

Careers Education and
Placement Centre

(formerly Appointments Service)

Annual Report

1991 - 92

I. Preamble

Despite a significant increase in graduate output in recent years, only a small percentage (2.5% in 1991), has failed to secure employment within six months of graduation. Hence, there is, overall, no graduate unemployment.

However, as Hong Kong continues its fast track higher education expansion, questions about its impact on employment outlook, and the subsequent implication for the Careers Education and Placement Centre (CEPC), need to be asked. The Centre is concerned about disparities in growth rates between increased output and notified vacancies. For example, the number of graduates increased by 23% since 1988, whereas vacancies increased by 5% only.

It has also been noted recently that the number of graduates who succeeded in securing employment with employers recruiting on campus dropped to 38% in 1991. Success rate with CEPC core clients is particularly low. (HKU's market share of job offers from these recruiters is around 26% only.) Since core clients are likely to be major institutions with structured graduate trainee programmes, they are often sought after by graduates and the Centre is concerned that students should be adequately prepared for them. A low success rate with campus recruiters also suggests that a significant proportion (possibly 62%) have to rely on newspapers, personal network and other job leads. Appropriate facilities for this area of job-hunting may need to be considered.

Besides HKU students' reducing success at securing job offers,

employers have also commented on the deteriorating standard across the board in the Territory. Vacancies were said to be left unfilled for lack of suitable candidates and employers may increasingly go overseas to recruit returning graduates. This will further heighten competition for employment, and graduates need to be prepared for the situation.

These were the issues that emerged during the year under review. The Centre will seek to explore and understand them in the years to come and formulate appropriate responses to redress the situation.

II. Summary of major developments in 1991-92

The following is a brief summary of the major developments in 1991-92. Elaboration follows in the body of the report.

General

The Appointments Service has adopted the new title of Careers Education and Placement Centre from 1st September, 1992.

Careers Education

- 1) Attendance at careers education programmes increased by 73%.
- 2) Agreement was reached for the Directory of Graduate Employers to be produced on a commercial basis and distributed in seven higher education institutions, beginning in 1993.
- 3) Careers Forum was initiated to bring alumni and undergraduates together to discuss careers-related issues.
- 4) Senior executives from the Rotary Club of Kowloon Golden Mile were recruited to act as mentors in careers planning

programmes.

- 5) Plans were drawn up to strengthen Personal and Managerial Skills Training Programmes with new case study materials, and a pre-course diagnosis workshop.
- 6) Teaching materials on job-seeking skills training are being updated.

Placement

- 1) Market research on employment opportunities was commissioned.
- 2) A survey was conducted to assess HKU's market share of job offers.
- 3) Employer-specific selection exercise preparation sessions were introduced to complement general courses.
- 4) A survey on communication skills was initiated.

III. Major issues

One of the main issues confronting the CEPC in its 30th year of operation is the increasing supply of university graduates. The annual output of new graduates from the University has increased by nearly 30% over the past ten years. In the next few years growth will be much more rapid - output of new HKU graduates will increase by nearly 40% between now and 1997. Other institutions are growing as fast or more so. The number of new graduates returning from overseas for employment has also increased in the wake of recession in the West. These increases in supply are not being matched by growth in demand, as

far as the number of vacancies notified to the Centre is concerned. Notified vacancies increased only marginally (5%) since 1988 while output from HKU grew by 23%.

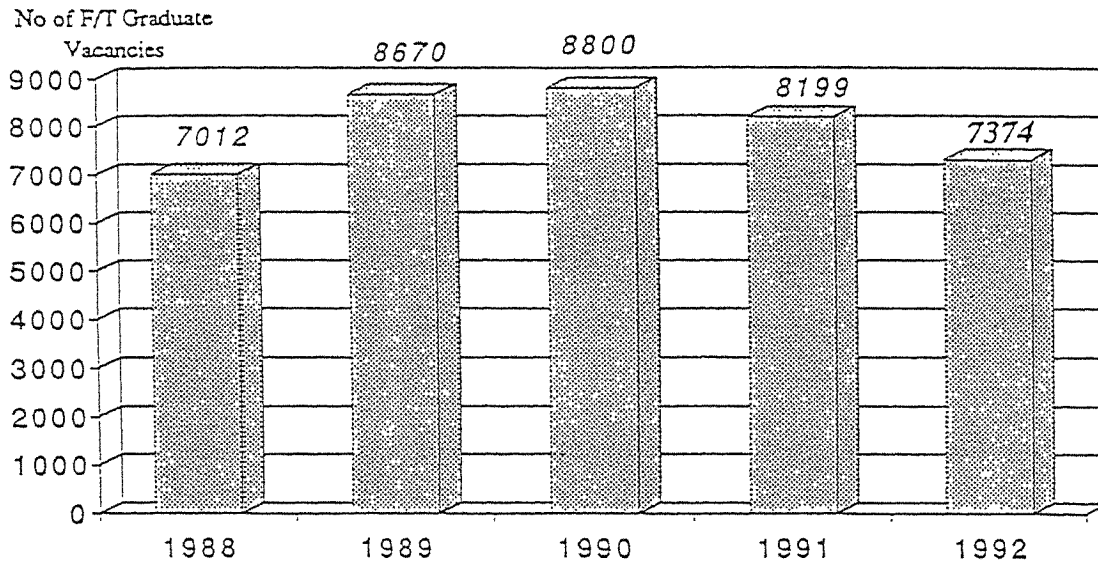
Secondly, HKU students are experiencing increased competition from their opposite numbers in other institutions. This is to be expected as the number and maturity of local higher education institutions increase. However, the Centre is concerned that HKU students do not lag behind disproportionately where securing appointments with major employers is concerned.

These are the two major challenges that the CEPC is being confronted with currently. The following pages will give an account of the Service's efforts to address them. This paper also reports on careers education and placement programmes conducted in the year under review.

IV. Supply and demand of first degree graduates

In 1991-92, the CEPC was notified of 7,374 vacancies for graduates from 798 employers overall. 2,838 vacancies (38%) were in the civil service, 2,377 (32%) in commerce and industry, 2,104 (29%) in secondary schools and 55 (1%) in dentistry. These 7,000+ vacancies were a 16% drop from three years' ago (1990), during which time graduate output increased by 4%. If this gap between growth in notified vacancies and graduate output widens, difficulty in securing employment will increase.

