

SS has recently consolidated two UGC-funded majors: BSS Criminology and BSS Applied Sociology, due to commence in the upcoming academic year. It is hoped that the new major will provide students with a deeper understanding of both disciplines. What an exciting start we have to the new year, with the new Departmental based admissions scheme for the four-year degree programme with an undeclared major, and a new consolidated major.

SS strives to provide all of our students with international experience; in relation to this we are pleased to announce that four students of SS have recently been successfully admitted into the upcoming intake of students for the Joint Bachelor's Degree Program with Columbia University. These students will be the second cohort of students to join the Joint Bachelor's Degree Program with Columbia University. As I am sure you read in the previous issue of SS Newsletter, the first cohort was admitted in September 2015 and consisted of two psychology students. You can read the experiences of one of the students in the previous issue of the SS Newsletter, while the exploits and experiences of the second of this initial cohort will be featured in the next SS Newsletter. The second cohort of students for the Joint Bachelor's Degree Program with Columbia University consists of two psychology and two sociology students. The four students are due to start their studies in Columbia in September 2016.



Prof Wing Lo
Head
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Department of Applied Social Sciences
Serves the Society



IN Psy OUT

Equipping Psychology students for the Professional World

Earlier this year in January 2016, 25 undergraduates in Psychology from City University of Hong Kong started the year with a trip to Singapore, exploring the field of Industrial/Organizational (I/O) Psychology and various Social enterprises. The study tour, which aimed to provide students with new learning experiences and insights into their prospective careers, was supported by the Student Development Services (SDS) (Career Leadership Fund Project), the Department of Applied

Social Sciences, and Dr. Anna Hui.

The study tour, cleverly named "IN Psy OUT", involved a comprehensive package of pre-trip briefings and training, a four-day trip to Singapore from January 4th to January 8th 2016, and post-trip agency visits and job shadowing. The following paragraphs will describe each component in detail, as well as include some feelings and thoughts shared by the participants:



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Pre-Trip Training

Preceding the trip, students joined a sharing session from an I/O psychologist at CEB Solutions and a workshop on Myers-Briggs Type Indicator (MBTI) held by the SDS. The workshop and sharing sessions served to give the participating students an idea about what I/O Psychology involves locally. To then broaden their understanding of I/O Psychology in an international context, as well as preparing them for the trip to Singapore, all 25 students were arranged into smaller working groups and tasked with researching one to two Singapore-based companies prior to the trip. They were asked to deliver a presentation in front of all the study tour participants, detailing their understanding of the assigned organizations and brainstorming questions they would like to ask some of the agencies they will visit upon arriving at Singapore, a short pre-trip briefing was delivered subsequently.

Reflecting on her experience of the pre-trip training and briefing, one of the participants commented "these preparations served as a key to raising up the study tour experiences to its maximum. Without doing some research and creating presentations to share with the rest of the groups before the departure, most students would have ended up wandering their minds, trying to figure out how the local companies worked."

Singapore Tour:

Shifting away the focus from textbooks and classroom lectures, the "IN Psy OUT" itinerary provided rare learning opportunities for students interested in I/O Psychology and the world of Social enterprises. Put simply, the study tour could be divided into three main activities: Job shadowing, social enterprise visits, and academic visits.

For job shadowing, the students visited several professional companies, including a Headhunting Company (Korn Ferry) and a Human Resources Company (Civil Service College). They were able to acquire more information about I/O Psy and have a taste of what I/O Psychologists do on a daily-basis by job shadowing them in the mentioned companies.



For the social enterprise visits, the students visited three social enterprises: Dignity Kitchen, Betr Barista Coffee Academy, and Adrenaline. All three social enterprises, in operation and deliverables, helped address key social problems that Singapore is facing. Common to all three, the owners of the companies dedicated themselves to helping people in need; for example, Betr Barista Coffee Academy hires at-risk teens or women with the intention of providing them with marketable skills and knowledge for later re-integration into the job market.

Lastly, for the academic visits, the students visited the Faculty of Psychology in Nanyang Technological University (NTU) and National University of Singapore (NUS). This opportunity was invaluable for the tour members as they were able to interact with the university students from NUS and NTU, getting to learn more about their university life, social issues in Singapore, and Psychology. Moreover, in NTU, the students had the opportunity to plan ahead for their career in Psychology or further their academic studies after themed discussions with faculty members in Psychology.

