

CAREERS EDUCATION AND PLACEMENT CENTRE

Annual Report 1993-94

I. Preamble

In 1993-94, the Hong Kong economy continued to do well and the new term started in September with the majority of last year's cohorts having secured employment. By November, i.e. six months after graduation, 81% of the 1993 first degree graduates were employed full-time, and 16% pursued further studies with only 1% unemployed.

Vacancies with those major employers who regularly recruit through the CEPC still did not increase at the same rate as graduate output. As a group, they offered 233 vacancies in 1993-94, which is the same as 2 years ago. (230 vacancies in 91-92, and 233 vacancies in 93-94).

Last year, HKU candidates did not do well with these employers securing only 22% of the job offers from them, whereas 26% went to candidates from the Chinese University of Hong Kong (CUHK) and 18% to returning graduates. Hence the CEPC has stepped up efforts to improve students' success in that area on the one hand, and to find new employers on the other. We have also paid special attention to small and medium businesses.

In the first initiative, success was achieved to a certain degree but the eventual result in 1994 was still disappointing. A survey on job offers was conducted in August 1994. Of the 449 job offers from regular major employers who responded, 17% went to HKU graduates, while 22% went to CUHK graduates and 28% to returning graduates.

Although placement results with regular major employers were disappointing, the situation was better with other employers. Survey findings indicated that 28% of the total 670 job offers from advertisers went to HKU graduates. CUHK graduates secured 13% and returning graduates 34%.

Moreover, efforts to attract more employers paid off, with 99 new employers (+11%) advertising an additional 733 graduate vacancies (+10%) in 1994.

Discussions were also started to improve graduates placement at source. The CEPC initiated and participated in the Careers Advisory Board's Working Groups on Secondary-Tertiary Education Interface, Core Competencies for Undergraduates, and Output Statistics. The CEPC hopes that the recommendations from these Working Groups could help to improve the quality of student input at admission, enrich the learning experience, and ensure reasonable fit between graduate output and market demand. Such developments would bring many worthwhile educational benefits, and help to improve the placement of HKU graduates.

With the Education and Manpower Branch's projection of an over supply of 32,600 postgraduates by 2,001 and the University's plan to increase the number of students for research degrees, the CEPC is keen to see that postgraduate students from HKU are well prepared for the competition for employment. Hence, we initiated interest and participated in the planning of the Core Competencies Programme run by the School of Research Studies. The aim of the Programme is to help research students acquire core competencies, both for their study in the University as well as for eventual employment in the open market.

To ensure that our concerns are legitimate and our solutions relevant, resources were conserved to create an Information Portfolio. The aim is to collect data and deliver informed views on relevant issues.

II. Contents of this Annual Report

This Report contains a brief account of the achievements of the CEPC in 1993-94. It also lists the actions that were taken to address the issues identified in the last Annual Report. Finally, it will close with the CEPC's direction for the following year.

Detailed accounts of various CEPC activities are reported separately in the following papers -

Careers Education Programmes 1993-94

Placement 1993-94

Notified Vacancies and Campus Recruitment Programme 1993-94

Information on Graduate Employment Issues 1993-94

Inter-institutional Projects, Staff Development, and Administration 1993-94

Employment Destination Statistics 1993

III. Overall Achievement

During the year under review, the CEPC achieved the following results:

Many more students attended CEPC Programmes

A total attendance of 3,945 was recorded for Careers Education Programmes, representing a 51% increase over the figure for last year. (See Appendix I)

87% reported having used the CEPC's Placement Service.

Attendances at recruitment talks increased by 45% (92-93, 5,308; 93-94, 7,780). (See Appendix II).

34% more attended the biennial Civil Service Careers Exhibition (2,331 vs 3,130, 91-92 and 93-94). (See Appendix II)

Significantly more vacancies were advertised through the CEPC

2,000 employers (+5%) advertised through the CEPC in 1993-94, offering altogether 15,000 vacancies (+22%). These comprise 8,000 graduate vacancies, a 10% increase over last year, 2,500 summer jobs (+37%) and 5,000 part-time jobs (+39%). (See Appendix III)

Furthermore, 62 employers (+5%) conducted recruitment activities on campus, and 76 (+17%) employers used our Applications Collection Service. (See Appendix II)

Job hopping rate dropped

Job hopping rate dropped from 54% in 1992 to 22% in 1993, indicating that last year's graduates were more stable in their jobs.

Unemployment remains low

Only 1% of the previous year's first degree graduates were still looking for employment six months after graduation.

A higher percentage of new graduates reported being satisfied with their job

The percentage of new graduates reporting being satisfied with their job increased from 75% in 1992 to 80% in 1993.

