



香港輔導教師協會有限公司

Hong Kong Association of Careers Masters and Guidance Masters Limited

Correspondence Address c/o Kowloon Regional Education Office, Room EP05, Podium, East Block,
EDB Kowloon Tong Education Services Centre, 19 Suffolk Road, Kowloon Tong, Kowloon.

Tel: 2671 1722 Fax: 2671 0703 Website: <http://www.hkacmgm.org> E-mail: hkacmgm@gmail.com

10 September 2014

Dear Principal,

Registration/Renewal of Membership 2014/2015 and First Annual General Meeting

Founded in 1959, the Hong Kong Association of Careers Masters and Guidance Masters (now 'Hong Kong Association of Careers Masters and Guidance Masters Limited' [HKACMGM Ltd]) aims at providing professional support for all front-line counselling/guidance and careers guidance teachers in secondary schools of Hong Kong. We have been providing over 400 member secondary schools in 2013-2014 with all important information and professional training programs in the fields of career guidance and general guidance so that teachers and counsellors can provide quality services to students and keep themselves updated with the latest trends in the careers / counselling field. (See Appendix 1 for further details)

For improvement in quality service to member schools, the majority of our well-received and unique programs/services, including the following, are open to member schools ONLY:

- Dissemination of NAS JUPAS Statistics (there were about 10,000 individual cases of university admission results with actual subject results collected in 2013)
- Attendance to JUPAS Talk, and talks/seminars related to NAS multiple pathways
- Enrolment to use career assessment tools including Finding Your Colours of Life, Career Mapping and on-line quantitative assessments in the "myCareerMap" platform (www.mycareermap.org)
- In-house staff development programs /school-based support program

I am also pleased to inform you that the **Annual General Meeting** (AGM) of the Hong Kong Association of Careers Masters and Guidance Masters Limited (operation since 1 September 2013) will be held on Friday, 10 October 2014 from 3:30 p.m. to 5:30 p.m. at Holy Trinity College.

The 2014-2015 school year marks an important milestone in the development of Career Guidance in secondary schools in Hong Kong with the introduction of the recurrent Career and Life Planning Grant from the EDB. In order to herald the new initiative, the AGM will include a forum on '**Career and Life Planning**', releasing the results of the two surveys conducted by our Association in February and July-September 2014. In the forum, important first-hand findings on *shared understanding of career and life planning, effective use and limitations or concerns related to utilization of the CLP grant* will be disseminated, with implications on implementation of the new move for policy makers, educational professionals, school leaders and teachers expounded. *Challenges to career teachers and schools will also be analysed, good practices* will be shared, followed by a round-up by various academics and professionals in the education sector. (Please refer to Appendix 2 for details)

You are kindly requested to nominate representatives from the Careers Team, Guidance Team or Student Affairs Team of your school to attend the Annual General Meeting. Principals and vice-principals are welcome to attend the event.

To renew/apply for **membership subscription** of your school in 2014/15 (our subscription fee is \$400 per annum) and to enrol to our **AGM**, please fill in the online reply form (<http://goo.gl/rgPyky>) **on or before 30 September**, 2014 (Tuesday). The teacher-in-charge will receive an email with details of membership renewal and AGM attendance. The teachers may print out the email and return it, with a cross-cheque payable to "Hong Kong Association of Careers Masters and Guidance Masters Limited" to our correspondence address, c/o Careers Guidance Team, Education Bureau, Room EP05, Podium, East Block, EDB Kowloon Tong Education Services Centre, 19 Suffolk Road, Kowloon Tong, Kowloon **on or before 2 October 2014**. On the envelope, please write 'Membership application/renewal'.

With over 50 years of experience in the field, our prolonged dedication and enthusiasm, we will continue to play an active role in serving local careers / counselling teachers. We are looking forward to providing your school with our quality services in the future. Please contact Miss Leung at 2671 1722 for further enquiries.

Yours faithfully,

TSUI Yan Cho, Joe
Chairperson
HKACMGM Ltd

Enclosed:

- (1) **Appendix 1: List of Activities and Programs organized by HKACMGM Ltd.**
- (2) **Appendix 2: Agenda of the Annual General Meeting**
- (3) **Appendix 3: Letter of authorization for schools which are unable to attend the AGM**



香港輔導教師協會有限公司

Hong Kong Association of Careers Masters and Guidance Masters Limited

Correspondence Address c/o Kowloon Regional Education Office, Room EP05, Podium, East Block,
EDB Kowloon Tong Education Services Centre, 19 Suffolk Road, Kowloon Tong, Kowloon.

