



Careers Education and Placement Centre

Annual Report for 1997-1998

Careers Education and Placement Centre

Annual Report for 1997-1998

Mission Statement

The Careers Education and Placement Centre's mission is to provide:

- effective and efficient employment services for students,
- current and authoritative information, careers education programme, and guidance to enable students to make informed career choices which best meet their personal goals and ambitions,
- programmes to prepare students for the world of work, and
- a forum for the exchange of careers information between employers and the University.

Service Pledge

The Careers Education and Placement Centre pledges to be :

prompt	efficient
accurate	up-to-date
accessible	friendly

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	Arrange Meetings with Prospective Candidates
Targetted Mailing	

Counselling

Help Desk face-to-face counselling E-mail - cyberspace counselling
Alumni contacts

Surveys

Graduate Employment Surveys - (First Degree and Higher Degree)

Inter-institutional Projects

Joint Institution Jobs Information System (JIJIS) Career PROSpects

Publications

Common Career Question Leaflets Résumé Workbook
Interview Workbook Dental Survey
Graduate Employment Survey Reports “Where Did the 199n Graduates Go?” leaflets
and Statistics

Personnel

Senior Staff, Counsellors, and Executive Officers

Louisa Li	Director	Leung Kai Hung ...	Deputy Director
Margaret Lee	Special Projects	Rachel Hong	Placement
Cindy Chan	Careers Education	Nelson Yip	Surveys and System Support
Emily Wong	Campus Recruitment Programme and Job Listings		

Support Staff

Careers Education

Chris Wong
Mildred Yip
Chui Kam Yin

Placement

Johnson Lee
Tang Siu Lin
Paul Chan
Eve Chan

Administration

Eva Ho
Elaine Leung
May Lam
Carrie Wong
Lai Yin Ping

Surveys

Carol Woo
Adeline Chan

Careers Education and Placement Centre

Annual Report

1 September, 1997 - 31 August, 1998

1. Preamble

- 1.1 This academic year is characterised by the Asian economic crisis and the highest unemployment figure in the past 15 years. At the end of August, around 423 new graduates were unemployed. Compared with the figure of 350 for the corresponding period in the previous year, the number of new graduates who were still looking for employment at the end of August increased by 20%.
- 1.2 On the careers education front, we are happy to report that attendance increased by some 40%. Session by session evaluation also recorded very positive result. On average, participants gave a score of 4.8, out of a maximum of 6, to the sessions they attended.

2. Unemployment

- 2.1 In June, the CEPC together with the External Relations Office, organised a Career Forum for Graduands to discuss the impact of the economic crisis on their employment, and to encourage them to be prepared to accept job offers from a wider range of occupations, to continually equip and up-date themselves with knowledge, skills, and work experience, as well as to explore employment opportunities in Mainland China. Speakers included prominent academics, legislative counsellors and business executives. About 300 students attended the Forum.
- 2.2 The CEPC also made a number of suggestions to the Vice-Chancellor for forwarding to the SAR Government Task Force on Unemployment, of which Professor Wong Siu Lun, Pro-Vice-Chancellor (Academic), is a member. (Appendix I)
- 2.3 These suggestions were circulated to members of the Careers Advisory Board and other departments and units. Several very useful comments were made. They will be followed up in the coming months to create employment for new graduates and to increase their preparation for the workplace.

3. Employment Services

- 3.1 One of our principal mission is to provide effective and efficient employment services to students. These services comprise the Campus Recruitment Programme (CRP) and the Job Listing Service (JLS). They are directly responsible for placing around 36% of new graduates every year. (This number does not include medical and dental graduates.)