IV. Actions taken to address the issues identified in the last Annual Report

The need to explore employment opportunities with small and medium businesses

The CEPC stepped up efforts to source for more vacancies from small and medium businesses. As a result, 99 new employers (+11%) recruited new graduates through the CEPC last year.

A data base of around 76,000 small and medium businesses which are likely to consider new graduates was set up for students to approach on their own.

Creative Job Search Lectures were organized to encourage students to use the newspaper, other printed materials, and personal contacts to look for job leads creatively. Two sessions were conducted with an attendance of 60 students.

Enhancing HKU candidates' success with regular major employers

More sessions were held to orientate candidates for selection exercises conducted by major employers. Seventy-two additional sessions were held. A total of 644 attendances was recorded. This was more than twice the number for the previous year. A very large proportion (91%) of final interview candidates had been SEP (Selection Exercise Preparation) participants, indicating that SEP Programmes are effective to that stage. However, it was disappointing to find that only a few succeeded in getting the job offers in the end.

Special efforts were also made to help three employers source for suitable candidates through direct mailing of recruitment literature to students in targetted groups and by inviting recommendations from departments.

Cost-effective methods to process notified vacancies

The CEPC has participated in the work of the Joint Institution Job Placement System to devise an electronic data base to make the same vacancy information available to all tertiary institutions.

Employment Prospects for Research Postgraduates

The CEPC participated in the initiative by the School of Research Studies to establish a Core Competencies Programme.

The objective of this programme is to identify and facilitate the acquisition of a set of core competencies, or transferable skills, which are considered necessary or desirable for postgraduate students reading for research degrees and which will assist them not only in completing their research studies successfully but also in preparing them for successful entry into employment after graduation.

Tracing career history of graduates

The CEPC joined with Careers Services of other institutions to conduct the Tracer Study on Graduate Career Development. The purposes of the study are twofold: to trace the career development of the graduates in 1988, 1989 and 1990 including job changes, reasons for such changes and their career progress in terms of status and salary; and secondly, to observe the relationship between the graduates' disciplines of study and their career destinations and performance.

Careers Advisory Board Working Groups on Secondary - Tertiary Education Interface, Core Competencies, and Output Statistics

The CEPC contributed significant resources to these Working Groups.

They were formed :

1. to consider and make suggestions on means of interfacing secondary and tertiary education and to ensure that the secondary and tertiary sectors fulfil appropriate and complementary roles in the education of students and their preparation for the world of work.
2. to identify core competencies and to suggest teaching and assessment methods that would encourage the acquisition of these competencies in undergraduate students so as to broaden the education process and prepare students for working life after graduation, and
3. to study statistics in connection with higher education in order to assess the match between input to the University and subsequent manpower demand.

V. CEPC's direction in the coming year

In the coming year, special emphasis will be placed on conducting more surveys and industry studies, sourcing for suitable candidates among targetted groups of students, finding new clients among major employers, and developing new careers education programmes for first and second year students.

To conserve counsellor resources for the tasks listed above, self-learning materials will be actively promoted. For example, a Guidebook for Final Year Students, containing job-hunting guidelines and worksheets, will be distributed to all final year students. Participants at talks, workshops and one-to-one counselling sessions will be asked to prepare themselves beforehand by completing relevant worksheets in the Guidebook.

Louisa Lui
Director
CEPC

14th October, 1994

Careers Education Programmes in 1993-94

Attendances	<u>1992 - 93</u>	<u>1993 - 94</u>
1. <u>Careers Planning</u>		
1.1 Freshmen Orientation - Introduction to career development programmes (for Year 1)	125	221
1.2 Freshman Orientation Follow-up Workshops	-	75
1.3 Careers Sessions for Civil Engineering Part 1	323	394
2. <u>Careers Exploration</u>		
2.1 Summer Employment Briefing	25	57
2.2 Careers Forum	23	44
2.3 Insight Programmes	59	62
3. <u>Personal Managerial Skills (PMS)</u>		
3.1 Fundamentals of Management Workshop		9
3.2 Summer Employment - Employer Appraisal Feedback	85	18
3.3 PMS Video Shows	21	121
3.4 Executive Grooming	5	280

