Service Learning In A Lunar New Year Fair:
Cultivating Social Entrepreneurship Through Close Collaboration Between University, Secondary And Primary Students

Dr. Vincent Ng, Ms. Edith Chan
Department of Computing, The Hong Kong Polytechnic University
COMP – Community Outreach Program

- To encourage our students to serve the community by contributing their IT professional knowledge in community service.

http://communityservice.comp.polyu.edu.hk
COMP Projects

- 34+ projects
- Types of projects
  - Services to our university students.
  - Services to primary/secondary school students, provided by PolyU staff and students.
  - Services to special recipients/the public, provided by the PolyU.
  - Services outside Hong Kong.
COMP Projects

IT Training for Teachers
COMP Projects

2008 Projects

- Hong Kong FLL Robotics Tournament
- Hubei IT Service Learning Tour
- **Innovation Odyssey - Entrepreneurial Challenge**
- Kowloon West New Era Anti-Drug without Boundary Carnival
- Complementary Study subject on “Service Learning in Information Technology.”
- Christmas Party for mentally-handicapped special-needs children
- Creative Robot Programming Camp
- Cultural Experience Camp for Asylum Seekers
- Gansu IT Services Learning Tour
- Hong Chi Networking Project
- Hong Chi Children Home Visits to The Hong Kong Central Park and The Zoological and Botanical Gardens
This project aims to:

- developing students to be capable to connect, integrate and apply knowledge, perspectives and skills for the benefit of the community.

- inspiring students to develop new entrepreneurial models that provide solutions to fulfill social needs
Programs

Training Program
- Train-the-trainer
- Designed by University staff and professionals
- Teachers and students to learn together
- Tangible results
- Prepare participants to the Pilot Community Program

Pilot Community Program
- Teachers and students to design and implement their own experimental projects
- Liaise closely with NGO partners
- Encourage and facilitate collaboration and knowledge sharing among students
- Reinforce entrepreneurship
- monitoring, supervision and coaching services will be provided by the project team
Programs

Training Program
~ To learn

Pilot Community Program
~ To apply
Collaboration Model

NGOs → University → Primary → Secondary

Services

Training
Kick off activity of the Pilot Community Program
Lunar New Year Caring Fun Fair

- **When:** 21-26 Jan, 2009
- **Where:** Victoria Park, Hong Kong
- **What:** To provide opportunities for the workshop participants to utilize the skills they've learnt in an actual setting
- **How:** to run a stall in the Victoria Park Lunar New Year Fair
- **Who:** 50 students, 5 teachers, 30 volunteers from schools and NGOs
Objectives

- Help students to become aware of how they might contribute to the community
- To provide authentic and experiential learning experiences to students
Structure

- Organizer:
  Dept. of Computing,
  The Hong Kong Polytechnic University

- Collaborating NGOs:
  - Senior Citizen Home Safety Association
  - Hong Chi Association
  - Association for Engineering and Medical Volunteer Services

- Sponsor:
  The Quality Education Fund
## Participating Schools

<table>
<thead>
<tr>
<th>Primary Schools</th>
<th>CCC Kei Faat Primary School (Yau Tong)</th>
<th>中華基督教會基法小學 (油塘)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKH Kei Fook Primary School</td>
<td>聖公會基福小學</td>
</tr>
<tr>
<td></td>
<td>St Edward’s Catholic Primary School</td>
<td>聖愛德華天主教小學</td>
</tr>
<tr>
<td></td>
<td>St Mary’s Canossian School</td>
<td>嘉諾撒聖瑪利學校</td>
</tr>
<tr>
<td>Secondary School</td>
<td>Ho Lap College (SPSD By The Sik Sik Yuen)</td>
<td>嚴色園主辦可立中學</td>
</tr>
<tr>
<td>Special School</td>
<td>Hong Chi Winifred Mary Cheung Morninghope School</td>
<td>匡智張玉瓊晨輝學校</td>
</tr>
<tr>
<td>University</td>
<td>The Hong Kong Polytechnic University</td>
<td>香港理工大學</td>
</tr>
</tbody>
</table>
Roles

