

Final Report of Project

Project No. : 2014/0210

Part A

Project Title: Life Planning Education Project (生涯規劃教育計劃)

- **Life and Career Education Forum 2014/15 (人生及事業教育論壇 2014/15)**

Name of Organization/School: Hong Kong University Graduates Association Education Foundation (HKUGAEF)

- **Project Period: From May /2015 (month/year) to Sept/2015 (month/year)**

Part B

Please read the Guidelines to Completion of Final Report of Quality Education Fund Projects before completing this part of the report.

Please use separate A4-size sheets to provide an overall report with regard to the following aspects:

1. Attainment of objectives
2. Project impact on learning effectiveness, professional development and school development
3. Cost-effectiveness – a self-evaluation against clear indicators and measures
4. Deliverables and modes of dissemination; responses to dissemination
5. Activity list
6. Difficulties encountered and solutions adopted

Name of Project Leader: _____ Name of Grantee*: _____

Signature: _____ Signature: _____

Date: 12 Nov 2015 Date: 12/Nov/2015

** Final Report of Project should be submitted via "Electronic Project Management System" (EPMS). Once submitted, these reports are regarded as already endorsed by the supervisor of the school/the head of the organization or the one who signed the Quality Education Fund Agreement for allocation of grant on behalf of the organization.*



Final Report of Quality Education Fund Project

1. Attainment of Objectives

Objective statement	Activities related to the objective	Extent of attainment of the objective	Evidence or indicators of having achieved the objective <i>(see evaluation report in Annex B)</i>	Reasons for not being able to achieve the objective, if applicable
<p>i) Working closely with various industries and the business community, one aim is to enhance Principals' & Career Guidance Teachers' professional knowledge and development in career education and guidance, to enrich their understanding of the career opportunities and workplace environment for youngsters, especially for students who may not readily pursue university education.</p> <p>ii) To familiarize Principals and Career Guidance Teachers with a better understanding of the world-of-work culture and to offer better support to students for appropriate career decisions through organizing a Forum, with accompanying workshops, workplace visits and mentoring at a later stage.</p> <p>iii) To nurture students' suitable talents to meet the demands for different industries, and in turn to help build the sustainable development of business establishments.</p>	<p>1) LEAF on May 9, 2015 <u>Part I:</u> -Brief sharing <u>Part II:</u> -Workshops <i>(see programme rundown in Annex A)</i></p> <p>2) Workplace visits</p>	<p>Fully achieved</p>	<ul style="list-style-type: none"> - All the activities we put down in the Project were successfully implemented. - About 96% of Principals and teachers were satisfied with the Project - Over 98% of them found the Forum very useful to help them prepare the Life and Career Planning for the students and over 96 % of them found the Forum very informative and could meet their expectation. They would recommend other teachers to attend the Forum if it is to be held again. - Participants reflected in the questionnaires that they would share the information and experience gained at the Forum with other teachers, students and parents of their school. 	<p>N/A</p>

Life and Career Education Forum 2014/15

Date: 9 May, 2015 (Saturday)
Time: 9:00 am to 12:30 pm
Venue: Kowloon Technical School

PROGRAMME RUNDOWN

8:45 am – 9:00 am

Registration

9:00 am - 10:00 am

Part I

- **Welcoming Speeches**
 - Mrs. Lo Lee Oi-lin, Chairman, HKUGA Education Foundation
 - Mrs. Wong Yau Wai-ching, Michelle, Deputy Secretary for Education
- **Presentation of Certificates of Appreciation to Corporations**
- **Brief Sharing by the 7 participating Corporations**
 - CLP Power Hong Kong Limited
 - Haven of Hope Christian Service
 - Holiday Inn Golden Mile
 - Hong Kong Disneyland Resort
 - McDonald's Restaurants (Hong Kong) Limited
 - MTR Corporation Limited
 - Toys"R"Us (Asia) Limited