	<u>1992 - 93</u>	<u>1993 - 94</u>
4. <u>Job Seeking Skills</u>	Attendances	
4.1 Application Letter - Lectures	97	405
4.2 Application Letter - Practicum	150	83
4.3 Application Letter - Lecture to Civil Engineering Part III	51	71
4.4 Application Letter - Lecture to Speech & Hearing Sciences Year IV	16	22
4.5 Written Application Preparation Lectures	47	291
4.6 Interview Techniques - Lectures	165	285
4.7 Interview Techniques - Practicum	64	56
4.8 Interview Techniques - Lecture to Civil Engineering Part III	62	56
4.9 Mock Interviews for Civil Engineering Part III	58	83
4.10 Creative Job Search	-	60
4.11 Effective Job Seeking for Graduates	40	21
4.12 Job Seeking Skills Video Shows	67	45
5. <u>Selection Exercises Preparation</u>		
5.1 Selection Exercises Preparation	294	644
5.2 Briefing for Common Recruitment Examination	315	533
6. <u>Transition</u>		
6.1 Employment Contract and Workplace Etiquette Issues - Lecture	10	9
7. Programmes offered in 92 - 93 but not repeated in 93 - 94	516	-
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TOTAL ATTENDANCE:	2,618	3,945

Attendances	
<u>1992 - 93</u>	<u>1993 - 94</u>

8. Individual Counselling

No. of sessions by theme

Career choice and development	166	82
Transition from study to work	23	2
Job seeking skills	586	441
Employment offers	54	23
Further studies	19	10
Job change	9	6
Other matters	13	13
Total :	870	577

9. Publications Distributed

9.1 No. of Career PROSpects Distributed	1,940	1,251
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10. Careers Library

No. of registered loans

10.1 Computer Assisted Careers Guidance	336	320
10.2 Careers Videos	127	130
10.3 Personal Managerial Skills Videos	211	193
10.4 Job Seeking Skills Videos	38	64
10.5 Recruitment Talk Videos		796

Campus Recruitment Programme 1993 – 94

	<u>92 – 93</u>	<u>93 – 94</u>	<u>Difference</u> %
I. <u>Recruitment talks</u>			
Attendance	5308	7708	+45
No. of companies	58	62	+7
No. of sessions	62	65	+5
Civil Service			
Attendance	597	1293	+117
No. of departments	8	8	0
No. of sessions	8	8	0
Private Sector			
Attendance	4711	6415	+36
No. of companies	50	54	+8
No. of sessions	54	57	+6
II. <u>Recruitment exhibition</u>			
Attendance	749	610	-19
No. of participating companies	9	8	-11
III. <u>Civil Service Careers Exhibition (Biennial)</u>	<u>91 – 92</u>	<u>93 – 94</u>	
Attendance	2331	3130	+34
No. of participating departments	21	19	-10
IV. <u>Selection tests conducted on campus</u>	<u>92 – 93</u>	<u>93 – 94</u>	
Attendance	1268	1304	+3
No. of companies	12	14	+17
V. <u>Interviews conducted on campus</u>			
Attendance	863	987	+14
No. of companies	18	23	+28
VI. <u>Applications Collection Service</u>			
No. of companies	65	76	+17
No. of posts	119	131	+10
No. of applications	7810	8429	+8
VII. <u>Direct Mailing Service</u>			
No. of employers	3	1	-67
No. of mail sent	1744	38	-98

CEPC Notified Vacancies 93 – 94

	<u>92 – 93</u>	<u>93 – 94</u>	<u>Difference</u> %
Notified Vacancies	12621	15412	+22
No. of Employers	2054	2144	+4
I. Graduate Vacancies			
No. of vacancies	7244	7977	+10
No. of employers	903	1002	+11
– Private Sector			
No. of vacancies	3465	3625	+5
No. of companies	592	670	+13
– Education Sector			
No. of vacancies	1692	1962	+16
No. of schools	238	232	-3
– Civil Service			
No. of vacancies	2050	2317	+13
No. of departments	42	44	+5
– Dentistry			
No. of vacancies	37	73	+97
No. of dental clinics	31	56	+81
II. Summer jobs			
No. of vacancies	1800	2462	+37
No. of employers	346	387	+12
– Private Sector			
No. of vacancies	771	1069	+39
No. of companies	221	247	+12
– Civil Service			
No. of vacancies	542	667	+23
No. of departments	61	69	+13
– Public Organizations			
No. of vacancies	487	726	+49
No. of organizations	64	71	+11
III. Part-time jobs			
No. of vacancies	3577	4973	+39
No. of employers	805	755	-6
– Private Sector			
No. of vacancies	2530	3780	+50
No. of companies	293	324	+11
– Education Sector			
No. of vacancies	542	693	+28
No. of schools	66	63	-5
– Private Tuition			
No. of vacancies	505	500	-1
No. of employers	446	368	-18