- 3.2 Students who are most likely to benefit from these two services are : computer science, civil and structural engineering, computer engineering, electrical and electronic engineering, electrical energy systems engineering, accounting and finance, business administration, and economics students. More than half of them found their jobs through these services.
- 3.3 On the other hand, architectural studies, arts, science, social work, speech and hearing and language education students are less likely to find a job through the CRP and the JLS, which account for the employment of less than 20% of them. The number of postgraduates who found their jobs through the standard services is also low.
- 3.4 This disappointing result is due to the fact that most of the jobs advertised through the CRP and the JLS are biased towards business and engineering related disciplines.
- 3.5 Hence, the CEPC made special efforts, this year, to source for opportunities for the less sought after groups. In the coming year, we will continue to increase our effectiveness for the groups of students whom we are not serving adequately at the moment.
- 3.6 Our attention will, therefore, be focused on prospecting for, and referral, of arts, science, M. Phil., and Ph.D. students. Consultation will be held with students in the other areas, i.e. architectural studies, social work, speech and hearing, language education, taught master and postgraduate certificates and diplomas, to ascertain whether or not assistance is needed. Links between employers and these departments might already be strong, and a central employment service might be redundant.
- 3.7 On the question of user satisfaction, it can be reported that, on average, 82% of student users rated various activities of the CRP and JLS services useful. Around 77% of final year students use CEPC services, of one kind or another. Nevertheless, efforts were made to improve the level of satisfaction and the number of users.
- 3.8 In the past twelve months, two new internet-based databases, NETjob and NETmatch, were launched. NETjob is an on-line database of job listings and NETmatch is an on-line resume database with filter functions. Both services are very well-received by students and employers, with NETmatch attracting 370 employers and 2,300 student users. Efforts are continually being made to increase the number of subscribers.
- 3.9 Furthermore, job listings are sent to students by e-mail everyday. Employment news and advice are also sent to them by e-mail, as and when they arise. Students have the choice of buying hard copy job listings, rather than looking at a screen. Around 7,000 students purchased a total of 43,350 copies of job listings through the Job Notice Take Away Service.
- 3.10 This year, the number of vacancies, advertised at the CEPC, for recent graduates and current students increased, but those for new graduates dropped by 8.5% (from 8,785 to 8,036). Full-time graduate vacancies for recent graduates increased from 1,771 to 2,959 (+67%). Summer jobs increased by 12% , from 3,114 to 3,488, and part-time vacancies increased by 29%, from 5,803 to 7,465. Internship positions also increased significantly, from 101 to 220. The number of recruitment talks, however, dropped from 74 to 71. (Appendix II, III and IV).

3.11 Besides the CRP and JLS, Creative Job Search Teams were organised to coach and facilitate students in the practice of spotting and networking for opportunities. The approach is highly-rated by, and successful for, the active participants.

4. Information, Careers Education, and Guidance

- 4.1 Careers information is constantly up-dated and passed to students through e-mail, and on the CEPC home page, which has hyper-links to 55 careers and employer web-sites. Our Careers Education Programme comprises a range of 11 courses, totalling 71 hours of direct contact. Guidance is provided at one-to-one counselling sessions, and by e-mail. Students are also referred to HKU alumni for views about the job market.
- 4.2 Careers education activities were well received, recording total attendance figure of 7,902 which is 40% more than the previous year. (Appendix V) The series of Common Careers Question leaflets were particularly popular, with 1,090,000 copies collected in the last 12 months. (We are most grateful to American International Assurance (AIA), and American International Group, Inc. (AIG) for their generous sponsorship, without which we would not be able to launch and maintain this highly popular series.)
- 4.3 Within the Careers Education Programme, those that are designed to help students choose a career include - Career Planning, Career Talks, Talks on Continuing Education, and Career Chats. Attendance number of 1,322 was recorded, with 94% of the participants rating the sessions as useful.
- 4.4 Savings in previous years made it possible for us to acquire new materials for the Careers Library. 126 books, 5 video tapes, and 7 CD rom discs were added to the Careers Library. Titles that we cannot afford, or are essential to have second copies of, were recommended to the University Main Library. A total of 165 titles were suggested to the Librarian.
- 4.5 A new interactive computer based career guidance system, Prospect(HE), was purchased and installed on the University network for students. Efforts will be made to capitalize on this investment.
- 4.6 In addition to information, careers education, and guidance, we hope to provide students with work experience in order to help them make an informed career choice, and prepare them for the workplace. Although we managed to increase the number of internship positions from last year's 101 to this year's 220, many more opportunities, particularly those outside Hong Kong, are needed. Plans will be drafted to see how this can be achieved in partnership with employers, teaching departments, student societies, and other units.
- 4.7 To complement the activities listed above, the existing Alumni Contact Service will be expanded to increase face-to-face, as well as cyberspace, opportunities for students to discuss career issues with practising executives and with each other.
- 4.8 Another goal for us in the coming year, is to encourage first and second year students to start researching on careers early and not to wait until their final year of study.