Break

10:10 am - 11:10 am

Part IIa

- Session I Workshop

Break

11:20 am - 12:20 pm

Part IIb

- Session II Workshop

12:20 pm – 12:30 pm

Part III

- Evaluation Session



Principals and Teachers' evaluation result about the Forum

1.	Comments on this Forum :	Strongly satisfied			Strongly dissatisfied		No rating
		5	4	3	2	1	
(1)	Program Rundown Arrangement	32 (31.68%)	61 (60.4%)	7 (6.93%)	0 (0%)	1 (0.99%)	
(2)	Time Arrangement	40 (39.6%)	50 (49.5%)	10 (9.9%)	0 (0%)	1 (0.99%)	
(3)	Venue Arrangement	33 (32.67%)	58 (57.43%)	8 (7.92%)	2 (1.98%)	0 (0%)	
(4)	Choice of Participating Corporations and Speakers	47 (46.53%)	48 (47.52%)	5 (4.95%)	1 (0.99%)	0 (0%)	
(5)	Overall Comments	32 (31.68%)	64 (63.37%)	3 (2.97%)	1 (0.99%)	0 (0%)	1 (0.99%)
					Yes	No	No rating
(6)	Does the Forum help you prepare the Life and Career Planning for the students?				99 (98.02%)	2 (1.98%)	
(7)	Would you recommend other teachers to attend the Forum if it is to be held again next year?				97 (96.04%)	4 (3.96%)	
(8)	Does the Forum meet your expectation?				97 (96.04%)	2 (1.98%)	2 (1.98%)



2. Project impact on learning effectiveness, professional development and school development

<p>i) Enhancing Principals' & Career Guidance Teachers' professional knowledge and development in career education and guidance</p>	<p>Through joining different types of activities in the Project, such as brief sharing, workshops and workplace visits, Principals and teachers' understanding of the development in career education and guidance was enhanced, their knowledge in career opportunities and the requirements of employers was enriched. These experiences facilitated them to help their students plan for their future.</p> <p>Career Guidance Teachers were equipped with professional information and knowledge so that they can better prepare for the provision of analysis and advice over the education and careers information to their students.</p>
<p>ii) Enriching Principals' & Career Guidance Teachers' understanding of the career opportunities and workplace environment for youngsters</p>	<p>The workshops certainly enriched participants' knowledge about different careers and understanding the requirements of employers via deep discussion with corporation representatives, they could gain more insights into planning career programmes for their students. Especially for Career Guidance Teachers, they were better equipped and more ready for offering career guidance to their students.</p> <p>The arrangement of workplace visits by different corporations could facilitate Principals and teachers to gain first-hand experience of the real working environment and business operations.</p>
<p>iii) Familiarizing Principals and Career Guidance Teachers to a better understanding of the world-of-work culture and to offer better support to students for appropriate career decisions through organizing a Forum</p>	<p>This is the first "Life and Career Education Forum" organized in Hong Kong whereby Principals and teachers sat along with business executives and middle management personnel to exchange views for the purpose of updating students with a better understanding of industry requirements, as well as preparing students for making their best career decisions.</p> <p>Principals' and teachers' concept of life and career planning was broadened from information and views provided by corporation representatives themselves, who may also act as mentors for students in the future. This is certainly not a common practice in Hong Kong involving the three parties of the schools, the students and industry.</p> <p>In addition, from the evaluation report, Principals/teachers expressed that more similar forums should be organized for parents. This showed that the demand for this kind of parent talks or seminars was high. This offered an insight for HKUGAEF into planning similar forums for parents in future.</p>



3. Cost-effectiveness – a self-evaluation against clear indicators and measures

Budget Checklist

Budget Items <i>(Based on Schedule II of Agreement)</i>	Approved Budget (a)	Actual Expense (b)	Change [(b)-(a)]/(a) +/- %
i) Staff	\$25,200	\$24,000	-4.76%
ii) Service	\$17,500	\$13,165	-24.78%
iii) General expenses	\$14,805	\$7606.4	-48.62%



4. Deliverables and modes of dissemination; responses to dissemination

Dissemination Value of Project Deliverables

Item description (e.g. type, title, quantity, etc.)	Evaluation of the quality and dissemination value of the item	Dissemination activities conducted (e.g. mode, date, etc.) and responses	Is it worthwhile and feasible for the item to be widely disseminated by the QEF? If yes, please suggest the mode(s) of dissemination.
Briefing notes for corporation representatives	The notes comprised all the pointed discussed in the Briefing Session	Briefing notes were distributed to all corporation representatives for their reference	/
Materials disseminated in the Forum's workshops by corporations such as leaflets and powerpoint slides	Company leaflets/brochures	distributed to participating Principals and teachers	/
DVD on "Life and Career Education Forum"	The DVD contained Part I of the Forum and all photos taken on the forum day.	distributed to 7 participating corporations for their retention	/
Video clippings and photos	It contained Part I of the Forum and all photos taken on the forum day.	Video clippings and photos were uploaded to the Foundation website for public access.	Yes, it is worthwhile for this item to be disseminated by the QEF via its official website.