Tel: 2671 1722 Fax: 2671 0703 Website: <http://www.hkacmgm.org> E-mail: hkacmgm@gmail.com

校長先生/女士：

二零一四／二零一五年度 會員註冊／延續會籍暨第一屆會員大會事宜

香港輔導教師協會成立於一九五九年，宗旨是為所有前線的中學輔導及升學輔導老師提供支援。多年來，我們致力向四百多間會員學校的輔導及升學輔導老師提供支援和專業培訓，使他們能向學生提供最佳的輔導，及在這個日新月異的社會下掌握最新的輔導資訊。〔詳情請參閱附件一〕

為能向會員提供更適切的支援及服務，由 2011/2012 年度開始，本會大部份廣受認同和支持的活動/服務，只會開放給會員學校，其中包括：

- NAS JUPAS Statistics (新學制聯招數據)：2013 年整理約 10,000 個大學入學個案的中學文憑試成績，供老師/同學參考
- 參加新學制聯招答問大會及一系列有關新學制多元出路的講座
- 使用及訂購《尋找生命的色彩》及《生涯地圖》兩套生涯發展工具、使用 myCareerMap 網上職業興趣評估測驗及工具(www.mycareermap.org)，幫助學生了解自我、為前路作準備
- 生涯規劃及輔導到校教師專業發展培訓計劃

另本會現謹訂於二零一四年十月十日(星期五)下午三時三十分至五時三十分，假寶血會上智英文書院舉行會員大會。

二零一四/一五學年為香港中學生涯輔導發展的重要里程碑。教育局自本學年起為每所中學提供「生涯規劃教育」津貼，以協助每位學生認識個人長處、建立升學及事業發展目標。為此，本會是在是次會員大會中，安排了一節「生涯規劃」論壇，發佈本會在本年二月及七月至九月期間的兩項問卷調查結果。席間將討論一些重要結果如對生涯規劃的共同理解、「生涯規劃教育」津貼的有效運用、限制及隱憂，闡述兩項調查對政策制訂者、教育專業人員、學校領導人及老師的一些啟示，分析對前線學校及老師的挑戰，並展示一些良好的學校經驗，最後由教育界的學者及專業人員回應作為總結。〔詳情請參閱附件二〕

現誠邀 貴校委派升學輔導組／學生輔導組／學生事務組的代表參與會員大會，同時歡迎校長及副校長出席。

學校如欲成為本會二零一四／二零一五年度之會員(每年會費為港幣四百元正)及報名參與會員大會，煩請於二零一四年九月三十日(星期二)或之前填妥網上表格(<http://goo.gl/rgPyky>)，負責老師將收到有關會籍及會員大會報名的確認電郵。請負責老師列印出有關電郵，連同抬頭「香港輔導教師協會有限公司」的會費支票，於二零一四年十月二日或之前寄回聯絡地址：九龍九龍塘沙福道 19 號，教育局九龍塘教育服務中心東座平台 EP05 室教育局升學輔導組轉交「香港輔導教師協會有限公司」，並在信封面上填上「會員註冊／延續會籍事宜」字樣。如有垂詢，請致電梁小姐(2671 1722)。

憑著超過五十年在學生輔導及事業輔導界的經驗及我們一直以來對服務大眾的熱誠，我們來年會繼續為各會員提供有質素的服務，並積極地推動學生輔導／生涯輔導。我們希望能繼續為 貴校服務。

香港輔導教師協會主席

徐恩祖謹啟

二零一四年九月十日

- 附件：(1) 香港輔導教師協會有限公司工作簡介
(2) 香港輔導教師協會有限公司第一屆會員大會議程
(3) 會員大會授權書

Activities/Programmes organized by

The Hong Kong Association of Careers Masters and Guidance Masters Limited

Seminars & Workshops

Different kinds of seminars and workshops are organized for careers teachers and guidance teachers, on topics like JUPAS (both AL & DSE cohorts), professional occupations, New Academic Structure for Senior Secondary Education, Successful Transition for Secondary School Leavers under NAS, multiple pathways under NAS, overseas study, careers assessment tools, life planning, policy forum on educational matters related to NAS, Chinese Career Key, mental health, web addiction, drug addiction, neuro-linguistic programming (NLP), stress, anti-bullying program, suicide and grief counselling, etc.

Careers Guidance Course

A short course of 10 meetings is organized for careers teachers. It is specially designed for teachers currently involved in careers guidance services in schools, and those who are interested in knowing more about the career development of their students.

Guidance Course

Two short courses of 4 and 10 meetings are organized for guidance teachers. Experienced frontline guidance teachers and social workers share with teachers on topics like crisis management, ways to deal with the mass media and students with mental disturbance, etc.

Publication of Careers Guidance Handbook for Secondary School Leavers

A Handbook for secondary school graduates is published, in collaboration with Higher Education Division, EDB. The Handbook provides valuable information for them before the release of public examination results.

