



Pitching
Competition

Training
Course cum
Mentored
Practicum

Online
Knowledge
Hub

Jockey Club MEL Institute Project

賽馬會「衡坊」培訓計劃

Training
Schedule &
Enrollment

Overview

Organised by

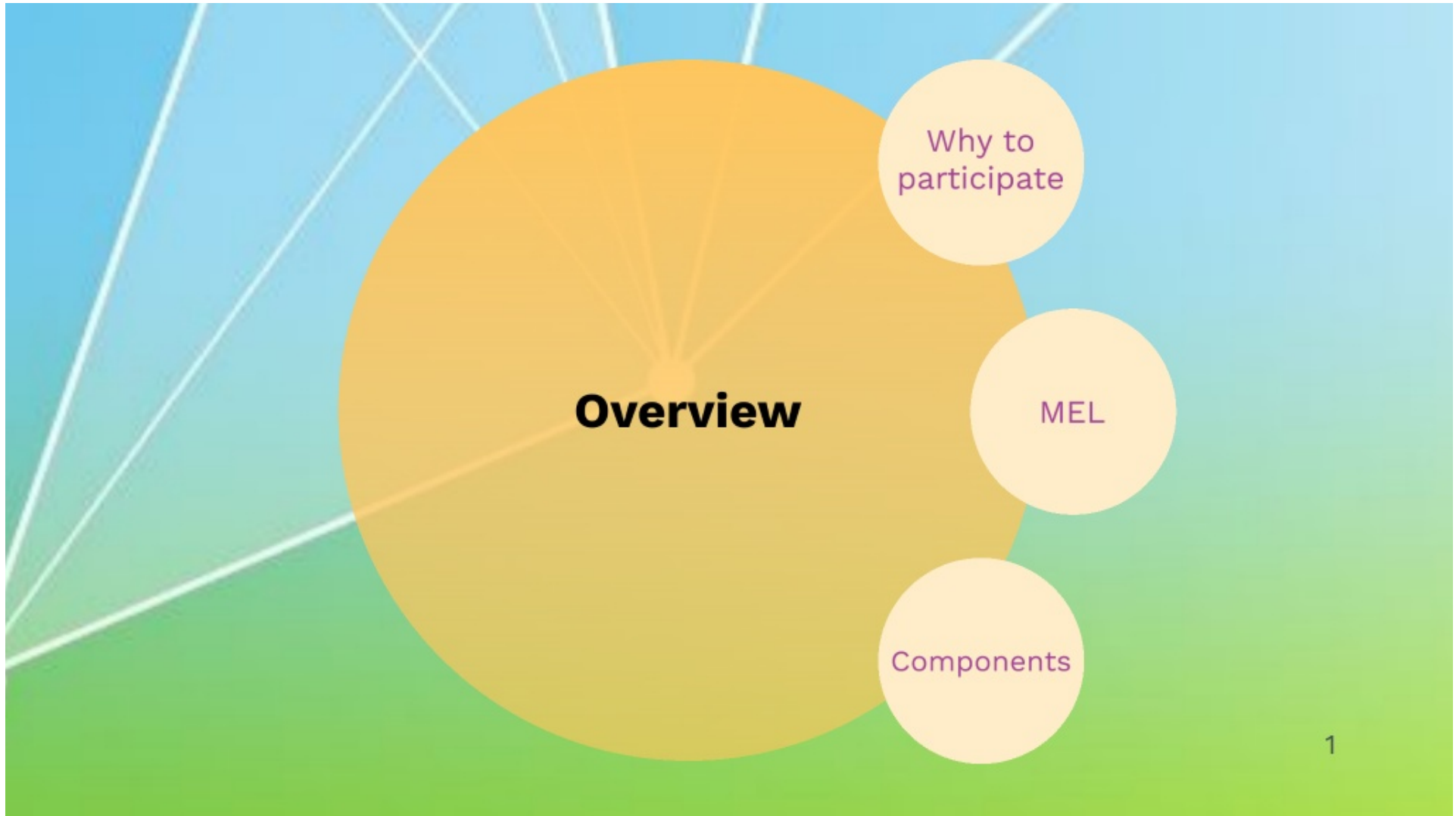



香港中文大學社會工作學系
DEPARTMENT OF SOCIAL WORK
THE CHINESE UNIVERSITY OF HONG KONG

Funded by



香港賽馬會慈善信託基金
The Hong Kong Jockey Club Charities Trust
同心同步同進 RIDING HIGH TOGETHER





Why to participate?

