

Final Report of Project

Project No. : 2014/0092

Part A

Project Title: Enrich student's multi-learning activity through the 'Campus TV'

Name of Organization/School: HKMA David Li Kwok Po College

Project Period: From August 2015 (month/year) to July 2016 (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

** 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.*



Guidelines to Completion of Final Report of Quality Education Fund Projects

Please elaborate the following items in your evaluation of the project. It is expected that the guide would provide a reference to the project leader/team in reflecting on the effectiveness of the project.

1. Attainment of Objectives

The following items should be included in the evaluation of the attainment of each of the project objectives stated in the project proposal (*the information may be presented in a table form in the format of Table 1 in this Annex or in short paragraphs*):

- objective statement
- activities related to the objective
- extent of attainment of the objective
- evidence or indicators of having achieved the objective
- reasons for not being able to achieve the objective, if applicable

2. Project Impact on

The project's effects on the learning effectiveness / professional development / school development should be evaluated, in evidence-based approach, with regard to:

- broadening students'/teachers' horizons
- increasing students'/teachers' sense of achievement
- fostering students' development in their potential and specific abilities
- training students to better meet social demands
- increasing training opportunities for teachers and enhancing their professional development
- improving learning atmosphere
- fostering team spirit and enhancing the overall image of the school
- inducing collaboration with other schools / professional organizations.

3. Cost-effectiveness

Grantees are required to complete the 'Budget Checklist' at Table 2 in this Annex and enclose it as an appendix of this report. Please adopt the classification of budget items in Schedule II of the Agreement.

The project's cost-effectiveness should be evaluated with regard to:

- utilization of available resources (e.g. equipment, human resources of applicant school/ participating school(s))
- unit cost for the direct beneficiaries
- sustainability of the learning programme and materials developed
- expenditure items which require no injection of resources when the project is replicated by other schools (including setup cost of the project, deliverables ready for use)
- alternative approaches for equivalent benefits at less cost

4. Deliverables and Modes of Dissemination

The following items should be included in the evaluation of each of the project deliverables and their value for dissemination (*the information may be presented in a table form in the format of Table 3 in this Annex*):

- description of the deliverable (e.g. type, title, quantity, etc.)



- evaluation of the quality and dissemination value of the deliverable
- the dissemination activities conducted (please state the date, mode, etc.) and the responses of the participants/recipients to such dissemination activities
- the value and feasibility for the deliverable to be widely disseminated by the QEF as well as suggested modes of dissemination.

A brief description of the elements/experiences contributing to the success of the project and feasibility of continuing the project should also be given.

5. Activity List

Particulars of activities conducted during the project period such as types of activities, brief descriptions of the activities, number of participants and feedback from participants should be reported (*the information may be presented in a table form in the format of Table 4 in this Annex or in short paragraphs*).

6. Difficulties Encountered and Solutions Adopted

The information here should explain why the actual project implementation (including the budget, schedule and process) differs from the original plan, if applicable.

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	Reasons for not being able to achieve the objective, if applicable
To arouse students' interest in learning Chinese language and Chinese history	24/9/2015 – “Confucianism” 28/4/2016 – “Chinese Idiom presentation and speech on Chinese history”	Fully achieved	86.29% of students agreed that the programs were educational. 86.28% of students agreed that they had learnt more subject knowledge from the programs.	Not applicable
To provide CSL students opportunities to use the language	28/4/2016 – “Chinese Idiom presentation and speech on Chinese history”	Fully achieved	87.42% of students agreed that the programs could enhance their understanding of social issues.	Not applicable
To arouse students interest in learning English through drama and debate which is part of the curriculum To demonstrate good performance in public speech and encourage more students to take part in the event	15/10/2015 – “English Speech Festival”	Fully achieved	86.86% of students agreed that these programs helped them acquire knowledge beyond the formal curriculum.	Not applicable
To arouse students' interest in Math and to enhance their problem solving skills	22/10/2015 – “Monty Hall Problem” 17/3/2016 – “A math riddle”	Fully achieved		Not applicable