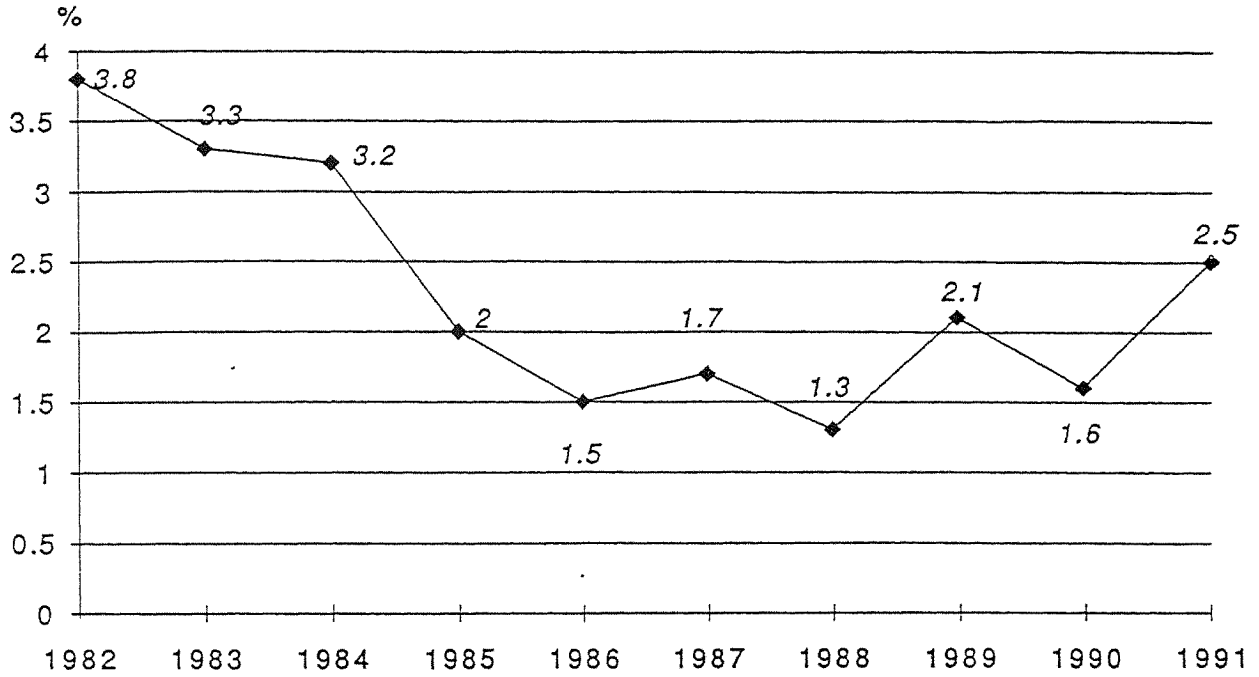
Table 1 Notified Vacancies



At the moment there is no real problem as most new graduates are employed six months after graduation (81% in 1991), or in postgraduate studies (16%). However, efficient and effective placement programmes need to be devised soon in case the situation deteriorates significantly. The Centre thus undertook the following measures this year:

- stepped up sourcing and direct mailing efforts;
- explored opportunities in the PRC;
- commissioned a market survey on graduate employment opportunities; and
- conducted more job seeking skills training programmes.

Table 2 Unemployment Rate at Six Months after Graduation



Note

1991:	Full-time employed:	80.8%
	Part-time employed:	0.7%
	Unemployed:	2.5%
	Further studies:	15.6%
	Not seeking employment:	0.4%
		100%

Despite the overall high employment rate over the years, graduates from two disciplines (medical and social work) experienced, for the first time, difficulties in finding appropriate employment in their areas of training during the year under review. At the initiative of CUHK, a joint letter was sent to the Secretary of Health and Welfare from the Offices of Student Affairs of Hong Kong University and Chinese University to register our concern.

Our enquiry in August indicated that only 30% of Social Work graduates were employed as Social Workers at the time. The rest were appointed as teachers or took up public relations work. This issue will be kept under review in case it becomes a cause for concern. Events may now be superseded by the Governor's welfare package as contained in his October 1992 policy speech.

Therefore, generally speaking new graduates from HKU have no real problems finding employment. However, two new developments in its current expansion plan need to be registered. They are the planned growth in non-vocational subject areas and in higher degree programmes.

Output in these two areas will significantly increase in the period up to 1996-97. The impact of these developments on the work of the Careers Education and Placement Centre and on the overall graduate employment scene are yet unknown. The speed of change suggests that questions need to be asked now about the impact of higher education growth on graduate employment. For example, is the job market likely to sustain the growth in graduate output? What are the types of careers that new graduates can expect? And what is the impact of these developments on the work of the Centre?

V. Market share

Several recruiters commented in recent years that HKU students are not performing as well as expected in areas such as performance at reasoning tests, careers clarity, self-presentation skills, general communication skills and, in some instances, lack of project work experience.

The overall lowering of standard is to be expected as the University expands its in-take. However, the impact this will have on placement has yet to be managed.

To enable students to present themselves to recruiters, company-specific interview preparation sessions were organized to help them clarify their career goals and practise conducting themselves in interview situations. These sessions were additional to general job-seeking skills training programmes. To enhance practical value, they were targetted at specific companies, as and when interview shortlists were announced. Furthermore, a consultant was commissioned to up-date and up-grade the Service's teaching materials on job-seeking skills.

On the issue of communication skills, a survey is now being conducted, with the sponsorship of the Appointments Board, to find out the nature and extent of the problem.

Comments about project work and other curriculum-related issues were forwarded to relevant academic departments as they arise.

Furthermore, a survey was conducted in October, 1992 to assess HKU's share of job offers. As an initial step, 50 core users of the Service were surveyed. Between the 27 employers who replied, a total of 760 job offers were made, with 194 or 26% going to HKU graduates.

VI. Careers education programmes

Careers education programmes are designed to help students make an informed career choice and to ease their transition from study

to work. They comprise the following:

Careers Library,
Careers Planning Courses,
Careers Exploration Courses,
Personal and Management Skills Workshops, and
Job-seeking Skills Training.

(A full list of course titles and attendance figures is appended at Annex I.)

In 1991-92 total attendance at careers education programmes increased by 73%. The summer programme was successful, recording an attendance of 590. Registered loans at the Careers Library increased by 18%. The Library is one of the most used facilities of the Service, being patronized by 85% of final-year students and rated as useful by 97% of the users.

One of the objectives of the Service is to provide quality information to students. During the year under review, arrangements were made with careers services of other higher education institutions to endorse a commercially published directory of graduate employers. The institutions in return will be consulted on editorial matters.

To increase awareness of graduate careers, a Careers Forum with alumni advisers was initiated this year to complement existing careers exploration activities such as Insight Programmes, careers video shows and alumni adviser network.

Another new initiative this year was the Rotary Careers Club.

While following the contents of existing careers planning courses (i.e. self-awareness, careers awareness, decision making, goal and action planning), Rotary Careers Clubs are enriched with the involvement of mentors who are senior executives and members of the Rotary Club of Kowloon Golden Mile. Participation of the Rotarians gave students the opportunity to learn from practising professionals and senior executives from industry.

One major objective of the Careers Education and Placement Centre is to ease the transition from study to work by helping students become aware of the personal and managerial skills (PMS) that are required in the workplace. To enhance existing PMS programmes, a consultant was commissioned to develop case studies basing on student society activities. This could help students relate training to practice and increase their motivation to develop themselves through activities on campus.

To help students to focus their efforts and develop a relevant self-improvement action plan, Personal and Managerial Skills Diagnosis Workshops will be organized for students to identify for themselves their strengths and development areas. From this information, students will be guided to draw up a self improvement action plan. They are then expected to enrol for relevant courses (e.g. the Service's PMS training programmes) or acquire appropriate experience accordingly.

VII. Placement

The Centre does not as yet place students into employment individually. Vacancy information, however, is posted on notice boards,

and company recruitment literature is available at the Careers Library. Furthermore, arrangements can be made for employers to conduct presentations, selection tests and interviews on campus. The Centre's objectives are: helping graduating students secure employment and facilitating employers to recruit on campus.

As indicated earlier, a total of 798 employers advertised a total of 7,374 vacancies through the Careers Education and Placement Centre. This comprises 2,838 (38%) civil service vacancies, 2,377 (32%) private sector vacancies, 2,104 (29%) teaching vacancies, and 55 (1%) dental vacancies. Overall, this is a drop of 10% compared to last year, except for dental vacancies.

The majority of private sector vacancies came from the business services sector (30%), followed by financial institutions (16%), and trading/marketing/retailing (14%).