- Consultant: event management
- Mentor
- Sponsor: Venue, setup cost, equipment
- Facilitator
- Promoter: External publicity
- Accountant: manage all incomes and expenses

- Planner: Selling and promotion strategies
- Promoter: Intra-school promotion
- Designer: Booth decoration, costumes, promotion materials
- Executor: selling products at the stalls

- Consultant: Expertise in social welfare
- Partner
- Expertise
- Charity sale products
- Organization members
- Guests
Our services

- **Training**
  Provide pre-service training

- **Supervision**
  Organize pre-event meeting

- **Monitoring**
  Contacting team leaders about the progress

- **Support**
  Provide venue, promotion, PR

- **Recognition**
  Issue certificates to participants

- **Evaluation**
  Guidance on evaluation reports
Student Collaborations

- Sell the products designed and made on their own
- Participate in night/overnight shifts
- Promote among peer groups and youngsters
- Better communication skills

- Sell products provided by NGOs
- Participate in morning shifts
- Promote among parents
- Attract more visitors, more sincere

- Sell products from HK and mainland wholesalers
- Participate in afternoon and evening shifts
- Promote among teachers and alumni
- More energetic
Activities

11/08
- Stall bidding

12/08
- Promotion and recruitment

Early 1/09
- Meeting with teams
- Pre-service training

Mid 1/09
- Visits to NGOs
- Design and Prototyping

Late 1/09
- Events (20/1 – 26/1)
- Post-event evaluation
• Stall bidding
• Meeting with teams
• Pre-service training
• Visits to NGOs

Senior Citizen Home Safety Association

Hong Chi Winifred Mary Cheung
Morninghope School
• Design and Prototyping

• Soap and mobile straps making
• Primary students were guided by NGO representatives
• Purchase of LNY products

• Secondary students purchased the products from Hong Kong and Mainland wholesalers
• Design and Prototyping

• all of the Lunar New Year products were designed and hand made by University students
• Booth and costumes design

• Teams could use their own booth and costume design
Lunar New Year Fair at Victoria Park
Impacts
## Overall Outcomes

<table>
<thead>
<tr>
<th>SERVICE ASPECTS</th>
<th>LEARNING ASPECTS</th>
</tr>
</thead>
</table>
| • Benefit to students:  
Try to run a business under a limited cost  
Commitment to community  
Greater exposure to society | • Students know:  
Procedures of running an event  
Difficulties of running a business |
| • Benefit to the community partner:  
Connection with schools  
Financial support from charity sales | • Students understand:  
Respect all forms of diversity  
Their strengths and weaknesses |
| • Benefit to the school:  
Provide authentic learning experiences to students  
Have a understanding of service learning model | • Students are able to:  
Think divergently  
Solve problems  
Plan |
## Competencies

<table>
<thead>
<tr>
<th>Skills</th>
<th>Knowledge</th>
<th>Attitude</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. collaboration skills</td>
<td>1. Event management</td>
<td>1. Entrepreneurship</td>
</tr>
<tr>
<td>2. communication skills</td>
<td>• Human resources</td>
<td>2. Risk management</td>
</tr>
<tr>
<td>3. creativity</td>
<td>• Financial resources</td>
<td>3. Business ethics</td>
</tr>
<tr>
<td>4. critical thinking</td>
<td>2. Sales strategies</td>
<td>4. Commitment to community</td>
</tr>
<tr>
<td>technology skills</td>
<td>• Marketing management</td>
<td>5. Sense of responsibility</td>
</tr>
<tr>
<td>7. problem-solving</td>
<td>• Products &amp; pricing</td>
<td></td>
</tr>
<tr>
<td>skills</td>
<td>• Promotion</td>
<td></td>
</tr>
<tr>
<td>8. self-management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>skills</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. study skills</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Dissemination
小學推年宵