- 01 **to develop capacity for a rigorous and comprehensive program evaluation**
- 02 **to amplify the effect of social services**
- 03 **to enhance the capacity and sustainability of NGOs**

Enhancing Competence in Anti-drug Work among Practitioners and Students of Social Work and Healthcare Professions: An Integrated Humanistic and Cognitive-Behavioral Training Program with Focus on High-risk Youth and Drug Rehabilitation Service Settings



Assisting participants in **identifying, challenging** and **adjusting unrealistic beliefs** about drugs that maintain problematic use and **strengthen behavioral change**



Over **1,800** participants, of whom approximately **90%** improved their practice



Over **2,200** participants have registered as users to get accessed to the online training materials



About **85%** of participants reported that **CBIT skills had benefited drug abusers**



“The highest level of effectiveness in the area of improving frontline workers’ intervention skills and knowledge **among other projects approved”**¹

1. According to the research by the funder, the BFDA, in August 2017

OSC/UBS NGO Leadership Programme

A 9-month programme comprises of **multidisciplinary training and mentoring** to enhance participants' **management skills** and advance **community initiatives**.



Collaborators from Business, Media Sector, and NGOs
For instance:



Social impacts:
When participants apply their learning at work
-Enhancing organizations' operation, management and development
-Affecting beneficiaries directly or indirectly





MEL

● **M: monitoring**

by focusing on **project objectives, implementation plans & key performance indicators**



● **E: evaluation**

by analyzing a project, **adopting** measurement tactics & **assessing** how much the project has accomplished the desired outcomes

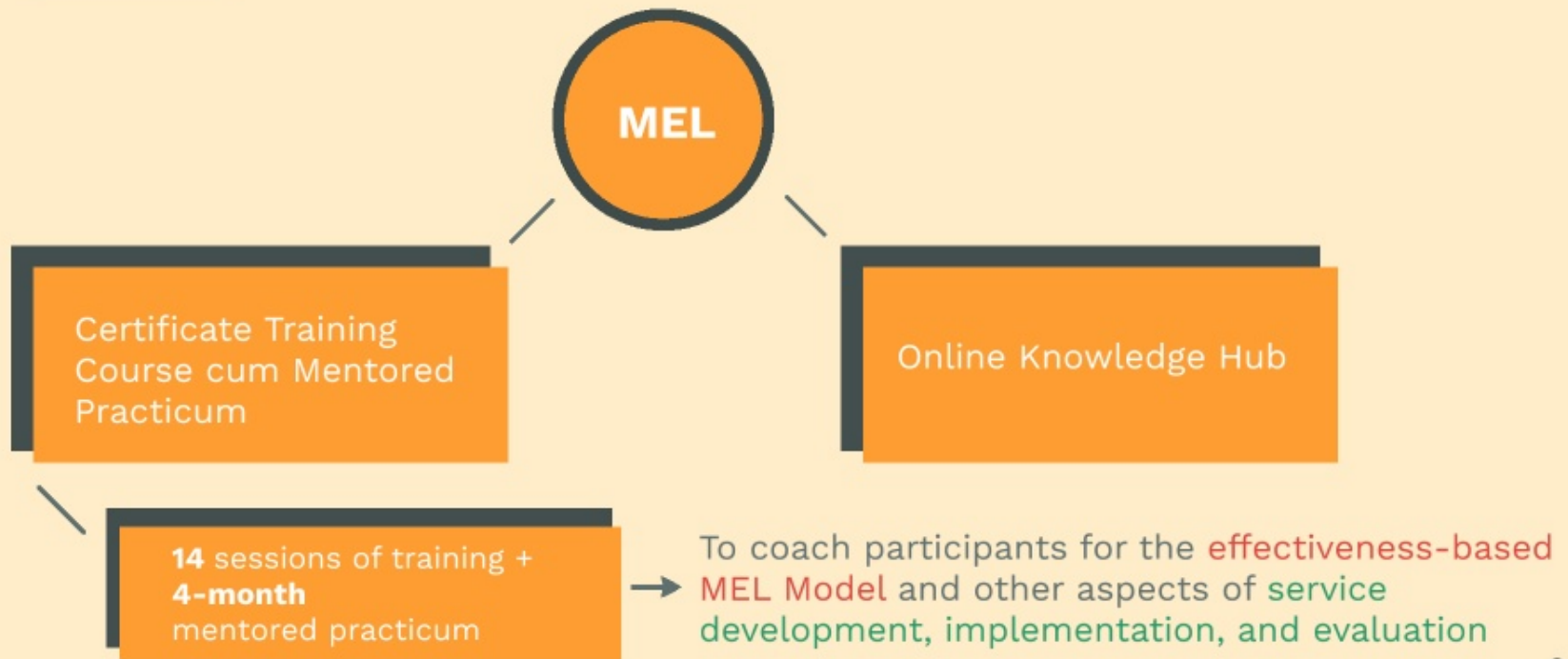


● **L: learning**

by intentionally using timely information **generated from monitoring and evaluation** to further improve a project's **implementation, outcomes, and social impacts**



