



Careers Education and Placement Centre

Annual Report for 1998-1999

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
Targetted Mailing	Candidates

Counselling

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

Surveys

Graduate Employment Surveys - (First Degree and Higher Degree)

Inter-institutional Project

Joint Institution Jobs Information System (JIJIS)

Publications

Common Career Question Leaflets	Résumé Workbook
Interview Workbook	Dental Survey
Graduate Employment Survey Reports and Statistics	“Where Did the 1998 Graduates Go?” leaflets

Personnel

Senior Staff, Counsellors, and Executive Officers

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

Support Staff

Careers Education

Chris Wong
Mildred Yip
Carol Woo
Chui Kam Yin

Placement

Johnson Lee
Tang Siu Lin
Paul Chan
Eve Chan

Administration

Eva Ho
May Lam
Carrie Wong
Lai Yin Ping

Surveys

Adeline Chan
Elaine Leung

Careers Education and Placement Centre

Annual Report

1 September, 1998 - 31 August, 1999

1. Preamble

- 1.1 The effects of the Asian financial crisis seemed to be gradually phasing out in the fourth quarter of 1998 as Hong Kong's economy started to show signs of recovery. This phenomenon is reflected in the improving employment situation for graduates of the year. The Centre's interim employment survey showed that at the end of August, 1999, only 204 new graduates were still seeking employment, compared with the figure of 423 in the corresponding period of 1998.
- 1.2 On the Careers Education front, The Centre designed and launched a web-based career guidance programme 'The Career Development Track (CDT)' and collaborated with the Department of Mechanical Engineering to implement the programme through the participation of its teachers in conducting non-academic tutorials with students, based on the materials provided in the CDT. Another significant development is the tremendous increase (289%) in the number of students seeking advice and guidance through e-mail. This electronic means of communication has become a strong supplement to face-to-face counselling and served as a fast and convenient channel for the Centre to provide career advice and information to students.

2. Employment Services

- 2.1 The Centre's Campus Recruitment Programme (CRP) and Job Listing Service (JLS) continued to be among the most popular services to students. Our user survey revealed that around 76% of final-year students made use of CEPC services, among whom 89% rated CRP and JLS as useful. These two services are directly responsible for placing around 37% of new graduates of 1998 into employment, as compared with 36% in 1997. (These numbers do not include medical and dental graduates.)
- 2.2 As in previous years, most of the jobs advertised through the CRP and JLS were biased towards business and engineering related disciplines. As a result, a much higher percentage of graduates (63.5%) from the following disciplines found their jobs through these services : computer science, civil and structural engineering, computer engineering, electrical and electronic engineering, electrical energy system engineering, accounting and finance, business administration and economics.
- 2.3 On the other hand, a lower percentage (19.8%) of graduates from architectural studies, arts, science, social work, speech and hearing and language education found their jobs through CRP and JLS.
- 2.4 The CEPC therefore made special efforts to explore employment opportunities for the latter group. We also liaised with the teaching departments of these disciplines to arrange for specific career planning sessions for their students. It was hoped that an enhanced level of career awareness and preparation would lead to a higher success rate in job application. Fifteen departments had responded favourably to the Centre's initiative and our efforts in this direction are continuing into the next academic year.

- 2.5 The numbers of users of the two internet – based databases, NETjob and NETmatch, continued to increase. This year, 208,856 users of NETjob were recorded, as compared with 94,340 in the previous year. As regards NETmatch, employer subscribers increased by 72.2% (from 370 to 637) while student subscribers increased by 74% (from 2,300 to 4,002).
- 2.6 Job listings are sent to students by e-mail daily while employer news and advice are also sent to them by e-mail as and when the need arises. Hard copy job listings are available to students at cost. During the year, 7,459 students purchased a total of 46,058 copies of job listings through the Job Notice Take Away Service.
- 2.7 More on-campus recruitment talks (85) were held this year, compared with 71 in the previous year. The total attendance was 9,147, as compared with 8,572 in 1997/98.
- 2.8 The number of vacancies advertised at the CEPC for new graduates increased by 12.3% (from 8,036 to 9,021) while full-time vacancies for recent graduates also increased by 17% (from 2,959 to 3,462). Summer jobs decreased by 18% (from 3,488 to 2,848) while part-time vacancies increased by 41% (from 7,465 to 10,527). Internship positions dropped by 22% (from 220 to 170). (Appendices I, II and III)