中華基督教會基法小學（油塘）今年首次參與維園年宵義賣，為匯眾會籌款。早前同學到過匯眾會學習製作電話紙條，並構思應用硬卡紙把電話紙條托，及寫上祝福語句，他們也會出售肥皂，把兩條肥皂放進包裝盒，以40元兩條售價。小朋友更自製了4個角色的紙牌，包括學生、老人家、BB仔和白領等，更會分工在維園招徠不同顧客。同學稱，電話紙條的紙張有紙盒、水果，外形可愛，且每條都是限量製作。「其實穿一條紙條纔好花心思，今次更是與有儀人一齊盡力希望我們的熱誠和用心的紙牌，能為匯眾會籌到2,500至5,000元善款。」

該校校長梁淑儀笑言希望這批年宵先鋒，可領銜師弟妹在日後的實習會上發揮所長，「最重要是學到同理心，自己若被拒，也會想到自己面對其他推銷員時，不想買也要尊重別人。」
Post event newsletter
理大新聞

理大師生辦年宵義賣活動實踐服務社會使命

2009-01-19

香港理工大學（理大）電子計算學系將於農曆年間舉行「福『宵』開開門」活動，實踐服務社會的使命及推廣互助共融的精神。該系師生聯同六所本港中小學的學生及多個志願團體，於本月廿日至二十六日期間，在香港維多利亞公園年宵市場設立義賣攤位，銷售由他們親自製作的年宵產品，善款收益捐贈本校慈善團體。

福『宵』開開門是理大電子計算學系主辦及香港優質學校基金資助的「創意思未來」BC計劃一部分的首項活動，目的是增加學生的營商知識和技巧，裝備他們投身社會，同時透過與本港中小學及社會服務機構的跨界別合作，進一步推廣慈善團體的精神。

參與該項活動的中小學生來自嘉諾撒聖母學校、聖愛德華天主教小學、聖公會基福小學、中華基督教會基夫小學及香港張玉堂學校。學生參與理大電子計算學系師生組成的團隊，於過去數月積極投入活動策劃，理大師生的指導下，他們參與產品設計及製作、人手分配及推廣設計、宣傳策，義賣活動宣傳期間制定。部份學生參與理大工職員及理大數字工程師到訪於理大電子計算學系巡視校，與校學生一同製作燈飾及電話等義賣項目，體現理大電子計算學的精神。團隊亦嘗試將家長志願者協會，了解平安運作和長老的團隊。義賣活動收益將捐銷給香協辦招聘協會、區智會等工程及醫療教育工作協會。

義賣活動舉行期間特設「打氣日」（一月二十三日），策劃活動的理大師生及參與的中小學生和志願團體代表將到訪攤位，以表達對支持義賣項目的同學和家長的支持和感謝。

「創意思未來」BC計劃由理大電子計算學系主辦及香港優質學校基金資助，透過「創意企業家培訓計劃」，培養學生的企業思維及訓練他們以創意思維制定企業的經營策略，設計符合企業管理效益及有利於社會發展的企業方案及實踐。創意企業家培訓計劃已於二零零八年七月展開，參加培訓的師生超過一百位，學生完成培訓計劃後將獲參與「社會實踐計劃」。在團隊老師及計劃顧問的指導下，應用和實踐可以提升社會效益的企業方案。

有關「福『宵』開開門」詳情可瀏覽：
http://piec.comp.polyu.edu.hk/pilot_activities.html，或致電：二七二六七二三三

聯絡理大電子計算學系。
Evaluation
The original questionnaire given to each school after the event