5. Activity list

Types of activities (e.g. seminar, performance, etc.)	Brief description (e.g. date, theme, venue, etc.)	No. of participants				Feedback from participants
		schools	Principals/teachers	students	others (Please specify)	
Briefing Session	<p>7 March 2015 (Saturday) 9:00 am to 12:00 noon Venue: Conference Room, HKUGA Primary School (9 Yee Shing Street, Chai Wan).</p> <p>A 3-hour Briefing Session was arranged to corporation representatives by a professional leadership coach</p>	N/A	N/A	N/A	Corporation representatives	Corporation representatives reflected that this part could enhance their understanding of the programme rationale, arrangements and requirements in advance and to let them know "how to deliver" and "what to deliver" the key messages to Principals and teachers.
Forum	<p>9 May, 2015 (Saturday) 9:00 am to 12:30 pm Venue: Kowloon Technical School (332-334 Cheung Sha Wan Road, Shamshuipo, Kln)</p> <p>Part I: Brief Sharing Each of the participating corporations gave a brief introduction of the industry/corporation and the possible work opportunities for young people.</p> <p>Part II: Workshops This Part was divided into 2 sessions. Participants were divided into small groups to join 2 different workshops conducted by the corporations in separate classrooms. This part certainly enriched our participants' knowledge about different careers and understanding the requirements of employers via deep discussion with corporation representatives.</p>	64	122	N/A	Corporation representatives, Foundation members, representatives from Education Bureau:50	<p>Over 98% Principals and teachers found the LEAF useful. The workshops were very informative which could help them prepare the Life and Career Planning for the students.</p> <p>They know more about the importance of Career Planning.</p> <p>They would recommend other teachers to attend the Forum if it is to be held again.</p>



Workplace visit to different corporations	7 workplace visits were arranged by the corporations during May and June to Principals and teachers so as to let them know the categories of job positions, the working environment, as well as the company's unique culture and business operation.					<p>All participants enjoyed the workplace visits. During the visits, they learned more about the business operations of corporations in different industries.</p> <p>Participants reflected to our taskforce members that this arrangement could facilitate them to gain first-hand experience of the real working environment and explore more career prospects for the students.</p>
1) Workplace visit to Hong Kong Disneyland Resort	Date: 14 May, 2015(Thur) Time: 9:15 am to 1:30 pm Venue: HK Disneyland Resort		17		Taskforce members: 2	
2) Workplace visit to McDonald's Restaurant(HK) Ltd.	Date: 23 May, 2015(Sat) Time: 10:00 am -12 :00 noon Venue: McDonald's Restaurant, Admiralty Centre Ltd.		9		Taskforce members: 3	
3) Workplace visit to Haven of Hope Christian Service	Date: 6 Jun, 2015(Sat) Time: 10:00 am -11 :30 am Venue: Haven of Hope Nursing Home Tseung Kwan O		9		Taskforce members: 3	
4) Workplace visit to ToysRus (Asia) Ltd.	Date: 8 Jun, 2015(Mon) Time: 10:00 am -11 :00 am Venue: Toys"R"Us shop Ocean Terminal, Tsim Sha Tsui,		13		Taskforce members: 3	
5) Workplace visit to Holiday Inn Golden Mile	Date: 10 June 2015 (Wed) Time: 3:00pm to 4:30pm Venue: Holiday Inn Golden Mile, Tsim Sha Tsui		26		Taskforce members: 4	
6) Workplace visit to CLP Power HK Ltd.	Date: 13 June 2015 (Sat) Time: 8:45 am – 12:15 pm Venue: CLP Shatin Centre, Power Academy, Shek Mun		12		Taskforce members: 1	
7) Workplace visit to MTR Corporation Ltd	Date: 13 June 2015 (Sat) Time: 10:00 am – 12:00noon Venue: MTR Kowloon Bay Depot and Operations Training Centre, Kowloon Bay		22		Taskforce members: 3	



6. Difficulties encountered and solutions adopted

Arrangement for workplace visit

We had planned to arrange 7 workplace visits in a morning/ afternoon session in late May/ June, around 1.5 to 2 hrs per visit. Participants were requested to sign up after each workshop if they would like to join the visit of the corporation conducting that particular workshop, i.e. each corporation would accommodate 30 participants (15 participants per each sharing session) to join their company visit. However, we found that the response rate was quite low after collecting their reply slips. The major reason was that the date/time of the workplace visits might probably clash with their school events. Other reasons might be the corporations provided only "one" date for participants to consider, most of the company visits were arranged in weekdays, so that many of participants could not join at the end.

With a view to boosting the enrollment rate, we extended the deadline of application and invited all participants to join any of the workplace visits. If we have a chance to re-organize this forum, we will try to request corporations to propose 2-3 possible dates for the visit and arrange the visit on weekend.

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