3. Information, Careers Education and Guidance

- 3.1 The Centre designed and developed a new web-based guidance programme – the Career Development Track, to help students start working on their careers as early as in their first year of study. It comprises three parts. Part I helps students find out what career suits them; Part II assists students to improve their chance of finding employment; and Part III shows students how to locate employment opportunities. There are three stages in each part, providing guidance to students throughout the three years of their study at the University. This programme has been placed in the CEPC homepage which has hyper-links to 138 career and employer web-sites.
- 3.2 The Centre runs a Careers Education Programme which comprises a series of 10 courses to prepare students for their future career. Total attendance reached 4,629 only which was lower than that of the previous year by 26% (Appendix IV). The drop in attendance is probably due to the fact that students' mode of learning is gradually changing from face-to-face to electronic means. During the year, many more students (5,200 as compared with 1,337 in 97/98) sought advice and guidance on the above topics through e-mail.
- 3.3 Apart from running the courses and e-mail service, the Centre also provides one-to-one counselling sessions and refers students to HKU alumni for their views about the job market.
- 3.4 The Centre acquired 45 publications for the Careers Library and recommended 38 books to the Main Library for acquisition. Topics include job search, career planning and transferable skills.
- 3.5 Since the installation of the computer-assisted careers guidance system – PROSPECT(HE), the Centre actively promoted its usage among students. It was made available on computer terminals at various locations such as the Computer Centre, the Main Library and the School of Business. During the year, over 1,800 visits to the system were recorded. To facilitate its wider use, PROSPECT(HE) is now hyperlinked to the Centre's Career Development Track (CDT).

- 3.6 Pre-interview and pre-test sessions known as Selection Exercise Preparation (SEP) continued to be popular among students. With the increase in the number of campus recruiters, the number of SEP sessions increased from 32 to 42 this year. Attendance increased from 510 to 858 (+68.2%) and over 98% of the participants rated the session as useful. The success rate of SEP participants in getting job offers remained high – 89.7% of the participants secured job offers from their target companies.
- 3.7 621 face-to-face counselling sessions with students were held. Consistent with the previous year's pattern, most of these students needed advice on career choice and job application skills.
- 3.8 Efforts were made to expand the Alumni Contact Scheme to provide more opportunities for students to have face-to-face discussion with practising professionals and executives in various career fields. During the year, 639 alumni joined the Scheme which now has a total of 737 members.
- 3.9 The series of Common Career Questions leaflets, which address questions most often asked by students, continued to be very popular, with 42,054 sets collected in the last 12 months, as compared with 32,966 sets in the previous year. We are most grateful to American International Assurance (AIA) and American International Group, Inc. (AIG) for their generous sponsorship of the series.

4. Preparation for World of Work

- 4.1 In order to prepare students for job application, interviews and other selection exercises, as well as to enhance their chance of success, the Centre regularly organises lectures and workshops on the following topics :

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

- 4.2 Transferable skills courses are organised to develop students' competencies which are considered by many employers to be essential in the world of work. Topics include :

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

- 4.3 During the summer months, lectures and workshops on workplace skills are held to alert students to the code of behaviour in the place of work so that they may adapt better to the new environment when taking up summer or permanent employment. The following subjects are covered in this series :