創新我未來 – EC 計劃
社會實踐計劃 --- 「Fun『宵』展關懷」意見調查

為了解各单位对是次活动的意见，请填妥后传真至 21700113。
请于空格内加上“√”号。

10. 对这次计划活动的整体评价如何？
   □ 很好 □ 好 □ 一般 □ 欠佳（请于第 9 条说明）

11. 地点安排
   11a. 在维多利亚公园举行此活动是否适合？
       □ 适合 □ 太远，请建议：________________________
   11b. 摊位 201 这个位置是否合适？
       □ 适合 □ 不合适，请建议：________________________

12. 经营时段（六小时）是否适合？
   □ 适合 □ 过短，请建议：____________ □ 太长，请建议：____________

13. 技术支援
   13a. 摊位设备、用具是否足够？
       □ 足够 □ 不够，意见：________________________
   13b. 摊位布置？
       □ 足够 □ 不够，意见：________________________

14. 大会支援
   14a. 事前准备、联络、跟进是否足够？
       □ 足够 □ 不够，意见：________________________
   14b. 在场支援是否足够？
       □ 足够 □ 不够，意见：________________________
# Feedbacks (from 5 participated school teams)

<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Rating</td>
<td>Very Good</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Good</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Fair</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Poor</td>
<td>0</td>
</tr>
<tr>
<td>Venue</td>
<td>Appropriate</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Too far</td>
<td>0</td>
</tr>
<tr>
<td>Stall</td>
<td>Appropriate</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Too far</td>
<td>0</td>
</tr>
<tr>
<td>Operation hours (6 hrs)</td>
<td>Appropriate</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Too short</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Too long</td>
<td>0</td>
</tr>
<tr>
<td>Operation Modes</td>
<td>Appropriate</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Inappropriate</td>
<td>0</td>
</tr>
<tr>
<td>Equipment support</td>
<td>Sufficient</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Insufficient</td>
<td>0</td>
</tr>
<tr>
<td>Stall setup support</td>
<td>Sufficient</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Insufficient</td>
<td>0</td>
</tr>
<tr>
<td>Onsite support</td>
<td>Sufficient</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Insufficient</td>
<td>0</td>
</tr>
<tr>
<td>Overall support</td>
<td>Sufficient</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Insufficient</td>
<td>0</td>
</tr>
<tr>
<td>Participation in next year</td>
<td>Yes</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>0</td>
</tr>
</tbody>
</table>
Students Comments

嘉諾撒聖瑪利學校
童心「燭」福
合作單位：長者安居服務協會
江小姐 我深深地體會到幫助別人的快樂，是遠遠超乎
物質上得到的快樂……
楊寶鴻 高興透過這次社會實踐計劃，協助到有需要
的長者，向他們展現我們的關懷！
吳思穎 我認為我達到了服務社會和推廣互助共融的目
的。對長者安居服務協會的工作加深了認識，希望「平安鐘」能使更多長者受惠。

可立中學（篾色園主辦）
「珠」光寶「喜」
何嘉雯 準備到真正推銷都很特別。我想這次應是我第
一次做「生意」了！真是難忘的經歷。
阮兆楷 非常開心。因為我從未試過開舖頭，亦都
含辛茹苦。

中華基督教會基法小學（油塘）
愛心彩虹機繩
合作單位：匡智張玉瑾晨輝學校
衛天蕊 我學到了如何訂立目標顧客、做生意的技巧及如何做企業家，亦增進了我與同
學之間的友誼。
劉婉姍 這次的活動令我可以重用去年學到
做生意的技巧，如怎樣推銷產品、挑選產品
對象等。

http://ioec.comp.polyu.edu.hk/LNYF_comments.html
eLearning platform development for patients with diabetes
[Hong Kong Society of Rehabilitation]

Robotics Training Workshops for the Children from Low Income Families
[S.K.H. Holy Carpenter Church Community Centre]

Advanced I.T. Training for Mentally Disabled Children from the Hong Chi Children Home
[Hong Chi Association]

Private Tutorial Services for Children from Ethnic Minority Families
[Christian Action]

Software Development for Recycling Centres
[Ever Green Association]

Coming up this summer…