

Careers Education and Placement Centre

Annual Report for the year 1995 - 96

I. Introduction

1. This paper covers the activities of the CEPC in the 1995-96 academic year. It includes key indicators of the employment situation as well as results of the Centre's efforts to address the problems identified in the last annual report. It also reports on the placement activities, careers education programmes and development projects of the Centre.

II. Employment situation in 1995-96

2. The number of vacancies which employers advertised through the CEPC for full-time graduate and part-time / summer student positions in their organizations has increased steadily in the last 6 years, more or less at the same rate as the increase in student population.
3. In keeping with the vacancy situation, nearly all HKU graduates have been employed six months after graduation (98%), despite the relatively high unemployment rate of 3.5% in the community last summer.
4. Despite the increased output, most of the graduates from the professional disciplines are still able to find employment in the career fields that are related to their studies. The following tables show the major occupations of 1995 graduates from the professional disciplines :

B.A., A.S.	B.Sc. (Surveying)	B.D.S.	M.B., B.S.	¹ LL.B.
Architecture - related occupations 98%	Surveyors 83%	Dentists 100%	Medical Doctors 100%	² Business Professionals 33%
	Estate Development / Management Officers 10%			Legal Personnel 25%

B.Eng. - Civil & Structural	B. Eng. - Computer	B. Eng. - Electrical & Electronic	B. Eng. - Industrial & Manufacturing Systems	B. Eng. - Mechanical
Civil / Structural Engineers 98%	System Analysis & Computer Programmers 77%	Engineers 74%	Engineers 59%	Engineers 78%
	Engineers 10%	System Analysts & Computer Programmers 16%	² Business Professionals 27%	² Business Professionals 12%
	² Business Professionals 10%			

B. Sc. (Comp. Sc.)	B.B.A.	B. Econ.	B.S.W.	B. Sc. (Sp. & Hear.)
System Analysts & Computer Programmers 74%	Accountants & Auditors 52%	² Business Professionals 55%	Social Workers 79%	Speech Therapists 94%
² Business Professionals 9%	² Business Professionals 26%	Accountants & Auditors 16%	² Business Professionals 8%	

¹ Only 13 LL B graduates took up employment. The majority (88%) went on for further studies.

² Business professionals include the following occupations : marketing / sales executives, shipping / airline / transport executives, trading executives / merchandisers / buyers and purchasing agents, travel executives, personnel / administrative / management executives, management consultants, investment consultants, bank executives, finance executives, organization and method officers, estate development / management officers, etc.

5. Graduates from the generalist disciplines continue to enter a wide range of careers, as revealed from the following statistics :

Faculty	No. of career fields into which 1995 graduates from these Faculties entered
Arts	43
Science	45
Social Sciences	37

6. Job satisfaction rate and job hopping rate are still a concern. Findings of the 1995 Employment Destinations Survey show that 28% of the respondents were not satisfied with their current job while 27% had changed job within the first six months of employment. For detailed statistics concerning the employment destinations of 1995 graduates, please refer to the survey reports.

III. Problems identified in last year's annual report

7. In 1994-95 the CEPC was concerned that we should maintain, and ideally enhance, the University's pre-eminence in the graduate job market. We were concerned that our graduates should be attractive to top employers.
8. We were also concerned that our resources lagged far behind the growth in student population. Student number increased by 46.62% in the last six years, while CEPC resources, discounting inflation, increased by only 5.6% in the same period.

9. The Education and Manpower Branch's observation about a positive balance of graduate workers (first degree and above) to the tune of 29,200 by the year 2,001 was worrying³ and the relatively high unemployment figure of 3.5% in the community made us vigilant.

³ A Revised Projection of Manpower Supply and Requirements for 2001 published by Education and Manpower Branch, Hong Kong Government.

IV. Actions taken to address the problems and to enhance the University's pre-eminence in the job market

A. CAB's recommendations to the University

10. To enhance HKU graduates' pre-eminence in the job market, the CEPC assisted the Careers Advisory Board (CAB) to formulate recommendations to the University on how the quality of HKU students could be improved. The CAB submitted three Reports to the University, viz. Interface between Secondary and Tertiary Education, Development of Core Competencies for undergraduates and Output Statistics. The Reports were widely distributed and discussed by the teaching departments, faculty boards and relevant committees in the University. Comments made by these bodies were submitted to the Senate for further deliberation and action. The Reports contributed, inter-alia, to the thinking of at least two major initiatives in the University. These are the General Education Programme and the Graduate and Employer Curriculum Evaluation.

B. Placement activities

11. This is the first year that the Joint Institutions Job Information System (JIJIS), jointly developed and run by the seven UGC-funded institutions, started operations to disseminate graduate vacancy information to the participating institutions. The System enabled graduating students to gain access to a wider range of job opportunities. In addition to the general publicity made to promote JIJIS, extra efforts were put into prospecting new employers especially for HKU students. Appeal letters were sent to over 400 potential recruiters identified from various employers' associations, business magazines and the Centre's employment surveys. Reminders were also sent to encourage our past employers to recruit graduates from the University. As a result, 2,047 organisations (+103%) advertised graduate vacancies for HKU students, which totalled 10,998 (+31%).

12. Employers seeking summer helpers also increased significantly this year. A total of 3,185 vacancies by 471 employers were recorded. This represents a growth of 24% and 13% respectively over the last academic year.
13. Both employers and students showed similar enthusiasm towards the campus recruitment programme conducted this year. Since September 1995, 61 recruitment talks were organised, 20 (+5%) companies held on-campus interviews and 15 (+15%) gave recruitment tests.
14. Participation of students at these programmes was particularly encouraging. Over 9,000 attended recruitment talks (+23%), over 2,700 attended career exhibitions, 7,875 applied for jobs through the CEPC (+15%), 1,339 sat for written tests (+27%) while 1,146 attended selection interviews held on campus.
15. The CEPC and the Civil Service Branch of the Hong Kong Government jointly organised an exhibition to disseminate information on civil service careers to students. Twenty two government departments and grades participated in the function held at Loke Yew Hall on 22 and 23 November, 1995. This two-day exhibition attracted 2,014 students. The most popular booths, apart from the Administrative Officer and Executive Officer grades, were the Custom & Excise Department, Correctional Services Department and the Royal Hong Kong Police Force, probably because these were the grades and departments which offered a greater number of openings.
16. The Centre started to offer out-placement service to graduates who experienced difficulties in job search six months after graduation. The programme included a weekly meeting with the counsellor to discuss job search strategies and networking, draw up action plans, review written application and practise interviewing skills.
17. This year, the CEPC experimented in a very limited way with the concept of "targetted search". When requested by employers, the CEPC invited relevant heads of departments to nominate outstanding students for the employers to approach with promotional materials to attract them to consider career opportunities in their organizations.
18. Last year, we reported that the unemployment rates of graduates from Science, Social Work, Social Sciences, Dentistry, Arts, Mechanical and Industrial Engineering were slightly higher than those of the graduates from other disciplines when we surveyed the situation in August. Our follow-up survey revealed that by December, all dental graduates were employed as dentists, and all mechanical and industrial engineering graduates had found employment. The percentages of graduates still looking for employment in December 1995 were as follows :

<u>Degree Curriculum</u>	<u>%</u>
B.A.	5.9
B.Soc.Sc.	4.2
B.Econ.	3.8
B.Sc.	3.0
B.S.W.	1.4

19. To begin to address the issue, the question of the employment situation of science graduates was brought up for discussion at the 95th meeting of the Careers Advisory Board, at which the Dean of Science, an employer representative and a recent graduate from the Faculty were invited to comment on the statistics that the CEPC collected for the meeting. These statistics were reported in the paper entitled "Employment Opportunities for B. Sc. Graduates". Subsequent to the meeting, another paper entitled "Employment Statistics on Departments within the Science Faculty" was produced. A number of recommendations were made at the 96th CAB meeting. These will be pursued in the coming year in consultation with the Science Faculty.
20. Detailed statistics concerning the Centre's placement activities are given in Annex I.