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

- 4.4 In response to the market's preference for experienced candidates over new graduates, a number of initiatives were undertaken by the Centre to provide students with work experience before they graduate from the University. These initiatives included internship, voluntary work and China VacTrain.
- 4.5 Both short-term and one-year internships were arranged for students in a wide spectrum of career fields, e.g. airline, banking and finance, biotechnology, computing, consultancy, engineering, human resources management, insurance, investment, law, marketing, property development, television production, tourism etc.. The monthly allowance ranged from \$5,000 to \$14,000. Students' response to these internship programmes was favourable. They particularly liked the short-term ones which were held during the summer vacation.
- 4.6 Through China VacTrain, students who wished to pursue a China-related career were arranged to work in Mainland cities during the summer vacation. The Centre managed to source 30 places from multinational companies but only 11 students were successfully placed into the programme.
- 4.7 A pre-placement training session on China affairs and workplace skills was conducted for the trainees before they embarked on an 8-week placement with companies in Shanghai, Hangzhou and Guangdong. Five participants received a monthly allowance of RMB 2,000 each; one received HK\$7,000 while the other five received no allowance. All were granted a fixed amount of HK\$5,000 by the HKU Foundation as subsidy towards their transport and lodging expenses. A counsellor visited the trainees in their workplaces and conducted a de-briefing session with them upon their return to Hong Kong. Very favourable feedbacks were received from the participating students and companies. We are planning to launch the programme on a more extensive scale in the coming year, subject to the availability of funds.
- 4.8 We also arranged students to work on a voluntary basis mainly to gain practical experience through undertaking meaningful projects. Fourteen students joined the scheme to work for three not-for-profit organisations, viz. Hong Kong Tourist Association, Hong Kong Society of Medical Services and Hong Kong International Institution of Educational Leadership.
- 4.9 This is the third year that the Centre participated in organising the Intensified Learning Opportunity Programme (ILOP) which 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. Fifty participants were drawn from the Faculties of Arts, Engineering, Law, Science, Social Sciences and the School of Business.
- 4.10 The Centre was responsible for a 16-day residential course within ILOP. This comprised personal skills diagnostic workshops, management skills training and company visits. Participants were also required to work in groups to produce and present a business project.

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

- 5.1 The Careers Advisory Board, which serves as a link between the University and the employer community, held four meetings during the year, at which the CEPC reported on its programmes and activities as well as on the action taken to implement the recommendations made by the Graduate and Employer Curriculum Feedback Project (GECEP) Report. Specific themes concerning graduate employment were also raised for discussion, which included : developing commercial and Putonghua courses for non-business students, employment opportunities in Mainland China for Hong Kong graduates, setting up a Career Development Portfolio System and organising a Work Experience Programme.
- 5.2 In pursuance of the Board's advice, the CEPC has taken action in the following areas :
- a. contributing articles to the Staff Bulletin to inform departments of the GECEP Report's recommendations on the focus and process of undergraduate education;
 - b. conveying to students, through face-to-face contacts and e-mail, the message that the current recruitment trend was focused on personal qualities rather than on disciplines of study;
 - c. organising training/internship programmes to enable students to acquire work experience;
 - d. holding exhibition/reception to brief employers on the University's programmes for the training and development of students, and to provide them with the opportunity of meeting students from these programmes;
 - e. extending CEPC services to more small and medium-sized organisations; and
 - f. having developed and launched a web-based career guidance system 'The Career Development Track' to help students map their career paths with participation and assistance from their teachers.

6. Income Generation

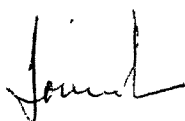
- 6.1 In view of the University-wide cost-cutting exercise, the Centre had made conscious efforts to trim down its non-essential expenses on the one hand and find means to generate income on the other so as to maintain and develop its services to students.
- 6.2 During the year, the Centre was commissioned by the Graduate School, Dental Faculty, Engineering Faculty and the Department of Civil and Structural Engineering to run tailor-made transferable skills courses and job search workshops for their students. A total of \$124,000 was generated. The income enabled us to acquire new materials for the Careers Library, to fund projects and to hire external help to do some of our work so that time could be spared for this additional teaching.
- 6.3 The Centre will continue to explore other means to generate income for the coming year.

7. Staff development and performance management

- 7.1 Senior staff, counsellors and executives of the CEPC attended a total of 34 conference, seminars and training workshops in 1998-99 (Appendix V). In-house training was conducted monthly by senior staff for our own support staff on a range of core-competencies including time management, teamwork, communication, problem-solving and decision-making. Training workshops on telephone and computing skills were also held.
- 7.2 Staff members were encouraged to put their skills into practice when contacting students, employers and colleagues from other departments. Work Improvement Team Meetings were held monthly for them to share their experience and vote for a best performer. Staff were also put on a roster to approach students in the CEPC to collect feedback about the adequacy of our services for discussion at these meetings.
- 7.3 In order to ensure that our services do meet international standards, the CEPC has obtained the services of a consultancy firm to establish a Quality System in accordance with ISO 9002 : 1994 standards and to apply for ISO 9002 Certificate from the Centre of Quality Certification, China.
- 7.4 The Centre is now engaged in the process of drawing up work manuals and procedures. Upon their completion, audit teams will visit the Centre and appraise its programmes and activities. We hope to be able to obtain the certificate at the arrival of the new millennium.

