



Annual Report

(1 September, 2001 – 31 August, 2002)

Supporting students

Careers Education and Placement Centre

The University of Hong Kong

I. Preamble

1. In this Report, attempts will be made to answer these questions:
 - a. What is the Careers Education and Placement Centre [CePc] expected to achieve?
 - b. What has it achieved in 2001-02?
 - c. What next?
2. First of all, a word about our mission. We reckon our fundamental mission to be [a] helping students make informed decisions about careers, and [b] placing them into appropriate employment. To measure the outcome of our work, two indicators are chosen for this Report, viz employment statistics and job satisfaction rating.

II. Employment statistics

3. The economic downturn since the late '90s saw unemployment rate for the general population rising to over 7%, one of the highest records that Hong Kong has ever experienced. As the following tables indicate, our new graduates fared quite well compared to both the general population and new graduates from other campuses.

Employment situation of 2001 graduates six months after final examinations

	Further studies	Employed	Resigned from job, or declined job offer	No job offer	No. of respondents (response rate)
Undergraduates	20 %	75 %	1.5 %	2 %	2356 (89 %)
Taught Postgraduates	7 %	89 %	0.9 %	1.4 %	570 (73 %)
Research Postgraduates	22 %	67 %	1.1 %	1.1 %	181 (59 %)

Employment situation of 2001 bachelor's degree graduates

(Extracted from newspaper reports)

	Further studies	Employed	Unemployed	No. of respondents (response rate)
HKU	20 %	75 %	2 %	2356 [89 %]
CU	23 %	75 %	2.3 %	1647 [70 %]
UST	12 %	84 %	3.8 %	1744 [96 %]
PolyU	6.5 %	89 %	4.1 %	2056 [94 %]

7. A similar list applies to postgraduates with one major difference, i.e. nature of work is more important than interpersonal relationship to them.

Job satisfaction rate – 2001 new graduates

	Very satisfied	Quite satisfied	Dissatisfied	Very dissatisfied
Bachelor's Degree	18 %	67 %	14 %	1.2 %
Taught Postgraduates	21 %	66 %	11 %	1.7 %
Research Postgraduates	18 %	65 %	15 %	2.5 %

8. Most graduates also found their job relevant to their field of study:

Relevance of work to study-2001 graduates

	Closely related	Partially related	Not related	No. of respondents [response rate]
Bachelor's degrees	39 %	42 %	19 %	1118 [75 %]
Taught postgraduates	73 %	24 %	3.3 %	272 [54 %]
Research postgraduates	57 %	40 %	3.7 %	81 [66 %]

IV. CePc activities

9. To help students make informed career decisions and secure employment, the CePc organises activities and guidance materials along these categories:

Summary of CePc activities in 2001-2
For details see Appendix I

	Attendance No.	No. of visitors
Choosing a career	9	9,006
Gathering information	915	5,741
Building a winning resume	2,115	7,303
Passing selection hurdles	4,474	28,322
Checking out vacancies	9,995	355,791
Outplacement service	30	-
Guidance	17,301	202,964
Grand total in 2001-2	34,839	609,127
in 2000-1	35,394	-

Note:

Attendance No.: attendance number at talks, workshops, and one-to-one sessions

No. of visitors: number of visitors to relevant pages on web-site <<http://www.hku.hk/cepc>>.

10. Wherever possible, students were asked to rate the effectiveness of the activities which they attended. Results are quite gratifying, with 97% of the participants rating the sessions as useful.

V. Employers recruiting on campus

11. The other aspect of the CePc's work is, of course, service to employers. The major ones being, the Campus Recruitment Programme and Job Listing Service.
12. Altogether 66 employers conducted recruitment talks on campus in 2001-2. See Appendix II for Campus Recruitment Programme (CRP) Client List. Another 6,184 employers advertised 25,679 positions through the Job Listing Service. This Service includes vacancies posted on JIJIS (the Joint Institution Job Information System shared by all UGC universities) and NETjob, a HKU-only job board.

