



恒生銀行
HANG SENG BANK



聖雅各福群會
St. James' Settlement

I am... 青年職學平台



I aim, therefore I am
你想 成就理想

I am... Youth Portal

career guidance & planning service

a one-stop
highly personalized digital platform

aim at expanding youths'
resources and network

inspiring them
to make informed choices

aged 15 - 29

especially high school students
& tertiary students

with offline services



Challenge in Career Planning



Students

Lack of network

70% of information is from teachers, followed by parents¹

Lack of resources

43% of students said there's insufficient information²

1. 「檢討香港中學推行生涯規劃教育的成效」報告·教育局委託香港教育大學學術顧問團隊承辦·2019年

2. 「青年想點」問卷調查報告·MWYO·2019年

Challenge in Career Planning



Teachers

Lack of manpower/ time

87% of teachers said there's insufficient time to handle³

Challenge in Career Planning



Parents

Limited knowledge in career planning/ guidance

60% of parents said they had limited knowledge³

Challenge in Career Planning



External Factors

Structural change of economy
& technology disruptions

In 2030, in **60%**

occupations, at least **1 / 3**
could be automated⁴

Challenge in Career Planning



**Inequality of resources distribution
→ Social mobility**

One-stop Digital Platform

anytime, anywhere, sharing of information & **experiences**



One-stop Digital Platform

anytime, anywhere, sharing of information & **experiences**



Registered Member
25,000+



No. of Online Mentors
400+



Website Views
760,000+



Media Coverage
190+



Social Media Engagement
160,000+

First "Online Mentorship Scheme" in HK (online consultation)



400+
Online Mentors

2,000+
Consultation



50+
Industries

40+
Universities,
tertiary institutions
& programmes

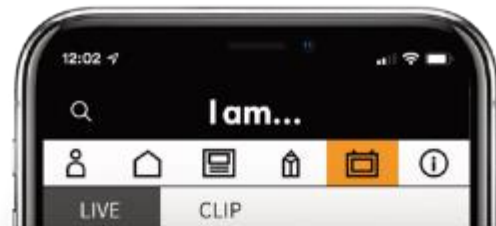
Satisfaction



Accurate & Convenient Market Information



“Edutaining” Video Clips



Iam... TV / LIVE 2019-05-31

I am... 青年職學平台—網上職學達人講座及交流會直播

I am... 青年職學平台—網上職學達人講座及交流會
日期：5月31日（五） 時間：6:30pm-8:30pm

163 已收藏



I am... 工作的一天 (粵) 睇 I am... 青年職學平台返工係咩體驗?

Yo~ 佢日睇 I am... 青年職學平台, 究竟... 呢個平台返工環境係咩樣嘢? 又有咩部門? 每個部門負責咩嘢? 同事們又係點樣相處? 大家有線了! 今個片就睇睇平台職學達人 Anik 嗰日一晝實況生... 等佢哋大家去唔同部門體驗總啦! ~ 唔好再片頭呢, 平台同事...

74 收藏



師兄師姐 圍爐取經 | 護理學 X 老年學【上集】

I am... 青年職學平台全新一輯《師兄師姐 圍爐取經》上線啦! 世上唔多科, 唔多行, 就係呢網上課程資料點有! 呢一輯會請啲同學和師兄師姐一齊圍爐傾下偈! 今集度有護理系 X 職 Wincy 同老年學 X 職 Leo, 會同大家講吓呢啲科嘢有咩分別! 仲會講...