CAREERS EDUCATION AND PLACEMENT CENTRE

Annual Report 1994 - 1995

I. Summary

1. This is a report of the activities undertaken by the Careers Education and Placement Centre in the academic year of 1994-5. It reviews the challenges that the CEPC has faced in recent years, gives an account of our responses to them and finishes with a work plan for the coming year.
2. First, the challenges.
 - i. The CEPC has been concerned about the apparent threat to HKU's pre-eminence in graduate employment as the other institutions increase their graduate output.
 - ii. We have seen the number of students in HKU growing rapidly without a commensurate increase in our resources.
 - iii. The number of research postgraduates is increasing significantly amid concerns over their employment prospects.
 - iv. These challenges were compounded in 1995 by a 10 year high unemployment rate of 3.5% in the Territory.
3. In response to these challenges, we took the following special initiatives:
 - i. helped the Careers Advisory Board (CAB) to formulate recommendations on how the quality of HKU students could be improved;
 - ii. secured funds to produce a video to impress on students the importance of English;
 - iii. approached teaching departments to nominate outstanding students for consideration by employers;
 - iv. organized more opportunities for students to practise interviews and other assessment procedures used by employers;
 - v. coped with an enlarged student population by making more use of self-study materials;
 - vi. promoted the concept of "creative job search" to encourage students actively to help themselves in a more competitive placement market;

- vii. contributed to the School of Research Studies' pilot core competencies programme for research postgraduates; and
 - viii. relayed to the Faculty of Science information on the difficulties that their graduates were experiencing in the job market.
4. Besides these special initiatives, we have continued to conduct the following regular activities :
- i. careers education programmes,
 - ii. vacancies announcements,
 - iii. on-campus recruitment talks and interviews,
 - iv. production of workbooks,
 - v. graduate employment surveys, and
 - vi. joint institutional projects.
5. In the coming year, the CEPC will continue to conduct these regular activities, as well as pursue the special initiatives listed in paragraph 3 above. We will also :
- i. set up a help desk in the Careers Library, and
 - ii. provide outplacement facilities.
6. If additional funding is available, we would like to :
- i. provide facilities to support students' creative job search efforts,
 - ii. organize a China work experience scheme,
 - iii. develop and conduct business simulation games to increase students' insight into careers,
 - iv. expand personal skills courses to broaden the educational experience of our students,
 - v. increase advertising and telemarketing efforts to increase the number of job openings advertised on campus,
 - vi. run transferable skills courses for postgraduates students,

- vii. promote the idea of recruiting research degree holders among employers, and
- viii. increase one-to-one counselling.

7. This, in brief, is the complete report of the past year and our plan for the next. The issues mentioned in it are explained in detail in the following sections.

II. HKU's pre-eminence in graduate employment

Current situation

- 8. HKU enjoyed premier status in the graduate employment arena in the past. However, the situation changed in recent years with the establishment of several new universities, the progress of these institutions, and the increasing number of Hong Kong students returning from overseas study.
- 9. Annual surveys of i) major companies joining the Campus Recruitment Programme, and ii) other companies advertising vacancies on the campus, indicate that in 1993 and 1994, major companies selected more graduates of CUHK than of HKU. In 1995, however, HKU's graduates were again more sought after.

Table I

Universities attended by appointees employed by Campus Recruitment Programme participants			
	1993	1994	1995
HKU	22%	17%	25%
CUHK	26%	21%	17%
UST	} 34%	6%	11%
other local universities		28%	25%
overseas universities	18%	28%	22%
	100%	100%	100%
Sample size			
no. of appointees	324	447	506
no. of employers	38	29	33

Table II

Universities attended by appointees employed by on-campus advertisers		
	1994	1995
HKU	28%	27%
CUHK	13%	20%
UST	2%	8%
other local universities	23%	23%
overseas universities	34%	22%
	100%	100%
Sample size		
no. of appointees	670	309
no. of companies	130	87

10. It would be unwise to put too much emphasis on the data in the two tables above, since the total number of employers of HKU graduates was 4 or 5 times greater than the number responding.
11. However, as an indicator it showed us that HKU graduates did not do well enough with large corporations. They fell short of expectations on communication skills, lateral thinking, practical orientation and career planning.

Improving quality at source

12. To help HKU address the issue of quality, the Careers Advisory Board organized, at the suggestion and with the assistance of the CEPC, a public seminar on Graduate Output and Graduate Employment in Hong Kong in April 1993. Subsequently, working parties were set up to formulate recommendations on how the quality of HKU students could be improved.
13. These recommendations were submitted to the University in December, 1994. They included the suggestion that HKU should consider admitting students on the basis of a wider range of competencies rather than focusing on examination results alone, and that the teaching processes in the University should be designed to encourage the development of communication skills, lateral thinking and practical orientation.
14. The CAB reports are now scheduled to be discussed at Senate later in the year.