The study tour as a whole was a first-class opportunity for all the participating students to acquire in-depth knowledge and experience of the field of I/O Psychology and the social service sector in general. Consolidating reflections of the activities through de-briefings every night during the trip, students were able to explore the different aspects, techniques, requirements, and skills necessary for this career path; getting them ready to move one-step ahead in deciding their future careers. Students began to realize the breadth of application and importance of Psychology in everyday life – from offices and schools, to businesses and social services. Overall, the insights gained from the trip to Singapore provided the students with an open-mind, global outlook, and better cultural understanding to make a difference in their lives and in society through Psychology.

Post-Trip Follow-Up:

Even after the trip to Singapore, invaluable learning opportunities kept on coming. Post-trip activities, such as participating in a Job fair organized by Project X, and several day tours to some of Hong Kong's best Social enterprises & Companies, were arranged for the students, with the aim of sharpening their cultural awareness, and application of their knowledge in a localized context. The follow-up activities were arranged in hopes of building upon what was formed already through the trip – memories, friendships, knowledge, and, perhaps most importantly, understandings about what is needed to thrive in the I/O field of Psychology and how they can best contribute to society.

CREATING CHANGES – FROM SELF TO THE COMMUNITY

CITY-YOUTH EMPOWERMENT PROJECT

As a non-credit bearing service-learning project grounded with social work values, City-Youth Empowerment Project (CYEP) strives to promote the spirit of volunteerism as well as service-learning. To achieve this, nurturing volunteer leaders is one of the key way. Volunteers' devotion and commitment always show us their potentials and readiness to serve, learn and change.

CYEP launched **Volunteer Ambassador Scheme** since 2012. Through vigorous selection, 20 outstanding CYEP volunteers are selected annually to be our Volunteer Ambassador (VA) who have demonstrated dedication to serve, leadership in volunteer services, contributed innovative ideas, and helped promote the values of community participation.

Positive youth development

CYEP views each of the volunteer as unique young person who have great potentials to achieve personal development through connection with the community as well as connection with "self". In their developmental stage, it's not hard to understand that they try to explore opportunities to fulfill the needs of belongingness, recognition, autonomy, values that they agree and internalize, etc. We intend to cultivate a platform for the VAs and facilitate the fulfillment of the above elements in varies ways: the autonomy to design the service sessions, direct interaction with the service recipients, taking up the leading role in the volunteer groups, working closely with project officers, attending regular trainings and gatherings and so on. These are all pieces of involvement adding up and become their CYEP serving, learning and empowering journey.

Responsibilities of Volunteer Ambassador:

1. To promote City-Youth Empowerment Project (CYEP)
2. To establish and maintain network of volunteers
3. To support and provide trainings for volunteers
4. To assist and coordinate volunteer service and activities
5. To participate in regular trainings

To carry out their responsibilities efficiently and effectively, they are divided into four working teams with respective duties:



Training Camp for Volunteer Ambassador 2015-16



Dr. Elaine AU and generous donors attended the Inauguration Ceremony of Volunteer Ambassador 2015-16.

CAREER DECISION UPON GRADUATION



Exchange visit on Service-Learning with a Professor from US

» **Community Engagement Team**

To explore and initiate new community-outreaching opportunities for the volunteers

» **Community Promotion Team**

To help increase the extent of publicity of the project on university and community level

» **Volunteer Networking Team**

To strengthen the connections and cohesion among volunteers

» **Volunteer Training Team**

To equip volunteers with better skills, knowledge and attitudes

VAs play significant roles in assisting the operation of CYEP, including the responsibilities of promoting the connection of the project with the community, designing and leading the service through their own planning and design, etc. With the intensive coaching offered by CYEP project officers, such as regular individual supervision sessions, training workshops, VAs as project leaders are given further opportunities to consolidate their experiences through self-reflection from individuals levels to organizational level, and ultimately, to the entire community level.