To enhance students social awareness and provide them with opportunities to express their views	19/11/2015 – “District Council Election” 26/5/2016 – “Are our students under stress?”	Fully achieved	86.29% of students agreed that the programs were educational. 86.28% of students	Not applicable
To enrich students’ scientific knowledge and arouse their interest in learning science To encourage students be more curious about things around them	17/12/2015 – “How to blow up a balloon in a bottle” 21/4/2016 – “The scientific theory behind the erasable pen”	Fully achieved	agreed that they had learnt more subject knowledge from the programs. 87.42% of students agreed that the programs could enhance their understanding of social issues.	Not applicable
To enhance students’ ability to appreciate music To encourage more students to take part in external music competitions	28/1/2016 – “Chinese new year and Chinese Culture”	Fully achieved	86.86% of students agreed that these programs helped them acquire knowledge beyond the formal curriculum.	Not applicable
To enrich students’ knowledge in sports and arouse their interest in taking part in sports activities	26/2/2016 – “Sports Days 2016”	Fully achieved		Not applicable
To arouse students’ interest in art	19/5/2016 – “Highlight of the Korean Study Tour” and “ Claude Monet Exhibition promotion”	Fully achieved		Not applicable



<p>To encourage students to be caring to the Community</p> <p>To arouse students awareness to the meaning of community service</p>	<p>17/9/2015 - "Go Green"</p> <p>24/9/2015 - "No Air-con night"</p> <p>15/10/2015 - "World Food Day"</p> <p>5/11/2015 - "How to have an Eco-friendly picnic?"</p> <p>19/11/2015 - "Old Clothes Recycling activity"</p> <p>26/11/2015 - "Kindness"</p> <p>10/12/2015 - "Inequality"</p> <p>3/3/2016 - "Mankind vs. Earth"</p> <p>17/3/2016 - "A boy fighting an extremely painful skin disease"</p> <p>14/4/2016 - "If there were 100 people"</p> <p>12/5/2016 - "Global warming"</p>	<p>Fully achieved</p>	<p>86.29% of students agreed that the programs were educational.</p> <p>86.28% of students agreed that they had learnt more subject knowledge from the programs.</p> <p>87.42% of students agreed that the programs could enhance their understanding of social issues.</p> <p>86.86% of students agreed that these programs helped them acquire knowledge beyond the formal curriculum.</p>	<p>Not applicable</p>
<p>To encourage students learn from alumni's stories</p> <p>To strengthen the relationship between alumni and the school</p>	<p>"筆墨背後" - story of an alumna on how she became successful in learning Chinese calligraphy</p>	<p>Fully achieved</p>		<p>Not applicable</p>



To provide students opportunities to show their talent and achievement	15/10/2015 – “English Speech Festival”	Fully achieved	86.29% of students agreed that the programs were educational.	Not applicable
To enhance students’ sense of belongings to school	17/9/2015 – “Politeness”	Fully achieved	86.28% of students agreed that they had learnt more subject knowledge from the programs.	Not applicable
To promote positive values towards life challenges	25/9/2015 – “ECA Activities”			
	8/10/2015 – “Perseverance”			
	3/12/2015 – “Highlight of Open Days”			
	4/2/2016 – “Regrets and Dreams”			
	17/3/2016 – “A boy fighting an extremely painful skin disease”	87.42% of students agreed that the programs could enhance their understanding of social issues.		
	26/5/2016 – “Are our students under stress?”	86.86% of students agreed that these programs helped them acquire knowledge beyond the formal curriculum.		
To promote reading as part of self-learning	24/9/2015 – “Confucianism” Book sharing by teachers	Fully achieved		Not applicable
To explore students’ potential and further develop it	Workshop on Photography on 3/11/2015 Workshop on editing skills on 1/12/2015 Workshop on Operation of Campus TV studio on 3/5/2016	Fully achieved		Not applicable

<p>To explore students' potential and further develop it</p>	<p>12/5/2016 – “Your Dream tuck shop”</p> <p>Participated in the Photography competition – Flower Fair 2015 organized by Leisure and Cultural Service Department</p> <p>Participated in the “ 尋找企業家的故事” 訪談短片製作比賽 and won two prizes</p>			
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The Campus TV was also responsible for broadcasting the Friday Morning Assembly to the classrooms as the school hall was not big enough to accommodate all the students and some students watched live broadcasting of the assemblies in the classrooms.

Live broadcasting was also arranged at the school major events for parents, for example, S1 admission talk, graduation ceremony, etc.