5. Preparation for the world of work

- 5.1 The immediate task under this heading must be to prepare students for job application, interviews, and other selection exercises. Within the Careers Education Programme, those that are organised for this purpose include:

Résumé Writing	Interview Skills
Assessment Methods	Executive Image and Business
Selection Exercise Preparation	Etiquette

- 5.2 To prepare students for the world of work, lectures and workshops on the following transferable skills are organised to enhance students' competency.

Leadership	Teamwork
Reaching Agreement	Communication
Presentation	Time Management
Managing Meetings	Problem Solving and
Lateral Thinking	Decision Making

- 5.3 In the summer months, when campus recruitment activities slow down, lectures and workshops on workplace skills and career development are held. The topics include

Employment Contracts	Starting Your New Job
Working Together	Professional Image
Supervisory Skills	Work Ethics
Career Development	

- 5.4 Within the total attendance figure of 7,902, 5,772 was for these activities. 91% of the participants rated the events as useful.

- 5.5 We also participated in the Intensified Learning Opportunity Programme (ILOP) of the Faculty of Arts, Engineering, Law, Science, and Social Sciences, and the School of Business. It is a comprehensive programme on personal growth, general education, transferable skills, and business orientation, including a month long socio-cultural research project at Tsing Hua University, Beijing, as well as a mentorship programme. The first ILOP graduation ceremony was organised by the Social Sciences Faculty and officiated by the Chief Secretary for Administration, the Hon. Mrs. Anson Chan J.P.

- 5.6 The CEPC was responsible for the 16-day residential course within ILOP. This comprised personal skills diagnostic workshops, management skills training and firm visits. Participants were required to work in groups to produce and present a business project.

- 5.7 To increase flexibility, these courses will be put on-line as far as possible.

6. Forum for the exchange of careers information between employers and the University

- 6.1 With sponsorship from the University's Teaching Quality Committee, the CEPC conducted, in conjunction with the Social Sciences Research Centre, a survey and series of interviews, to collect, from graduates and employers, information relevant to the improvement of teaching and learning, i.e. the Graduate and Employer Curriculum Feedback Project or GECEP.
- 6.2 The project report was circulated to members of Senate, relevant Committees and teaching departments. Recommendations on teaching and learning were publicized through the Staff Bulletin and e-mail.
- 6.3 Suggestions that are specific to the CEPC were reported to the Careers Advisory Board and actions have begun to implement them.
- 6.4 It was recommended that the CEPC should :
 - a. make known to undergraduate students that the current recruitment trend was focused on personal qualities rather than on subject-disciplines;
 - b. bring to the attention of all departments the recommendations of the GECEP report on the focus and process of undergraduate education;
 - c. invite employers to provide training/internship programmes which were intended to be educational, to enable students to experience processes and make recommendations;
 - d. organise periodic briefings on HKU developments for employers and professional bodies;
 - e. cultivate relationships with both large employers and small and medium-sized employers; and
 - f. to map career development and training needed on selected careers together with employers and academic staff.
- 6.5 In the coming year, these messages will be reinforced and refreshed in our monthly articles to the Staff Bulletin and periodic e-mails to colleagues and students.

7. Income generation

- 7.1 In line with University-wide cost-cutting exercises, the CEPC's resources were significantly, and will continually be, reduced. Allocation for general expenses is only \$384,000 for 1998-99. We can no longer afford to buy new materials for the Careers Library and the Careers Education Programmes, nor fund staff development activities.
- 7.2 External funds will have to be sourced if we were to take on any new activities. Recently, \$1.390 M was secured from the UGC (University Grants Committee) to set up a system to teach and accredit core competencies at school and university. Similar bids for external funds will continue to be made to finance new projects.

- 7.3 Additional or tailor-made courses for special groups of students were funded by teaching departments. Last year, the Graduate School, Dental Faculty, Engineering Faculty, and the Department of Civil and Structural Engineering sponsored transferable skills and creative job search workshops for their students. The income enabled us to hire external help to do some of our work so that time could be spared to take on these additional teaching.
- 7.4 Other income generating ideas will be explored in the coming year.