Components






Training Course cum Mentored Practicum

Features

Speakers

Training
Sessions

Mentored
Practicum



Training Course - Features

4 Core Areas

- Service development & monitoring
- Resource & planning management
- Media & communications
- Program evaluation & impact assessment


Pedagogy

- Lectures
- Flipped classroom
- Class discussion
- Collaborative learning

Training Course - Speakers

- International + Local
- Well-noted scholars + Senior practitioners
- Interdisciplinary: Social work + Business + Media + Information technology





Training Course - Training sessions

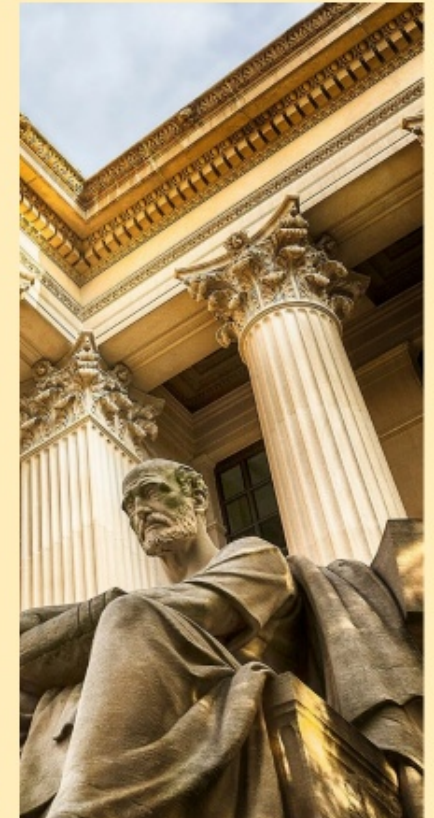
Aims:

- 01 Provide innovative and cutting-edge MEL approaches & experiences
- 02 Assist in establishing collaborative networks with world-leading MEL institutions

SERVICE DEVELOPMENT & MONITORING

Trainer (1) - Prof. Cinzia Canali

- From the International Association for Outcome-Based Evaluation and Research on Family and Children's Services (iaOBERfcs)
- Experiences in **Italy**
 - **Collaboration with local NGOs** in various regions of Italy for building MEL projects
- Provide **materials** including **methodology** and **measuring instruments**



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SERVICE DEVELOPMENT & MONITORING

Trainer (2)– Prof. Steven Ngai Sek Yum

- From Department of Social Work, The Chinese University of Hong Kong
- Experiences of **Cyber Youth Project in Hong Kong**

Research on Cyber Youth Outreach Project - Engaging Youth at Risk from Social Exclusion to Social Inclusion

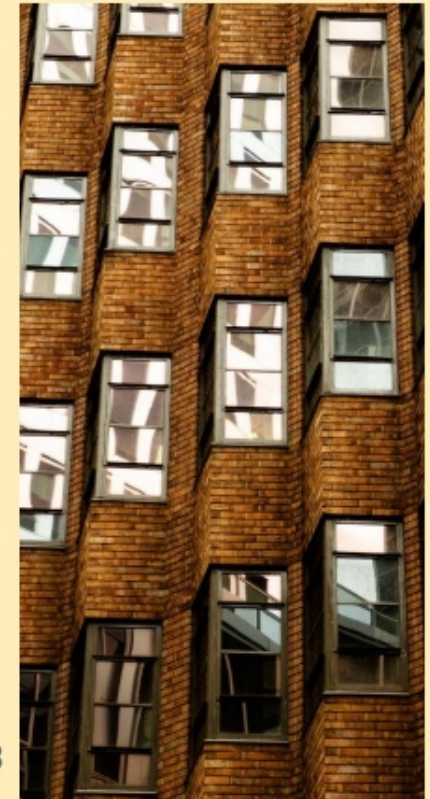


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RESOURCE & PLANNING MANAGEMENT

Trainer (3) - Prof. Ilan Katz

- From Social Policy Research Center at the University of New South Wales
- Experiences in **Australia**
 - Assist the Centre for Social Impact in **developing assessment tools**



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MEDIA AND COMMUNICATIONS

Trainer (4) – Prof. Bernard Suen Yiu Sin

- From Department of Management, The Chinese University of Hong Kong
- Utilize **online** + **offline** data
- Tell **a good story** with **data support**



