Income</b>	<b>Amount in HK\$</b>		
	<b>Year 1</b>	<b>Year 2</b>	<b>Total</b>
a. (e.g. fees received)	Nil	Nil	Nil
<b>Total Income :</b>			Nil
<b>Sources of Funding</b>			
a. Amount of grant sought under this application:	<b>*\$1,932,000</b>		
b. Other sources of funding (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.):	Nil		
<b>Sources of Funding</b>			
a.	Amount of grant sought under this application:	<b>\$1,932,000</b>	
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) <b>Hong Kong College of Technology commits substantially for the rental, overhead, manpower ranging from senior management to supporting staff in this proposed Project.</b>		
	(ii) _____		
	(iii) _____		
<b>*Please find the attached Annex 4 – Project budget breakdown</b>			

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

The Project is monitored by the Project team in compliance to HKCT's regulatory frameworks.

Students' perception, progress and performance will be regularly reviewed by the Project staff and the Brighter P tutors. A year-end review and evaluation will be done by the Project staff as a whole.

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

Vice-President (Academic), HKCT: Dr K. K. Chan

Vice-President (College Affairs), HKCT: Ms W. H. Wong

Head, Centre of Languages and Communication, HKCT: Ms. Ada Li

Deputy Head, Centre of Languages and Communication, HKCT: Ms Shida Lee

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

Nil

### III Other information

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

This Project is indeed a means to sustain and maximize our last QEGS Project's experience and provision. Upon completion of the Project, the teaching experiences and materials will be further adapted for College's future course development.

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

- 1) Staff of Centre of Languages and Communication of the College have been designated for developing the new initiatives in fostering language learning and enriching students' language proficiency. Students' needs and perceptions were examined before formulating this proposal.
- 2) Preliminary contacts with Japanese and Korean Consulates in Hong Kong have been initiated to solicit possible collaboration for abundant programme activities such as students exchange gathering and talk on culture and overseas study to be held in the Project.

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

Language Centre: a Pilot Scheme to Complement Conventional Classroom Teaching (LC) was a successful and valuable experience that HKCT has earned. The experience in LC is indeed the stepping stone for the College to understand students' needs and interest on studying foreign languages as well as the better ways to drive their learning motivation and draw their attention to enhancing English and Chinese proficiencies.

This is especially beneficial to the Broader P in this proposal. Not to mention, the ongoing facilities and services provided by LC can definitely multiply the effectiveness of this Project.

Centre of Languages and Communication has also got years' experience of encouraging students towards brighter achievement in language proficiency by HKCT-funded incentive scheme such as IELTS Scholarship and PSC Scholarship. It lays a solid foundation for running the Brighter P in this Project.