8. Staff development and performance management

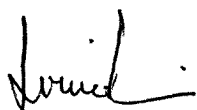
- 8.1 Senior staff, counsellors and executives of the CEPC attended a total of 29 conferences, seminars and training workshops in 1997-98. (Appendix VIII) In-house training was conducted by CEPC counsellors for our own staff and colleagues from other Student Affairs units. It comprised six half-day workshops on communication, teamwork, time management, problem solving, customer service, leadership and supervisory skills. A total attendance of 158 was recorded. Participants enjoyed the sessions and found them useful. The goal next year is to build on these awareness workshops and bring about behavioural improvement.
- 8.2 Two sessions on performance management were organised for the CEPC and other Student Affairs Units, with the help of outside speakers. We are very grateful to the following speakers :
- (1) Mrs Jennifer S Y Lun
Senior Manager Human Resources
HongkongBank
 - (2) Ms Cythia Lam
Staff Planning Manager
Shell HK Ltd
 - (3) Ms Betsy Lai
Senior Training Officer
Civil Service Training and Development Institute
 - (4) Mr Luke Wong
Director of Student Affairs
Office of Student Affairs
Hong Kong University of Science and Technology
 - (5) Dr Ng Nam
Director
Computer Centre
HKU
 - (6) Dr Kitty Chan
Acting Director
University Health Service, HKU
 - (7) Mrs Rebecca Ching
Assistant Registrar
Staff Section
Registry

8.3 Since then, our performance appraisal forms, profile of competencies drawn up to guide staff recruitment and development, were revised and a schedule for appraising and coaching individuals was set up.

8.4 The Core Competence of the Month Programme was instituted this year, whereby colleagues in the Support Team discuss a specific competence at their monthly meetings, design an objective for practice and vote for the best performer. They have also been put on a roster to approach students who visit the CEPC to ask for feedback about the adequacy of various services and programmes. These are discussed at Work Improvement Team Meetings.

9. Staff Movement

9.1 During the year, two Clerical Officers and one Office Assistant resigned from the CEPC. In their place, we welcomed Ms Adeline Chan, Ms Eve Chan and Ms Lai Yin Ping.



Louisa Li
Director
Careers Education and Placement Centre

28 September, 1998

Careers Education and Placement Centre

Strategies to Place 1998 Graduates into Employment

I. Introduction

In response to the stringent employment situation currently prevailing in Hong Kong, the senior staff of the CEPC held a meeting on 7 May, 1998 to discuss and formulate strategies for the purpose of strengthening the Centre's employment assistance to graduates of 1998. The meeting suggested a number of measures to be taken in the coming months to tackle the problem.

II. Objectives

We aim to achieve the following objectives :

1. Full employment for all HKU graduates of 1998 within six months of graduation;
2. Every graduate will treasure his/her job and appreciate that each job has its value to the community; and
3. Every graduate will understand that all activities at the workplace will provide opportunities for enhancing personal growth and making contributions to the community.

III. Recommended measures to be taken

1. To expand the network of employer contacts :
 - a. To extend the Centre's direct mailing exercise to all small and medium-sized enterprises (SMEs) in growth areas;
 - b. To visit more SMEs, with particular attention to their China department, to canvass job vacancies for graduates;
 - c. To liaise with alumni in various career sectors for more job leads; and
 - d. To explore overseas employment opportunities for graduates e.g. in Singapore.
2. To request the Government to employ graduates to **assist** in both existing and new projects:
 - a. Inspection and reporting of illegal structures and fire hazards in residential premises, dangerous slopes and spots that need cleansing or tidying up;
 - b. Inspection and examination of food hygiene;
 - c. Waste paper recycling and marketing;
 - d. Promoting, organising and conducting civic education, family education, language training and extra-curricular activities in secondary and primary schools; and
 - e. To serve as Clean Hong Kong Ambassadors and Courtesy Ambassadors to help promote tourism.

3. HKU departments/faculties to create employment opportunities for graduates :
 - a. SPACE to run tutorial classes for secondary and primary students on various academic subjects such as Chinese, English, Arithmetic, Music, Fine Arts etc. and employ graduates as tutors on either full-time or part-time basis;
 - b. CEPC to provide projects on surveys, computer database, careers library etc., for graduates who are willing to serve as part-time helpers or volunteers; and
 - c. Other departments/centres/units to consider the possibilities of employing new graduates for their projects.

4. To create opportunities for alternative employment:
 - a. The University to set up and operate an interest free loan scheme for graduates to attend short-term conversion/retraining courses to enhance their employability e.g. information technology course to deal with millenium bug;
 - b. The University to invite graduates to write proposals on areas of excellence on competitive basis, and give award to those winning the competition;
 - c. To encourage SMEs to employ graduates on short-term or part-time basis to conduct market research and business analysis;
 - d. To request sponsorship/donation from private enterprises to employ graduates to make visits to homes for the aged and to assist in nursing and medical auxiliary services in hospitals; and
 - e. Some of these alternative employment opportunities be provided in the evening so that law graduates serving articleship in daytime at lower salary can also take up evening shifts to complement their income.