8. Staff Movement

During the year, Mrs Margaret Y L Lee, Careers Education and Placement Counsellor, resigned from the University after more than two decades' dedicated service with the CEPC. We would like to wish her every success in her future endeavours.



Louisa Li
Director
Careers Education and Placement Centre

20 October, 1999

Placement Activities 1998 - 99

		<u>Recruitment Service</u>		
		<u>1997- 98</u>	<u>1998- 99</u>	<u>Difference</u>
<u>Graduate jobs advertised</u>				<u>%</u>
	No. of Employers	2,953	3,013	+2.0
	No. of Vacancies	13,679	14,626	+6.9
-	Commerce and Industry			
	No. of Employers	2,559	2,630	+2.8
	No. of Vacancies	9,743	11,271	+15.7
-	Civil Service			
	No. of Departments	54	48	-11.1
	No. of Vacancies	2,684	2,143	-20.2
-	Education			
	No. of Schools	181	198	+9.4
	No. of Vacancies	869	787	-9.4
-	Social Services			
	No. of Organisations	143	122	-14.7
	No. of Vacancies	365	409	+12.1
-	Dental Clinics			
	No. of Dental Clinics	16	15	-6.3
	No. of Vacancies	18	16	-11.1
<u>Summer jobs advertised (including internship)</u>				
	No. of Employers	467	526	+12.6
	No. of Vacancies	3,488	2,848	-18.3
-	Commerce and Industry			
	No. of Employers	280	310	+10.7
	No. of Vacancies	1,629	1,192	-26.8
-	Civil Service			
	No. of Departments	98	112	+14.3
	No. of Vacancies	1,000	891	-10.9
-	Education			
	No. of Schools	40	43	+7.5
	No. of Vacancies	624	408	-34.6
-	Social Services			
	No. of Organisations	49	61	+24.5
	No. of Vacancies	235	357	+51.9
<u>Summer Internship</u>				
	No. of Companies	40	36	-10
	No. of Vacancies	220	170	-22.7
<u>Part-time jobs advertised</u>				
	No. of Employers	1,167	1,186	+1.6
	No. of Vacancies	7,465	10,527	+41
-	Private Tuition			
	No. of Families	450	459	+2
	No. of Vacancies	505	532	+5.3
-	Commerce and Industry			
	No. of Employers	473	473	0
	No. of Vacancies	4,112	5,110	+24.3
-	Civil Service			
	No. of Departments	18	14	-22.2
	No. of Vacancies	595	2,864	+381.3
-	Education			
	No. of Schools	145	147	+1.4
	No. of Vacancies	1,352	1,152	-14.8
-	Social Services			
	No. of Organisations	81	93	+14.8
	No. of Vacancies	901	869	-3.6

Placement Activities 1998-99Campus Recruitment Programme

	<u>1997-98</u>	<u>1998-99</u>	<u>Difference</u> %
<u>Recruitment Talk</u>			
No. of Talks	71	85	+19.7
Attendance	8,572	9,147	+6.7
<u>Walk-in-Interview</u>			
No. of Companies	3	3	0
Attendance	122	374	+206.6
<u>Recruitment Exhibition</u>			
No. of Employers	11	10	-9.1
Attendance	545	810	+48.6
<u>Company Visits</u>			
No. of Companies	3	-	-100
Attendance	10	-	-100
<u>Civil Service Careers Exhibition (biennial)</u>			
No. of Government Departments	22	-	-100
Attendance	2,302 (97-98)	-	-100
<u>Written Tests</u>			
No. of Employers	13	16	+23.1
Attendance	1,089	1,071	-1.7
<u>Campus Interviews</u>			
No. of Employers	19	20	+5.3
Attendance	987	1,178	+19.4
<u>Collection of Applications (Full-time Vacancy Only)</u>			
No. of Posts	67	75	+11.9
No. of Applications	6,256	6,072	-2.9
<u>Direct Mailing</u>			
No. of Employers	4	1	-75
No. of Mails	5,517	2,147	-61.1