The most frequent career fields in which vacancies occurred were: auditing/accounting (21%), marketing and sales (20%), administration and management (11%), and banking (7%).

Excluding appointments in which commission is a substantial element in the remuneration, private sector salary ranged between \$4,500 to \$18,000 per month; mean salary was \$8,110 (13 to 14 months a year).

Teaching positions in Government subsidized secondary schools paid \$13,545 per month and civil service vacancies ranged between \$12,895 to \$21,655 per month (12 months a year).

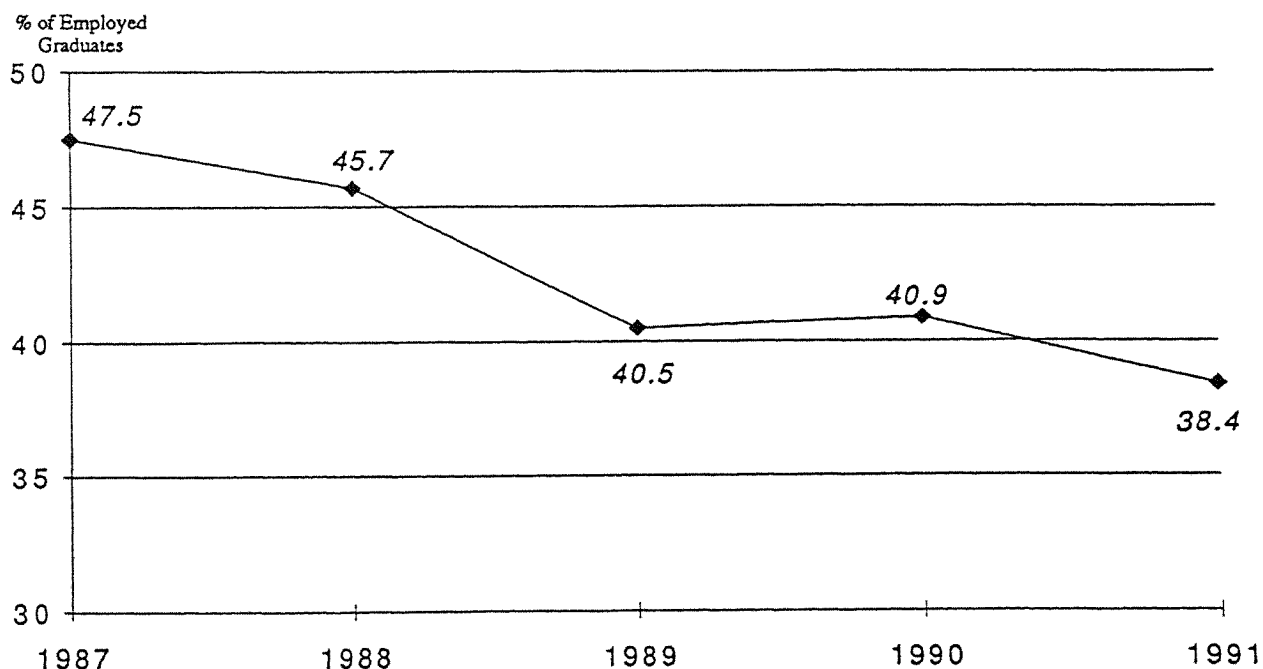
Statistics indicate that while the number of private sector employers using the Centre increased by 18%, the number of vacancies

dropped by 3%, suggesting that each employer recruited less in 1991-92. In fact, three annual major recruitment exercises, of up of 60 vacancies in one case, were cancelled this year. The reverse occurred for schools. While the number of recruiting schools dropped by 13%, the number of teaching vacancies rose slightly, by 1%. Vacancies in the civil service dropped by 23%, while dental vacancies increased by 45%. Part-time vacancies and summer jobs increased by 36% and 9% respectively.

Around 11% of private sector and civil service employers came on campus to conduct presentations, selection tests and interviews. This provides much convenience to the students and gives the Service valuable opportunities to keep in touch with recruiters.

79% of final year students in 1991 used the Centre's placement facilities, 95% found them useful, but only 38% eventually secured job offers through these means; (41% found employment through newspaper advertisements and 21% through personal network or other job leads.)

Table 3 Percentage of new graduates hired by Appointments Service employer clients 1987-1991



A significant percentage of 1991 graduates (22%) were not satisfied with their current job, and 17% of them changed employers within the first six months of graduation.

Table 4 Number of graduates who expressed dissatisfaction with their work

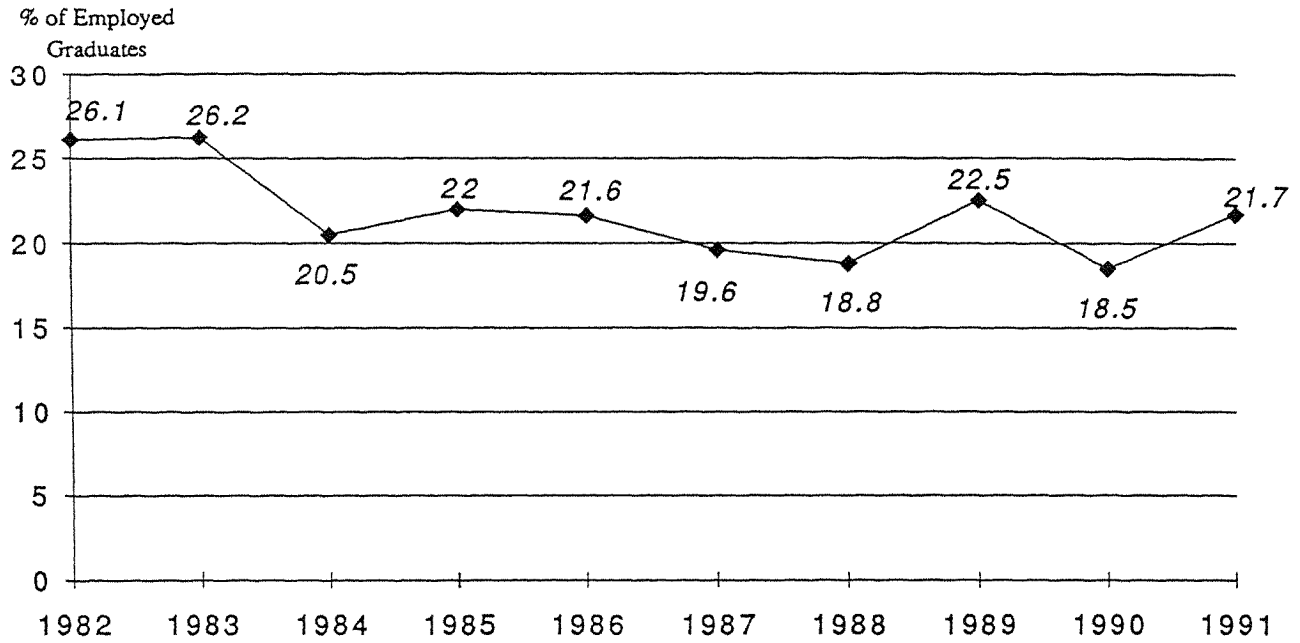
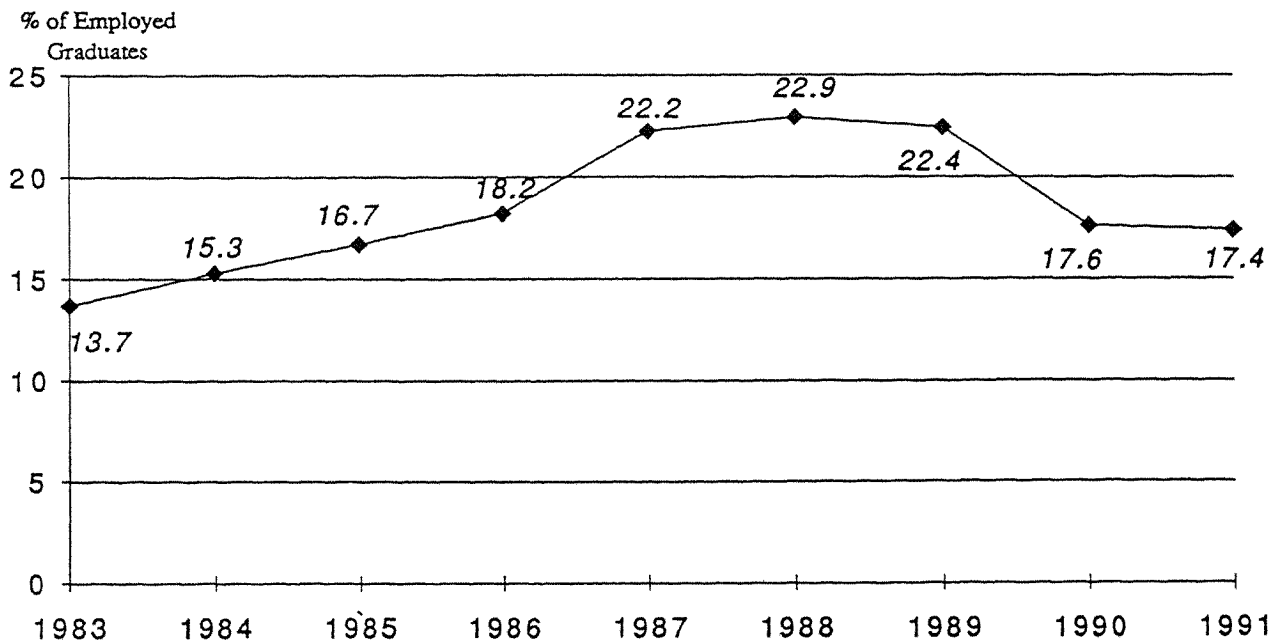


