香港中文大學（深圳）
The Chinese University of Hong Kong, Shenzhen

2022
EMPLOYMENT
QUALITY REPORT

CAREER PLANNING AND DEVELOPMENT OFFICE

香港中文大學（深圳）
The Chinese University of Hong Kong, Shenzhen

CONTENTS

1. About CUHK-Shenzhen

The Chinese University of Hong Kong, Shenzhen ("CUHK-Shenzhen") is established in accordance with the Regulations of the People's Republic of China on Chinese-foreign Cooperation in Running Schools upon approval of the Ministry of Education. CUHK-Shenzhen inherits the educational philosophy and academic systems of The Chinese University of Hong Kong (CUHK), and is intended to evolve into a world-class research university with strong Chinese cultural influence. It is committed to nurturing high-end talents with global perspective, Chinese tradition and social responsibility.

Currently, one graduate school and six academic schools were set up at the University, namely, the School of Management and Economics (SME), the School of Science and Engineering (SSE), the School of Humanities and Social Sciences (HSS), the School of Data Science (SDS), the School of Medicine (MED), and the School of Music, offering a total of 26 undergraduate programmes and 36 postgraduate programmes (Masters and PhD; full-time and part-time).

With a global recruiting scheme, CUHK-Shenzhen has gathered the world's leading scholars and scientists. As of January 2023, the University has brought in over 520 world-renowned scholars, all with overseas teaching or research experiences, including five Nobel Prize laureates, two Turing Award winners, one Fields Medalist, thirty academicians or equivalent high-end talents from various countries, as well as over forty Fellows or Members of prestigious professional and technical societies at home and abroad such as IEEE, SIAM and INFORMS. Through their knowledge and expertise, they bring to CUHK-Shenzhen their vision, creativity, passion and dedication for quality education.

The quality of Class of 2022 admissions at the University is guaranteed to remain among the highest in the country. Students accepted from the majority of areas scored in the top 1% and 2% regionally on the Gaokao (National College Entrance Examination) in liberal-arts-oriented concentration and natural-science-oriented concentration, respectively. As an international university, the average English score of our accepted students reached as high as 137 (out of 150), with 31% scoring over 140 in this subject, up 11% year on year.

CUHK-Shenzhen features an international learning environment where English serves as the main teaching language. Combined with its unique collegiate system, general

education courses, multidisciplinary programmes, and student-centred educational principles, the University aims to evolve into a first-class research university whose bilingual and global pedagogy, research output and contribution to the community are acknowledged regionally, nationally and internationally.

Career Planning and Development Office

2. Overall Summary for 2022 Graduates

2.1 Graduate Structure

Class-of-2022 graduates, totalling 1092 in number, refer to the fifth cohort of bachelor's degree graduates of The Chinese University of Hong Kong, Shenzhen. The graduates consisted of 482 male students (44.14%) and 610 female students (55.86%) with a male-to-female ratio of 0.79:1.

♂	**Male: 482**	**44.14%**
♀	**Female: 610**	**55.86%**

Fig.1 2022 graduate structure by gender

2.1.1 Graduate Structure by Schools and Programmes

Class-of-2022 graduates comprised 523 students from the School of Management and Economics (SME), 270 from the School of Data Science (SDS), 126 from the School of Science and Engineering (SSE), 68 from the School of Humanities and Social Sciences (HSS), 35 from the School of Medicine (MED), and 70 majoring in Financial Engineering. Notably, the last item represents the first cohort of graduates of a joint programme offered by SME, SSE and SDS and is not included in any of the School's categories.

In terms of programme distribution, SME had 189 (36.14%) graduates majoring in Finance, 112 (21.41%) in Professional Accountancy, 99 (18.93%) in Economics, 70 (13.38%) in Marketing and Communication, and 53 (10.13%) in Global Business Studies; SDS: 166 graduates (61.48%) majoring in Statistics, and 104 (38.52%) in Computer Science and Engineering; SSE: 75 (59.52%) in Mathematics and Applied Mathematics, 39 (30.95%) in Electronic Information Engineering, and 12 (9.52%) in New Energy Science and Engineering; HSS: 68 (100%) in Translation; and, MED: 22 (62.86%) in Bioinformatics and 13 (37.14%) in Biomedical Engineering.