Campus Recruitment Programme Participants 1998 - 99

- A T Kearney HK Ltd
- American Int'l Assurance Co (Bermeda) Ltd
- Andersen Consulting
- Azeus Systems Ltd
- Bain & Company (HK)
- Boom Securities HK Ltd
- Boston Consulting Group Int'l GMBH
- C Y Leung & Company Ltd
- Cable & Wireless HKT
- Caring International (HK) Ltd
- Cathay Pacific Airways Ltd
- Champion Technology Group
- Chartersince Realty (Int'l) Ltd
- Cheer Vacation Clubs Ltd
- Chun Wo Construction & Engineering Co Ltd
- Dairy Farm Group
- Deloitte Touche Tohmatsu
- Display Research Laboratory
- Dragages et Travaux Publics (HK) Ltd
- Dymek Asia Company
- Ernst & Young
- Gammon Construction Ltd
- General Electric Int'l Corp
- Giordano Ltd
- Glaxo Wellcome China Ltd
- Godiva Chocolatier (subsidiary of Campbell Soup Asia Ltd)
- Goldman Sachs (Asia) LLC
- Government of HKSAR - Civil Service Bureau,
Administrative Service Division (Administrative Officer)
- Government of HKSAR - Civil Service Bureau,
General Grades Office (Executive Officer II)
- Government of HKSAR - Electrical & Mechanical Service Dept.
- Government of HKSAR - Government Laboratory
- Government of HKSAR - Hong Kong Police Force
- Government of HKSAR - Industry Dept
- Government of HKSAR - Labour Department
(Assistant Labour Officer II)
- Government of HKSAR - Official Languages Agency
- Government of HKSAR - The Treasury
- Government of HKSAR - Trade & Industry Department
(Assistant Trade Officer II)
- Hang Seng Bank Ltd
- Health Circle (HK) Ltd
- HK & China Gas Co Ltd
- HK & Shanghai Banking Corp Ltd
- HK Dragon Airlines Ltd
- HK Electric Co Ltd
- HK Industrial Technology Centre Corp
- HSBC Asset Management HK Ltd
- Hsin Chong Real Estate Management Ltd
- IBM China/Hong Kong Ltd
- Infotalk Corporation Ltd
- Intel Semiconductor Ltd
- Jardine Pacific Ltd
- Jumpin Gym USA Ltd
- Jusco Stores (HK) Co Ltd
- KPMG
- Marks & Spencer (HK) Ltd
- McDonald's Restaurants (HK) Ltd
- Monitor Company
- Moores Rowland
- New York Life Insurance Worldwide Ltd
- NSA Far East Ltd
- Ocean Park Corporation
- Ove Arup & Partners HK Ltd
- PricewaterhouseCoopers
- Procter & Gamble HK Ltd
- Prudential Assurance Co Ltd
- River Trade Terminal Co Ltd
- Shui On Building Contractors Ltd
- Sing Pao Newspaper & Periodicals Ltd
- Sports International Ltd
- Standard Chartered Bank
- Swire Properties Ltd
- Treasure Land Property Consultants
- Warburg Dillon Read
- Well Club Ltd
- Zen Pacific Construction Ltd