C. Services to postgraduates

21. Anticipating possible employment problems for postgraduates, the CEPC assisted initiatives taken by the School of Research Studies to develop the core competencies of research postgraduates. The School will, we understand, continue with a similar programme in the coming year.
22. Notwithstanding the above, the CEPC's regular programmes are open to postgraduates who are invited to attend any or all of the careers education courses and placement activities that we offer. Furthermore, a special programme, the "Job Search Sessions for Postgraduate Students", was also organized for them.
23. Attendance at the special programme was not as high as expected. The four sessions together registered a total attendance of 33. However, the course was highly evaluated. Most of the participants rated the programme as very helpful.
24. In any case, it is gratifying to note that there was no significant unemployment problem among the postgraduates of 1995. Although in percentage terms, their unemployment rate was slightly higher than the figure for bachelor's degree graduates, in absolute numbers the situation was not significant, with only 16 persons still looking for employment in December, 1995.

25. Eighty percent of the postgraduates indicated, in response to our survey questionnaire, that they were satisfied with their job while 15% of the respondents had changed job within the first six months of employment. For detailed statistics concerning the employment destinations of 1995 postgraduates, please refer to the survey reports.

D Careers Education programmes and counselling

26. Careers Education courses were held by the Centre with an aim to help students to learn about the world of work, to develop personal management and job application skills, to acquire some understanding of the assessment / selection methods adopted by recruiters, to look for career opportunities creatively and to behave and work properly at the workplace.
27. In order to give students an overall perspective of the various courses available at the Centre, we have put all these courses in a single volume in the publication of a Prospectus. Apart from providing students with a handy reference to these career courses, we hope that the Prospectus will also give them an idea of the amount of work they have to do in connection with career planning and preparation. This in turn, we hope, will alert them to the need to start early to plan and prepare for their future.
28. For the immediate task of enhancing the University's pre-eminence in the job market, the CEPC expanded its Job Seeking Skills Lectures from six topics to eleven to give students some orientation to the selection procedures used by employers. The eleven topics were - organizing the job search, written application, selection interviews, executive image, anticipating interview questions, group discussion, in-tray exercise, presentation, creative job search, summer job orientation and job search sessions for postgraduate students.
29. Students shortlisted for interviews were given additional opportunities to role-play interview situations at Selection Exercise Preparation (SEP) Sessions. Records show that in a survey conducted on 85 graduating students who were the earliest to obtain job offers in 1996, 70.6% were SEP participants.
30. Twelve "Common Career Question" (CCQ) sheets were prepared for display and distribution in the Centre. Each sheet answers a question very often asked by students and suggests relevant resources for students' future reference. American International Assurance Co. Ltd. has kindly agreed to sponsor the printing of the CCQ sheets and to donate a number of display racks to the University for displaying the CCQ sheets and company information in the residential halls and certain selected locations in the campus.
31. The Centre published 5 issues of "Career Focus", a newsletter to announce activities and programmes of the Centre and to give advice to students on various career-related subjects.

32. In order to help students prepare for job application and to enhance their chance of success at selection exercises, Counsellors of the Centre collaborated with teachers of the Civil Engineering Department to conduct mock interviews for all final year students of the Department. Each interview was video-taped, with feedback and comments given to the interviewee. A total of 86 such interviews were conducted.
33. The CEPC had not been able to give much individual counselling to students in recent years, since our resources did not increase in proportion to the growth in the student population. As a result, we have begun to develop an independent study programme. At present, this consists of a wide range of career publications, two computer-assisted-career-guidance systems viz. Adult Direction and From MBA to JOB, training videos on job application skills, personal and management skills and proficiency in English.
34. Detailed statistics concerning the Centre's Careers Education programmes are given in Annex II.

E. Employment Surveys

35. Employment statistics obtained from surveys provide very useful data for employers, students, counsellors, academics as well as university administrators in their recruitment, counselling, research and planning work. In order to give users a more detailed analysis, employment statistics on graduates of 1995 were compiled on a subject major basis. A total of 24 such reports together with statistical tables were produced. Another set of 25-30 reports to analyse employment statistics on the basis of degree curriculum were being prepared.
36. In addition, the Centre published the following reports on graduate employment :

Destinations and Remuneration of 1995
Bachelor's Degree Graduates (Report)

Destinations and Remuneration of 1995
Bachelor's Degree Graduates (Statistics)

Destinations and Remuneration of 1995
Higher Degree Graduates (Report)

Destinations and Remuneration of 1995
Higher Degree Graduates (Statistics)

Destinations and Remuneration of 1995
Dental Graduates

37. Copies of the relevant reports were distributed to faculty deans, department heads, major employers, local tertiary institutions, student societies etc.

V. Development Projects

A. Transferable Skills and Business Orientation Course

38. The Centre succeeded in obtaining funding from the Teaching Development Grants to run a Transferable Skills and Business Orientation (TSBO) Course. It is a 16-day residential course aiming to develop the participants' transferable skills, give them an orientation to the business world, and provide them with some experience of hall life. This Course will form part of an extensive programme co-ordinated by the Dean of Social Sciences for a group of second-year students from the Faculty of Social Sciences and the School of Business. The Personal Development and Counselling Centre and the Committee on General Education are also participating in organising training activities for this programme which is entitled "Intensified Learning Opportunities Programme" (ILOP). It is planned that the TSBO Course will be held in June 1997 as a component of ILOP.
39. As a pilot for the full TSBO Course, a 3-day condensed course was held in August 1996. This condensed course consisted of workshops on self-awareness, self-management, decision-making, communication and presentation skills, and a visit to Shell (HK) Ltd. A debriefing and personal development action plan session was held at the end to wrap up this pilot course. All 19 participants gave very positive feedback on the course.

B. Graduate and Employer Curriculum Evaluation

40. As a higher education performance indicator, this survey aims at measuring the extent to which students are satisfied with various aspects of their courses and the extent to which employers of graduates are satisfied with the "products" of these courses. Results from the survey can be used to identify courses with particularly high outcome measures and also what is done in these courses. These courses can then provide examples of best practices for other courses. On the other hand, the University can identify courses with relatively low scores and review possible reasons. Changes can then be introduced and results monitored in future surveys.

41. Ms Louisa Li, Director of CEPC, and Dr John Bacon-Shone, Director of Social Sciences Research Centre, are the joint investigators of this project. It is planned that the survey will include Social Sciences, Science, Economics, Social Work and Law in the first exercise.