各落生物為您呈獻《2021新年街訪特輯》

嗰陣嘅2021年就過咗! 佢哋哋50多位過咗點嘢? 有冇訂立一啲新年目標比自己嘢? 如果未有咁緊要, 快啲入埋睇吓佢哋係點樣同埋呢啲新年! 各落生物全人堆度祝大家新年快樂! 身體健康! 🧧🧨🧨

31 收藏



《中學選科x中文口試》by 各落生物

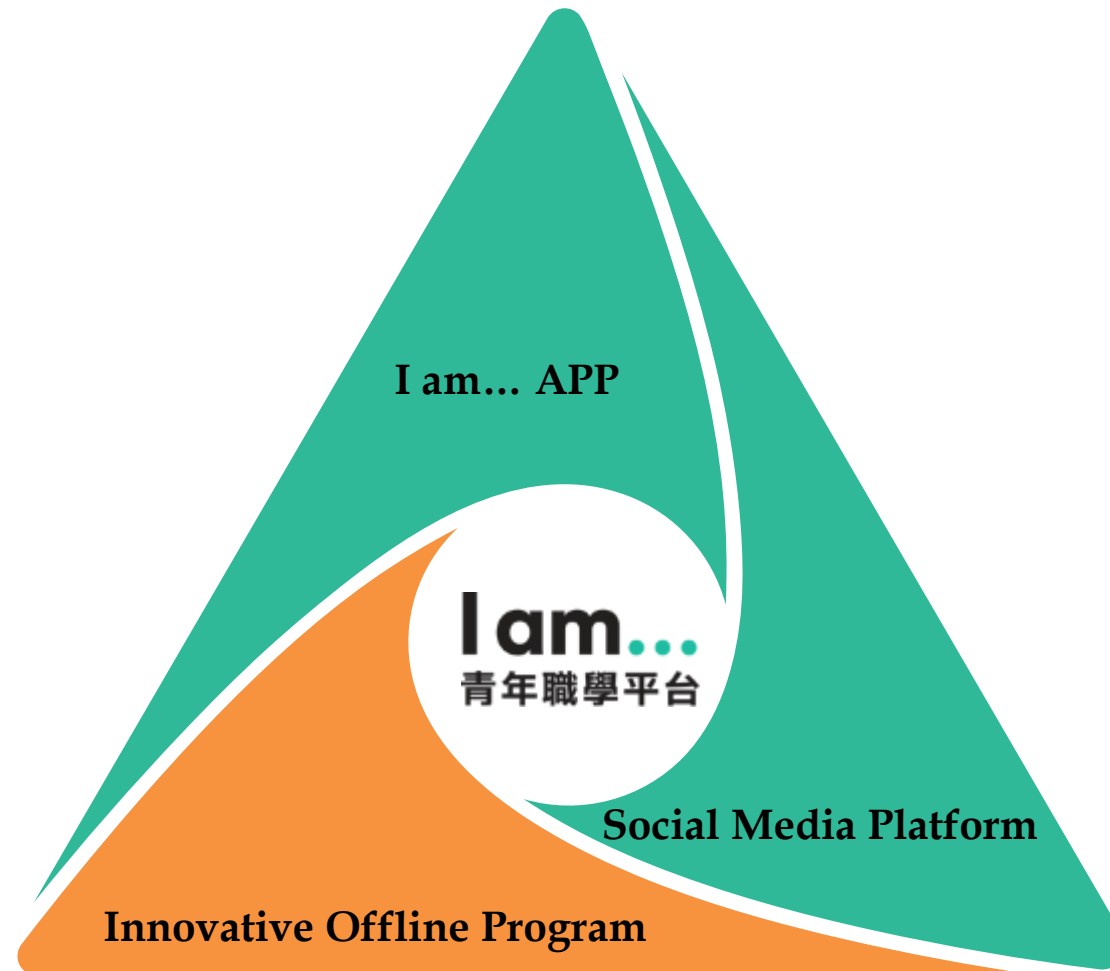
通知大家中學嗰陣會點樣揀科呢? 今次我哋重溫DSE嗰中文口試... 一齊探討究竟中學揀科同大學揀科有咩關係! 作為過來人, 一定可以令你對揀科有全新想法! 你哋快啲加入埋睇吓!