Careers Education Programmes 1998 - 1999

	<u>No. of Sessions</u>		<u>Attendance</u>		<u>Difference</u>	
	<u>1997 - 98</u>	<u>1998 - 99</u>	<u>1997 - 98</u>	<u>1998 - 99</u>	<u>%</u>	
		Up to 31/8/99		Up to 31/8/99		
Career Planning						
1	Career Planning	6	6	562	164	-70.8
Career Development						
2	Career Development	1	1	13	15	15.4
Career Talks						
3	Overview of the World of Work	1	1	31	11	-64.5
4	Education and Social Services	1	2	130	75	-42.3
5	Advertising, Public Relations, Retailing Buying & Purchasing	1	3	98	66	-32.7
6	Information Technology, Management Consultancy, Economic & Statistical Work	1	1	40	27	-32.5
7	Broadcasting / Journalism & Reporting	2	1	84	33	-60.7
8	Accounting, Taxation, Insurance & Actuarial Work	1	1	40	5	-87.5
9	Marketing, Sales & Market Research	2	1	50	10	-80.0
10	Banking & Financial Services	1	1	68	35	-48.5
11	Tourism & Hospitality Management	1	1	35	32	-8.6
12	Career in Accounting Profession	-	3	-	274	-
13	Career in Direct Sales	-	1	-	42	-
14	Career in Banking	-	1	-	24	-
15	Career in Housing Management	-	1	-	12	-
16	Career in Estate Agency Profession	-	1	-	5	-
17	Career Seminar to Law Students	-	1	-	30	-
18	HKMA Exhibition	-	1	-	70	-
Workplace Skills						
19	Workplace Skills Workshops (Summer)	5	5	73	74	1.4
Continuing Education						
20	Continuing Education Seminars	1	5	8	98	1125.0

Transferable Skills

21	Transferable Skills Lectures	10	10	493	285	-42.2
22	Transferable Skills Workshops (Summer)	9	9	142	148	4.2

Written Application

23	Application Form	1	1	345	77	-77.7
24	Chinese Cover Letter & Resume	1	1	26	21	-19.2
25	English Cover Letter & Resume	10	11	276	541	96.0
26	Written Application Consultation	43	39	314	262	-16.6
27	Unsolicited Application	4	1	60	16	-73.3
28	NETmatch Lecture	15	10	280	109	-61.1
29	Summer Job Application	3	3	61	54	-11.5
30	Resume Review Session	-	1	-	19	-
31	Written Application Lecture for Specific Faculties	-	8	-	411	-

Interview Process

32	Selection Interview Overview	9	10	226	188	-16.8
33	Interview Skills Role-Play & Practice	36	37	191	152	-20.4
34	Selection Interview for Summer Job Seekers	2	4	62	33	-46.8
35	Dressing & Etiquette at Interview	1	2	10	70	600.0
36	Interview Skills for Specific Faculties	-	2	-	103	-

Assessment Methods

37	Civil Service Common Recruitment Examination	2	2	660	501	-24.1
38	Essay Writing in Chinese	1	1	150	66	-56.0
39	Essay Writing in English	1	1	75	37	-50.7
40	Current Affairs Questions	1	1	330	143	-56.7
41	Reasoning Tests	1	1	59	82	39.0
42	In-tray Exercises	1	1	72	18	-75.0
43	Group Discussions	1	1	38	23	-39.5
44	Presentations	1	1	18	6	-66.7

Creative Job Search

45	Referral Service	1	4	12	130	983.3
46	On-line Job Search	-	2	-	22	-
47	Networking for Jobs	-	1	-	10	-

Attendance at Programmes offered in 1997-98 but not repeated this year	36		1122		
TOTAL SESSIONS / ATTENDANCE	214	203	6254	4629	-26.0*
Department-based Training Programmes (for undergraduates)					
48 Management & Communication Skills for Civil Engineering Part III Students	20	20	104	99	-4.8
49 Creative Job Search Lecture for Final Year Engineering Students	1	1	130	200	53.8
50 Creative Job Search Team Workshop for Final Year Engineering Students	9	6	25	15	-40.0
51 Interactive Career Sharing Workshop for Social Sciences Students	1	1	40	41	2.5
Career Chats					
52 Career Chats	6	8	150	482	221.3
Selection Exercise Preparation (SEP)					
53 SEP for Specific Companies	32	42	510	858	68.2
Beauty Class for Female Students					
54 Beauty Class	8	5	175	186	6.3
Orientation Activities					
55 Freshmen Orientation	6	8	387	212	-45.2
56 Summer Job Orientation	2	1	92	46	-50.0
OTHER SESSIONS / ATTENDANCE	85	92	1613	2139	32.6

* Although physical attendance dropped by 26%, total participation increased by 30%, from 7591 last year to 9829 this year. See Paras 1.2, 2.5 and 3.2 of the Report.