C. CV-on-Disk

42. The Centre and the Faculty of Engineering jointly developed a new electronic product "the CV-on-Disk" to facilitate employers' recruitment process and help them select the right candidates more effectively and efficiently.
43. The CV-on-Disk is a database of the curriculum vitae of a number of new graduates. In certain respects, it is similar to an ordinary hardcopy CV, containing such information as the candidates' personal data, academic results, courses of study, career objective, work experience, extra-curricular activities, scholarships, computer and language skills, personal strengths and names of referees etc.. But unlike a hardcopy CV, this electronic version has filtering functions; it enables the recruiter to set his / her criteria and shortlist candidates accordingly. In this way, the CV-on-Disk will save the employer a lot of time in the screening process. Instead of going through a big pile of applications, the employer can concentrate his / her attention on the shortlist conveniently compiled through the Disk.
44. A launching ceremony was held in July 1996 to present the product to the representatives of some 50 companies. Very positive feedback and comments on the product were received.
45. At the initial stage, the CV-on-Disk contains the CVs of about 400 Bachelor of Engineering new graduates of 1996. It is our intention to extend its coverage to graduates of other academic disciplines as well so that more employers and students will benefit from this product of technological advancement.

D. Centralised Recruitment Test

46. In response to a suggestion made by some employers at a Careers Advisory Board meeting, the Centre explored the feasibility of conducting recruitment tests centrally for employers both as a convenience to students as well as to prevent the impact of practice effect on students' performance. The Centre submitted a number of tests held by various examination / education bodies for the Careers Advisory Board's consideration and action is now being taken to find out more information about the Graduating Students' Language Proficiency Assessment and to survey the key clients' opinion on the various tests.

E Financial Support from the GE Fund

47. Through the introduction and liaison work of the Centre, the General Electric Company, USA, generously contributed a grant of US\$25,000 to the University in support of its Summer Industrial Training Course organised by the University Industrial Centre to enable a group of second-year engineering students to undertake a period of practical work at Tsinghua University and industrial organisations in Beijing. As a token of appreciation of the company's support and generosity, the Centre organised a presentation ceremony and the function was widely reported in the press.

F. Video on Proficiency in English

48. With the support of a grant from the University Grants Committee, the CEPC completed the production of a video entitled "Look Who's Talking" with an accompanying user's guide on proficiency in English.
49. The aims of the production are to :
- (a) help students become more aware that it is important for them, and for their community, to communicate effectively in English in the world of business,
 - (b) motivate students to explore and exploit the wide range of English language learning resources now available to them, on and off campus, and
 - (c) provide a platform for industry leaders to reinforce, in the light of their experience, the concerns at the heart of the video.
50. The materials in the video and the user's guide have been designed to supplement and interface with the many self-access English learning means now available in tertiary institutions. The guide in particular will allow a degree of customisation by different tertiary institutions. Copies of the video and the guide will be distributed to all UGC-funded institutions in the coming academic year.

VI. External Liaison and Staff Movement

51. During the year, Counsellors and Executive Officers of the Centre attended a total of 14 seminars / conferences and received over 150 visitors from 19 local and overseas universities / academic institutions.

52. As regards staff changes, one clerk and one typist joined the Centre, while one Executive Officer II resigned to pursue further study overseas. Details concerning external liaison and staff movement are given in Annex III.

VII. Appreciation

53. The CEPC wishes to express its appreciation and gratitude to the following organisations and persons for the support and assistance they rendered to the programmes organised by the Centre :

Transferable Skills and Business Orientation Course

Shell Company in Greater China for receiving a group of course participants in a visit to their plant and office in Tsing Yi.

Mr S K Chan for conducting a session on Decision Making.

Ms Patricia Lai for conducting a session on Communication and Presentation Skills.

Careers Talks

Mr Alex Wong for delivering a career talk on Management.

Mr K T Fung for delivering a career talk on Banking.

The University Graduates Association for organizing the various talks on Working in China.

Leung Kai Hung
Acting Director

September, 1996

Placement Activities 1995 - 96**I. Recruitment Service**

	<u>1994 - 95</u>	<u>1995 - 96</u>	<u>Difference</u> %
<u>Graduate jobs advertised</u>			
No. of Employers	1,006	2,047	+103
No. of Vacancies	8,377	10,998	+31
- Commerce and Industry			
No. of Employers	652	1,699	+161
No. of Vacancies	3,690	6,735	+83
- Civil Service			
No. of Departments	50	53	+6
No. of Vacancies	2,819	3,024	+7
- Education			
No. of Schools	219	202	-8
No. of Vacancies	1,725	1,073	-38
- Social Services			
No. of Organisations	39	70	+79
No. of Vacancies	80	143	+79
- Dental Clinics			
No. of Dental Clinics	46	23	-50
No. of Vacancies	63	23	-63
<u>Summer jobs advertised</u>			
No. of Employers	418	471	+13
No. of Vacancies	2,564	3,185	+24
- Commerce and Industry			
No. of Employers	278	314	+13
No. of Vacancies	1,388	1,529	+10
- Civil Service			
No. of Departments	78	81	+4
No. of Vacancies	704	802	+14
- Education			
No. of Schools	15	17	+13
No. of Vacancies	127	55	-57
- Social Services			
No. of Organisations	47	59	+26
No. of Vacancies	345	799	+132
<u>Part-time jobs advertised</u>			
No. of Employers	806	760	-6
No. of Vacancies	5,845	3,946	-32
- Private Tuition			
No. of Families	373	281	-25
No. of Vacancies	461	353	-23
- Commerce and Industry			
No. of Employers	321	371	+16
No. of Vacancies	3,046	2,497	-18
- Civil Service			
No. of Departments	12	16	+33
No. of Vacancies	660	324	-51

	<u>1994 - 95</u>	<u>1995 - 96</u>	<u>Difference</u> %
- Education			
No. of Schools	44	34	-23
No. of Vacancies	1,363	520	-62
- Social Services			
No. of Organisations	56	58	+4
No. of Vacancies	315	252	-20

II. Campus Recruitment Programme

Recruitment Talk

No. of Talks	61	61	-
Attendance	7,323	9,004	+23

Recruitment Exhibition

No. of Employers	8	8	-
Attendance	650	751	+16

Civil Service Careers Exhibition (biennial)

No. of Government Departments	-	22	-
Attendance	-	2,014	-

Written Tests

No. of Employers	13	15	+15
Attendance	1,051	1,339	+27

Campus Interviews

No. of Employers	19	20	+5
Attendance	1,448	1,146	-21

Collection of Applications

No. of Posts	84	99	+18
No. of Applications	6,875	7,875	+15

Direct Mailing

No. of Employers	2	5	+150
No. of Mails	399	1,259	+216

CV-on-Disk Presentation

Attendance of Employers	-	45	-
No. of Subscription	-	51	-

Careers Education Programmes 1995 - 96

Attendance

	<u>1994 - 95</u>	<u>1995 - 96</u>
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Orientation Activities

1. Freshmen Orientation		
No. of sessions	3	3
Attendance	287	216

Job Seeking Skills Lectures

2. Organizing the Job Search		
No. of sessions	4	3
Attendance	520	528
3. Written Application		
No. of sessions	2	2
Attendance	528	368
4. Selection Interviews		
No of sessions	2	2
Attendance	231	250
5. Executive Image		
No. of sessions	-	1
Attendance	-	128
6. Anticipating Interview Questions		
No. of sessions	-	1
Attendance	-	119
7. Group Discussion		
No. of sessions	-	1
Attendance	-	54
8. In-tray Exercises		
No. of sessions	-	1
Attendance	-	52
9. Presentation		
No. of sessions	-	1
Attendance	-	31