Publication and research on Individual Student Planning

With the support of local academics, experienced career teachers and CDI, two learning tools, “Finding Your Colours of Life” (for S.1-S.3) and “Career Mapping” (for S.4-S.6) were published for local secondary schools. Since 2007, over 70 public/school-based workshops have been organized to equip teachers involved in careers education and guidance with the required skills and knowledge of how these can be best implemented. “NAS@Career Mapping” was first released in July 2010 during the EDB International Education Forum and Expo, as an informative tool for parents and students under NAS that facilitates Individual Student Planning. With further support from the CDI, EDB, the revised e-version was available for public access.

Since 2009, with the support of Prof. Leung Seung Ming from CUHK, we have launched the myCareerMap online platform (www.mycareemap.org) through which students can take an empirically-based quantitative assessment on career inclination. Both students and career counsellors were provided with analyses of results that facilitate guidance and support for individuals.

Summer Career-Related Experience Scheme

The Scheme provides students from member schools with an opportunity to acquire work knowledge and interpersonal skills and to experience the actual working environment in safe working conditions covered by an insurance policy. Over 200 S.5 & S.6 students are arranged to work in host organizations during the summer vacation.

Newsletters

Two newsletters are published annually to report the functions organized by the Association and provides useful information for careers and guidance teachers.

JUPAS Talk and Statistics, FSTE Seminar & Seminar on Yi Jin Diploma and a new “Transition” Resource Platform

A JUPAS seminar inviting representatives from all JUPAS participating institutions is organized. It enables members to gather first-hand information from these institutions, and to clarify any queries about JUPAS application, which might have long been intriguing them.

In 2012-2013, the Association revamped the JUPAS Statistics platform with over 7000 cases with JUPAS offers, contributed by member schools. The data bank is currently the most reliable and informative resources for career teachers and students reference.

Another seminar introducing other non-JUPAS tertiary education pathways is organized. A total of 14 Federation for Self-financing Tertiary Education (FSTE) institutions were involved. Latest information regarding self-financed degree and sub-degree programs, together with a highly resourceful special issue of FSTE Newsletter, was given to participants.

An exclusive seminar on the Yi Jin Diploma (YJD) was launched. All seven YJD-offering institutions participated in this event and program details were introduced to all teachers.

A new resource platform was established and integrated at our website to provide career teachers, students and parents on various information related to multiple pathways and resource packages supporting career transition of secondary school students.

Response to Education Policies related to Careers Guidance and Guidance

In view of the emergence of various reform measures which might have significant implications on the role and development of Careers Guidance and Guidance in secondary schools, including the implementation of NAS, issues related to Multiple Pathways, Applied Learning curriculum, JUPAS and E-APP implementations and operations, and Career & Life Planning Grant, the Association is taking up a more active role in response to various policies and voicing out the needs and concerns of front-line practitioners. Representatives of the Association partook in different liaison committees or advisory meetings to channel voices of the front-line counsellors to various sectors.

香港輔導教師協會有限公司工作簡介

講座及工作坊

本會每年均為會員學校舉辦不同類型的講座及工作坊，曾舉辦的講座或工作坊有：有關不同專業之講座、聯招講座、副學位課程講座、新高中學制研討會、支援新高中學生規劃未來工作坊、「職業評估工具的本土化」工作坊、人生理「才」工作坊、「中文擇業指南」工作坊、「精神健康在校園」研討會、「如何戒掉打機的上癮行為」研討會、藥物教育教師研習班、「運用 NLP 去提升教學的效果」訓練課程、校園欺凌、「壓力、自殺與哀傷輔導」講座等。

事業輔導課程

本會每年為事業輔導老師舉辦為期十節的短期課程，介紹事業輔導理論，及實際推行輔導課程的技巧等。

輔導課程

除了事業輔導課程外，本會亦為輔導老師舉辦兩個分別為期四節及十節的輔導課程，由有經驗的輔導老師及社工主講，協助老師掌握及洞悉學生的需要，讓參加者更具體掌握實用的輔導技巧。

與教育局合作出版中學畢業生升學輔導手冊

本會與教育局高等教育部合作出版中學畢業生升學輔導手冊 2013，派發給全港中學畢業生，讓他們為放榜作好準備。

研發給學校發展生涯規劃的學習/評估工具及相關研究

本會得到課程發展處贊助計劃，並集結多位學者及富經驗的事業輔導老師的努力而編寫的本地化與工作有關的經驗架構。本會分別為初中及高中學生而設計和出版的《尋找生命的色彩》及《生涯地圖》得到非常正面的反應，至今已進行超過 50 多場公開或校本教師培訓工作坊，幫助老師掌握運用這工具的竅門和知識，協助學生規劃人生。

二零零一年七月，本會於教育局舉辦的國際教育論壇與博覽派發《新學制@生涯地圖》初版，向家長及學生介紹生涯規劃的基本理念、新學制多元出路及升學準備建議，得到非常正面的反應，並將由教育局支持印發給全港新高中學生。