Standard of English communication ability

15. To address employers' long-standing complaints about the decline in the ability of graduates to communicate in English, the CEPC successfully submitted a proposal to the University Grants Committee for a grant to produce a video and workbook package to persuade students to take advantage of the existing resources around them and to take the initiative in improving their standard of English.
16. In the video, simulated business occasions will be used to impress on students the role of Hong Kong as an international business centre and the importance of English in that setting.
17. The video will be accompanied by a workbook giving guidance on how one might improve one's English using existing resources.
18. The video and workbook will be distributed to all tertiary institutions and made available to schools.

Outstanding students

19. To increase HKU's success in placing graduates with large corporations, the CEPC mailed out personal invitations to recruitment events to scholarship holders and student society executives, when requested by employers.
20. We also approached, on behalf of employers, teaching departments for the nomination of outstanding students.
21. Last year, with the assistance of the Department of Management Studies and the Engineering Faculty, a team of 5 students was organized for the Shell International Business Competition held in the Hague in December, 1994. The HKU team did well to win this very competitive event, beating prestigious European universities including Oxford University.

Interview practice

22. To prepare students for the highly competitive job market, opportunities were organized for students to practise interviews and role play various assessment procedures used by employers.
23. These procedures included in-tray exercises, group discussions, presentations and case study discussions.
24. Practice sessions were offered in two modes --- Careers Edge and Selection Exercise Preparation (SEP). Careers Edge was held throughout the first semester. SEP sessions were offered when specific interview short-lists were announced.

III. Increasing graduate output

25. The CEPC has been coping with a larger number of graduates in the last 12 years without a commensurate increase in resources. Student numbers are expected to have grown by 87% between 1983 and 1996, with CEPC staff resources increasing by only 52%. The CEPC's concern has therefore been to deploy its limited resources to greater effect. For example, we have cut down on one-to-one sessions in favour of large lectures and independent study programmes.
26. A major development in getting students to prepare **themselves** better for presentation to employers has been the Resume and Interview Workbooks.
27. The Resume Workbook was very popular with students. Since it was introduced, we have noted that many more students have been successful in passing the paper screening stage and receiving invitations to interviews.

(16 employers shortlisted 1,608 HKU candidates in 1995 compared to 1,253 candidates a year earlier. Comments from employers indicated that this 28% increase was partly a result of natural growth and partly a result of improved quality.)
28. A new workbook, the *Guidebook for Final Year Students*, has also been produced to help students make informed career decisions. It consists of exercises guiding students to draw self portraits, complete job analyses, interview practising executives for information and make career decisions.
29. Although the workbooks are effective, they cannot entirely replace one-to-one counselling - but they ensure that, when counselling is given, it is more focused on the students' real needs and hopefully, as a result, more effective.
30. It is unfortunate that the present level of staffing does not allow more counselling to be provided.
31. Without additional resources, the CEPC cannot become more active in soliciting for job openings. As a result, the number of graduate job openings processed through the CEPC in the last 5 years decreased by 5%, whereas the number of graduates increased by 28% . Hence, the number of graduates who succeed each year in gaining employment through the CEPC has remained constant at around the 500 mark, constituting a reducing percentage of the graduates responding to the CEPC's employment survey (from 41% in 1989-90 to 32% in 1993-4) (Appendix 1).
32. Given the decrease in advertised vacancies at the CEPC, newspapers have become increasingly important as a source for job leads. The number of graduates who found employment through newspaper advertising increased from 549 (45%) in 1990 to 694 (46%) in 1994 (Appendix 1).

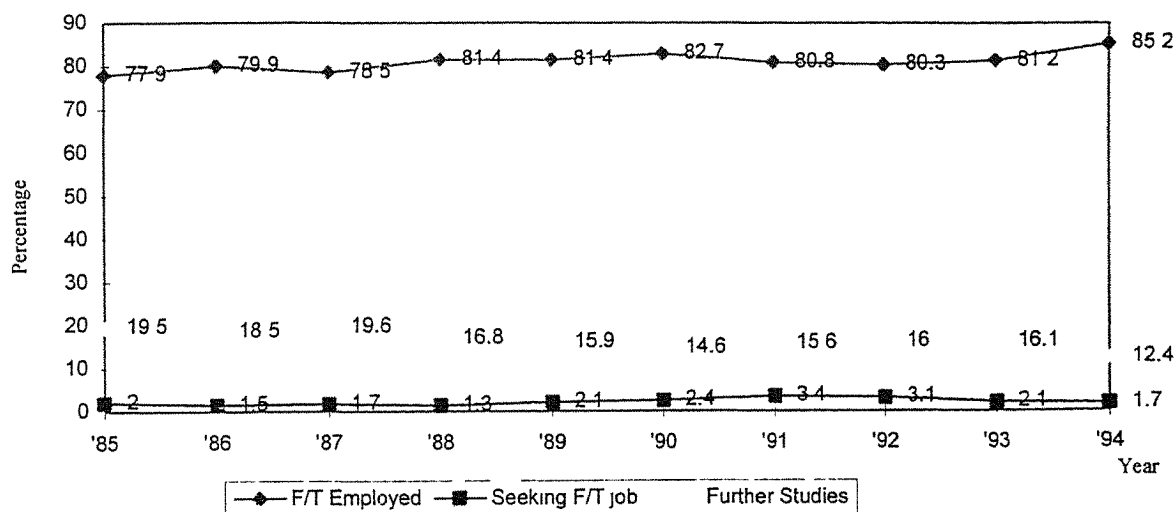
33. Being aware of the need for students to look outside the CEPC for opportunities, in 1993-4 the CEPC started courses on creative job search to encourage students to spot opportunities in the hidden job market and to network friends and relatives for job leads. In that year, 46% of the cohort found their jobs through the newspaper and 10% through their friends and relatives, providing encouraging support for the CEPC's approach.
34. In the coming year, the CEPC will continue to expand its independent study programmes and run creative job search courses.
35. We would like to step up advertising and telemarketing so as to increase the number of employers advertising on campus. We would also like to be able to provide more support for students looking for employment outside the CEPC, but we will need additional resources to do so. Detailed plans will be devised if these resources are forthcoming.