10. Creative Job Search		
No. of sessions	2	2
Attendance	31	21
11. Summer Job Orientation Session		
No. of sessions	1	1
Attendance	26	23
12. Job Search Sessions for Postgraduate Students		
No. of sessions	4	4
Attendance	28	33

Careers Talks

13. Banking		
No. of sessions	1	1
Attendance	70	120
14. 中港經濟發展與大學生出路		
No. of sessions	-	1
Attendance	-	28
15. General Management		
No. of sessions	1	1
Attendance	80	102
16. The Professional Company Secretary		
No. of sessions	-	1
Attendance	-	16
17. 完全回國公幹手冊		
No. of sessions	-	1
Attendance	-	14

Written Application Workshops

18. Accountancy		
No. of sessions	-	1
Attendance	-	35
19. Management Consultancy		
No. of sessions	-	1
Attendance	-	22

20. General Management		
No. of sessions	-	1
Attendance	-	17
21. Banking / Finance and Investment		
No. of sessions	-	1
Attendance	-	18

Selection Exercise Preparation (SEP)

22. SEP - Common Recruitment Examination		
No. of sessions	2	2
Attendance	460	540
23. Common Recruitment Examination Workshop		
No. of sessions	-	1
Attendance	-	160
24. SEP for specific companies		
No. of sessions	62	56
Attendance	675	825

Video Shows

25. Job Seeking Skills Video Show		
No. of sessions	2	2
Attendance	45	33
26. Personal and Management Skills Video Show		
No. of sessions	1	2
Attendance	14	46

Departmental-Based Training Programmes

27. Job Search Programmes for Civil Engineering Pt. III		
a) Written Application Lecture		
No. of sessions	-	1
Attendance	-	93
b) Selection Interview Lecture		
No. of sessions	-	1
Attendance	-	80

28. Interview Practice for C.E. Pt. III		
No. of sessions	7	17
Attendance	27	86

Personal and Management Skills Workshops

29. Career Management Workshops for final year students

No. of sessions	2	6
Attendance	13	22

30. Talk to BDS V students on Leadership

No. of sessions	-	1
Attendance	-	15

31. Transferable Skills and Business Orientation Course

No. of sessions	-	1
Attendance	-	16

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3035	4111

Attendance at programmes offered in 1994-95 but not repeated this year.	1026	---
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TOTAL ATTENDANCE :	4061	4111
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Help Desk Register

1994-95

1995-96

694

Themes

Career Choice and Development

- . General Discussion 58
- . CACGs Interpretation 1
- . Knowing Yourself 1
- . Career Awareness 3
- . Decision Making 4
- . Career Management 2

69

Transition from Study to Work

- . Work Experience 2
- . Workplace Behaviour -
- . Work Experience Appraisal 65
- . Personal Skills for the Workplace -

67

Job Seeking Skills

- . Written Application 280
- . Selection Interview 225
- . Strategy and Review 21

526

Employment

- . Information about company
or industry 1
- . Job Offers 9
- . Employment Contracts 2

12

Further Studies

- . General Discussion 5

Job Change	
. General Discussion	3
. Referral	0

	3
Other matters	
. Thesis	1
. CRE Workshops	1
. Telephone Enquiry	1
. IJIS	2
. Late Application	1
. Outplacement Service	2
. Change of Course	2
. Unspecified	2

	12

Publications	<u>1994-95</u>	<u>1995-96</u>
Résumé Writing Workbook (no. of copies sold)	1000	1011
Interview Preparation and Practice Workbook (no. of copies sold)	792	802
Career PROSpects (no. of copies distributed)	1950	250
Career Focus (no. of copies distributed)	---	6250

Seminars and Conferences attended
by Counsellors and Executive Officers of the CEPC during 1995 - 96

<u>Title</u>	<u>Organiser</u>
Hong Kong Student Services Association Conference 96: Student Affairs in the 21st Century	Hong Kong Student Services Association
Management Development Centre Executive Briefing: Application of Chinese Thinking in Management	The Management Development Centre of Hong Kong
Doing Business on the Internet	The American Chamber of Commerce in Hong Kong
Chamber-Wide: 97' Impact of Fraud and Corruption on Business in South East Asia.	The American Chamber of Commerce in Hong Kong
Human Resource Management in the People's Republic of China	Hong Kong Institute of Human Resource Management
Toward 1997 and Beyond: Hong Kong Economic Development Conference	Hong Kong Trade Development Council, and The Better Hong Kong Foundation
How to create exciting, well-written and on-target newsletters	CareerTrack International
How to design Eye-Catching Brochures, Newsletters, Ads, Reports	CareerTrack International
Beijing Study Course at Tsinghua University	State Education Commission People's Republic of China
Harness Individual Differences to Achieve Group Effectiveness	Time / System (HK) Ltd
Time Management and Personal Productivity Training Workshop	Time / System (HK) Ltd
Conference on Work Ethics of Young People	Independent Commission Against Corruption
Transferable Skills Courses in United Kingdom University	Mr David Cummings Director of Transferable Skills Training University of Manchester
Feedback session for Beijing Study Course	Xinhua News Agency (Hong Kong Branch)

Visiting Organizations

The CEPC received visitors from the following organisations during the year 1995 - 96 :

Beijing University Delegation
(北京大學代表團)

Nanjing University of Aeronautics and Astronautics Delegation
(南京航空航天大學代表團)

The People's University of China Delegation
(中國人民大學代表團)

State Education Commission
(中國國家教育委員會)

Shanghai Bureau of Higher Education and East China Normal University - Workshop on Careers and Placement Work in Universities
(上海市人民政府教育委員會及華東師範大學——上海市高等學校畢業生就業輔導研習班)

Zhongshan University - Student Affairs Office
(廣州中山大學——學生事務處)

Beijing and Shanghai - Student Affairs Personnel
(京滬高校學生工作代表訪港團)

South China University of Technology
(廣州華南理工大學——學生工作考察團)

Xinhua News Agency (Hong Kong Branch) - Department of Education, Science and Technology and PRC Enterprises in Hong Kong
(新華社香港分社、教育部；及屬下中資機構)

Tsinghua University, Beijing
(清華大學)

The College of Guidance, United Kingdom

Economic Development Board, Singapore

General Electric Distribution and Control - Asia Pacific Operation

University of Bath, United Kingdom

City University of Hong Kong - Counselling Unit

University of Manchester, United Kingdom

Massachusetts Institute of Technology, U.S.A.

Syracuse University, U.S.A.

Harvard Business School

Staff Movement

A) New Staff

<u>Name</u>	<u>Date of Appointment</u>	<u>Post</u>	<u>Remarks</u>
Ms Leung Yee Ling, Elaine	13 November, 1995	Typist	To replace Miss Chan Yuet Kiu, Josy who was promoted to Clerk II w.e.f. 1 August 1995.
Mr Chan Yiu Keung, Paul	16 October, 1995	Clerk II	To fill a newly established post

B) Resignation

<u>Name</u>	<u>Effective date</u>	<u>Post</u>
Ms Leong Hang I, Lydia	31 August, 1996	Executive Officer II

Annual Report for 1996-7

**Careers Education and
Placement Centre**

The University of Hong Kong

Mission

The principal mission of the Careers Education and Placement Centre is to provide students with current and authoritative information and with guidance on graduate careers to enable them to make informed career choices which best meet their personal goals and ambitions. In carrying out its principal mission, the Careers Education and Placement Centre also aims to provide (i) a forum for the exchange of careers information between the employer community at large and the University, and (ii) to provide programmes to prepare students for the world of work.