Publications

	<u>1997 - 98</u>	<u>1998 - 99</u> (Up to 31/8/99)	<u>Difference</u> %
Resume Writing Workbook (No. of copies sold)	583	366	-37.2
Interview Preparation and Practice Workbook (No. of copies sold)	363	184	-49.3
Career PROSpects (No. of copies distributed)	120	1,420	1083.3
Common Career Questions (Number of sets taken away by students)	32,966	42,054	27.6

One-to-One Consultation

	<u>1997 - 98</u>	<u>1998 - 99</u> (Up to 31/8/99)	<u>Difference</u> %
Help Desk Register	541	621	14.8
Themes			
Career Choice and Development			
General Discussion	109	76	-30.3
CACGs Interpretation	2	2	0.0
Knowing Yourself	16	15	-6.3
Career Awareness	17	20	17.6
Decision Making	10	8	-20.0
Career Management	12	10	-16.7
	<hr/> 166	<hr/> 131	<hr/> -21.1
Transition from Study to Work			
Work Experience	1	2	100.0
Workplace Behaviour	-	2	-
Work Experience Appraisal	-	1	-
Personal Skills for the Workplace	-	1	-
	<hr/> 1	<hr/> 6	<hr/> 500.0
Job Seeking Skills			
Written Application	155	208	34.2
Selection Interview	105	154	46.7
Strategy and Review	52	55	5.8
	<hr/> 312	<hr/> 417	<hr/> 33.7
Employment			
Information about company or industry	17	19	11.8
Job Offers	12	10	-16.7
Employment Contracts	11	4	-63.6
	<hr/> 40	<hr/> 33	<hr/> -17.5
Further Studies			
General Discussion	15	21	40.0
Job Change			
General Discussion	3	1	-66.7
Other Matters			
	4	12	200.0

Seminars, Conferences and Workshops attended
by Counsellors and Executive Officers of the CEPC during 1998 - 99

<u>Title</u>	<u>Organiser</u>
Financial Services – The Rehabilitation of Asia’s Banking	The American Chamber of Commerce in Hong Kong
Women in Leadership Series: The Entrepreneur – How to build a business	The American Chamber of Commerce in Hong Kong
Financial Services – Strategies for Times of Change	The American Chamber of Commerce in Hong Kong
Young Professionals / Human Resources	The American Chamber of Commerce in Hong Kong
The Hong Kong Real Estate Market – A Year in Review, A Year Ahead	The American Chamber of Commerce in Hong Kong
Managing Chinese Government Relations; The View from Beijing	The American Chamber of Commerce in Hong Kong
The Current State of the Philippine Economy and Opportunity for Investment	The American Chamber of Commerce in Hong Kong
Managing Changes in Student Affairs and UK / Germany Study Visits	Asia Pacific Student Services Association
Leadership 21 st Seminar	Caliper Human Strategies China Ltd.
International Symposium on “Career Development & Public Policy : International Collaboration for National Action”	Canadian Career Development Foundation & Human Resources Development Canada, Ottawa, Canada
Turning Points : Managing Career Change	Careers Services, New Zealand and the International Association of Education & Vocational Guidance
Seminar on E-Commerce: Opportunities and Challenges	Central Policy Unit, HKSAR
Seminar: Maximizing HK’s Assets – Youth Employment and Training	Central Policy Unit, HKSAR
Seminar: A Skilled Workforce – Qualification Building and Employment	Central Policy Unit, HKSAR
Education Blueprint for the 21 st Century – Review of Academic System: Aims of Education	Education Commission
Consultation Session on Review of Academic System: Aims of Education	Education Commission
Seminar on the Final Report of the Chief Executive’s Commission on Innovation and Technology	Federation of HK Industries
IRCA (IQA) Approved Internal Quality Auditor	Hong Kong Management Association