IV. Postgraduates

36. As the FTE target for HKU research postgraduates is expected to increase from 555 in 1991-92 to 1,157 in 1997-98, the CEPC is concerned about their employment prospect for three reasons.
37. Firstly, the Economics and Manpower Branch indicated in 1994 that, by 2001, Hong Kong will have a surplus of 32,600 postgraduates.
38. Secondly, CEPC data indicate that the unemployment rate of research postgraduates is higher than that for first degree graduates (2.4% for M.Phils and 5.3% for Ph.Ds against 1.1% for first degree graduates in 1994).
39. Thirdly, CEPC's current clients are not particularly inclined towards recruiting postgraduates. Only 28 employers (4%) out of a total of 704 in 1995 specifically asked for candidates with a higher degree.
40. The CEPC is keen that employers appreciate the value of research postgraduates, irrespective of their subject of study. We are also concerned that research postgraduates should utilize their research experience to enhance their employability.
41. Towards this end, the CEPC has been a significant contributor to the School of Research Studies' pilot Core Competencies Programme. We acted as facilitators to help students draw up and implement personal development action plans with their supervisors.
42. This experience indicated to the CEPC that management-training style transferable skills courses could improve the employability of postgraduates. We responded to the SRS's invitation and submitted a proposal on how the CEPC could participate in such a course, should they agree with our suggested approach.

V. Unemployment

43. Unemployment, whether for new graduates or for the general population, has not been an issue for Hong Kong in the last ten years. Normally, by six months after graduation 96% to 98% of the year's cohort were either employed full-time or were pursuing further studies; 0.4% to 1.3% had a part-time job and only 0.7% to 2.5% were unemployed.



	'85	'86	'87	'88	'89	'90	'91	'92	'93	'94
Unemployed	1.1	0.7	1.3	0.7	1.1	1.6	2.5	1.8	1.1	1.1
P/T Seeking F/T	0.9	0.8	0.4	0.6	1.0	0.8	0.7	1.3	1.0	0.6
Total	2	1.5	1.7	1.3	2.1	2.4	3.4	3.1	2.1	1.7

Fig. 1 Employment Situation (1985 - 1994)

44. However, the situation in 1995 changed for the worse. Towards the end of the summer, unemployment in the community became an issue, with unemployment rising to 3.5%, the highest in the last 10 years.

45. This brought much media attention on the possible consequences for new graduates. The CEPC was approached by numerous reporters for statistics and statements. An interim survey was therefore conducted in August, to establish the facts of the situation.

46. Only 35% of the 1995 cohort responded. 28% of those who responded were unemployed. This was much higher than the figure for the general population, but was, in our view, not unexpected given that new graduates have no previous working experience. (Appendix 2)

47. On past form, most of them are likely to be employed by the end of the year. Hence, there is as yet no cause for concern.

48. Furthermore, this figure is similar to those for previous years, indicating that new graduates have probably not been adversely affected this year by the unemployment trend in the general population. However, it is still too early to draw any firm conclusions. The CEPC will keep the situation under review and will offer additional services, if necessary.