To enhance the learning effectiveness of the programs, class teachers, with whom students watched these programs with, were provided with discussion questions for them to further discuss the content with students after watching the videos.

2. Project Impact

A survey was conducted in June 2016 to collect feedbacks from students about the broadcasts produced by Campus TV. 350 students (around 50% school population) participated in the survey. The results are shown below.

		Strongly Agree		Agree		Disagree		Strongly Disagree	
		Total	%	Total	%	Total	%	Total	%
Q01	The programs broadcast on are educational.	99	28.29%	203	58.00%	28	8.00%	20	5.71%
Q02	I have learnt more subject knowledge from the programs. (e.g. the scientific theory behind erasable pens, Chinese Idiom Presentation, etc.)	95	27.14%	207	59.14%	34	9.71%	14	4.00%
Q03	The programs can enhance my understanding of social issues. (e.g. global warming, environmental protection, etc.)	104	29.71%	202	57.71%	30	8.57%	14	4.00%
Q04	Watching these programs is a good way for students to acquire knowledge beyond the formal curriculum.	113	32.29%	191	54.57%	30	8.57%	16	4.57%

3. Cost effectiveness

Budget Checklist

Budget Items <i>(Based on Schedule II of Agreement)</i>	Approved Budget (a)	Actual Expense (b)	Change [(b)-(a)]/(a) +/- %
Staff Cost	0	0	N/A
Equipment	\$100,000	\$100,000	0%
Work	\$50,000	\$50,000	0%
Service	\$5,000	\$5,000	0%
Others	\$5,000		

4. Deliverables and Modes of 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.
One SD card which contains all the broadcasts	Not Applicable	Not Applicable	Since the content of the video is school specific, it is not worthwhile for the broadcasts to be widely disseminated by the QEF.

5. Activity List

Summary of Programme (17 Sep 2015 – 31 July 2016)

Area	Programme theme	Broadcast/ Activity date	Target audience (No. of students)	Description / Summary
Personal Growth	Politeness	17/9/2015	S1 – S6 (798)	Interviewed teachers of different cultural backgrounds to share their views on words and acts of politeness that are unique to their culture.
Civic and Moral education	Go Green	17/9/2015	S1 (159)	Tips on how to make a green campus.
Chinese and Chinese History Reading	Chinese Language: Confucianism	24/9/2015	S1 – S6 (798)	Campus TV team worked with the Chinese and Chinese History Department to produce the video. The themes were Benevolence(仁), Ritual propriety(禮) and the Five relationships(五倫) of Confucianism.
Civic and Moral education	No Air-con Night	24/9/2015	S1 – S6 (798)	A short promotion program about the No air-con night.
ECA	ECA Promotion	25/9/2015	S1 – S6 (798)	Campus TV Team worked with the ECA team to produce this video to introduce the different ECAs offered by the College.
Personal Growth	Perseverance	8/10/2015	S1 – S6 (798)	Promoted the value of perseverance through the movie 'Facing the Giants'.
English and French	English Language: English Speech Festival	15/10/2015	S1 – S6 (798)	Highlights of the English Speech competitions
Civic and Moral education	World Food Day	15/10/2015	S1 – S6 (798)	Promotion of the World Food Day co-produced with G&C Team



Math	Mathematics: Monty Hall Problem	22/10/2015	S1 – S6 (798)	A program about a famous mathematical problem named "The Monty Hall Problem".
Skills training	Workshop on Photography	3/11/2017	Campus TV Club members (27)	Basic photography concepts (e.g. shutter speed, aperture, ISO, white balance) and skills were taught in the workshop.
Civic and Moral education	How to have an Eco-friendly picnic?	5/11/2015	S1 – S6 (798)	A program about how to have an eco-friendly picnic. This video was jointly produced by the Green Team and Campus TV Team.
Civic and Moral education	Green school	12/11/2015	S1 – S6 (798)	Promoted sustainable development by introducing the story of a "green school" in Bali, Indonesia where the school premises were all made of bamboo and recycled materials.
Liberal Studies	District Council Election	19/11/2015	S1 – S6 (798)	A program of a group of students discussing the District Council Election and introducing different political parties in Hong Kong.
Civic and Moral education	Old Clothes Recycling activity	19/11/2015	S1 – S6 (798)	Promotion of "old clothes recycling activity" organized by the Green Team.
Personal Growth	Careers Track 1	19/11/2015	S4 – S6 (349)	A program to provide careers information to the senior form students on a regular basis
Personal Growth	Kindness	26/11/2015	S1 – S6 (798)	A program to promote act of kindness as it is passed from one person to the next which manages to boomerang back to the person who set it in motion.
Skills training	Workshop on editing skills	1/12/2015	Campus TV Club members (27)	Basic skills on the use of video editing software () were taught.
School	Highlight of Open Days	3/12/2015	S1 – S6 (798)	A video produced by Campus TV student crew on Open Days highlight