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MEDIA AND COMMUNICATIONS

Trainer (5) – Dr. Ng Yuen Hang

- Share **innovative ways** for recruitment and data collection

Department of Social Work - 賽馬會「衝坊」
副總監譚國社會服務評估專題研討會
web.swk.cuhk.edu.hk

誠邀各位出席香港中文大學社會
系主辦的賽馬會「衝坊」培訓計劃
暨社會服務評估專題研討會

講者：
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Foundation福利體系和人文科學評
研究中心董事)
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馬麗莊教授 (香港中文大學社會工
張宙構教授 (香港城市大學社會及
行為科學系)

主題：
(一) 專題演講：社會服務效益評估
發展契機：歐洲經驗
- 將圍繞意大利和歐洲等地跨國研究中心
合作的項目成果，為社會服務效益評估
相關議題提供實例

Department of Social Work, CUHK 香港
中文大學社會工作學系
22 March at 09:42 · 讚

本系獲香港賽馬會慈善信託基金贊助，設立MEL培訓研
習基地——賽馬會「衝坊」培訓計劃，與本地專業利國
關同工分享MEL相關經驗及知識，計劃將舉辦由海外和
本地專家提供的證書培訓課程，內容涵蓋「服務發展及
監管」、「資源與策劃管理」、「傳媒及通訊」以及
「項目評估與效益評估」。此外，課程並設有實習，由
經驗豐富的導師指導，學員得以在實際工作... See more

Jacky Club MEL Institute Project
Opening Ceremony and Symposium on
Program Evaluation and Impact Assessment
賽馬會衝坊培訓計劃
此動禮暨社會服務評估專題研討會

2018年4月13日 (星期六) 上午9時-下午12時
香港中文大學 滙豐國際學院 地下332講堂 (HA LT2)

歡迎查詢
查詢電話：2389 2222
查詢電郵：socialwork@cuhk.edu.hk
查詢網址：www.cuhk.edu.hk/swk

主辦機構
賽馬會社會服務評估及發展研究中心
賽馬會社會工作學系
香港中文大學社會工作學系

導師邀請
邀請嘉賓
Prof. Tiziano Vecchiato

香港中文大學
The Chinese University of Hong Kong

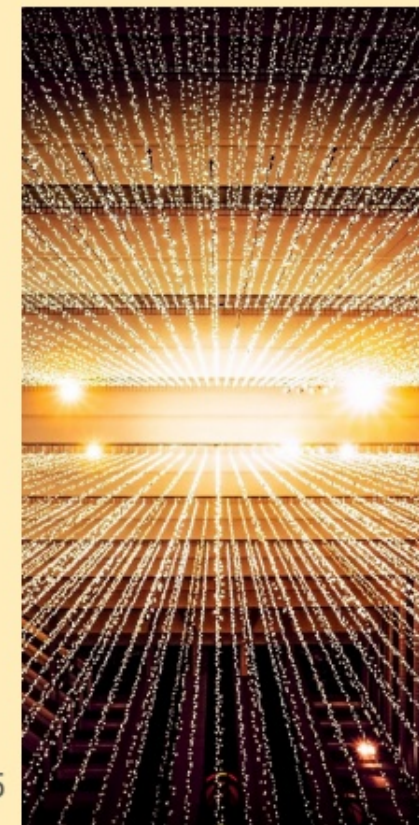
「結合人性化理念與認知行為治療法培訓」跟進問卷

香港中文大學社會工作學系主辦
香港中文大學新訂課程學習小組協辦
香港特別行政區政府社會服務處贊助

請細心閱讀以下各題，然後選出你認為最適合的答案。

1. 您把這培訓中所學到的技巧應用在...*

	非常不同意	不同意	微贊成	同意	非常同意		
1.1 初級評估。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
1.2 為服務者提供培訓服務。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	微贊成	微贊成
1.3 與服務者建立關係。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
1.4 召喚服務者的動機。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	微贊成	微贊成
	非常	非常	非常	非常	非常	非常	非常
	微贊成	微贊成	同意	同意	同意	微贊成	微贊成
	同意	非常同意	非常同意	非常同意	非常同意	同意	同意
	微贊成	微贊成	微贊成	微贊成	微贊成	微贊成	微贊成
	同意	同意	同意	同意	同意	同意	同意