Fig. 2 Unemployment Rate (1991-95)

49. The Interim Survey indicated, however, that unemployment was not evenly distributed. Some graduates were having more difficulties than others. These were science, social work, social sciences, dentistry, arts, mechanical and industrial engineering students. (See App ndix 2)
50. Two other reports, the Graduate Employment Report on 1994 BBA Graduates and the Report on Employment of B.Sc. Graduates confirmed the extent of the differences between disciplines.
51. The BBA report indicated that almost all of the BBA graduates joined commerce and industry, that the majority (70%) were in careers directly related to their field of study, and that their salary was 8% higher than those of other graduates working in commerce and industry.
52. The Science report, on the other hand, indicated that only 15% of the B.Sc. graduates were employed in Science-related careers excluding teaching. The percentage increased to 45% if teaching was included. Furthermore, the percentage of B.Sc. graduates being employed in careers that required less than a first degree was higher than that for other Faculties. In 1994, 27% of the B. Sc. graduates reported to be over-qualified for the jobs they held. The next highest figure was 19% for B. Eng. - Industrial & Manufacturing Systems.
53. This situation was significantly worse than that in the previous year when only 18% of the B.Sc's were in occupations not requiring a first degree.

54. The Science report was passed to the Faculty recently and we propose to discuss the issue with the Faculty in due course.

VI. Other activities

55. Besides taking the special initiatives mentioned above to address the new challenges appearing in the graduate job market, the CEPC continued to run a comprehensive programme of careers education and placement activities, to produce and publish workbooks and to participate in joint institutional projects. These are listed below.

Careers Education (see also Appendix 3)

Freshmen Orientation
Careers Orientation for Civil Engineering Part I
Careers Talk - Commerce
Careers Talk - Management
Careers Talk - Finance
Careers Talk - Services
Careers Talk for Speech and Hearing Sciences Year IV
Careers Talk for Zoology
Summer Job Orientation
Summer Jobs Performance Appraisals
Personal Managerial Skills
Executive Grooming
Fundamentals of Management
Job Search Orientation
Job Search Orientation for Postgraduates
Creative Job Search
Resume Writing
Selection Interviews
Written Application Preparation
Selection Exercises Preparation
Interview Practice Sessions for Civil Engineering Part III
Careers Edge
Starting Your New Job

Placement activities (see also Appendix 4)

Part-time jobs announcements
Summer jobs announcements
Internships announcements
Graduate jobs announcements
Recruitment talks
On-campus interviews / selection tests

Publications

Guidebook for Final Year Students
Resume Workbook
Interview Workbook
Employment Destination Statistics, 1994
Graduate Employment Report on 1994 BBA Graduates
Report on Employment of B.Sc. Graduates
The Small and Medium Enterprises Address Database

Joint Institutional Projects

The CEPC joined colleagues from the other universities in Hong Kong on the following projects:

- . Careers PROspect - a directory of graduate employers with a collection of career articles, produced by Henderson & Associates and distributed free of charge to students,
- . A Summary Report on the Career Development of First Degree Graduates in Hong Kong - A Survey of the Graduates of 1988, 1989 and 1990,
- . Joint Institution Job Information System - a central computerized network of vacancy advertising accessible to students on all campuses.

VII. Staff

56. During the year, there were three resignations -- Miss Lily Yip, Miss Susanna Mak, and Miss Joan Chung. We welcomed the following new colleagues: Miss Cindy Chan, Mr Johnson Lee, and Miss Carol Woo. Miss Chris Wong and Miss Josy Chan were promoted to Clerk I and Clerk II respectively.
57. I should like to take this opportunity to thank all my colleagues for their hard work and dedication.

VIII. Work plan 1995-6

58. In the coming year, the CEPC will build on its achievements in 1994-5 and will :
 - . follow Senate's discussion on the CAB recommendations,
 - . ensure the completion of, and actively promote the use of, the video and workbook on English,

- . continue the practice of soliciting recommendations from teaching departments,
- . give students more practice in interviews and other assessment exercises,
- . produce more workbooks and acquire more materials for the independent study programme,
- . continue to promote the concept of creative job search,
- . pursue the issues identified in the Science report,
- . set up a help desk in the Careers Library to help students use the independent study programme, and
- . set up outplacement facilities.

59. If additional resources are available, the CEPC will also:

- i. provide facilities to support students' creative job search efforts,
- ii. organize a China work experience scheme,
- iii. develop and conduct business simulation games to increase students' insight into careers,
- iv. expand personal skills courses to broaden the educational experience of our students,
- v. increase advertising and telemarketing efforts to increase the number of job openings advertised on campus,
- vi. run transferable skills courses for postgraduates students,
- vii. promote research postgraduates among employers, and
- viii. increase one-to-one counselling.