Table 5 Number of graduates who have changed employers within 6 months after graduation



Generally speaking, the three main reasons given by 1991 graduates for being dissatisfied were - lack sense of achievement (18%), poor career prospects (13%), and uninteresting job nature (13%). The three main reasons for changing employers were ---- challenging job nature (17%), attractive terms of employment (16%), and training/learning opportunities (16%).

High attrition rate in the first 12 months of employment is wasteful to both employer and employee. The Appointments Service welcomes opportunities to work with employers to redress such situations.

VIII. Staff

During the year under review, Ms Mandy Tin and Ms Jess Kwan of the clerical team left the Service and Ms Rachel Hong, Ms Rita Agnes Wong and Ms Bonnie Tse joined the Service as Appointments and Careers Counsellor, Executive Officer (Placement), and Typist respectively.

IX. Acknowledgment

The hard work and dedication of colleagues must be acknowledged foremost, without which the Service could not have achieved the developments it did. The generous assistance of Hongkong Bank, Shell, and IBM for the second "Insight into Banking" and "Insight into Marketing" programmes must also be acknowledged. The Service would also like to express our appreciation to the Rotary Club of Kowloon Golden Mile for participation in the Rotary Careers Club. Thanks are also due to a firm of management consultants, which wishes to remain anonymous, for sponsoring the publication and distribution of the Recruitment Presentation Schedule. Unfortunately, a sponsor was not found in time

for the First Employment Destination Survey and, as a result, distribution was curtailed. Final year students are no longer given copies of the Report.

X. Special focus for 1992-93

Given the situations observed above, the following areas will be given special attention in the coming year:

- . exploring the impact of increased output of graduates on employment outlook,
- . increasing market share of job offers, and
- . continuing to develop careers education programmes as indicated in the Report.

19th October, 1992

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Output of the Careers Education and Placement Centre in 1991-1992

	<u>1990-91</u>	<u>1991-92</u>
I. <u>Careers Education</u>		
Total attendance for the year	3,102	5,371 (+ 73%)
1. Careers Library (registered loans)		
1.1 Computer Assisted Careers Guidance	238	315
1.2 Career videos	130	110
1.3 Personal and managerial skills videos	150	180
1.4 Job seeking skills videos	11	20
2. Careers Planning		
Year I		
2.1 Your Degree and Your Future	232	99
Year II		
2.2 Careers Planning Clubs	-	92
3. Careers Exploration		
Year II		
3.1 Summer Employment Briefing	116	178
Year III		
3.2 Careers Forum	-	62
3.3 Insight Programmes	57	62
4. Personal and Managerial Skills		
Year II		
4.1 Summer Employment Performance Appraisal	105	74
4.2 Personal and Managerial Skills Workshops (PMS)	-	98
4.3 Executive Grooming Lecture	-	18

	<u>1990-91</u>	<u>1991-92</u>
4.4 Executive Grooming Workshop	-	25
Year III		
4.5 PMS Workshop		
During Term	-	85
Summer Programme	-	65
4.6 PMS Video Shows	22	67
4.7 Basic make-up for female executives	-	8
4.8 Executive Grooming Lecture	-	14
4.9 Executive Grooming Workshop	-	11
5. Job Seeking Skills		
Year II		
5.1 How to Succeed With Your Job Application	-	267
5.2 Selection Exercise Preparation - Common Recruitment Examination	-	315
Year III		
5.3 How to Succeed With Your Job application	-	1,708
5.4 Application Letter (Lectures)	54	47
5.5 Application Letter (Practicum)	-	41
5.6 Interview Techniques (Lectures)	60	29
5.7 Interview Techniques (Practicum)	93	63
5.8 Job Search Skill Video Shows	11	43
5.9 Selection Exercises Preparation	-	224
5.10 Job Clubs	-	103
5.11 Employment Contract and Workplace Etiquette Issues	-	8
6. Programmes organized for academic departments and student societies		
6.1 Careers education programme for Civil Engineering Part I	90	133

	<u>1990-91</u>	<u>1991-92</u>
6.2 Interview Practice for Civil Engineering Part III	35	90
6.3 Personal and management skills training workshops - AIESEC	-	28
6.4 Selection interview lecture for Industrial Engineering Part II	-	30
6.5 Application letter & interview techniques lecture for Industrial Engineering Part III	-	30
6.6 Job application and careers management for Department of Speech & Hearing Sciences	-	18
7. Programmes offered in 1990-91 but not listed seperately above	1,165	-
8. Individual Counselling		
No. of sessions by theme		
Career choice and development	78	94
Transition from study to work	1	5
Job seeking skills	378	461
Employment offers	32	24
Further studies	21	14
Job change	12	6
Other matters	11	7
Total :	533	611

II. Publications distributed

No. of Careers for Graduates distributed	312	440
No. of Directory of Graduate Employers distributed	902	580
No. of Graduate Employment Report distributed	1,995	1,770
No. of Career PROSpects distributed	-	1,560