IV. Administrative Support

1. The CEPC to set up a database of job applicants classified by needs, interests, career preferences etc. to provide a quick retrieval system;

2. Staff of the CEPC to work together with employers over the phone to use the NETmatch to identify and contact suitable candidates for interview to the effect that more employers will appreciate the system's function as phone shopping and that they will use it frequently and introduce it to their friends and colleagues afterwards;

3. Job seekers to be organised into Creative Job Search teams under the guidance of a counsellor to provide mutual support and encouragement in the process of job search;

4. During the period of job hunting for graduates of 1998, the Centre will give top priority to the placement portfolio in the allocation of human and financial resources; and

5. To enlist help from other student services units viz OSA and PDCC, to make concerted efforts to achieve the objectives set out in para. II of this paper.

Placement Activities 1997 - 98Recruitment Service

	<u>1996- 97</u>	<u>1997- 98</u>	<u>Difference</u> %
<u>Graduate jobs advertised</u>			
No. of Employers	3,224	2,953	-8
No. of Vacancies	13,567	13,679	+0.2
- Commerce and Industry			
No. of Employers	2,652	2,559	-4
No. of Vacancies	8,411	9,743	+16
- Civil Service			
No. of Departments	54	54	-
No. of Vacancies	3,351	2,684	-20
- Education			
No. of Schools	350	181	-48
No. of Vacancies	1,576	869	-45
- Social Services			
No. of Organisations	149	143	-4
No. of Vacancies	295	365	+24
- Dental Clinics			
No. of Dental Clinics	19	16	-16
No. of Vacancies	24	18	-25
<u>Summer jobs advertised (including internship)</u>			
No. of Employers	501	467	-7
No. of Vacancies	3,114	3,488	+12
- Commerce and Industry			
No. of Employers	317	280	-12
No. of Vacancies	1,589	1,629	+3
- Civil Service			
No. of Departments	107	98	-8
No. of Vacancies	813	1,000	+23
- Education			
No. of Schools	14	40	+186
No. of Vacancies	91	624	+586
- Social Services			
No. of Organisations	63	49	-22
No. of Vacancies	621	235	-62
<u>Summer Internship</u>			
No. of Companies	31	40	+29
No. of Vacancies	101	220	+118
<u>Part-time jobs advertised</u>			
No. of Employers	810	1,167	+44
No. of Vacancies	5,803	7,465	+29
- Private Tuition			
No. of Families	279	450	+61
No. of Vacancies	381	505	+33
- Commerce and Industry			
No. of Employers	425	473	+11
No. of Vacancies	3,742	4,112	+10
- Civil Service			
No. of Departments	11	18	+64
No. of Vacancies	707	595	-16
- Education			
No. of Schools	41	145	+254
No. of Vacancies	602	1,352	+125
- Social Services			
No. of Organisations	54	81	+50
No. of Vacancies	371	901	+143

Placement Activities 1997-98**Campus Recruitment Programme**

	<u>1996-97</u>	<u>1997-98</u>	<u>Difference</u> %
<u>Recruitment Talk</u>			
No. of Talks	74	71	-4
Attendance	8,189	8,572	+5
<u>Walk-in-Interview</u>			
No. of Companies	1	3	+200
Attendance	20	122	+510
<u>Recruitment Exhibition</u>			
No. of Employers	12	11	-8
Attendance	703	545	-22
<u>Company Visits</u>			
No. of Companies	-	3	-
Attendance	-	10	-
<u>Civil Service Careers Exhibition (biennial)</u>			
No. of Government Departments	22	22	-
Attendance	2,014 (95-96)	2,302	+14
<u>Written Tests</u>			
No. of Employers	14	13	-7
Attendance	1,078	1,089	+1
<u>Campus Interviews</u>			
No. of Employers	24	19	-21
Attendance	1,107	987	-11
<u>Collection of Applications (Full time Vacancy Only)</u>			
No. of Posts	83	67	-19
No. of Applications	7,127	6,256	-12
<u>Direct Mailing</u>			
No. of Employers	5	4	-20
No. of Mails	11,093	5,517	-50