Louisa Lui (Mrs)
 Director
 Careers Education and Placement Centre

September, 1995

Attendances

<u>Careers Education Programmes</u> (Cont'd)	<u>1993 - 94</u>	<u>1994 - 95</u>
Written Application Preparation	291	241
Selection Exercises Preparation	1177	1135
Interview Practices for Civil Engineering Part III	83	27
Careers Edge	-	131
Starting Your New Job	9	8
Effective Job Seeking for Graduates	21	1
Written Application and Interview Technique Video Show	45	45
Programmes offered in 1993 - 94 but not repeated in 1994 - 95	308	-
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TOTAL ATTENDANCE :	3945	4061

Job Lead Source

Where First Degree Graduates Learned about Their First Jobs

	<u>1989-90</u>	<u>1990-91</u>	<u>1991-92</u>	<u>1992-93</u>	<u>1993-94</u>
CEPC	41%	38%	34%	36%	32%
Newspapers	45%	41%	43%	41%	46%
Faculty Staff	2%	2%	2%	3%	2%
Friends / Relatives	5%	8%	8%	9%	10%
Employment Agencies	1%	2%	3%	3%	3%
Previous Employers	1%	2%	1%	1%	1%
Unsolicited Applications	4%	5%	6%	5%	4%
Others	2%	2%	2%	3%	2%
<hr/>					
Total No. of Respondents	1220 (100%)	1251 (100%)	1327 (100%)	1289 (100%)	1509 (100%)

Unemployment rate in August

	1991		1992		1993		1994		1995
	Before Aug.	Before end. 91	Before Aug.	Before end 92	Before Aug.	Before end 93	Before Aug.	Before end. 94	Before Aug.
B.A.A.S.	12%	2%	8%	0%	0%	0%	10%	0%	11%
B.Arch.	30%	0%	23%	0%	0%	0%	0%	0%	
B.Sc.(Q.S.)	25%	6%							
B.Sc. (Surveying)	21%	0%	4%	0%	6%	0%	0%	0%	9%
B.A.	50%	2%	19%	1%	21%	1%	26%	1%	32%
B.Sc. (Comp.Sc.)	20%	0%	24%	0%	23%	0%	13%	0%	18%
B.Eng. - CE	16%	1%	7%	0%	3%	0%	10%	0%	4%
B.Eng.-Computer	13%	2%	29%	0%	21%	0%	16%	0%	17%
B.Eng.-EE	22%	2%	20%	3%	14%	1%	24%	1%	22%
B.Eng - IE	30%	2%	28%	4%	22%	0%	16%	2%	27%
B.Eng.-ME	31%	3%	25%	4%	25%	3%	30%	4%	29%
LL.B.	1%	0%	5%	2%	1%	1%	8%	2%	9%
B.Sc.	22%	4%	18%	2%	20%	3%	25%	2%	42%
B.B.A.	13%	0%	8%	1%	15%	2%	6%	0%	13%
B.Soc.Sc.	25%	5%	19%	2%	22%	1%	29%	3%	39%
B.S.W.	25%	8%	29%	4%	48%	1%	40%	0%	41%
B.Sc.(Sp. & Hear)			22%	11%	0%	0%	27%	0%	0%
B.Econ.							16%	1%	23%
B.D.S.		2%		2%		0		0	36%
Overall (except B.D.S. & M.B.,B.S.)	34%	3%	25%	2%	25%	1%	28%	1%	28%

Careers Education Programmes**Attendances**

<u>Careers Education Programmes</u>	<u>1993 - 94</u>	<u>1994 - 95</u>
Freshmen Orientation	221	287
Careers Orientation for Civil Engineering Part I	394	21
Careers Talk - Commerce	-	120
Careers Talk - Management	-	80
Careers Talk - Finance	-	70
Careers Talk - Services	-	140
Careers Talk for Speech and Hearing Sciences Year IV	22	10
Careers Talk for Zoology	-	50
Summer Job Orientation	57	26
Summer Jobs Performance Appraisals	18	18
Personal Managerial Skills	121	113
Executive Grooming	280	195
Fundamentals of Management	9	5
Job Search Orientation	-	520
Job Search Orientation for Postgraduates	-	28
Creative Job Search	60	31
Resume Writing	488	528
Selection Interviews	341	231

Placement Activities 1994 - 95

	<u>1993 - 94</u>	<u>1994 - 95</u>
Part-time jobs advertised		
No. of employers	755	806
No. of vacancies	4973	5845
Summer jobs advertised		
No. of employers	385	415
No. of vacancies	2378	2508
Internships advertised		
No. of employers	2	3
No. of vacancies	84	56
Graduate jobs advertised		
No. of employers	1002	1006
No. of vacancies	7977	8377
Recruitment talks		
No. of employers	65	61
Attendance	7708	7323
Tests and interviews conducted on campus		
Attendance		
No. of employers	14	13
i) Tests	1304	1051
No. of employers	23	19
ii) Interviews	987	1448