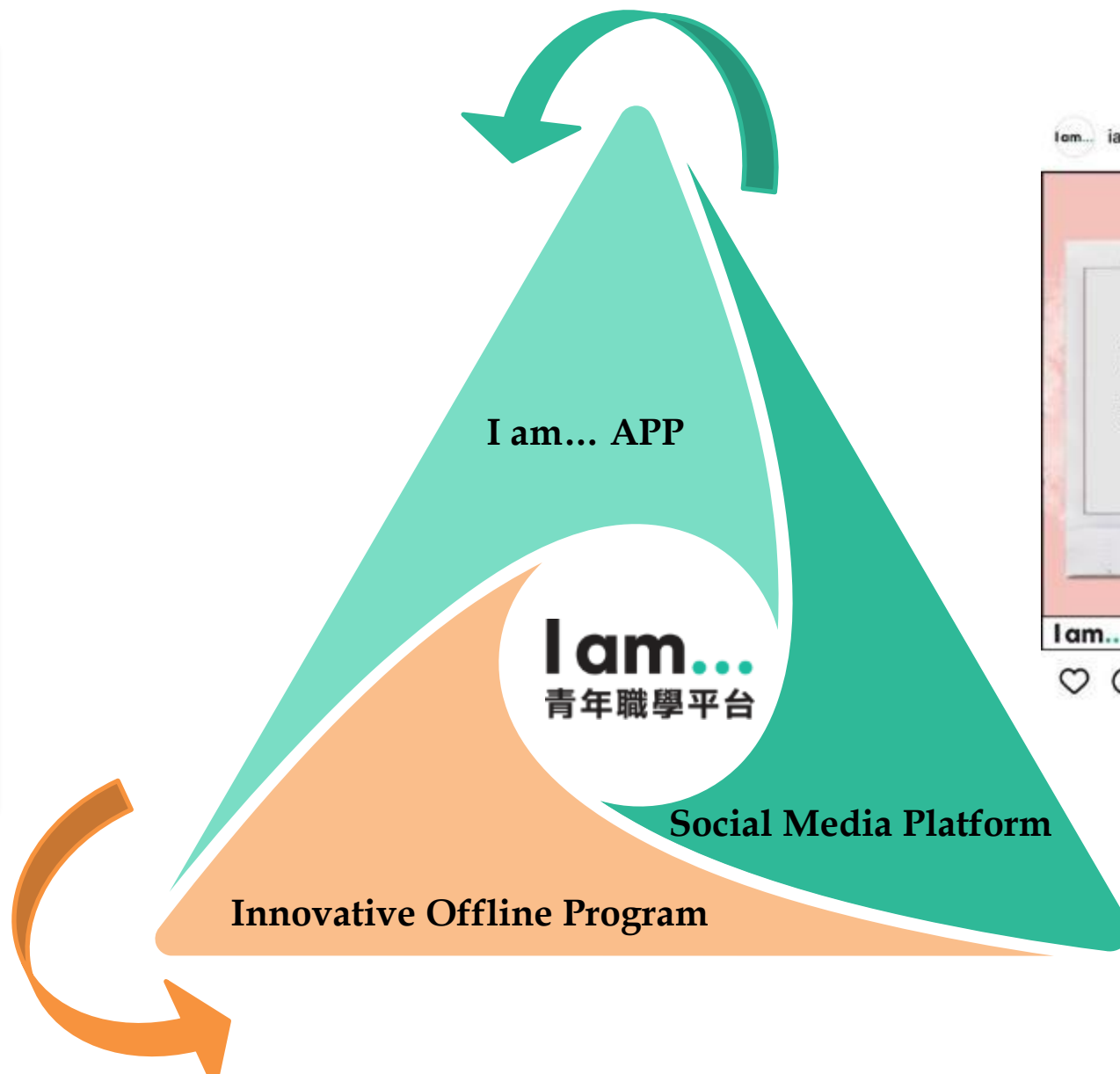
Tools about Self-knowledge



O2O2O (Online-Offline-Online) Career Planning Service