Campus Recruitment Program Participants 1997 - 98

1. A T Kearney (Hong Kong) Ltd
2. Andersen Consulting
3. ASM Assembly Automation Ltd
4. Azeus Systems Ltd
5. Bain & Company
6. Boston Consulting Group
7. Caring International (Hong Kong) Ltd
8. Carrier Hong Kong Ltd
9. Cathay Pacific Airways Ltd * *
10. Chartersince Realty (International) Ltd
11. Chun Wo Construction Engineering Co. Ltd
12. CMG Asia Life Assurance Ltd
13. Coopers & Lybrand
14. Credit Suisse First Boston Hong Kong Ltd
15. Dairy Farm Group
16. Deloitte Touche Tohmatsu
17. Dragages et Travaux Publics (Hong Kong) Ltd
18. Ernst & Young
19. Goldman Sachs (Asia) L.L.C.
20. SAR Government - Civil Service Branch (Administrative Officer)
21. SAR Government - Civil Service Branch (Executive Officer II)
22. SAR Government - Industry Department
23. SAR Government - Labour Department (Assistant Labour Officer II)
24. SAR Government - Management Services Agency (Management Services Officer II)
25. SAR Government - Rating & Valuation Department
26. SAR Government - Trade & Industry Branch (Management Services Officer II)
27. Hang Seng Bank Ltd
28. Health Circle (Hong Kong) Ltd
29. Hong Kong & China Gas Co. Ltd
30. Hong Kong Dragon Airlines Ltd
31. Hong Kong Electric Co. Ltd
32. Hong Kong Industrial Technology Centre Corporation
33. Hong Kong Telecommunications Ltd
34. Hong Kong Trade Development Council
35. Hongkong and Shanghai Banking Corp. Ltd *
36. Hospital Authority
37. HSBC Asset Management Hong Kong Ltd
38. IBM China/Hong Kong Ltd

39. ICAC
40. Intel Semiconductor Ltd
41. Jardine Engineering Corporation, Ltd
42. Jardine Pacific Ltd
43. Johnson Controls Hong Kong Ltd
44. JP Morgan
45. Jumpin Gym USA Ltd
46. Karin Electronic Supplies Co. Ltd
47. Kowloon-Canton Railway Corporation
48. KPMG Peat Marwick
49. Marks & Spencer (Hong Kong) Ltd
50. McDonald's Restaurants (Hong Kong) Ltd
51. Monitor Company
52. Motorola Semiconductors Hong Kong Ltd
53. Ove Arup & Partners Hong Kong Ltd
54. Price Waterhouse
55. Procter & Gamble Hong Kong Ltd *
56. Reuters Hong Kong Ltd
57. S Square
58. Shell Hong Kong Ltd
59. Shui On Building Contractors Ltd
60. Shun Hing Group
61. Standard Chartered Bank
62. Swire Properties Ltd
63. Teledata (Hong Kong) Ltd
64. Treasure Land Property Consultants Ltd
65. UDL Holdings Ltd
66. Xerox Hong Kong Ltd
67. Zen Pacific Construction Ltd

* Company held 2 recruitment talks

** Company held 3 recruitment talks

Careers Education Programmes 1997 - 1998

	<u>No. of Sessions</u>		<u>Attendance</u>	
	<u>1996-97</u>	<u>1997-98</u> (Up to 31/8/98)	<u>1996-97</u>	<u>1997-98</u> (Up to 31/8/98)
Orientation Activities				
1. Freshmen Orientation	6	6	423	387
2. Summer Job Orientation	1	2	102	92
Career Planning				
3. Career Planning	7	6	915	562
Career Talks				
4. Understanding the World of Work	1	1	25	31
5. Education and Social Services	-	1	-	130
6. Advertising, Public Relations, Retailing, Buying and Purchasing	1	1	55	98
7. Information Technology, Management Consultancy, Economic and Statistical Work	1	1	40	40
8. Broadcasting / Journalism and Reporting	1	2	85	84
9. Accounting, Taxation, Insurance and Actuarial Work	1	1	20	40
10. Marketing, Sales and Market Research	1	2	45	50
11. Banking and Financial Services	1	1	68	68
12. Tourism and Hospitality Management	-	1	-	35
13. Company Secretary Career Talk	-	1	-	26
Workplace Skills				
14. Work Ethics by Independent Commission Against Corruption	-	1	-	35
Continuing Education				
15. Continuing Education Seminars	2	1	60	8
Transferable Skills				
16. Transferable Skills Lectures	-	10	-	493
Résumé Writing				
17. Résumé Writing	2	2	465	550