III. Placement

1. Part-time vacancies (including private tuition)		
1.1 No. of employers	1,039	1,043
1.2 No. of vacancies	2,390	3,259

	<u>1990-91</u>	<u>1991-92</u>
2. Summer vacancies		
2.1 No. of employers	276	355
2.2 No. of vacancies	1,783	1,935
3. Graduate vacancies		
3.1 Private sector vacancies (including community service and public organizations)		
No. of employers	388	456
No. of vacancies	2,446	2,377
3.2 Teaching vacancies		
No. of employers	300	260
No. of vacancies	2,082	2,104
3.3 Civil Service vacancies		
No. of departments	47	42
No. of vacancies	3,671	2,838
3.4 Dental vacancies		
No. of employers	29	40
No. of vacancies	38	55
4. Recruitment presentations		
4.1 No. of organizations	54	53
4.2 Attendance	5,606	6,501
5. Recruitment exhibitions		
5.1 No. of organizations	14	4
5.2 Attendance	2,811	507
6. Civil Service Careers Exhibition		
6.1 No. of participating departments	-	36
6.2 Attendance	-	2,331

	<u>1990-91</u>	<u>1991-92</u>
7. Selection tests conducted on campus		
7.1 No. of organizations	12	11
7.2 No. of students tested	1,146	1,131
8. Interviews conducted on campus		
8.1 No. of organizations	22	21
8.2 No. of interviews	1,099	1,145
9. Electronic Jobs Bulletin		
9.1 Demonstration session attendance	124	33
9.2 No. of enquiries	30,445	28,702

IV. External Liaison

Visits to employers	60	53
Employers visiting Appointments Service	20	14
Meetings with University departments	49	44
Meetings with student societies	20	13
Meetings with class representatives	-	1
Meetings with other tertiary institutions	11	5
Meetings with alumni associations	1	-
Alumni contacts	-	1
Overseas visitors to the Appointments Service	9	12
Other visits	5	6
Media	-	3

V. Conferences & seminars attended

1. Conferences

Annual Conference & Workshop 1991 - Hong Kong Association of Careers Masters & Guidance Masters - Ms G.T. Ross

1992 College Placement Council National Meeting in San Francisco - Mrs L.W.T. Lui

The Third Asia Pacific Conference on Student Affairs in Bali, Indonesia - Ms G.T. Ross

2. Seminars attended

Employment 1992 - Streeter Communications - Mr K.H. Leung & Mrs M.Y.L. Lee

Training Programme on Student Affairs - Hong Kong Student Association - Ms G.T. Ross

Professional Experience Sharing Workshop - The Hong Kong Society for Training & Development - Ms G.T. Ross

HRD Professional & Strategic Thinking Process - The Hong Kong Society for Training & Development - Ms G.T. Ross

Managing Continuous Change - The American Chamber of Commerce in HK - Ms G.T. Ross

Thriving on Uncertainty in Unpredictable Times - The American Chamber of Commerce in HK - Ms G.T. Ross

Career Dynamics - Hong Kong Society for Training & Development - Ms G.T. Ross

Successful Negotiations - The American Chamber of Commerce in HK - Ms G.T. Ross

Professional Presentation - The American Chamber of Commerce in HK - Ms G.T. Ross

VI. Outside Speaking Engagement

Duchess of Kent Hall High Table Dinner - Mrs L.W.T. Lui

Career talk to SKH Tang Shiu Kin Secondary School - Mrs M.Y.L. Lee

Bachelor of Business Administration Presentation - University of Hong Kong Business School - Mrs L.W.T. Lui

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Annual Report

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Annual Report for 1992-93

I. Introduction

1. This is the 31st annual report of the Careers Education and Placement Centre. During the year under review the CEPC registered another year of full employment. This was as expected since the economy of the Asia Pacific Region continues to be active. At six months after graduation almost all first degree graduates have either entered full-time employment (80.3%) or further studies (16%). Only 1.3% were working part-time and 1.8% were unemployed. Hence, the CEPC is not, fortunately, concerned with graduate unemployment.

2. It is concerned , however, that full employment should be maintained as local higher education expands its graduate output. For example, HKU is increasing its first degree output by nearly 40% between now and 1997, whereas past trends suggest that the number of notified vacancies in the traditional graduate job market is not likely to keep pace with this rate of growth in graduate output. (Output from HKU grew by 23% since 1988 while notified vacancies increased by 5% only.)

3. It is also concerned that as HKU increases its higher degree programmes, young people with postgraduate qualifications should have no problems securing appropriate employment. (Proposed enrolments of research postgraduates at HKU will increase by 40% in the next 2 years; from 716 in 92-93 to 1,000 in 94-95.) CEPC is registering this concern now because in the past postgraduates have experienced relatively more difficulty in their job search than first degree graduates. For example, in 1992 the unemployment rate at six months after graduation was 1.8% for first degree graduates, 3.9% for postgraduate certificate and diploma graduates, and 6.7% for research degree graduates.

4. Besides general overall success in finding employment, the CEPC is keen to see that HKU graduates do well at the top end of the graduate job market, i.e. with major organizations with annual graduate trainee schemes. CEPC enquiries among major private sector employers in 1993 revealed that around 22% of job offers made by these organizations went to HKU graduates whereas 26% went to graduates of the Chinese University of Hong Kong and 18% to returning graduates from overseas institutions.

5. The CEPC is also committed to educating students to be vocationally informed, responsible, and enterprising adults. Careers education programmes are designed to encourage clear career objectives, responsible behaviour in the workplace , and career development skills. In this connection, the CEPC regrets to report that the job hopping rate among new graduates is still uncomfortably high. (54% of 1992 new graduates changed employment at least once within six months of graduation.)

II. CEPC Goals for 1992-93

6. In the light of these trends, the CEPC has extended its attention beyond the core activities of providing careers information/counselling, resumé writing and interview training, and campus recruitment programmes to include the following additional goals :

- to increase the employer base to cater for a larger graduate output,
- to explore employment prospects for postgraduates, and
- to increase the success rate of graduates with major employers.

III. New Activities

7. Towards these ends, the CEPC took on the following new tasks:

- conducted a market survey among small and medium employers to identify new employer prospects,
- assisted in the operation and reporting of the Careers Advisory Board (CAB) public seminar - "Graduate Output and Graduate Employment" - to explore the issue and map future plans,

- conducted a survey on the employment situation of 1992 postgraduates to find out where they were employed,
- started discussions with the School of Research Studies on core competencies for graduate students as a means to prepare postgraduates for employment,
- conducted a survey among major employers on core competencies of HKU students to find out the market's assessment of HKU graduates,
- surveyed major employers on job offers to assess the market position of HKU graduates. (Employers were asked to indicate how many actual offers of appointments they had made to graduates of different institutions),
- developed a new resumé and interview self-study kit to facilitate independent study and lessen amount of time required for personal teaching, and
- piloted a personal managerial skills diagnosis workshop to help students develop personal growth plans for the future.

IV. Outcome of 1992-93 activities

Careers Education Programmes

8. Total attendance at careers education programmes dropped from 5,371 to 4,251 (21%) during the year. This was due mainly to the resignation of one of the four careers counsellors in the CEPC. As a result, fewer sessions were offered and some less essential lectures were dropped (Appendix I).

9. In selective areas, however, increased attendance was recorded by the following percentages: Careers Library (+14%), summer employment employer appraisal feedback (+15%), career planning lecture for first year students (+26%), individual counselling (+42%), and selection exercises preparation (+53%). Attendance at application letter lectures conducted for Civil Engineering Part III students more than doubled.

10. More importantly, the user survey conducted among 1992 graduates continues to indicate a high level of usage and satisfaction of CEPC services. The most frequently used facilities were, as in previous years, the Careers Library (88% of the cohorts), placement service (77%), publications (64% - 74%), recruitment presentations (70%), and written application and interview lectures (43%). All the programmes conducted by the CEPC were rated as "useful" to "very useful" by 76% to 97% of the users (Appendix II).