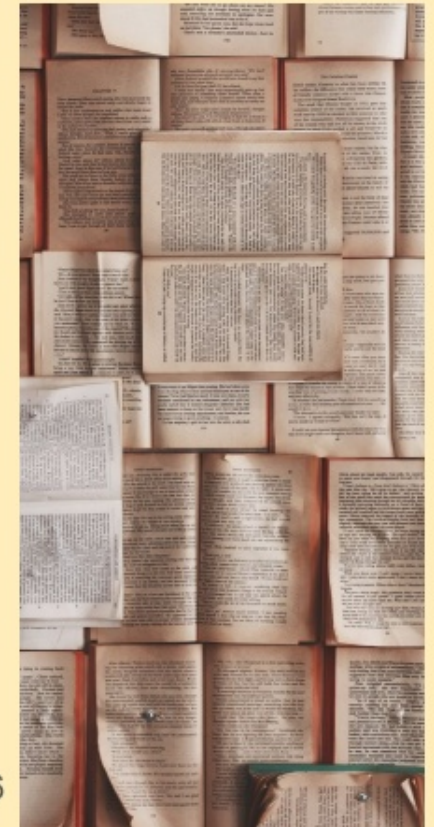


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PROGRAM EVALUATION AND IMPACT ASSESSMENT

Trainer (6) – Prof. Aron Shlonsky

- From Department of Social Work at Monash University, the School of Primary and Allied Health Care
- Experiences in **Australia**
 - **problem-based approach**

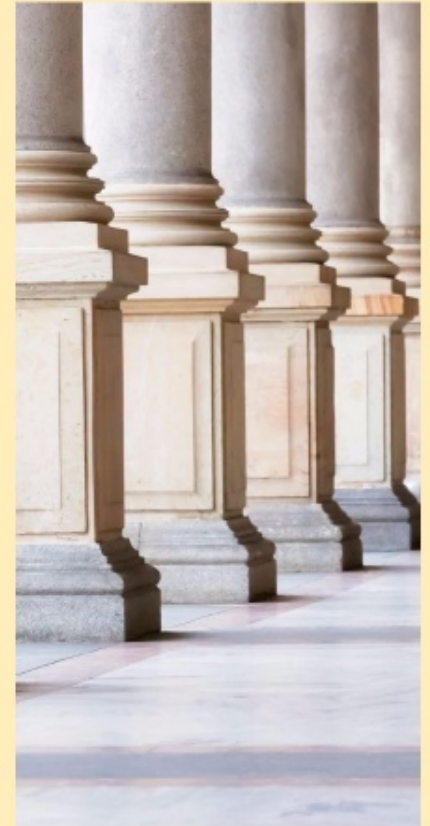


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PROGRAM EVALUATION AND IMPACT ASSESSMENT

Trainer (7) Prof. Minseop Kim

- From Department of Social Work
The Chinese University of Hong Kong
- Introduce **basic concepts** and **designs** of MEL
- Consolidate **MEL knowledge**



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Mentored Practicum - Features

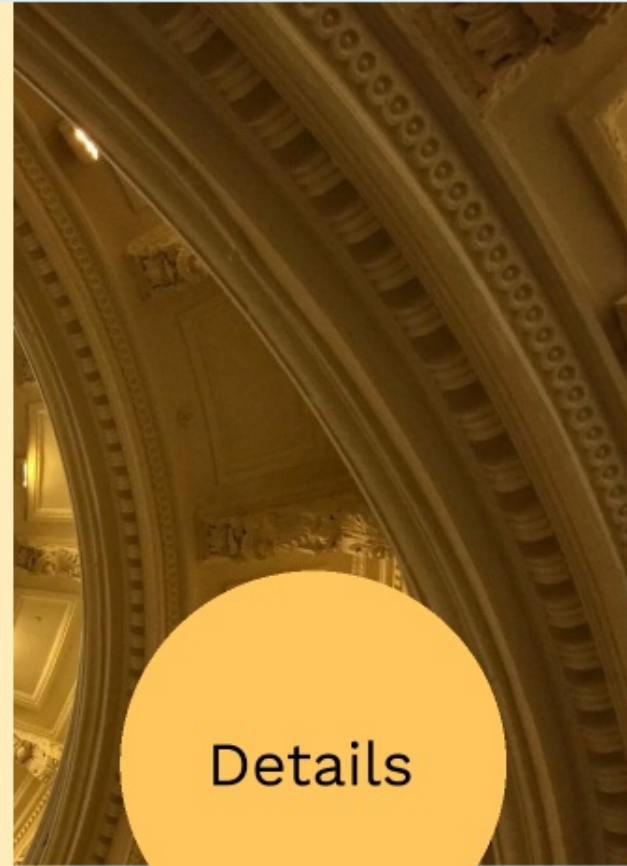
Tailor-made coaching


+

Interdisciplinary



Details





Mentored Practicum - feature details

Each group will be assigned with **one CUHK mentor** and one mentor from **business, media or information technology fields**

- coach participants to conduct a **4-month Mentored Practicum** by putting the acquired MEL knowledge & skills into practice within the participants' NGOs
- achieve change at service and/or organizational levels



Mentored Practicum - sharing

01

Prof. Mooly Wong Mei Ching

Assistant Professor

Department of Social Work,
The Chinese University of Hong Kong

02

Mr. Freddy Law Wai Hung

Executive Director & Innovation Consultant
Education for Good CIC Ltd.