18. Covering Letter and Application Form	1	1	350	345
19. Chinese Cover Letter / Chinese Résumé	1	1	25	26
20. Written Application Lectures	-	10	-	276
21. Written Application Practicum Workshops	46	43	295	314
22. How to write effective application letters	-	4	-	60
23. NETmatch and Résumé Lecture	-	15	-	280
24. Written Application Lecture for Summer Job Seekers	-	3	-	61
25. Résumé Clinic	-	3	-	10
Interview Skills				
26. The Interview Process	1	2	340	370
27. Effective Answers to Interview Questions	1	1	190	98
28. Selection Interview Lectures	-	9	-	226
29. Selection Interview Practicum Workshops	35	36	100	191
30. Selection Interview Lecture for Summer Job Seekers	-	2	-	62
Assessment Methods				
31. Civil Service Common Recruitment Examination	1	2	400	660
32. Essay Writing in Chinese	1	1	245	150
33. Essay Writing in English	1	1	115	75
34. Current Affairs Questions	1	1	56	330
35. Reasoning Tests	1	1	95	59
36. In-tray Exercises	1	1	55	72
37. Group Discussions	1	1	29	38
38. Presentation	1	1	23	18
Creative Job Search				
39. Creative Job Search Lecture	1	1	2	12
40. Creative Job Search Workshops	-	4	-	18
Career Chats				
41. Career Chats	-	6	-	150
Selection Exercise Preparation (SEP)				
42. SEP for Specific Companies	70	32	540	510

Executive Image and Business Etiquette

43. Executive Image and Business Etiquette	-	1	-	10
--	---	---	---	----

Beauty Classes for HKU Female Students

44. Beauty Classes	-	8	-	175
--------------------	---	---	---	-----

Video Shows

45. Written Application	-	6	-	12
-------------------------	---	---	---	----

46. Interviewing Techniques	-	8	-	16
-----------------------------	---	---	---	----

47. Executive Image & Business Etiquette	-	9	-	22
--	---	---	---	----

**Departmental-based Training Programme
(for undergraduates)**

48. Management and Communication Skills for Civil Engineering Part III Students	-	20	-	104
--	---	----	---	-----

49. Creative Job Search lecture for Final Year Engineering Students	-	1	-	130
--	---	---	---	-----

50. Creative Job Search Team Workshops for Final Year Engineering Students	-	9	-	25
---	---	---	---	----

51. Interactive Career Sharing Workshop for Social Sciences Students	-	1	-	40
---	---	---	---	----

Summer Programme

52. Transferable Skills	10	9	91	142
-------------------------	----	---	----	-----

53. Workplace Skills	5	5	48	73
----------------------	---	---	----	----

54. Career Development	1	1	8	13
------------------------	---	---	---	----

-----	-----	-----	-----
205	300	5310	7902

Attendance at programmes offered in 1996-97 but
not repeated this year.

320	-
-----	-----

TOTAL ATTENDANCE

5630	7902
=====	=====

+ 40.4%

Publications

	<u>1996-97</u>	<u>1997-98</u> (Up to 31/8/98)
Résumé Writing Workbook (No. of copies sold)	697	583
Interview Preparation and Practice Workbook (No. of copies sold)	495	363
Career PROSpects (No. of copies distributed)	1100	120
Common Career Questions	---	1,090,000 (number of copies distributed)

	<u>1996-97</u>	<u>1997-98</u> (Up to 31/8/98)
Help Desk Register	560	541
Themes		
Career Choice and Development		
• General Discussion	92	109
• CACGs Interpretation	2	2
• Knowing Yourself	6	16
• Career Awareness	4	17
• Decision Making	10	10
• Career Management	3	12
	-----	----
	117	166
Transition from Study to Work		
• Work Experience	3	1
• Workplace Behaviour	5	-
• Work Experience Appraisal	1	-
• Personal Skills for the Workplace	3	-
	----	---
	12	1
Job Seeking Skills		
• Written Application	189	155
• Selection Interview	142	105
• Strategy and Review	35	52
	----	----
	366	312
Employment		
• Information about company or industry	8	17
• Job Offers	23	12
• Employment Contracts	13	11
	----	---
	44	40
Further Studies		
• General Discussion	12	15
	----	---
	12	15
Job Change		
• General Discussion	1	3
	---	---
	1	3
Other Matters	12	4