Job listing service
Last year's figures in parenthesis

	No. of employers	No. of vacancies	Differences
Graduate positions for NEW graduates	2,623 [2,783]	7,181 [8,487]	[-5.7 % employers and -15.4 % vacancies]
Graduate positions for RECENT graduates	1,224 [2,365]	2,896 [6,037]	[-48 % employers and -52 % vacancies]
Part-time student employment	2,823 [1,940]	13,783 [32,718]	[+46 % employers but -58 % vacancies]
Summer jobs / internships	738 [601]	4,715 [5,134]	[+23 % employers but -8.2 % vacancies]
Total	7,408	28,575	

13. It is very difficult to tell with certainty how successful our students were with employers recruiting on campus, since most recruiters are reluctant to divulge details. The scanty information that we have is encouraging, nevertheless.

Job offers from CRP clients to universities

	1996-7	1998-9	1999-2000	2000-01	2001-2
Unspecified	-	-	-	-	44 %
HKU	34 %	33 %	23 %	28 %	33 %
2 nd local	28 %	21 %	21 %	22 %	6 %
3 rd local	10 %	12 %	18 %	16 %	5 %
Other local	1 %	14 %	30 %	26 %	6 %
Overseas	27 %	20 %	8.5 %	8 %	6 %
Total no. of job offers	146	256	389	652	162
Response rate	20 %	37 %	24 %	44 %	41 %

Note 1 - Job offers from the Civil Service and Audit Firms were not included in this table, as both sectors recruit in the hundreds and yet data are not readily available.

Note 2 - Response rate for 1997-8 was too low for the figures to be included in this table.

Job offers from job listing clients to universities

	1996-7	1998-9	1999-2000	2000-1	2001-2
Unspecified	-	-	-	-	9 %
HKU	17 %	16 %	16 %	11 %	26 %
2 nd local	18 %	18 %	15 %	14 %	14 %
3 rd local	17 %	17 %	16 %	16 %	12 %
Other local	40 %	44 %	44 %	48 %	34 %
Overseas	8 %	5 %	10 %	11 %	5 %
Total no. of job offers	1,339	932	974	1,819	382
Response rate	11 %	5.9 %	5 %	3.4 %	2.1 %

14. What we can be certain about is that most of our employer clients are satisfied with CePc services.

Employers' rating of CePc services

	Campus Recruitment Programme Participants	Percentage
Very satisfied	21	20%
Satisfied	72	68%
Not entirely satisfied	6	6%
Dissatisfied	6	6%
Total	105	100%

15. Throughout the year, 232 visits and meetings were made to nurture relationship with employers and other bodies.

VI. What next?

16. In the coming academic year, our goal of 'helping students make informed choices' will be expanded to 'helping students develop *occupational wellness*'. Students will be encouraged to aim for careers that are personally rewarding. They will also be guided to improve their functional and generic skills through participating in activities around them. In our work with students, we shall also be mindful of our duty to develop their character as a truly educated and useful member of the community.
17. We shall also explore employment opportunities arising from the restructuring of Hong Kong's economy. We shall work closely with employers and teaching departments to improve the match between the quality of our graduates and the requirement of the workplace. Some headway, albeit quite modest at this stage, has been made on promoting *industrial fellowship* for research postgraduates and *internship* for undergraduates among employers in science and technology, information technology, and international trade.