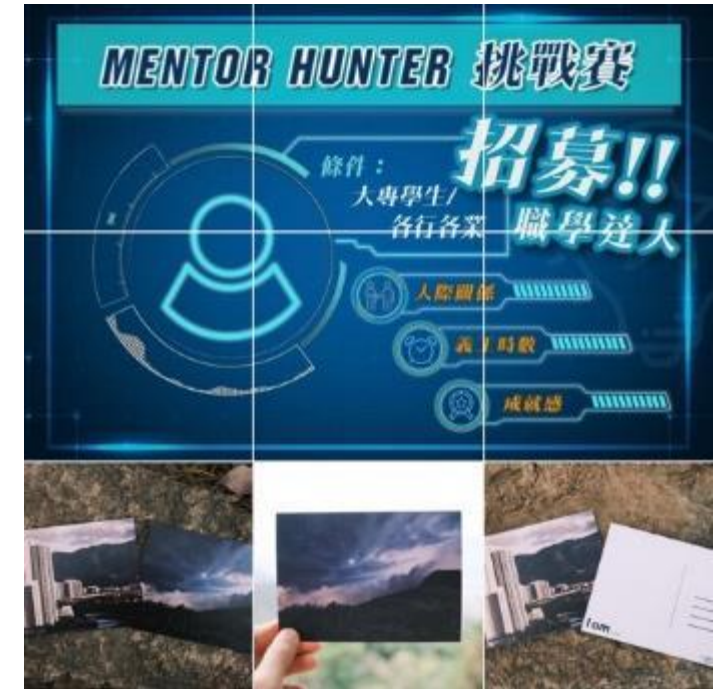
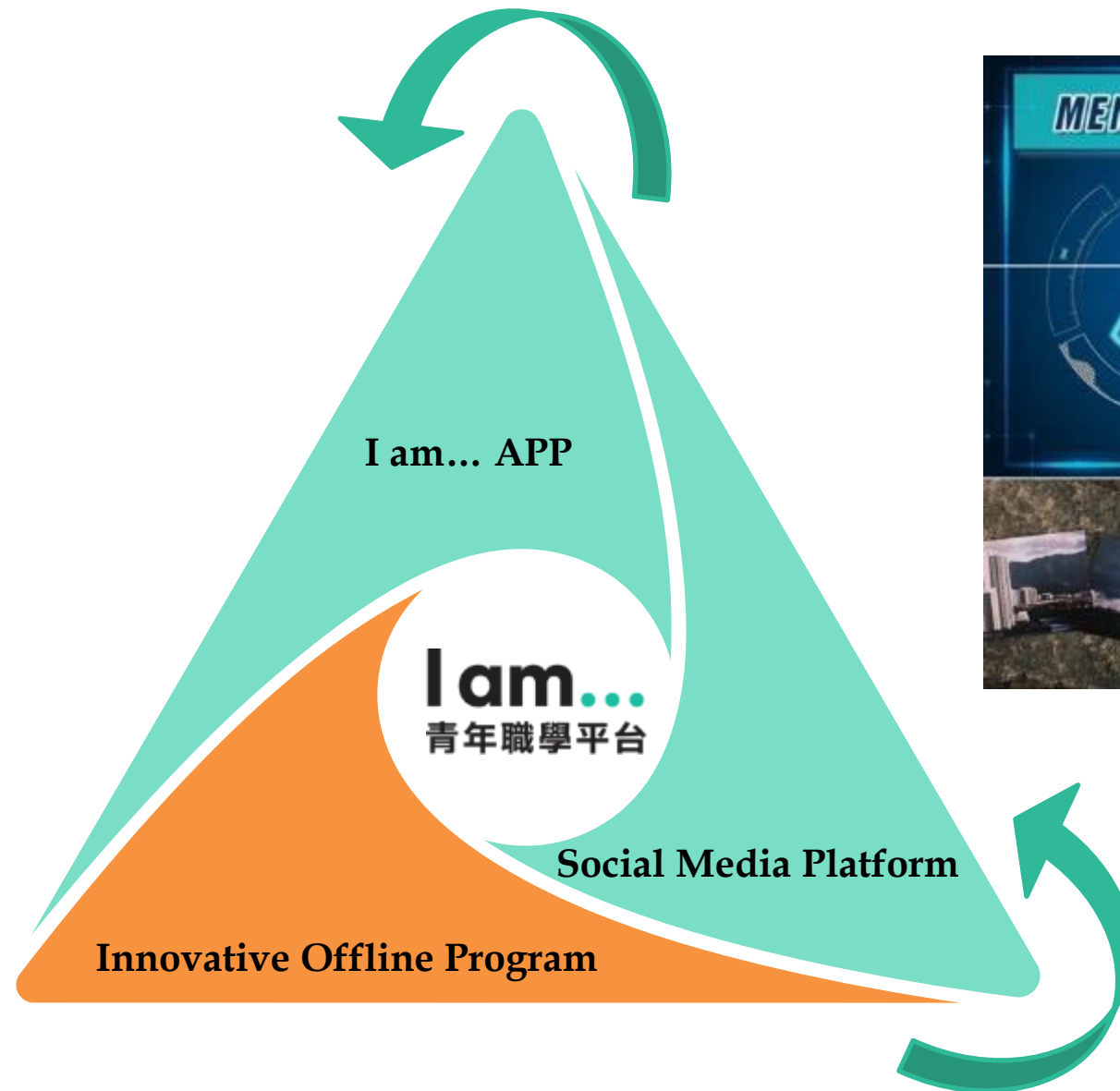
Social Media - APP - Offline Program