A diagram consisting of two overlapping circles. The larger circle on the left is orange and contains the text 'Pitching competition'. The smaller circle on the right is light yellow and contains the text 'Features'. The background is light blue with a network of white lines and a small white node at the bottom left.

Pitching competition

Features

Pitching Competition

5 teams receiving
Outstanding Award per year



Winners will be **sponsored to showcase** their good practices at **internationally renowned conferences**





Online Knowledge Hub

Aims

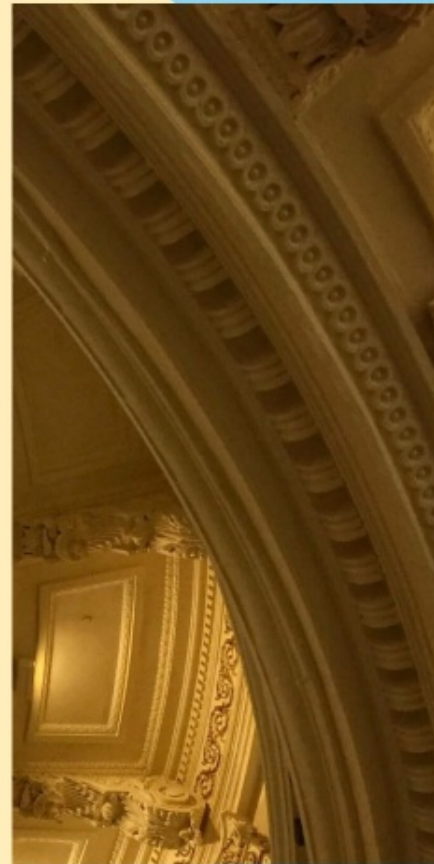
Components



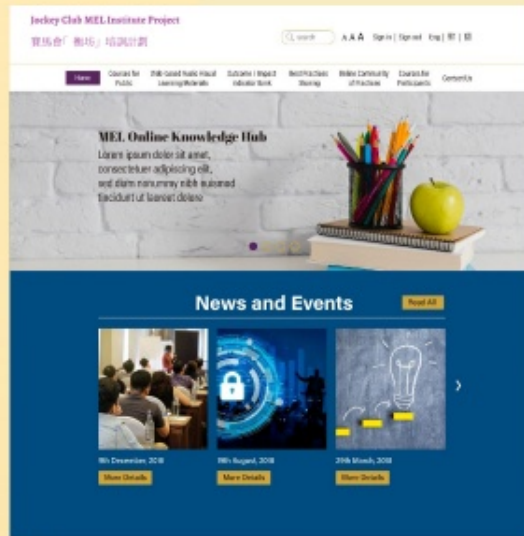
Online Knowledge Hub - Aims

Assist all users from the NGO worker community in:

- **Understanding** the functions and tools of MEL
- **Identifying** clients' problems and needs
- **Strengthening** service delivery
- **Showcasing** good evidence-based practices



Online Knowledge Hub



Courses for
Public &
Participants

Web-based
Audio
Visual
Learning
Materials

Outcome/
Impact
Indicator
Bank

Best
Practices
Sharing

Online
Community
of Practices
(OCOP)

Courses for Public & Participants

	Public	Participant
Aim	basic MEL knowledge	basic + advanced MEL knowledge
Features	4 videos	8 videos

Areas covered

- Service Development & Monitoring
- Resource & Planning Management
- Media & Communications
- Program Evaluation & Impact Assessment

Web page

Courses for Public

Jockey Club MEL Incentive Project
賽馬會「樂為」培訓計劃

Home | **Courses for Public** | Web-based Audio Visual Learning Materials | Database / Impact Indicator Bank | Best Practices Sharing | Online Community of Practices | Courses for Participants | Contact Us

Home > Courses for Public

Courses for Public





Use the links below to check out the four MOOCs at basic level of the four key MEL training areas of our training and mentorship scheme. Check them out and start learning today!

- Service Development and Monitoring**
 - Video Lorem ipsum dolor
 - Video dolor sit amet
 - Video adipiscing elit
 - Video sed diam nonummy
- Resource and Planning Management**
 - Video adipiscing elit
 - Video sed diam nonummy
- Media and Communications**
 - Video sed diam nonummy
- Program Evaluation and Impact Assessment**
 - Video Lorem ipsum dolor
 - Video dolor sit amet
 - Video adipiscing elit
 - Video sed diam nonummy

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Courses for Participants

Courses for Participants	Catalog	Log in	
Catalog			
 <p>1. Service Development and Monitoring 2 items</p>	 <p>2. Resource and Planning Management 2 items</p>	 <p>3. Media and Communications 2 items</p>	 <p>4. Program Evaluation and Impact Assessment 2 items</p>