VII. Guiding principles

18. The principles that shall guide our work are [a] HKU's corporate mission and [b] the Sutherland Report of the UGC on Higher Education in Hong Kong.
19. HKU's mission statements specified, inter alia, the University's aspiration to:
 - *provide a comprehensive education, developing fully the intellectual and personal strengths of its students;*
 - *produce graduates of distinction committed to lifelong learning, integrity and professionalism, capable of being responsive leaders and communicators in their fields; and*
 - *act in partnership with the community, providing exceptional return on public and private investment, aware of societal needs for ...its graduates...*

HKU Mission Statement 1999

20. Of the 12 key recommendations in the Sutherland Report, the following items are of particular relevance to the CePc:
 - a. That a small number of institutions be strategically identified as the focus of public and private sector support with the explicit intention of creating institutions capable of competing at the highest international levels.
 - b. That the UGC's support for teaching and learning be informed by continued attention to the educational opportunities created by demographic changes in the demand for education, by the economic case for investment in education, and the technological revolution which is reshaping both the means of delivering education, and the opportunities for learning.

The Sutherland Report 2002

Louisa Li
Director
Careers Education and Placement Centre

March 2003

Appendix I

Careers Education and Placement Centre Activities in 2001-02

Attendance at talks, workshops and one-to-one sessions

	<i>Attendance</i>
I. Choosing a Career	
1. Insight into Banking	3
2. How to choose among job offers from the Big Five Audit Firms	6
Sub-total	<u>9</u>
II. Gathering Information	
1. Employment Opportunities in Mainland China	30
2. Accountancy Career Talk and Exhibition by ACCA and CIMA	124
3. Actuary Career Talk by AIA	44
4. Advertising Seminar and Exhibition by 4A	261
5. Banking Career Talk by HKIB	34
6. Company Secretary Career Talk by HKICS	12
7. Securities Career Talk by HKSI	57
8. Postgraduate study in	
Australia	23
Canada	21
France	160
UK	58
USA	86
9. Work Shadowing	5
Sub-total	<u>915</u>

III. Building a Winning Resume

1. Key Skills Training	
a. for Civil Engineering III	349
b. for ILOP participants (Intensified Learning Opportunity Programme)	168
2. China VacTrain (30 students were placed with Mainland enterprises for summer internship)	252
3. HK Jockey Club Summer Internship Programme (61 students were placed with Mainland enterprises for summer internship)	282
4. YDC Leadership Workshop and E-Challenge Business Plan Competition	47
5. Entrepreneurship for the 21 st century by Mr Louis Pong of L P Lammas	1,017
	Sub-total
	<u>2,115</u>

IV. Passing Selection Hurdles

A. <u>Paper Screening</u>	
1. Writing a CV that will win you an interview	524
2. Prospecting applications	29
3. Retailing – Application Writing	18
4. Banking – Application Writing	280
5. Teaching – Application Writing	23
6. Commercial Banks – Application Writing	26
7. Civil and Structuring Engineering III – Application Writing	41
	Sub-total
	<u>941</u>
B. <u>Interviews</u>	
1. Enhancing your success at interviews	213
2. Interview skills and body language by ING	82
3. Arthur Andersen interviews	62
4. Big Five Audit Firms interviews	53
5. Goldman Sachs interviews	114
6. BCG interviews	5
7. KPMG interviews	13
8. PWC interviews	14
9. TDC interviews	11
10. HSBC interviews	7

Attendance

11. Swire Properties interviews	38
12. Dragonair interviews	78
13. Cathay Pacific interviews	65
14. PCCW interviews	8
15. Moores Rowland interviews	5
16. Sun Hung Kei interviews	5
17. Jones Lang LaSalle interviews	11
18. Goldman Sachs interviews	8
19. Yesasia.com interviews	11
20. Kerry Logistics interviews	15
21. Merrill Lynch interviews	8
22. Shui On interviews	12
23. Communication skills for	
a. M.B.B.S. interns	120
b. EEE III	68
c. Engineering III	157
d. Civil and Structuring Engineering III	66
23. Interview skills for	
a. Teaching positions	170
Sub-total	<u>1,419</u>