Activities

Careers Education Courses and Independent Learning Facilities

Career Planning	Assessment Methods
Career Talks	Creative Job Search
Transferable Skills	Workplace Skills
Résumé Writing	Career Development
Interview Skills	

Placement Service for Students

Job Listings	Self-Help Interview Role Play Facilities
Employer Information	Postgraduate Placement Room
Campus Recruitment Programme	Creative Job Search Facilities
Job Application Collection Service	Outplacement Service
Selection Exercise Preparation Workshops	

Recruitment Service for Employers

Advice on Recruitment Strategies	On-campus Selection Exercises
Promote Employers' Presence	Announcement of Shortlists
Attract Applications	Targetted Mailing
Arrange Meetings with Prospective Candidates	

Counselling

Help Desk face-to-face counselling

E-mail - cyberspace counselling

Alumni contacts

Inter-institutional Projects

Joint Institution Jobs Information System (JIJIS)

Career PROSpects

Surveys

Graduate Employment Surveys First Degree and Higher Degree

Value of Postgraduate Qualifications to Employers

Publications

Special Projects in 1996-7

NETmatch

Intensified Learning Opportunity Programme (ILOP)

Graduate and Employer Curriculum

Evaluation Project (GECEP)

Survey on Postgraduates' Needs for Careers and Placement Services

Common Career Question leaflets

Résumé Workbook

Interview Workbook

"Where Did the 199n Graduates Go?" series of curriculum-specific leaflets

Graduate Employment Survey Reports and Statistics
Dental Survey

Annual Report of the Careers Education and Placement Centre for the Year 1996-7

I. Introduction

This Report is an account of the major achievements of the Careers Education and Placement Centre (CEPC) in 1996-97. Current concerns and future plans are also covered.

This is a special year for the CEPC. The University convened a Panel to review the work of all the student services units that are supervised by the Dean of Students. Being one of the units under the Dean of Students, the CEPC was included in the Review. This provided the opportunity for the CEPC to take stock of our work and direction. An account of how the CEPC is meeting the expectation of the Review Panel is included in this report.

II. Overview of major achievements in 1996-7

During the year under review, the extensive range of activities, listed on the previous page, was carried out smoothly. Students' attendance at these activities continued to rise; an increase of 37% was registered. (See Appendix I for attendance figures.)

Students' ratings of CEPC programmes and services remain high; 80% - 90% of the users find the programmes and services useful. The exception is the "job seeking assistance to graduates and final year students". This achieved a rating of 69.8% only. (See Appendix II).

The number of employers who recruited through the CEPC has also increased (by 75%). The rating of their satisfaction level for these services remains around 98%. (See Appendix III for statistics relating to placement activities and employers' ratings of CEPC services)

Furthermore, new initiatives were implemented to improve the quality and efficiency of existing activities. These are the :

1. Prospectus of Careers Education Courses 1996-1997,
2. Common Careers Question (CCQ) leaflets,
3. Independent Learning Facilities,
4. Counselling by e-mail,
5. E-mail announcements and Outreach Registration Desk,
6. NETmatch, NETjob
7. Job Notice Take Away Service, and
8. "Where Did the 199n Graduates Go?" leaflets.

Detailed descriptions of these initiatives are given in Section IV, on pages 3-4 of this report.

III. Current Concerns and Plans for 1997-8

The primary concern is to raise the usefulness of the “job seeking assistance to graduates and final year students”. The following improvements were suggested by students :

To get more companies to organize seminars for students.

To organize talks for unemployed graduates.

HKU should develop its career notice board in the internet.

I would like to see more career advisors in the future, to cope with the increasing number of students in the University.

To organize more pre-interview sessions and more pre-test sessions.

Number of photocopying machine should be increased, and stored value card should be used instead of inserting coins.

More JIIS terminals and better usage of www homepage to inform students and graduates of new jobs or career related activities.

The Careers Centre must provide specific job search seminars for each faculty.

Generally provide excellent service for students, but it would be better if the CEPC publicises its activities earlier, from the first day of first semester.

It is possible that the two new electronic placement tools which the CEPC launched recently might help to alleviate the problem. The first one is NETmatch. It is the web site where students can input their CVs and where employers can browse and select candidates. It can be used by the CEPC to actively market students to employers, thus saving them time to approach scores of employers, in most cases to no avail.

The second tool is the NETjob. It lists all current part-time, vacation and graduate positions, with fast, colorful, and very user-friendly search functions. It is a significant improvement to the existing graduate positions database, JIIS, (Joint Institution Jobs Information System) in that all types of jobs, as opposed to graduate positions only, are listed. The other advantage is that the NETjob has a quicker search engine than JIIS.

In the coming year, attention will be focused on using these two new tools to improve the usefulness of the CEPC's placement service for students.

It was mentioned earlier that attendance at CEPC programmes is increasing, however, we are still not covering the total student population. For example, the highest attendance at 1161 for recruitment talks is still far below the total graduating population of 2,605. Efforts will be made to assess how far the CEPC has met students' needs and identify service gaps.

The third concern is how to help those new graduates who are still not in a full-time job six months after graduation. On average, around 70 graduates are in this situation every year. The number of new graduates who are employed at sub-degree level is also a problem that the CEPC aims to investigate and alleviate. Around 250 new graduates in 1996 took for their first job a sub-degree position .

Besides the three areas mentioned above, efforts will be made to increase productivity, efficiency and effectiveness with the use of technology. The plan is to explore the cost and feasibility of setting up such systems as digital telephone enquiry and survey equipment, internet teaching, and electronic publishing.

The last major task for the coming year is to devise a comprehensive Staff Development Programme and Performance Management Scheme

IV. Elaboration on major achievements in 1996-7

This section is the elaboration on the major achievements that are reported in section II.

Prospectus of Careers Education Courses 1996- 1997

For the first time, the host of careers education lectures and workshops was publicized in one single volume. This was mailed to all 2,228 final years students in the Faculty of Arts, Education, Engineering, Science, Social Sciences and School of Business. As a result, attendance at Careers Education activities increased by 37% (from 4,111 in 1995-6 to 5,630 in 1996-7, as at 31/7/97).

Common Career Questions (CCQ) Leaflets

A collection of 15 CCQ leaflets were compiled and distributed at 20 key locations to answer common queries and list useful resources in the Careers Library. A total of 12,000 leaflets were distributed. The printing and distribution of CCQ leaflets were sponsored by the American International Group (AIG) . The CEPC is very grateful to AIG, without whose help the project will not be possible.

Independent Learning Facilities Leaflet

Students are encouraged to do their own research before seeing a counsellor. To facilitate their work , guidelines on how to use the Careers Library for their research was given in a new leaflet, entitled "Independent Learning Facilities". The Careers Library is a very popular facility with the students. Every year, around 1,067 (71%) of final year students use it and 92% of them rate it as useful.

E-mail counselling

Students are encouraged to use the e-mail to discuss their questions with counsellors. This is a convenient method to clarify issues at the initial stage.

E-mail announcements and outreach registration desks

Besides habitual posters, the CEPC began, in this year, the practice of sending e-mail announcements to students. Outreach registration desks were also set up to register students for CEPC activities.

NETmatch and NETjob

These are explained in a previous section and will not be repeated here.