Living in the era of technology, people would find easier to access information about job postings. To shorten the time on hiring process nowadays, social media platform or apps would be more preferable for many HR managers to upload the company openings quickly. Not only there are management trainee programs available for application during the career talks on campus, indeed more convenient ways for students to seek different types of job right after their graduation. However, it also means the competition on getting a job would be keen and become fast-tracking. More selection criteria in one single job position is more popular, thus how to prepare on marketing individual's profile has become a core skill in the seeking process.

To facilitate students' on better preparation of job search and career exploration, various co-curricular opportunities are available in university education. For instance, students can explore their career interests and strengthen their character, through active participation in study tour, professional internship, overseas summer school, service learning opportunities, as well as a semester long academic exchange. Students further cultivate a global sense of self efficacy and work-related competencies, such as solving problems, managing time and priorities, and working in a diverse environment.

With the funding support of Career and Leadership Fund, from Student Development Service of CityUHK, Project X team has developed a new networking platform for our third and final students to provide an authentic job seeking experience how to select and choose a right job themselves.

A mass event, titled as, "Job Fair" will be held on 21 May 2016. It is an exhibition for SS students to get more information and ideas about their career planning. There are two parts of activities: mock interview and exhibition. Mock interviews will be held in the morning session. SS Department will invite alumni to be the interviewers. Students can experience how a job interview process actually goes on. Certainly, the interviewers will give comments to participants afterward.

For the afternoon session, there will be an exhibition. Several agencies and companies will set up booths to provide job opportunities for SS students. Besides, there will be 'Employability Enhancement Counter'

providing various learning opportunities for SS students, such as training courses about serving children with special education needs (SEN), adventure-based counselling, character development training course, etc. Moreover, 'Life Planning Consultation Corner' will also be held in Job Fair. Several types of psychological assessments will be provided, in order to enhance individual self-understanding. Project X will invite guests to share their career development and tips for seeking an ideal job.

Right before this large event happens, number of students from different cohort and majors have participated in other co-curricular activities to widen their horizon on career since last semester. The following are their input. A group of 25 Applied Sociology students traveled to South Korea and visited three enormous global companies in Seoul. Meanwhile, another student from Criminology major had earned an extra-ordinary experience during her internship with deep reflection on how to identify an ideal job. In recent years, more psychology students were interested in developing their career prospects in various fields, in particular the social welfare field. Our outstanding students had shared about their reflection after joining service learning projects and the university sport team. Two of them are scholarship recipients this academic year. Finally, a social work student targeting to serve in youth and family setting wrote about her insights in joining the enthnodrama programme.

**Miss Chan Sheung Han, Sophia
Major in Applied Sociology, BSS2 Cohort 2014**

Joining the study tour to South Korea is a fruitful experience as I have learnt a lot from the visit and fieldwork. Meeting with Mr. David Richardson – (CEO of Richardson and associates) has opened up my mind. He is a native US entrepreneur and started another career development in Korea at age of 30. From his sharing, I know more about how he started his own local business after living in Korea around 10 years. What difficulties he encounters when he develops his business and how he overcomes those challenges, these experiences inspires me a great deal. As a foreigner like him would face great challenges, when he was developing his career in a country with many uncertainties. This inspires me that risk and opportunity comes side by side when you dare to take the first step. Moreover, the visit to



Current and former VAs helped in our Project's Kick-off Ceremony 2015-16



Gallup and GfK has given me a clear framework of how a research company works, and what the qualities and duties of being a marketing or social researcher are like. Also, the company has given a presentation on how they carry out a research practically which surpasses what we learn in lectures. Besides, from the sharing from both companies, it is surprising to witness how marketing research could help their clients to achieve business growth and make improvement on their products. This has motivated my interest in the aspect of marketing research which I have never thought of previously, such as effective communication of data to the public and the business community.

(Remarks: Sophia is also our SS representative to attend the corporate luncheon on 30 March, 2016. This event is organized by Student Development Service, CityU. She presented this study tour during the luncheon attended by around 150 potential employers in the community.)