Web-based Audio Visual Learning Materials

Aim

Consolidate the understanding of participants

Features

10 scenario-based video clips

Web page

Web-based Audio Visual Learning Materials

The screenshot displays the website for the Jockey Club MEL Institute Project. The header includes the project name, a search bar, and navigation links for 'Home', 'Courses for Public', 'Web-based Audio Visual Learning Materials', 'Bulwark / Impact Indicator Dash', 'Best Practices Sharing', 'Online Community of Practitioners', 'Courses for Participants', and 'Contact Us'. The main content area features a title 'Web-based Audio Visual Learning Materials' and a brief description. Below this, four colored boxes represent different material categories: 'Service Development and Monitoring' (pink), 'Resource and Planning Management' (green), 'Media and Communications' (orange), and 'Program Evaluation and Impact Assessment' (purple). Each box contains buttons for 'Case 1' and 'Case 2', with the 'Program Evaluation and Impact Assessment' box also including 'Case 3' and 'Case 4'. The footer contains links for 'About Us', 'Contact Us', and 'Terms and Conditions', along with a copyright notice for 2019.

Outcome/Impact Indicator Bank

Aim

Share **assessment tools** for conducting program monitoring and evaluation

Features

100 **assessment tools** and **user guides** in PDF/ Word format in Chinese/ English

Levels & Areas covered

Web page



Outcome/Impact Indicator Bank

Areas covered

- Poverty, social disadvantage & social protection
- Family & child welfares services
- Medical social services
- Services for people with disabilities
- Services for elders
- Services for young people
- Services for offenders & drug abusers
- General

Levels

- **Individual level**
(e.g. self-esteem, self-efficacy, subjective wellbeing)
- **Interpersonal level**
(e.g. social connectedness, perceived social support)
- **Community level**
(e.g. social capital, respect for diversity, cross-sector collaboration)

Outcome/Impact Indicator Bank

Jockey Club MEL Institute Project

Home | Courses for Public | Web-based Audio Visual Learning Materials | **Outcome / Impact Indicator Bank** | Best Practices Sharing | Online Community of Practitioners | Courses for Participants | Contact Us

Home > Outcome / Impact Indicator Bank

Outcome / Impact Indicator Bank

Individual Level | Interpersonal Level | Community Level

	Individual Level	Interpersonal Level	Community Level
Poverty, Social Disadvantage, and Social Protection	↓	↓	↓
Family and Child Welfare Services	↓	↓	↓
Medical Social Services	↓	↓	↓
Services for People with Disabilities	↓	↓	↓
Services for Elders	↓	↓	↓
Services for Young People	↓	↓	↓
Services for Offenders and Drug Abusers	↓	↓	↓
General	↓	↓	↓

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Samples- Outcome/Impact Indicator Bank

Items of the Hong Kong Altruism Index

		Yes	No
1.	In the previous month, did you offer your seat on a public vehicle to a stranger who needed		
2.	In the past year, you did volunteer work for a charity		
3.	In the past year, you did volunteer work organized by your school or company		
4.	In the past year, you did gave money to a charity		
5.	In the past year, you helped your colleague or fellow student to take care of someone in need or pets for free		
6.	In the past year, you helped someone handling emotional problems (e.g., listening to or advising on important issues)		
7.	In the past year, you gave money directly to a stranger who needed it		
8.	In the past year, you gave food or clothes directly to poor people		
9.	In your lifetime, you donated blood		
10.	In your lifetime, you signed an organ or bone marrow donation form		

香港助人指數 (The Hong Kong Altruism Index) 的項目

		Yes	No
1.	在過去的一個月裡，你是否曾在乘坐公共交通工具時曾讓座給有需要的陌生人		
2.	在過去的一年裡，你曾經在慈善機構做義務工作		
3.	在過去的一年裡，你曾參加所屬學校或公司組織的義務服務		
4.	在過去的一年裡，你曾捐錢給予慈善機構		
5.	在過去的一年裡，你曾免費幫助鄰居或同事/同學照顧有需要照顧的人或寵物		
6.	在過去的一年裡，你曾經為人提供情緒支援（例如聆聽他/她的困難或提供一些意見）		
7.	在過去的一年裡，你曾把金錢直接給予有需要的陌生人		
8.	在過去的一年裡，你曾直接贈送食物或衣服給貧窮人士		
9.	在過去的人生裡，你曾捐血		
10.	在過去的人生裡，你曾簽署器官或骨髓捐贈的文件		

Samples- Outcome/Impact Indicator Bank

Description of the Hong Kong Altruism Index

Function	Promoting citizenship, prosociality, benefits to society, and personal growth
Relevance	caring society, religion, social contract, socialization
Target	Anyone
Respondent	Anyone
Feature	10 yes/no items
Reliability	.783
References	Cheng, Qijin, Chi-Leung Kwok, Forrest T. W. Cheung, and Paul S. F. Yip. 2017. "Construction and Validation of the Hong Kong Altruism Index (A-Index)." <i>Personality & Individual Differences</i> 113: 201-208.