Job Notice Take-Away Service

To save students the bother of photocopying job notices to take away, the CEPC prepared a stock of current job notices and sold them to students at cost.

“Where did the 199n Graduates Go?” Leaflets

These leaflets are reports on the employment situation of the graduates from a specific curriculum, e.g. B.Sc., or a specific subject area, e.g. Chemistry. Being more targeted, the information is more useful.

V. Careers Advisory Board

Besides its own activities, the CEPC also contributes to the work of the Careers Advisory Board (CAB). During the year under review, the CEPC contributed to the proceedings of the following reports:

- Centralized Recruitment Test,
- The Value of Postgraduates to Employers, and
- Graduate Employment Indicators.

The CEPC also helped to organize the “Deans’ Day”- a half day seminar between CAB members, Faculty Deans, and Heads of Departments to discuss enhancement programmes at HKU.

VI. Special Projects

The CEPC participated in the Social Sciences Research Centre’s project of collecting feedback from graduates and employers about the curriculum. The title of the project is “*Graduates and Employers Course Evaluation Project*” (GECEP). It covers three Faculties - Science, Social Sciences, and Law.

ILOP - The CEPC, in collaboration with the Faculty of Social Sciences, the School of Business and other student services units, organised and conducted an Intensified Learning Opportunity Programme (ILOP) for 30 second year students selected from the Faculty of Social Sciences and the School of Business. The CEPC's major contribution is the Transferable Skills and Business Orientation Course (TSBO) which was a 16-day residential course in practical orientation comprising three parts, namely, personal assessment, management skills training and business orientation.

Postgraduates' Need for Careers and Placement Service - A survey was conducted in July 1997 to gauge postgraduates' needs for careers and placement service. Data are being processed and analysed. It is expected that findings will be available in September, 1997.

VII. Staff Development

The CEPC invited outside speakers to speak to student services units on *Performance Appraisal*. The speakers were Ms Cynthia Lam, Mrs Jennifer Lun, Dr Kitty Chan, Dr Ng Nam, Ms Betsy Lai, Mr Luke Wong and Mrs Rebecca Ching.

A one-day course on *SPSS on Window* was organized for the CEPC and the Office of Student Affairs. The instructor was from the University's Computer Centre.

VIII. Inter-institutional Co-operation

Three members of the CEPC team serve on the Executive Committee and other Organizing Committees of the *Hong Kong Student Services Association* and the *Asia Pacific Student Services Association*. The major events are the local conference and the international symposium in June 1998.

IX. Staff Movement

During the year, we saw one resignation. We welcomed Miss Emily Wong to join the Centre as Executive Officer II. Miss Cindy Chan, Executive Officer II was promoted to Administrative Assistant II.

X. Response to suggestions in the Review Panel Report

The Review Panel that was mentioned in an earlier section was set up in late 1996. Its function was to review the work of student services units on the impending retirement of the Dean of Students, Mr W.P.J. Brandon.

In its Report of April 3, 1997 the Panel suggested that student services should contribute to the corporate mission of :

- maintaining HKU's status as a leading institution of higher education in the region,
- promoting and helping to achieve the educational mission of the University,
- enhancing the competitiveness of our graduates,
- preparing them for the challenges of a new millennium,
- bringing about a broad-based education on the principle of "learning for life",
- building up students' core competencies, and
- fostering, among students, an international vision, sensitivity to the development of the world, a system of values and a sense of mission.

The CEPC welcomes these suggestions as we have been working towards these goals in recent years. The following is an account of these endeavors.

Maintaining HKU's status as a leading institution

Since two years ago, the CEPC has been targeting top companies such as the Fortune 500 companies in Asia, Asia's top 100 companies, as well as other major employers. The aim is to introduce HKU to top companies and attract them to recruit from us. As a result of these prospecting efforts, the CEPC gained 64 new top-end employers in 1996-7 alone.

Besides top-end prospecting, general marketing exercises and sharing job listings with other HEIs through the Joint Institution Job Information System database (JIJIS) continued, resulting in a total gain of 1,942 employers advertising on-campus. This figure includes all employers, i.e. those with full-time, part-time, and vacation vacancies, as shown in the table below:

Number of employers

	1995-96 (July 31)	1996 - 97 (July 31)	Difference (%)
Recruiting for full-time graduate positions	1,429	3,224	+126%
Recruiting part-time employees	700	810	+16%
Recruiting for summer jobs	464	501	+8%
Total	2,593	4,535	+75%

To build up HKU as the preferred source of new graduate trainees, the CEPC continues to improve its services to employers. With the help of the Faculty of Engineering, NETmatch was launched in July 1997. Another electronic tool, NETjob was also launched around that time. With NETjob, employers can relay vacancy information to the CEPC through internet.

Promoting and helping to achieve the educational mission of HKU

To support the University's efforts at improving teaching quality, the CEPC, in conjunction with the Social Sciences Research Centre, applied and received funds from the Teaching Development Grant to survey graduates' and employers' feedback on the curriculum. This is the GECEP project that is mentioned in an earlier section.

In recent years, some Departments in the University have begun to consider including transferable skills in their curriculum. Two of them approached the CEPC about offering courses on transferable skills to their students. Proposals were submitted to the Department of Civil and Structural Engineering and the School of Research Studies.

The proposals are based on the CEPC's experience in running transferable skills lectures and workshops in the last nine years. Our course covers these 10 topics :

- Overview of transferable skills
- Leadership
- Teamwork Skills
- Reaching Agreement
- Communication Skills
- Presentation Skills
- Time Management
- Managing Meetings
- Lateral Thinking
- Problem Solving and Decision Making

Enhancing the competitiveness of our graduates

The CEPC tracks the competitiveness of HKU graduates by comparing the share of job offers that our candidates get from employers who recruit through the CEPC. The result fluctuates from year to year as the following tables show :

Table 1

Number of Job Offers made by Campus Recruitment Programme Participants
(audit firms excluded)

	1995	1996	1997
HKU	83 (33%)	79 (20%)	49 (34%)
CUHK	52 (21%)	81 (21%)	41 (28%)
HKUST	23 (9%)	64 (16%)	15 (10%)
Other local Universities	46 (18%)	88 (23%)	2 (1%)
Overseas Universities	47 (19%)	78 (20%)	39 (27%)*
<u>Sample Size</u>			
No. of offer	251 (100%)	390 (100%)	146 (100%)
No. of organisation	29	28	12

* This figure needs to be updated later as five companies are still in the process of recruiting overseas graduates.

Table 2Number of Job Offers made by the 'Big Six' Audit Firms

	1995	1996	1997
HKU	44 (17%)	24 (10%)	170 (20%)
CUHK	34 (13%)	41 (19%)	228 (27%)
HKUST	33 (13%)	28 (13%)	185 (22%)
Other local Universities	81 (32%)	52 (24%)	230 (27%)
Overseas Universities	63 (25%)	75 (34%)	27 (3%)**
<u>Sample Size</u>			
No. of offer	255 (100%)	220 (100%)	840 (100%)
No. of organisation*	4	2	4

* Some of the 'Big Six' did not provide breakdown of job offers by institution.