Campus Recruitment Activities

11. Altogether around 900 organizations (+13%) advertised 7,244 (-2%) graduate vacancies through the CEPC. The negative result was caused by significant drops in the number of vacancies in education (-20%), the Civil Service (-28%), and dentistry (-33%). This was compensated for by growth in private sector vacancies (+46%), with an exceptionally huge increase of 99% in manufacturing vacancies (Appendix III).

12. Within the private sector, the largest numbers of vacancies were found in auditing (14%), followed by administration & management (12%), marketing & sales (11%) and computer programming (6%). (Appendix IV).

13. Starting salary ranged between \$2,200 p.m. to \$20,000 p.m. for private sector appointments and between \$14,270 to \$23,965 for the Civil Service. A practical rule of thumb was \$7,000 p.m. for small businesses, \$9,000 p.m. for medium businesses, and \$13,000 p.m. for top end private sector businesses. Executive Officers, the largest recruitment for the Civil Service, were remunerated at \$14,990 p.m. Administrative Officers drew a salary of \$23,965 p.m. (Appendix V).

14. Fifty-eight employers visited the campus to conduct recruitment presentations (+9% over last year) and 12 employers conducted selection tests on campus (+9%). However, due to lack of suitable rooms at the required time, the CEPC could only fit in campus interviews for 18 employers (-14%). Sixty-five employers used the

CEPC applications collection service (+14%) and 3 used the direct mailing service (i.e. forwarding specific recruitment literature to students' home addresses) (Appendix VI).

15. 5,377 vacation and part-time vacancies were advertised on campus. This was 4% more than the figure for the previous year. The number of casual employers, however, actually dropped by 18% (Appendix III).
16. Average salary for casual employment was \$5,500 p.m. for summer job, \$2,900 p.m. for part-time, \$300 per day and \$35 per hour for the daily/hourly rated, and \$100 per hour for private tuition (Appendix V).

Increased Employer Base

17. Given the concern that the traditional graduate job market is not likely to keep pace with higher education expansion, the CEPC was keen to expand its employer base into non-traditional areas. As a start, it conducted a market survey among small and medium employers. The exercise identified a total of around 1,382 new employer prospects among a list of 7,274 companies. An initial list of 80 was selected for immediate attention. This shortlist, if productive, will increase the CEPC employer base list by 14%.

Employment Prospects for Postgraduate Students

18. This is as yet uncharted territory for the CEPC. However, a survey was conducted in 1992 to find out where postgraduates were employed (full report available from the CEPC). Furthermore, initial discussions were held recently with the Director of the School for Research Studies on core competencies for graduate students. The idea is to explore the feasibility of piloting an assessment and coaching system within graduate studies to help graduate students acquire core competencies. The list of competencies should both help to enhance academic work during the University career as well as prepare graduate students for employment afterwards.

Success with Major Employers

19. As reported earlier, only 22% of job offers made by major employers went to HKU students, whereas CUHK students netted a slightly higher 26%, and returning graduates 18% in all (Appendix VII).

20. To help improve the success of HKU graduates with major employers, the CEPC conducted a survey among its 17 core employer contacts to find out their assessment of HKU students against a list of generic competencies. Despite the small number of respondents the exercise did throw up some interesting issues

for further study. For example, it indicated that in fact HKU students are rated as good overall when compared to other local and returning graduates. Their relative strengths are analytical reasoning and emotional stability (rated as good in comparison by almost all of the 14 valid responses). Where they fall behind are in the areas of lateral thinking and practical orientation (rated not as good in comparison by 67% and 45% of the respondents.) (Appendix VIII).

21. This raises two questions, at least. For example, are deficiencies in these areas affecting students' success at selection? If so, can they be rectified by practical project work either as part of the academic course or in extra-curricular activities? More work is needed to answer these questions.

22. In the meantime, the CEPC is keen to improve the success rate with major employers and decided to step up interview practice for students. This decision was taken for two reasons. Firstly, recruiters have commented that CUHK students interview better than those from HKU. Secondly, it is claimed by students that interview practice is more widely available in CUHK through teaching departments.

23. The CEPC therefore took the decision to organize more interview practice. Such practices were offered at two different levels. Firstly as general advice during the summer and the beginning of term. Then subsequently as specific advice on targetted employers for students shortlisted for interviews. At these

Selection Exercise Preparations, care is taken not to coach students to give model answers but to help them understand their own strengths in relation to the job advertised, substantiate their claims, match these against the recruiters' requirements and present them in a convincing manner. Although this programme is still in its infancy, the approach has proved to be useful and will be continued in future. (Success rate of SEP participants at being shortlisted for the next stage of the selection process ranged from 24%-50%).

V. Staff

24. Mr Leung Kai Hung, a senior Appointments and Careers Counsellor with extensive service in the CEPC, was appointed to the new position of Deputy Director. The new post was established with the brief to oversee general administration, resources development, and staff development.
25. Seven new colleagues joined the CEPC, including Mrs Wendy Cheng, formerly Training Manager with the HongkongBank. The new appointments were replacements for resignations (Appendix IX).
26. As for staff training, the CEPC recorded 5 attendances at courses and seminars during 92-93. This is an area that needs to be developed in the coming year (Appendix X).

27. Mrs Louisa Lui, CEPC Director, was invited by the Japan Private Universities Career Development Consulting Committee to speak at the International Career Development Forum in Tokyo.

VI. Concluding Remarks

28. Overall attendance at and user satisfaction of CEPC programmes continues to be high, confirming confidence in the design and contents of existing programmes. The task ahead is to devise strategically sensible plans and cost-effective methods to apply these programmes and other resources to address current issues.

VII. Acknowledgement

29. Many of CEPC's programmes were conducted with external assistance from employers and friends, for which it is most grateful. The CEPC wishes to thank the following friends especially:

For Insight into Banking

HongkongBank

Mrs Jennifer Lun

Ms Louise Lam

Ms Michelle Chau

Mr Montgomery Ho

Mr Daniel Chan

Ms Miranda Lam

Ms Pamela Yue

Ms Amy Chan

For Insight into Marketing

Shell Hong Kong Limited

Mrs Celine Yau

Mr Daniel Lau

Mr Daniel Ng

Mr Brian Leung

Miss Rachel Cheung

Inchcape Pacific Limited

Mr Richard Tam

Mr Timothy Wu

Ms Stephanie Tang

Ms Karen Lee

Mr Simon Wu

For the Rotary Careers Club

Rotarians

Mr C K Tsang

Mr Tom Armstrong

Mr Henry Fung

Mr Andy Welsh

Mr Albert Morgan

Ms June Liao

Mr Rajiv Makhija

For printing cost of Employment Destination
Statistics of First Degree Graduates 1992
Shell Hong Kong Limited

For printing cost of Employment Destination
Statistics of Higher Degree Graduates 1992
HK and China Gas

For printing cost of Distance Learning Package
(Resumé and Interview Workbooks/Worksheets)
Price Waterhouse

All advertisers who recruited through the CEPC.

All respondents who completed questionnaires for the Survey on
Generic Competencies of HKU Students.

All recruiters who gave the CEPC information about the job offers
they made.

All the graduates who agreed to be Alumni Advisers.

All CEPC staff for giving unstinting efforts to the many demands
from all sources.

