

## Project Summary

Project Title and No: Youth Holistic Employment Assistant Program (0022-14)

Name of Organization: Hong Kong College of Technology

Grant Approved: HK\$1,500,000

Project Duration: 3 years (July 2009 to June 2012)

Target Group: Aged 15 to 22 (Living in Tseung Kwan O)

Location of the Project: Tseung Kwan O

### **1. Project Highlights**

#### **(i) Objectives:**

1. To build up social capital of youth through mentorship program and career counseling. Besides, this project aims at improving their values, working attitude, working habit and developing long-term career goal.
2. To build up human capital of youth through the career training and job placement. This project enhances the youth's employability and social network.
3. By the foundation of human and social capital, making the youth have clear career goal, self confidence, competence and positive values in which to take a job or receive a training continuously.
4. By the sharing platform of the mentorship program, the youth participants and mentors have the opportunity to share their experience with each other, it strengthens youth of competence, self-confidence, self-identity and self-efficacy.

#### **(ii) Project Strategies:**

1. This project collaborates with employers, schools, social service organization in the district. In order to help youths who are jobless with low academic qualifications and inadequate working skills, such network plays an important role and maximizes the efficiency.
2. This project echoes the responsibility of social enterprise; "suitable employers" will be invited to be involved in offering the job placement for the youth.
3. This project employs professional workers/persons as mentors of the youth in different career aspects. It is expected that in such a way the young people's working skills, employability and professional ethics can be efficiently enhanced.
4. This project builds up social capital of youth, to set up a network between youths, social workers, mentors and employers. Such effort aims at improving young people's confidence, setting up positive career goal and values.
5. This project provides both soft skill and job trainings which are suitable for the job market needs.

#### **(iii) Project Expected Outcome and Performance Indicators:**

1. 200 young participants in Tseung Kwan O districts participate in training of soft skill, job training in 3 years; all participants obtain basic professional ethics, have basic understanding to vocational skills and exploration of their career goal.

2. More than 120 young participants participate in the mentorship program.
3. More than 60 young participants carry on placement or on job training.
4. More than 70 young participants obtain long term employment, and more than 50 young participants receive training or continue accepting job training.
5. Build up long-term cooperation with 30 commercial companies / employers, 10 schools, 5 social service organization and 50 mentors.
6. Carry out 4 community services and more than 120 young participants participate in the mentorship sharing platform to share the mentorship experience.

## **2. Brief Description of Program:**

This project is characterized by providing in-depth career counseling and assessment, pre-job and on-job training, mentorship program to the youth. It aims at helping them to set up the career goal under the pluralistic service. Meanwhile, it includes also soft skill training and emotional support services in enhancing the youth's working attitude and habit. On the other hand, the network between the highly participated employers and mentors in different sectors could provide the on-job training and job placement. All training content will be designed according to employer's requirement and expectation, so as to ensure the training result suits the actual needs of the youth.

## **3. Unique Features and Areas of Innovation:**

1. Emphasize the utilization of human capital and social capital, the training not merely get involved in youth's employability, also build up social capital to increase the employment network for youth.
2. Emphasize the collaboration of social service organizations, employment trainings, employers, mentors and school, to encourage them showing more concern to the career development of youth.
3. Taking account to the nature of youth, the program link up with relevant employers and mentors, most of them are successful and professional person.
4. Taking account to the interests, needs and characteristics of youth, the program offer training in suitable period with high flexibility.
5. Opinions from industry and commercial sectors will be sought in training content design which ensure the training suit realistic job market.