Social Media - Offline Program - APP



Offline Program - Social Media - APP



Innovative Offline Program

Get the sense from APP



Youth Champion
- co-create the content

Real World Exposure

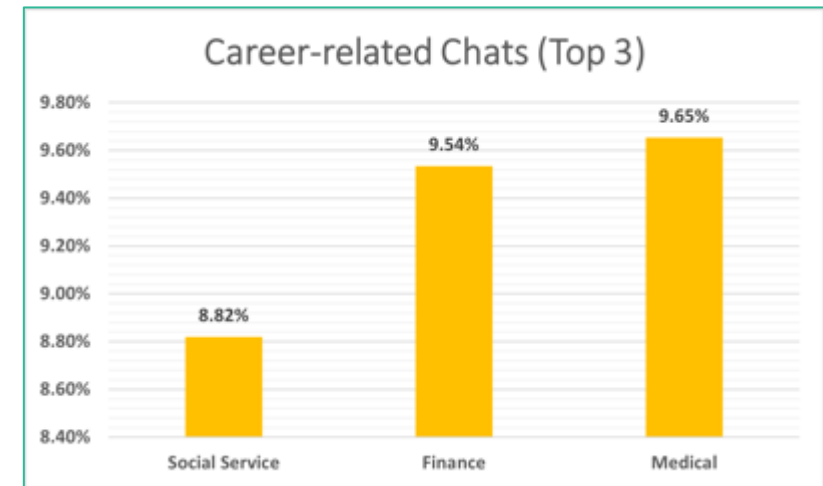
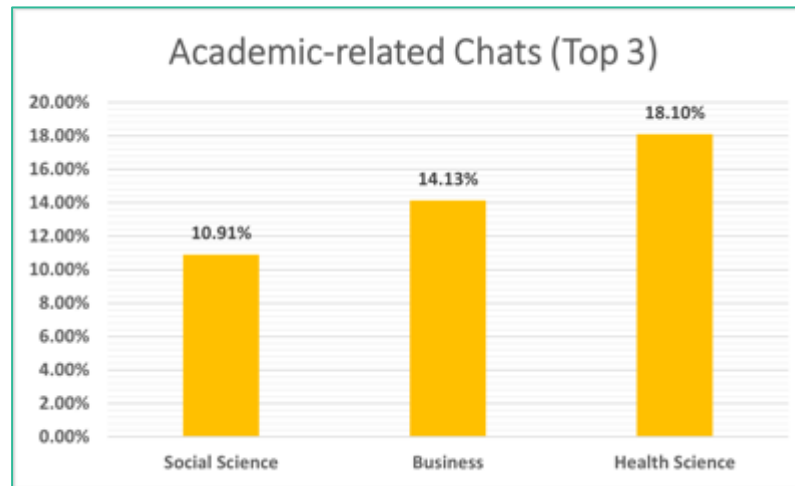