13.10.93

LL/cy

CEPC Careers Education Programmes in 1992-93

	<u>1991-92</u>	<u>1992-93</u>
1. <u>Careers Library</u>		
No. of registered loans		
1.1 Computer Assisted Careers Guidance	315	336
1.2 Career videos	110	127
1.3 Personal managerial skills videos	180	211
1.4 Job seeking skills videos	20	38
2. <u>Careers Planning</u>		
2.1 Your Degree and Your Future (for Year I)	99	125
2.2 Rotary Careers Club	-	40
2.3 Careers Planning Course for Civil Engineering Part I	133	323
3. <u>Careers Exploration</u>		
3.1 Summer Employment Briefing	178	25
3.2 Careers Forum	62	23
3.3 Insight Programmes	62	59
4. <u>Personal Managerial Skills (PMS)</u>		
4.1 PMS Diagnosis Workshop	-	12
4.2 Summer Employment - Employer Appraisal Feedback	74	85
4.3 PMS workshops	183	55
4.4 PMS video shows	67	21
4.5 Dressing for Interview	-	5
5. <u>Job Seeking Skills</u>		
5.1 Resume Writing Workshops	-	108
5.2 Application Letter - Lectures	47	97
5.3 Application Letter - Practicum	41	150
5.4 Application Letter - Lectures to Civil Engineering Part III	90	113
5.5 Application Letter - Lectures to Speech & Hearing Sciences Year IV	18	16
5.6 Interview Techniques - Lectures	29	165
5.7 Interview Techniques - Practicum	63	64
5.8 Mock Interviews for Civil Engineering Part III	56	58
5.9 How to Succeed with Your Job Application - Lectures	1,708	221
5.10 Job Seeking Skills Video Shows	43	67

Appendix I Cont'd

	<u>1991-92</u>	<u>1992-93</u>
6. <u>Selection Exercises Preparation</u>		
6.1 Selection Exercises Preparation	224	294
6.2 Briefing for Common Recruitment Examination	315	533
7. <u>Transition</u>		
7.1 Employment Contract and Workplace Etiquette - Lecture	8	10
8. <u>Individual Counselling</u>		
No. of sessions by theme		
Career choice and development	94	166
Transition from study to work	5	23
Job seeking skills	461	586
Employment offers	24	54
Further studies	14	19
Job change	6	9
Other matters	7	13
Total :	611	870
9. <u>Publications distributed</u>		
No. of Careers for Graduates distributed	440	1,814
No. of Directory of Graduate Employers distributed	580	-
No. of Graduate Employment Report distributed	1,770	440
No. of Career PROSpects distributed	1,560	1,940
Proceedings on 'Graduate Output and Graduate Employment in Hong Kong'	-	178
10. Programmes offered in 91-92 but not repeated in 92-93	635	-
TOTAL ATTENDANCE:	5,371	4,251

CEPC User Survey – 1992 First Degree Graduates

CEPC Activities	% of cohorts having participated in the activity	% of participants rating the activity as useful or very useful
Careers Library	88%	97%
Placement Service	77%	96%
Career PROSpects	74%	80%
Recruitment Presentations	70%	86%
Careers for Graduates	65%	89%
Employment Destination Statistics	64%	77%
Part-time Employment Service	63%	92%
Civil Service Careers Exhibition	62%	76%
Summer Employment Service	51%	88%
Application Letters and Interview Technique Lectures	43%	91%
Careers Video Shows	29%	83%
Your Degree and Your Future	29%	79%
Individual Counselling	19%	95%
Job Seeking Skills Workshops	18%	83%
Interview – Practicum	16%	88%
Careers Planning Workshops	14%	86%
Personal Managerial Skills Workshops	13%	77%
Insight Programmes	12%	83%

CEPC Notified Vacancies 92–93

	<u>91 – 92</u>	<u>92 – 93</u>	<u>Difference</u>
			%
I. Graduate jobs			
No. of vacancies	7374	7244	–1.8
No. of employers	798	903	+13
– Private Sector			
No. of vacancies	2377	3465	+46
No. of companies	456	592	+30
– <i>Services</i>			
No. of vacancies	1648	2342	+42
No. of companies	260	307	+18
– <i>Manufacturing & Industry</i>			
No. of vacancies	256	511	+99
No. of companies	70	103	+47
– <i>Trading & Distribution</i>			
No. of vacancies	368	473	+29
No. of companies	100	136	+36
– <i>Construction</i>			
No. of vacancies	56	87	+55
No. of companies	14	32	+129
– <i>Others e.g. Multifarious Organization</i>			
No. of vacancies	49	52	+6
No. of companies	12	14	+17
– Education Sector			
No. of vacancies	2104	1692	–20
No. of schools	260	238	–8
– Civil Service			
No. of vacancies	2838	2050	–28
No. of departments	42	42	0
– Dentistry			
No. of vacancies	55	37	–33
No. of dental clinics	40	31	–23
II. Summer jobs			
No. of vacancies	1935	1800	–7
No. of employers	355	346	–3
– Private Sector			
No. of vacancies	982	771	–21
No. of companies	221	221	0
– Civil Service			
No. of vacancies	404	542	+34
No. of departments	66	61	–8
– Public Organizations			
No. of vacancies	549	487	–11
No. of companies	68	64	–6

Appendix III Cont'd

	<u>91 – 92</u>	<u>92 – 93</u>	<u>Difference</u>
Part-time jobs			
No. of vacancies	3259	3577	+ 10
No. of employers	1043	805	-23
- Private Sector			
No. of vacancies	2130	2530	+ 19
No. of companies	321	293	-9
- Education Sector			
No. of vacancies	552	542	-2
No. of companies	145	66	-54
- Private Tuition			
No. of vacancies	577	505	-12
No. of companies	577	446	-23

DISTRIBUTION OF VACANCIES BY CAREERS

Category	Job Nature	No. of Vacancies
ARCHITECTS, SURVEYORS & ENGINEERS	Architect	18
	Quantity Surveyor	33
	Engineer	160
	Civil/Structural Engineer	93
	Electrical Engineer	51
	Electronic Engineer	46
	Mechanical Engineer	62
	Industrial Engineer	18
	Building Service Engineer	4
	Marine Engineer	4
	Computer Engineer	32
	Telecommunication Engineer	24
	Pilot	10
	Chemical Engineer	21
	Testing Engineer	9
	Building/Land Surveyor	10
Others	7	
<i>SUB-TOTAL</i>		<i>602</i>
COMPUTER PROGRAMMERS/ SYSTEM ANALYSTS & ACTUARIES	Actuary	11
	Computer Programmer	193
	System Analyst	5
	Statistician	1
	Computer Consultant	7
	Statisticians Math & System Analyst (others)	41
<i>SUB-TOTAL</i>		<i>258</i>
RESEARCHERS	Operational Research Analyst	7
	Economic Researcher/Financial Analyst	15
	Market Research	12
	Investment Researcher	2
	Tertiary Institute/Academic Subject Researcher	10
	Others	5
<i>SUB-TOTAL</i>		<i>51</i>
ACCOUNTING/AUDITING STAFF	Company Accounting/ Finance Staff	53
	Auditor/Public Account (Audit Firms)	486
	Tax Professional	126
	Internal Auditor	1
<i>SUB-TOTAL</i>		<i>666</i>
LEGAL STAFF	Legal Advisor	2
	Lawyer	8
<i>SUB-TOTAL</i>		<i>10</i>
SOCIAL SERVICE WORKERS	Social Worker	14
	Community Worker	15
	Psychologist/Counsellor	2
<i>SUB-TOTAL</i>		<i>31</i>