** This figure needs to be updated later as only two companies have completed the recruitment of overseas graduates.

Table 3Number of Job Offers made by Advertisers

	1995	1996	1997
HKU	83 (27%)	139 (26%)	226 (17%)
CUHK	62 (20%)	70 (13%)	219 (16%)
HKUST	25 (8%)	48 (9%)	221 (17%)
Other local Universities	71 (23%)	214 (40%)	493 (37%)
Overseas Universities	68 (22%)	64 (12%)	174 (13%)
<u>Sample Size</u>			
No. of offer	309 (100%)	535 (100%)	1333 (100%)
No. of organisation	87	108	176

Recruiter surveys tell us that the following criteria have significant influence on hiring decisions: Knowledge of job, decision making, lateral thinking, practical orientation, career planning, leadership and planning skills.

Hence, the CEPC offers courses to enhance the competitiveness of our graduates: Career Planning, Transferable Skills, Job Application and Interview Skills, Assessment Methods and Workplace Skills etc.

Furthermore, we run additional workshops to prepare those of our students who have been shortlisted for interviews by top companies. These Selection Exercise Preparation Workshops (SEP) are popular and successful. In 1996-7, 68% (181 out of 268) of the new graduates who secured job offers by the month of July, i.e. two months after final examinations, are SEP participants.

Preparing students for the challenges of a new millennium

In the career arena, it has often been said that the next generation has to be prepared for a labile career. This requires an entrepreneurial spirit as well as the ability to identify success factors, the skills to observe role models, and the discipline to chart one's progress and develop oneself. These are the topics of our Career Development Workshop and Creative Job Search Workshop, both of which are among our most popular programmes.

Bringing about a broad-based education on the principle of "learning for life"

The CEPC's contribution on this front is modest. It comprises mainly of advertising programmes run by other units, e.g. the General Education Committee and the Personal Development and Counselling Centre.

We also advertise training, continuing education and further studies programmes run by HKU and other organizations.

Building up core competencies

Core competencies are the basis of the CEPC's transferable skills programme for students and our own staff development programme. The list of core competencies that we use are modelled on those used by top companies and modified by the 1994-95 Careers Advisory Board Working Group on Core Competencies for Undergraduates.

The list comprises these competencies : communication skills, analytical reasoning, lateral thinking, interpersonal sensitivity and practical orientation.

Fostering an international vision, sensitivity to the development of the world, a system of values and a sense of mission

The CEPC's contribution in this area is minimal, perhaps with the exception of recruitment talks and career talks, during which these topics are inevitably touched on.

In future, speakers would be invited to speak to students about the vision they have for their industry and the industry's new developments around the world.

Contacts have already been made with the ICAC to speak to students about business ethics in the coming year.

Changing needs of students

The Review Panel Report also mentioned that Student Services should gauge the changing needs of students and provide services to cater for these needs. It named postgraduates, non-local students, and outbound HKU students (on exchange programmes) as the groups for whom special services would be needed.

The CEPC's programmes are open to all students. In fact, postgraduates and non-local students are often found at our programmes. We also run Job Seeking Workshops specially for Postgraduates, and solicit postgraduate employment opportunities for them.

Nevertheless, we organized a survey to gauge what other services postgraduates need, and will consider further actions according to the findings of the survey.

However, we cannot provide placement service to non-local students as they need work permits before they can take up employment in Hong Kong.

XI. Acknowledgement

1996-7 was a busy but fruitful year for the CEPC. There are many people who made the achievements possible.

Firstly, I wish to thank AIG (American International Group) very specially for making a generous donation to the University for setting up information racks at various locations to distribute Common Career Questions to students.

I would also like to thank Ms Cynthia Lam, Mrs Jennifer Lun, Dr Kitty Chan, Dr Ng Nam, Ms Betsy Lai, Mr Luke Wong, Mrs Rebecca Ching for speaking at the Staff Seminars on Performance Appraisal.

I am most grateful for the support of the Dean of Engineering, Dr P.Y.S. Cheung, on the NETmatch project. I must also thank Mr Daniel Chow and Dr Simon Lui of the Faculty of Engineering for producing NETmatch.

Dr Ng Nam, Dr S L Lee and Mr Peter Leung of the Computer Centre produced the NETjob for us; for this we are most appreciative.

I must, of course, thank my colleagues who made working for the CEPC both rewarding and enjoyable. They worked hard and well and truly deserve these comments from our clients:

From students

- Thank you very much. I got the job. *Psychology*
- May I say thank you once again for your sincere help. I shall report my progress to you soon. *Philosophy*
- Just a few words of appreciation and thanks. You know, most of the students do think that your department is one of the best and dearest service departments in HKU!!! *A final-year student*
- The Professional Image and Business Etiquette is a good programme. Thank you for offering us such a useful programme. *Food and Nutritional Science*
- I want to express my deepest "THANKS" to you, as you have done a lot to solve our problems. *Chemistry*
- I want to say "thank you" to all CEPC staff who pay in effort on the job searching matter for Science students. *Science*
- I think the career centre has done a good job in providing information about jobs thru' the email site e.g. HKUJOBS. It saves much time and effort of the students and we do find them helpful. *Finance*

From employers

- Thank you so much. (We have recruited 3 HKU graduates as a result of the good work of HKU appointment service. We rank the appointment service of HKU the best amongst all. *A consulting firm*
- I wish to thank you for your invaluable assistance, without which our 1996/1997 Graduate Recruitment Program would not be so successful. *An accounting firm*
- Thanks again for assisting us in every step of the recruiting process. *A finance company*

From staff

- Many thanks for your support and that you have arranged the sessions within such a short time! *Dept of Curriculum Studies*
- It was really nice visiting your office. You have provided me with very good information on career counselling in HKU. Thank you very much for your kind help! *Faculty of Education*

Louisa Li
Director
Careers Education and Placement Centre

31 August, 1997

Careers Education Programmes 1996 - 1997

	Attendance	
	<u>1995 - 96</u>	<u>1996-97</u> (Up to 31/07/97)
Orientation Activities		
1. Freshmen Orientation		
No. of sessions	3	6
Attendance	216	423
2. Summer Job Orientation		
No. of sessions	1	1
Attendance	23	102
 Career Planning		
3. Career Orientation		
No. of sessions	3	7
Attendance	528	915
 Career Talks		
4. Understanding the World of Work		
No. of sessions	-	1
Attendance	-	25
5. Marketing / Market Research		
No. of sessions	-	1
Attendance	-	45
6. Information Technology / Management Consultancy		
No. of sessions	-	1
Attendance	-	40
7. Broadcasting / Journalism and Reporting		
No. of sessions	-	1
Attendance	-	85
8. Accounting and Insurance		
No. of sessions	-	1
Attendance	-	20

9. Public Relations / Advertising		
No. of sessions	-	1
Attendance	-	55
10. Banking		
No. of sessions	1	1
Attendance	120	68
11. Advertising		
No. of sessions	-	2
Attendance	-	60
12. Continuing Education		
No. of sessions	-	2
Attendance	-	60
 Transferable Skills		
13. Transferable Skills		
No. of sessions	1	10
Attendance	16	91
 Résumé Writing		
14. Résumé Writing		
No. of sessions	2	2
Attendance	368	465
15. Cover Letter and Application Form		
No. of sessions	-	1
Attendance	-	350
16. Chinese Cover Letter / Chinese Résumé		
No. of sessions	-	1
Attendance	-	25
17. Written Application Practicum Workshops		
No. of sessions	-	46
Attendance	-	295
 Interview Skills		
18. The Interview Process		
No. of sessions	2	1
Attendance	250	340