Students' Ratings of CEPC Programmes and Services

	No. of Users	Useful	Not Useful
Seeing a Counsellor individually to discuss career matters	370	334 90.3%	36 9.7%
Careers Library	1087	1001 92.1%	86 7.9%
Careers Planning Lecture	649	627 96.6%	22 3.4%
Career PROSpects	786	758 96.4%	28 3.6%
Employment Survey Reports	824	776 94.2%	48 5.8%
Summer Job Vacancy Notices	1179	957 81.2%	222 18.8%
Part-time Job Vacancy Notices	1034	883 85.4%	151 14.6%
Job Seeking Assistance to Graduates/Final Year Students, including vacancies information, collection of applications, arrangements for interviews, announcements of shortlists, etc.	1294	940 72.6%	354 27.4%
Talks given by companies recruiting graduates	1326	1112 83.9%	214 16.1%
Application letters & interview technique lectures/Practicum Workshops	947	778 82.2%	169 17.8%
Career Management Workshops	296	271 91.6%	25 8.4%
Assessment Methods Lectures (e.g. Govt. post, group discussion, In-tray Exercises)	379	336 88.7%	43 11.3%
Company-Specific Selection Exercise Preparation Workshops	334	292 87.4%	42 12.6%
Lecture on Common Recruitment Examination (Government posts)	647	591 91.3%	56 8.7%
Orientation Talk (For Freshmen)	507	480 94.7%	27 5.3%
Careers Talks	986	915 92.8%	71 7.2%
Workplace Skills Workshops (e.g. supervisory skills, professional image)	304	281 92.4%	23 7.6%
Civil Service Careers Exhibition	480	448 93.3%	32 6.7%
Creative Job Search Lectures	227	212 93.4%	15 6.6%
Career Development Workshops	192	181 94.3%	11 5.7%
Transferable Skill Workshops	184	167 90.8%	17 9.2%
NETmatch Service	458	406 88.6%	52 11.4%
NETjob Service	492	403 81.9%	89 18.1%
Common Careers Questions	739	674 91.2%	65 8.8%

**Seminars, Conferences and Workshops attended
by Counsellors and Executive Officers of the CEPC during 1997 - 98**

Title	Organiser
Assessment Centre Seminar	Vocation Training Council
SPSS Training	Computer Centre, HKU
GMAT Fundamentals and CAT Strategies	The American Chamber of Commerce in Hong Kong
How to Lead a Team	Career Track International
In Search Of The Next Job	The American Chamber of Commerce in Hong Kong
Empowerment : we don't want it	The Management Development Centre of Hong Kong
Business and Technology Exchange Forum on Multimedia and Networking	HK Industrial Technology Centre Corp.
How to create exciting well written and on target newsletters	Career Track International
Communication and Advertising	The American Chamber of Commerce in Hong Kong
Student Affairs Seminar 1998	Hong Kong Student Services Association
Designing Computer Mediated Presentation	Centre for Advancement of University Teaching, HKU
Yaohan HK - Reason for failure	The Management Development Centre of Hong Kong
Voice/Data Integration Seminar	Cisco Systems
Train the Trainer	Hong Kong Institute of Human Resource Management
Situational Interview	Department of Psychology, HKU
China Study Workshop in Shenzhen	HK Management Association
Develop your creativity thru mind mapping for business application	Chamber Service Ltd
Information Technology for Planning & Implementation	HK Productivity Centre
The 4 th HKWeb Symposium	Social Sciences Research Centre, HKU
Training Video - Planning & Production	The Management Development Centre of Hong Kong
Effective Training & Communication	The Management Development Centre of Hong Kong
Multimedia-Based Learning Workshop	IQPC Worldwide Pte Ltd
Student Affairs Study Tour to Nanjing	Hong Kong Student Services Association
NACE 1998 National Meeting and Exposition in Texas, USA	National Association of Colleges and Employers
San Miguel Brewery - Case Study	The Management Development Centre of Hong Kong
Novell Authorised Training - Certified Novell Administrator, Certification Programme	City University of HK
Study Tour & Conference in Shanghai	Business Association, HKUSU
Supporting Microsoft Windows NT Serve 4.0 - Enterprise Technology	City University of HK
Internetworking with Microsoft TCP/IP on MS Windows NT 4.0	City University of HK