Category	Job Nature	No. of Vacancies
EDITORS, JOURNALISTS & RELATED WORKERS	Radio & Television Producer/ Scripter-writer	64
	Advertising Copywriter	1
	Editor/Journalist/Reporter	127
	Publicity Literature Writer	2
	Editors, Journalists & Related Workers	24
	<i>SUB-TOTAL</i>	<i>218</i>
BANKING STAFF	Bank Executive	86
	Broker	10
	Finance Executive	23
	Sales & Service Representative	12
	<i>SUB-TOTAL</i>	<i>131</i>
TEACHERS	University & Polytechnics Teacher	1
	Special Education Teacher	3
	Others	4
	<i>SUB-TOTAL</i>	<i>8</i>
MARKETING & SALES EXECUTIVES	Marketing/Sales Executive (General)	382
	Merchandiser/Purchaser	25
	Advertising Account Executive	34
	Insurance Representative	49
	Securities/Stock Broker/ Forex/Bullion Dealer	11
	Technical Sales Executive	127
	Sales Support Executive	12
	Marketing Consultant	7
	<i>SUB-TOTAL</i>	<i>647</i>
MISCELLANEOUS SPECIALIST STAFF	Chemist	2
	Trading Executive	2
	Interpreter/Translator	25
	Insurance Executive	21
	Travel Executive (e.g. Travel Agencies)	1
	Restaurant Manager	40
	Management Consultant	37
	Estate Development/Management Officer	22
	Transport Executive (e.g. KCR Operations)	1
	Investment Consultant	125
	Librarian	5
	Factory Executive/Administrator/ Production Management	20
Others	84	
	<i>SUB-TOTAL</i>	<i>385</i>

Appendix IV Cont'd

Category	Job Nature	No. of Vacancies
ADMINISTRATIVE & MANAGERIAL STAFF	Personnel Officer/Assistant	14
	Personal Assistant/Secretary	10
	General Administrative/ Management Staff	427
	Company Secretary	7
<i>SUB-TOTAL</i>		<i>458</i>
TOTAL		3465

Salary RangeI. Graduate Vacancies

(a) Private Sector

	<u>91-92</u> %	<u>92-93</u> %
\$2,200 - \$6,999	20.2	11.4
\$7,000 - \$7,999	36.2	28.9
\$8,000 - \$8,999	14.5	25.5
\$9,000 - \$9,999	8.4	10.9
\$10,000 - \$20,000	20.7	23.3

(b) Civil Service

ATOII/EOII grade (MPS 16/17):	\$14,270 - \$14,990
AO grade (MPS 27):	\$23,965

(c) Education

Graduate master at secondary schools:	\$14,990
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II. Summer Vacancies

	<u>91-92</u> %	<u>92-93</u> %
\$2,000 - \$2,999	2.6	0.6
\$3,000 - \$3,999	4.7	3.5
\$4,000 - \$4,999	57.0	18.0
\$5,000 - \$5,999	27.0	60.0
\$6,000 - \$6,999	5.7	12.3
\$7,000 - \$7,999	1.7	4.5
over \$8,000	1.3	0.9

III. Part-time Vacancies

	<u>91-92</u> %	<u>92-93</u> %
<u>Private tuition</u>		
\$50 - \$99/hour	63.4	33.3
\$100 - \$119/hour	30.1	44.8
\$120 - \$150/hour	6.5	17.0
\$160 - 300/hour	-	4.8
<u>Teaching</u>		
\$50 - \$99/hour	57.6	38.9
\$100 - \$119/hour	18.2	25.0
\$120 - \$150/hour	24.2	22.2
\$160 - \$250/hour	-	13.9
<u>Private Sector</u>		
\$20 - \$350/hour	66.7	72.2
\$100 - \$500/day	14.3	11.4
\$1,500 - \$8,500/month	19.0	16.5

Campus Recruitment Activities

	<u>91 - 92</u>	<u>92 - 93</u>	<u>Difference</u>
			%
I. <u>Recruitment presentations</u>			
Attendance	6501	5308	-18
No. of companies	53	58	+9
No. of sessions	57	62	+9
Civil Service			
Attendance	868	597	-31
No. of departments	6	8	+33
No. of sessions	6	8	+33
Private Sector			
Attendance	5633	4711	-16
No. of companies	47	50	+6
No. of sessions	51	54	+6
II. <u>Recruitment exhibition</u>			
Attendance	507	749	+48
No. of participating companies	4	9	+125
III. <u>Selection tests conducted on campus</u>			
Attendance	1131	1268	+12
No. of companies	11	12	+9
IV. <u>Interviews conducted on campus</u>			
Attendance	1145	863	-25
No. of companies	21	18	-14
V. <u>Applications Collection Service</u>			
No. of companies	57	65	+14
No. of posts	87	119	+37
No. of applications	7037	7810	+11
VI. <u>Direct Mailing Service</u>			
No. of employers	1	3	+200
No. of mail sent	3923	1744	-56

**Institutional Share of Job Offers made by
CEPC Major Employer Clients 1992-93**

No. of employers surveyed: 38
Total number of job offers: 324

% of job offers made to new graduates	
Local institution	%
CU	26.2
HKU	21.9
HKP	16.0
CPHK	11.1
Others	6.8
Overseas institutions	17.9
Total	100.0

Survey on Generic Competencies of H.K.U. Students

How would you rate applicants from H.K.U. on these competencies as compared to candidates from other institutions?

COMPETENCIES	% of employers			
	4 Outstanding	3 Good	2 Passable	1 Poor
Planning skills	8	58	34	0
Decision making	0	62	38	0
Analytical reasoning	0	100	0	0
Lateral thinking	0	33	67	0
Practical orientation	10	45	45	0
Communication skills	0	62	38	0
Leadership	8	59	33	0
Interpersonal sensitivity	0	58	42	0
Motivation	8	69	23	0
Emotional stability	0	92	8	0

CEPC Resignations and New Appointments 1992-93

Resignations :

<u>Name</u>	<u>Positions</u>	<u>Resignation Date</u>
Mr Patrick Lam	Executive Officer II	October 20, 1992
Ms Vienna Chui	Clerk II	December 13, 1992
Ms Angula Tse	Typist	December 27, 1992
Ms Gloria Ross	Appointments & Careers Counsellor	December 31, 1992
Mr Daniel Ho	Clerk II	February 28, 1993
Ms Bonnie Tse	Typist	May 12, 1993

New Appointments

Ms Wing Leung	Clerk II	September 21, 1992
Mr Li Hong Lok	Executive Officer II	December 1, 1992
Ms Joan Chung	Clerk II	January 26, 1993
Ms May Lam	Typist	February 4, 1993
Ms Mildred Yip	Clerk II	April 1, 1993
Ms Cecilia Yuen	Typist	July 1, 1993
Mrs Wendy Cheng	Appointments & Careers Counsellor	August 9, 1993

Attendance at training courses and seminars

<u>Name of Staff</u>	<u>Courses/Seminars Attended</u>
Ms R.K.M. Hong	The Customer Driven Company - The American Chamber of Commerce in Hong Kong
Ms R.K.M. Hong	Targetted Selection - The American Chamber of Commerce in Hong Kong
Ms R.K.M. Hong	The Employment Opportunities in China
Ms Eva Ho	Workshop on using Dbase III plus - Dept of Extramural Studies, The Chinese University of Hong Kong
Ms Leung Wing See	Workshop for Desktop Publishing on using Pagemaker 4.0 - Dept of Extramural Studies, The Chinese University of Hong Kong

October 14, 1993

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