19. Effective Answers to Interview Questions		
No. of sessions	1	1
Attendance	119	190
20. Selection Interview Practicum Workshops		
No. of sessions	-	35
Attendance	-	100
21. Practical Interviewing Skills Seminar - Preparing Your First Interview (Sponsored by AIG)		
No. of sessions	-	1
Attendance	-	160
~		
Assessment Methods		
22. Civil Service Common Recruitment Examination		
No. of sessions	2	1
Attendance	540	400
23. Essay Writing in Chinese		
No. of sessions	-	1
Attendance	-	245
24. Essay Writing in English		
No. of sessions	-	1
Attendance	-	115
25. Reasoning Tests		
No. of sessions	-	1
Attendance	-	95
26. In-Tray Exercises		
No. of sessions	1	1
Attendance	52	55
27. Group Discussion		
No. of sessions	1	1
Attendance	54	29
28. Current Affairs Questions		
No. of sessions	-	1
Attendance	-	56
29. Presentation		
No. of sessions	1	1
Attendance	31	23

	<u>1995-96</u>	<u>1996-97</u> (1/9/96-31/7/97)
Help Desk Register	694	560
Themes		
Career Choice and Development		
. General Discussion	58	92
. CACGs Interpretation	1	2
. Knowing Yourself	1	6
. Career Awareness	3	4
. Decision Making	4	10
. Career Management	2	3
	---	---
	69	117
Transition from Study to Work		
. Work Experience	2	3
. Workplace Behaviour	-	5
. Work Experience Appraisal	65	1
. Personal Skills for the Workplace	-	3
	---	---
	67	12
Job Seeking Skills		
. Written Application	280	189
. Selection Interview	225	142
. Strategy and Review	21	35
	----	---
	526	366
Employment		
. Information about company or industry	1	8
. Job Offers	9	23
. Employment Contracts	2	13
	---	---
	12	44
Further Studies		
. General Discussion	5	12
	---	---
	5	12
Job Change		
. General Discussion	3	1
	---	---
	3	1
Other Matters		
	12	8

Publications

	1995-96	1996-97 (up to 31/07/97)
Résumé Writing Workbook (No. of copies sold)	1011	697
Interview Preparation and Practice Workbook (No. of copies sold)	802	495
Career PROSpects (No. of copies distributed)	250	1100
Career Focus (No. of copies distributed)	6250	2850
Common Career Questions	--	12500
Look who's Talking Video	--	61

Students' Ratings of CEPC Programmes and Services

	No. of Users	Useful		Not Useful	
Meeting a Counsellor individually to discuss career matters	289	259	89.6%	30	10.4%
Careers Library	1067	980	91.8%	87	8.2%
Job Search Orientation Seminar	886	830	93.7%	56	6.3%
Career PROSpects	700	663	94.7%	37	5.3%
Employment Survey Reports	673	648	96.3%	25	3.7%
Summer Job Vacancy Notices	999	826	82.7%	173	17.3%
Part-time Job Vacancy Notices	896	758	84.6%	138	15.4%
Job Seeking Assistance to Graduates / Final Year Students, including vacancies information, collection of applications, arrangements for interviews, announcements of shortlists, etc.	1149	802	69.8%	347	30.2%
Talks given by companies recruiting graduates	1161	969	83.5%	192	16.5%
Application letters & interview technique lectures	860	707	82.2%	153	17.8%
Career Management Workshops	264	241	91.3%	23	8.7%
Company / Career Specific Written Application Workshops	300	266	88.7%	34	11.3%
Company-Specific Selection Exercise Preparation Workshops	353	295	83.6%	58	16.4%
Lecture on Common Recruitment Examination (Government posts)	644	593	92.1%	51	7.9%
Orientation Talk (For Freshmen)	413	391	94.7%	22	5.3%
Careers Talks	899	830	92.3%	69	7.7%
Careers Video Shows	522	484	92.7%	38	7.3%
Management Skills Workshops	228	216	94.7%	12	5.3%
Civil Service Careers Exhibition	752	680	90.4%	72	9.6%
Creative Job Search Lectures	251	241	96.0%	10	4.0%
Executive Image Lecture	290	255	87.9%	35	12.1%

Placement Activities 1996 - 97

		<u>Recruitment Service</u>		
		<u>1995- 96</u>	<u>1996- 97</u>	<u>Difference</u>
<u>Graduate jobs advertised</u>				%
No. of Employers		1,429	3,224	+126
No. of Vacancies		10,128	13,657	+35
-	Commerce and Industry			
	No. of Employers	1,087	2,652	+144
	No. of Vacancies	5,869	8,411	+43
-	Civil Service			
	No. of Departments	53	54	+2
	No. of Vacancies	3,024	3,351	+11
-	Education			
	No. of Schools	197	350	+78
	No. of Vacancies	1,064	1,576	+48
-	Social Services			
	No. of Organisations	69	149	+116
	No. of Vacancies	147	295	+101
-	Dental Clinics			
	No. of Dental Clinics	23	19	-17
	No. of Vacancies	24	24	-
<u>Summer jobs advertised</u>				
No. of Employers		464	501	+8
No. of Vacancies		3,169	3,114	-2
-	Commerce and Industry			
	No. of Employers	307	317	+3
	No. of Vacancies	1,513	1,589	+5
-	Civil Service			
	No. of Departments	81	107	+32
	No. of Vacancies	802	813	+1
-	Education			
	No. of Schools	17	14	-18
	No. of Vacancies	55	91	+65
-	Social Services			
	No. of Organisations	59	63	+7
	No. of Vacancies	799	621	-22
<u>Part-time jobs advertised</u>				
No. of Employers		700	810	+16
No. of Vacancies		3,705	5,803	+57
-	Private Tuition			
	No. of Families	260	279	+7
	No. of Vacancies	324	381	+18
-	Commerce and Industry			
	No. of Employers	340	425	+25
	No. of Vacancies	2,331	3,742	+61
-	Civil Service			
	No. of Departments	15	11	-27
	No. of Vacancies	322	707	+120
-	Education			
	No. of Schools	30	41	+37
	No. of Vacancies	503	602	+20
-	Social Services			
	No. of Organisations	55	54	-2
	No. of Vacancies	225	371	+65

Campus Recruitment Programme

	<u>1995-96</u>	<u>1996-97</u>	<u>Difference</u> %
<u>Recruitment Talk</u>			
No. of Talks	61	74	+21
Attendance	9,004	8,189	-9
<u>Recruitment Exhibition</u>			
No. of Employers	8	12	+50
Attendance	751	703	-6
<u>Civil Service Careers Exhibition (biennial)</u>			
No. of Government Departments	22	-	-
Attendance	2,014	-	-
<u>Written Tests</u>			
No. of Employers	15	14	-7
Attendance	1,339	1,078	-19
<u>Campus Interviews</u>			
No. of Employers	20	24	+20
Attendance	1,146	1,107	-3
<u>Collection of Applications</u>			
No. of Posts	99	83	-16
No. of Applications	7,875	7,127	-9
<u>Direct Mailing</u>			
No. of Employers	5	5	-
No. of Mails	1,259	11,093	+781
<u>CV-on-Disk Presentation</u>			
Attendance of Employers	45	-	-
No. of Subscription	51	-	-

Employers' Ratings of CEPC Placement Services

	No of Employers
Very satisfied	30 (18%)
Satisfied	131 (80%)
Not quite satisfied	3 (2%)
Dissatisfied	-
Total	164 (100%)