Miss Wong Hoi Tung, Helen
Major in Criminology, BSS4 Cohort 2012

I am Helen, a final year student who is studying Criminology as my major. In these years, when people ask me what you are studying in the University and I say Criminology, they would usually ask, "Do you want to be a police officer?" I guess that people usually associate Criminology with disciplinary forces. Nonetheless, I do not want to work in the disciplinary force after my graduation. Although those jobs may provide me with stable salaries or clear career path, it seems that the tasks are less challenging. For my career planning, I would like to join a progressive organization where I can contribute my creativity and offer my own ideas to make the community a better place. Therefore, I am interested in advertising industries or news industries for my future career. I believe that media has its impact on happiness.

In this newsletter, I would like to express my sincere gratitude for CityU



and SS for providing me opportunities to explore potentials in myself. What the scholarship offered is the incentive for me to join overseas internship and extra-curricular courses provided by organizations other than the University. The scholarship has enabled me to build up my capacity and versatility, and it also serves as a reward or an encouragement for me to further my studies.

For me, the passion of a subject is important because it makes you want to learn more and go forward.

(Remarks: Helen has been awarded to Aji-No-Chinmi (HK) Scholarship during the academic year 14/15)

Mr. Ting Wai Chung
Major in Psychology, BSS2 Cohort 2013

If something is unconventional but worth trying, I should attempt to be an innovative pioneer. This is an insight gained after participating in Community Awareness Project 2016. Using an evidence-based form of art, ethnodrama, to reveal the inside world of related stake holders on the issue of Special Education Need (SEN) is an innovative approach to raise public awareness. It is grateful to see every scene got its fans. The scripts created through dramatizing the data gathered from interviews had left a deep impression in the audience. The success of the performance motivated me to think whether I could also try merging things that people seldom put together and make new impact. Acquired with professional and creative skills, it may be possible for me to integrate elements in positive psychology to adventure based activities, especially when the society keep searching ways for knowledge transfer. When Hong Kong students in general are stressful, providing them with fun and challenges under the framework of positive psychology might impact their lives greatly.

(Remarks: Ting has received the award of Young Chung Yee Memorial Scholarship 2016.)



Miss Li Si Yeung
Major in Psychology, BSS4 Cohort 2012

It is my honor to receive the BSocSc Outstanding Student Prize 2015/16. It serves as an important recognition for my academic and non-academic achievements and also encourages me to keep striving for excellence in the years to come. I would like to express my deepest gratitude to SS for selecting me as the recipient of the award.

In these four years, besides achievements, the precious experiences I had were unforgettable. Being the former vice-captain of the CityU Cross Country Team and a SS mentor walking through tough times with other psymates, to name a few, were all great memories. Nevertheless, as having so little time, balancing these roles was never easy. There were times when everything was just a task to be completed. No experiences were consolidated and I felt overwhelmingly anxious. It took me quite a while to adjust my priorities and to try to be fully present in the current tasks. For things with constraints, I kept the CityU sports team motto 'Be The Best That We Can Be' in mind, which minimized my anxiety level. With continuous adjustments and self-awareness, I gradually find the balance, allowing me to manage different aspects in life.

(Remarks: Si Yeung is the recipient of SS Outstanding Student Prize 2016)



Miss Chan Shu Ting, Christine
Major in Social Work, BSS4 Cohort 2013

In this Community Awareness Project, I had a great opportunity to understand more about the characteristics and needs of students with special education needs. I did not only interview parents and social worker; I also enacted the situation and difficulties of SEN students on stage based on the true stories of the interviewees. Throughout the process, I developed a different perspective on students with SEN and it reminded me that we should focus on the people's strengths instead of problems. Though SEN students have difficulties in school learning, many of them have special talents that none of the usual people have. Why don't we value and appreciate the students' strengths rather than blaming on their innate disadvantages? As a social work student, it is very important for me to put myself into clients' shoes and provide suitable service to them. If we only see the problems, difficulties and limitations of the clients, hardly can we help them to make changes. The ultimate goal of a social worker is not merely helping clients, but helping them to learn how to help themselves. Therefore, what we should do is to encourage students to realize and develop their strengths so that they are empowered and motivated to learn. In short, this project is a wonderful experience for me to gain insight into SEN students and the social work profession. It allows me to enhance my confidence and inter-personal skills, and also lets me better equip myself to be a professional social worker in the future.