Impact of Government Student Hall Policy on Student Affairs Workers	Hong Kong Student Services Association
Chinese Mainland Exchange Visit and Beijing Study	Hong Kong Student Services Association
VTC Workshop on Supervisory Skills	The Management Development Centre of Hong Kong
VTC Workshop on Communication Skills	The Management Development Centre of Hong Kong
Real Game Series: Co-development Meeting	National Life / Work Centre, Canada
Yangtze River District Development	Shanghai-Hong Kong Council for the Promotion and Development of Yangtze, and the Business and Professionals Federation of HK
Into the Next Millennium: Hong Kong's Competitive Strategy (Mr Michael C C Sze, Executive Director of Hong Kong Trade Development Council)	Convocation, HKU
New Challenges in the 21 st Century for Consumer Protection (Ms Anna Wu, Chairperson, Consumer Council)	Convocation, HKU
Verdicts in Criminal Law under our System of Jurisprudence (Mr Patrick Yu Shuk-Siu)	Convocation, HKU
HKUSSAA Annual Forum on Knowledge Society and Competitiveness	Social Sciences Alumni Association, The University of Hong Kong
Resident Workshop on Vision and Mission: Challenge for the Next Millennium	The University of Hong Kong
Workshop on HKU: Vision, Mission and Action Blueprint	The University of Hong Kong
Management Information Seminar: LAUNCHING TO THE NEXT MILLENNIUM	The University of Hong Kong
Y2000 Workshop Seminars	Computer Centre, The University of Hong Kong
Inauguration and Public Forum "Success Stories of HK Industrialists on Innovation and Technology	UNICORN
Forum on "Is the Hong Kong Education System able to foster Entrepreneurial Spirits?"	The Young Entrepreneurs Development Council

Graduate Employment Survey 1998

Students' Ratings of CEPC Programmes and Services

	No. of Users	Useful		Not Useful	
Careers Education Activities					
Adult Directions (i.e. computer career exploration programme)	485	454	93.6%	31	6.4%
Alumni Contact Scheme	360	353	98.1%	7	1.9%
Careers Planning	596	588	98.7%	8	1.3%
Career Talks (e.g. career in banking, marketing)	1157	1061	91.7%	96	8.3%
Transferable Skills (e.g. leadership, teamwork)	614	577	94.0%	37	6.0%
Resume Writing	940	807	85.9%	133	14.1%
Interview Skills	751	640	85.2%	111	14.8%
Assessment Methods (e.g. current affairs questions, in-tray exercise)	463	430	92.9%	33	7.1%
Creative Job Search	479	452	94.4%	27	5.6%
Company – Specific Selection Preparation Workshop (e.g. government posts)	597	533	89.3%	64	10.7%
NETmatch Lecture	581	554	95.4%	27	4.6%
Audio/Visual Training Materials	552	519	94.0%	33	6.0%
Publications	880	826	93.9%	54	6.1%
Common Careers Questions Take-Away Leaflets	954	886	92.9%	68	7.1%
Face-to-Face/E-mail Counselling Service	493	444	90.1%	49	9.9%
Guidebook to Careers Education and Placement Services	916	869	94.9%	47	5.1%
Placement Services					
Full-time Job Vacancy Notices on Notice Boards	1591	1060	66.6%	531	33.4%
Summer Job Vacancy Notices on Notice Boards	1287	933	72.5%	354	27.5%
Part-time Job Vacancy Notices on Notice Boards	1209	898	74.3%	311	25.7%
Take Away Job Notice Service	1130	721	63.8%	409	36.2%
Recruitment Talks by Employers	1306	1004	76.9%	302	23.1%
Recruitment Fairs/Exhibitions (e.g. Civil Service Careers Exhibition, Insurance Exhibition)	1145	997	87.1%	148	12.9%
NETjob – Access to all job Vacancies through the WEB	1084	807	74.4%	277	25.6%
NETmatch Service	1096	974	88.9%	122	11.1%
Application Collection Service	996	684	68.7%	312	31.3%
Arrangement for Interviews	695	492	70.8%	203	29.2%
Announcement of Shortlists	794	561	70.7%	233	29.3%
Newspaper Clippings of Job Advertisements	1218	910	74.7%	308	25.3%
Survey Information					
Employment Survey Reports	1006	909	90.4%	97	9.6%
Where did ...? Leaflets (on specific degree & subject basis)	554	511	92.2%	43	7.8%