二零零九年開始，我們得到中文大學梁湘明教授的支持，推出 myCareerMap 網上生涯規劃評估平台 (www.mycareermap.org)，為高中學生提供一個經嚴謹學術研究驗證的量化職業性向評估工具，學生及事業輔導人員都會得到分析報告，促進老師跟進學生需要、進行個別輔導的成效。

暑期事業體驗計劃

教育局每年均與本會合辦暑期事業體驗計劃，每年安排二百多位中五及中六學生在暑假期間到不同機構體驗數星期，了解各行業的運作，明瞭工作所需的能力、態度和其他要求，令同學們在踏入工作世界前能好好裝備自己。此計劃只接受會員學校之學生參加。

會員通訊

本會每年會出版兩期會訊「輔導之聲」，報道本會舉辦的活動，及教育界之最新發展如新學制多元出路，全方位輔導計劃、海外升學等資訊。

網上升學輔導廣播(Webcast)平台

本會與香港教育城合作，為文憑試考生提供約十場的網上實時的升學資訊及輔導，即時解答學生現場及約網上的查詢。

大學聯招講座及統計、非聯招專上課程講座、毅進文憑講座及"Transition"網上資源平台

為協助事業輔導老師指導高中學生揀選大學課程，本會每年都舉辦大學聯招講座，邀請聯招院校代表講解最新發展，及解答老師問題；去年，為照顧學生不同的需要，本會更多辦兩場大型講座，分別講解新學制下的非聯招專上課程及毅進文憑課程。另外，為協助事業輔導老師輔導高中同學選校及選科，本會特別製作一網上平台把所收集成功經聯招入讀大學的學生成績資料上載，供會員學校老師及學生參考。

此外，本會於二零一一年開拓全新的網上資源平台平台（現已為本會網頁部份內容 www.hkacmgm.org），為輔導老師、學生及家長提供有關新高中多元出路的最新資訊，及相關的生涯規劃教師培訓資源。

回應與中學生涯教育、輔導工作與專上教育相關的教育政策

因應近年教育改革中有幾個與學校生涯教育及學生輔導息息相關的措施，包括應用學習課程、高中學制改革、新學制多元出路、學生學習概覽、生涯規劃政策的推動及撥款分配等，本會除積極從教師的角度向教育局提出前線工作者的關注及意見外，也曾就職業教育課程諮詢文件進行會員學校意見調查，並將報告交教育局參考。

Hong Kong Association of Careers Master and Guidance Masters Limited

First Annual General Meeting

Date: 10 October 2014 (Friday)

Time: 3:30 p.m. – 5:30 p.m.

Venue: Holy Trinity College, 3 Wai Chi Street, Shek Kip Mei, Kowloon
(Participating teachers are encouraged to use public transport to reach the venue)

- Agenda:
1. Confirmation of the Minutes of last AGM on 10 October 2013
 2. Chairperson's Report 2013-2014
 3. Secretary's Report 2013-2014
 4. Hon. Treasurer's Statement of Account 2013-2014
 5. Voting on the Proposal of Amending the M&A on number of Vice-chairpersons (from two to three)
 6. Election of the Executive Council Members for 2014-2015
 7. Any Other Business
 8. Forum: (from around 4:00 pm – 5:00 pm)
“Career and Life Planning – What's Worth Fighting For?”

Presenters:
Dr Esther HO, Vice-chairperson, HKACMGM
Mr. HO Chun Yan, Executive Committee Member, HKACMGM

Guest respondents:
Professor Leung Seung Ming Alvin, Dean of Education, CUHK
Dr. Yuen Man Tak, Faculty of Education, HKU
Mr. Chiu Wing Tak Peter, HKACMGM
 9. Floor Discussion: (5:00 – 5:30 pm)
 10. Updates on JUPAS Statistics: New functions and Preliminary Findings

**Hong Kong Association of Careers Masters and Guidance Masters Limited
First Annual General Meeting**

Authorization Letter

(Please complete and return by **2 October 2014** if teachers of your school **CANNOT** attend the meeting)

(Fax no.: 2671 0703)

The Chairperson
Hong Kong Association of Careers Masters and Guidance Masters Limited
c/o Careers Guidance Section,
Education Bureau,
Room EP05, Podium, East Block,
EDB Kowloon Tong Education Services Centre,
19 Suffolk Road, Kowloon Tong, Kowloon

Dear Madam,

I, _____ of _____,
(Name of Principal) (Name of
school)

hereby authorize the Chairperson to attend the AGM of the Hong Kong Association of Careers Masters and Guidance Masters Limited to be held on Friday, 10 October 2014 from 3:30 p.m. to 5:30 p.m. at Holy Trinity College and to vote on my behalf.

Yours faithfully,

Signature of Principal: _____

Name of Principal: _____

School: _____

Date: _____

Tel: _____

Fax: _____