Liberal Studies	Inequality	10/12/2015	S1 – S6 (798)	A program that shows how social inequality is rampant in our lives, for instance, the disadvantaged groups are not being treated equally in the society
Science	Science: How to blow up a balloon in bottle?	17/12/2015	S1 – S6 (798)	A program in which teachers and students conducted an experiment explained scientific concepts
Personal Growth	Careers Track 2	21/1/2016	S4 – S6 (349)	A program to provide careers information to the senior form students
ECA Music Visual Art	GA Department: Chinese New Year and Chinese Culture	28/1/2016	S1 – S6 (798)	A program to introduce the art and music activities to be held in the General Arts Department Week
Personal Growth	Regrets and Dreams	4/2/2016	S1 – S6 (798)	A program about how a group of university students in the US conducted a social experiment about regrets and dreams
Sports	Sports Days 2016 Highlight	26/2/2016	S1 – S5 (690)	Video produced by Campus TV student crew on the highlights of the Sports Days
Civic and Moral Education	Mankind vs. Earth	3/3/2016	S1 – S5 (690)	A program that explained how mankind affects the natural environment.
Civic and Moral Education	A boy fighting an extremely painful skin disease	17/3/2016	S1 – S5 (690)	A program to promote positive attitude towards difficulties through the story of boy fighting with extremely painful skin disease
Math	A math riddle	17/3/2016	S1 – S5 (690)	A program about a riddle about bridge crossing



Liberal Studies	If there were 100 people	14/4/2016	S1 – S5 (690)	A program about wealth disparity and resource distribution
Science	The scientific theory behind the erasable pen	21/4/2016	S1 – S5 (690)	A program that explained the scientific theory behind the erasable pen
Chinese and reading	Chinese Idiom presentation and speech on Chinese history	28/4/2016	S1 – S5 (690)	A program introducing some Chinese Idioms
Skill Training	Workshop on the operation of Campus TV studio	3/5/2016	Campus TV Club members (27)	Our students learnt how to use the equipment in the Campus TV studio.
Careers	Interview with DJs from Radio	5/5/2016	S1 – S5 (690)	In the video, DJs from Radio shared their thoughts about the developments of the broadcasting industry and the requirements to become a DJ. Students were also introduced to the functions of the control room and learned how programs get broadcasted from the radio station to all of Hong Kong.
Civic and Moral Education	Your Dream tuck shop	12/5/2016	S1 – S5 (690)	Promotion video about a competition organized for the BAFS students to apply business knowledge learnt in class and to promote sustainable development in school
Liberal Studies	Global warming	12/5/2016	S1 – S5 (690)	A program explaining the theories and effects of global warming.
Visual Art	Highlight of the Korean Study Tour	19/5/2016	S1 – S5 (690)	A program that highlighted the Korean Study Tour organized by the Visual Arts Department



Visual Art	Claude Monet Exhibition promotion	19/5/2016	S1 – S5 (690)	A program introducing the masterpieces done by Claude Monet
Civic and Moral education	Are our students under stress?	26/5/2016	S1 – S5 (690)	A program about how students from different forms dealt with stress they were facing
Personal Growth	Message from an exchange student	2/6/2016	S1 – S5 (690)	The exchange student from France shared his experience during his stay and expressed gratitude
Civic and Moral education	Story of an alumna on how to set goals and to achieve them	7/2016 (production time)	S1 – S6 (784)	A program about how a student fell in love with the beauty of Chinese calligraphy, set goal to learn this in university and ultimately succeeded

6. Difficulties Encountered and Solutions Adopted

No major difficulties were encountered in the planning and implementation stages of the project.