C. Selection Tests and Assessment Centre Procedures

1. Civil Service positions	
a. Common Recruitment Examination Part I and II	531
b. Current Affairs Discussions	163
c. Executive Officer	10
d. Immigration Officer	7
e. Administrative Officer	56
2. Aptitude Test – Mock Test by SHL and Cubiks	525
3. Chinese Verbal Reasoning Test – Mock Session by Department of Psychology	79
4. Chinese and English Essay Writing	25
5. Assessment Centre Procedures	
a. Hang Seng Bank	43
b. HSBC	10
c. Swire Properties	13
d. Cathay Pacific and Dragonair	58
e. Sun Hung Kei	4
Sub-total	<u>1,524</u>

	<i>Attendance</i>
D. Skin Care and Make-up Workshop by YSL and Global Vision	284
E. Vanguard Programme	306
A – E Sub-total	<u>4,474</u>
V. Checking out Vacancies	
Recruitment Talks	6,830
Campus Interviews	777
Written Tests on Campus	1,738
Labour Department Employment Service Exhibition	650
Sub-total	<u>9,995</u>
VI. Outplacement	
Personal coaching and referral	30
VII. Guidance	
Help Desk	14,227
Guidance through e-mail	2,196
Distillery (e-discussion list)	381
Advising, Coaching, Counselling	497
Sub-total	<u>17,301</u>
Grand Total	<u>34,839</u>

Campus Recruitment Programme Participants 2001-2002

- Arthur Andersen & Co.
- Azeus Systems Ltd.
- Beverley Pacific International Ltd
- Boston Consulting Group
- Cathay Pacific Airways Ltd
- CCT Telecom (HK) Ltd
- Centaline Property Agency Ltd
- Chartersince Surveyors Ltd.
- City Telecom (HK) Ltd
- CLP Power Hong Kong Ltd
- CSX World Terminals Asia Ltd
- DA Consulting Ltd
- Dah Sing Bank Ltd
- Deloitte Touche Tohmatsu
- Ernst & Young
- Exel Hong Kong Ltd
- Fantastic Natural Cosmetics Ltd
- FPDSavills (HK) Ltd
- Gammon Skanska Ltd.
- General Security (HK) Ltd
- Giordano Ltd
- Grant Thornton
- Hang Seng Bank Ltd.
- Hantec International Ltd
- Health Quotient Consultants Co Ltd
- Government of HKSAR - Civil Service Bureau
- Government of HKSAR – Commerce & Industry Bureau
- Government of HKSAR - General Grades Office
- Government of HKSAR - Hong Kong Police Force
- Hong Kong & China Gas Co Ltd
- Hong Kong Dragon Airlines Ltd
- Hongkong Electric Holdings Ltd.
- HSBC
- HSBC Investment Banking & Markets
- Hsin Chong Real Estate Management Ltd.
- Hutchison Global Crossing Ltd.
- IBM China/Hong Kong Ltd.
- i-Cable Communications Ltd
- Infosys Technologies Ltd
- Intertek Testing Services HK Ltd
- Jones Lang LaSalle Ltd
- Jumpin Gym USA Ltd.
- Jusco Stores (HK) Co Ltd
- Just Gold Co Ltd
- Karin Holdings Ltd
- Kerry Logistics (HK) Ltd.
- KPMG
- Maersk Hong Kong Ltd.
- McDonald's Restaurant (HK) Ltd.
- Money Concept (Asia) Ltd.
- Monitor Co.
- Moores Rowland
- MTR Corporation
- Ove Arup & Partners HK Ltd
- Pacific Century CyberWorks
- Patterson Financial Services Ltd
- Pfizer Corporation
- Philips Electronics Hong Kong Ltd
- PricewaterhouseCoopers
- Scott Wilson (HK) Ltd
- Sino Group, The
- Sun Hung Kai Real Estate Agency Ltd
- Sun Hung Kai Securities Ltd
- Swire Properties Ltd
- Unisys China/HK Ltd.
- Wocom Securities Ltd

Total no. of companies : 66 in 2001-02

Total no. of companies : 93 in 2000-01