Some Findings (1)

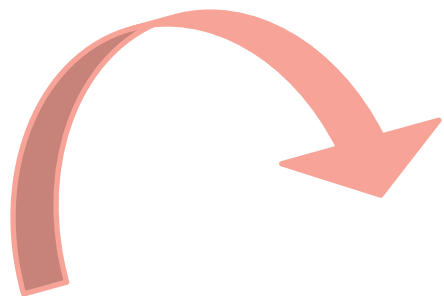


“Peak season” found

“Hot topics” in Online Consultation



Some Findings (2)



87% → 92%

Increased **concern**
over study & career
plan (Career Adapt-
Abilities Scale)

90.5%

Increased Knowledge

45% → 74%

Increased **motivation** to
plan



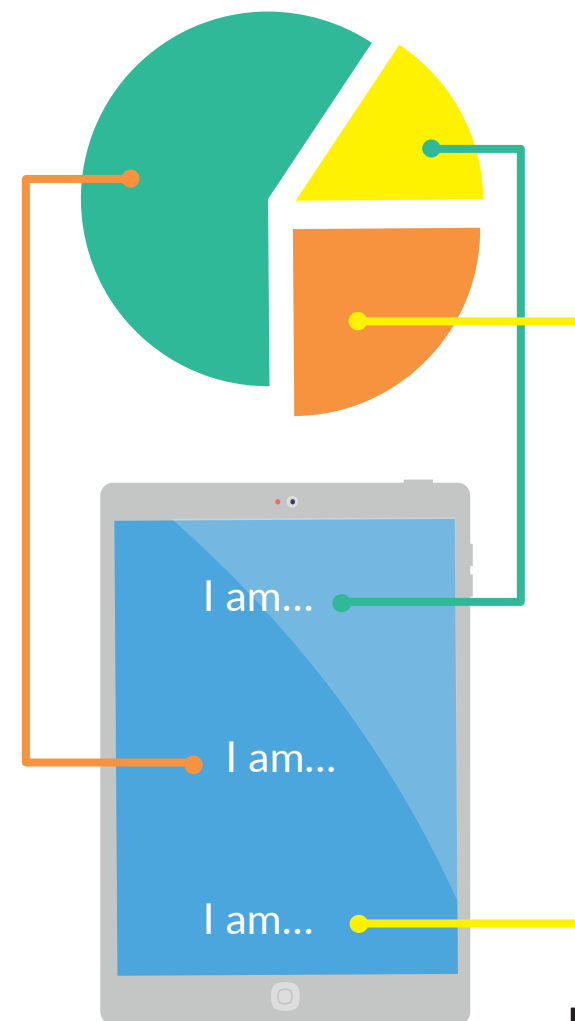
Advantages of using technologies

Data-driven decision making

- Operational efficiency
 - Performance of online mentors (e.g., consultation duration, response time & ratings)
 - User activities (e.g., time spending on what content & formats, peak hours & seasons)
- Service development
 - Social listening (e.g., trend of youths' need, concerned areas)

Many possibilities on the infrastructure

- e-learning?
- forum?



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