Scoring of the Hong Kong Altruism Index

Response	Yes	No
Score for Items 1 - 10	100	0

Scale score: average of item scores	Action
70-100	Appreciation
30-70	Some concern for promotion
0-30	Great concern for promotion

香港助人指數 (The Hong Kong Altruism Index) 的描述

功能	促進公民身份、親社會性、社會福利和個人成長
關聯	關懷的社會，宗教，社會契約，社會化
對象	任何人
回應者	任何人
特色	10 項是/否項目
信度	.783
參考	Cheng, Qijin, Chi-Leung Kwok, Forrest T. W. Cheung, and Paul S. F. Yip. 2017. "Construction and Validation of the Hong Kong Altruism Index (A-Index)." <i>Personality & Individual Differences</i> 113: 201-208.

香港助人指數 (The Hong Kong Altruism Index) 的計分

回應	是	否
項目 1-10 的分數	100	0

量表得分：項目分數的平均	行動
70-100	讚賞
30-70	對促進作出一些關注
0-30	對促進作出重大關注

Best Practices Sharing

Aim

Share the award-winning MEL projects in final pitching events

Features

10 videos and 2 live broadcasts

Web page

Best Practices Sharing

Jockey Club MEL Institute Project
最佳實踐 分享計劃

Search A A A Sign In | Sign Out Eng | 粵 | 國


Home Courses for Public Web-based Audio Visual Learning Materials Outcome / Impact Indicator Bank **Best Practices Sharing** Online Community of Practitioners Courses for Participants Contact Us

Home > Best Practices Sharing

Best Practices Sharing

Pitching Awardees' Sharing

Read All



Learn more about all award, certificate, supporting etc. and share testimony video.


Learn more about all award, certificate, supporting etc. and share testimony video.

Learn more about all award, certificate, supporting etc. and share testimony video.

Share Share Share

Live Broadcast

Read All



Learn more about all award, certificate, supporting etc. and share testimony video.

Learn more about all award, certificate, supporting etc. and share testimony video.

Learn more about all award, certificate, supporting etc. and share testimony video.

Share Share Share

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Online Community of Practices (OCOP)

Aims

Exchange MEL ideas and project experiences from different perspectives; share available resources; build OCOP networks and find new collaborators

Features

Online sharing space, including 8 field specific OCOPs

For instance:

- Youth
- Elderly
- Family
- Rehabilitation

Web page

Online Community of Practices (OCOP)

The screenshot displays the 'Online Community of Practices' website. At the top, the header includes the 'Jockey Club MEL Institute Project' logo, a search bar, and user options for 'Sign In' and 'Sign Out'. A navigation menu below the header lists various resources: 'Home', 'Courses for Public', 'Web-based Audio Visual Learning Materials', 'Outcomes Impact Indicator Bank', 'Best Practices Sharing', 'Online Community of Practices' (highlighted), 'Courses for Participants', and 'Contact Us'. The main content area is titled 'Online Community of Practices' and features a 'Sign in to start a new discussion' button and a search bar. Below this, there are two columns for 'Topic Discussions' and 'Recent Activity Discussions', each with a 'Choose Topic' or 'Choose Activity' dropdown menu. The 'Latest Posts' section shows four orange-colored post cards, each with a user profile picture, a title, a brief description, and interaction buttons for 'Like' and 'Share'. A 'Featured Posts' section below it shows four pink-colored post cards with similar layout. At the bottom, there are links for 'About Us', 'Contact Us', and 'Terms and Conditions', along with a copyright notice: 'Copyright © 2015. All Rights Reserved'.



Training Schedule & Enrollment

Schedule

Target
participants
& Enrollment
criteria

Open for
application

Q&A

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Schedule 1st Year

The 1st Year:



Schedule 2nd and 3rd Year

The 2nd & 3rd Years:

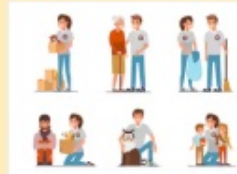


Target Participants & Enrollment Criteria

- NGOs, social enterprises and related organizations:



Team Leaders



Frontline Social Workers



Supervising Officers

- One project team (1-4 persons) from each NGO



Open for Application



- Contact person: Ms. Ng Hau Wan
- Email: hwng@cuhk.edu.hk
- Tel. no.: 3943 7508

Online Application Form

<https://cloud.itsc.cuhk.edu.hk/webform/view.php?id=7123672>



Thank you!

Q&A