Fig.2 Graduate structure by schools and programmes

2.1.2 Graduate Structure by Colleges

The 2022 graduates were distributed among the four colleges of the University, namely Harmonia College (45.97%), Shaw College (26.47%), Muse College (16.12%) and Diligentia College (11.45%).
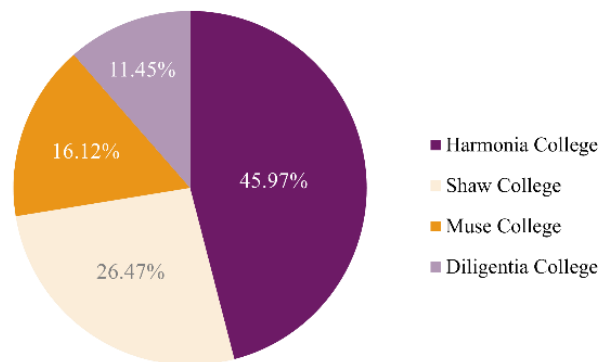

Fig.3 Graduate structure by colleges

2.1.3 Graduate Structure by Student Origins

In terms of student origins, the class-of-2022 undergraduates came from 25 provinces, autonomous regions or municipalities directly under the Central Government. The most prevalent high schools attended by our graduates are listed below.

Table 1 Prevalent originating high schools of 2022 graduates

Prevalent originating high schools of 2022 graduates	
Shenzhen Foreign Languages School	Shenzhen Middle School
Guangdong Experimental High School	Fuzhou No. 1 Middle School
Foshan No.1 High School	Shenzhen Experimental School
Shenzhen Hongling Middle School	Jiaxing No. 1 Middle School
Shenzhen Senior High School	Guangzhou No.2 High School
The Affiliated High School of SCNU	Xiamen Shuangshi High School
Hangzhou No.2 High School of Zhejiang Province	Zhixin High School
Shandong Experimental High School	Hangzhou Xuejun High School
Guiyang No.1 High School	Rizhao No.1 Middle School of Shandong
Zhenhai Middle School	Zhuhai No.1 High School
Zhejiang Wenzhou High School	Xiangyang No.4 High School
The Attached Middle School of JXNU	Yali High School
Jiujiang No. 1 High School	Taizhou No. 1 Middle School
Shimen Middle School	Guangdong Guangya High School
Chengdu No. 7 High School	Guangzhou University Affiliated Middle School
Quzhou No.2 High School, Zhejiang	Zhejiang Province Hangzhou No.14 High School
Shaoxing No. 1 High School	Yiling High School of HuBei
The High School Affiliated to Xi'an Jiaotong University	Xiamen No.1 High School of Fujian
The Middle School Attached To Northwestern Polytechnical University	Shanghai Yan'an High School
Linzhou No. 1 Middle School	Hubei Wuchang Experimental High School
Xiangyang No.5 High School	Sun Yat-sen Memorial Secondary School
Chongqing No.1 Secondary School	Changjun High School of Changsha
Ningbo Xiaoshi High School	Chengdu Shude High School
Zhengzhou Foreign Language School	Xi'an Gaoxin No.1 High School
Haining Senior High School	Shenzhen Yucai High School
High School Attached to Hunan Normal University	Chengdu Foreign Languages School
Huizhou No. 1 Middle School	The High School Affiliated to Yunnan Normal University
Shantou Jinshan Middle School	High School Attached to Northeast Normal University
Jian Ping High School, Shanghai	Qingdao No.2 Middle School, Shandong

2.2 Graduation Profile

2.2.1 Employment Rate

"Employment Rate" in this report refers to the proportion of 2022 graduates engaged in "further study", "employment", and "entrepreneurship". Specifically, "further study" includes domestic and overseas further studies, "employment" encompasses flexible employment and work engagement with a tripartite agreement or labour contract signed, while "entrepreneurship" refers to self-employment. According to the statistics as of December 2022, the employment rate for the fifth cohort of undergraduates of The Chinese University of Hong Kong, Shenzhen reached 95.24%. Of these, 852 graduates (78.02%) pursued further studies, while 187 (17.12%) and 1 (0.09%) were employed and self-employed respectively.
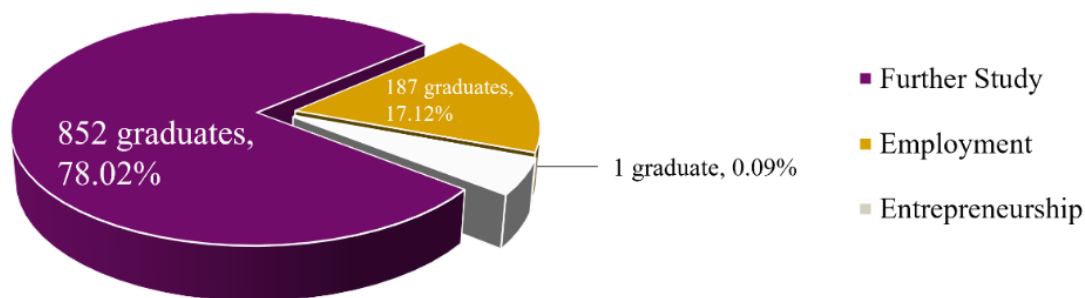

Fig.4 Employment rate for 2022 graduates

2.2.2 Employment Rate by Schools (Including Financial Engineering Graduates)

The employment rate for the 523 SME graduates reached 94.26%, with 77.25% admitted to postgraduate programmes, and 17.02% employed. SDS, with a total of 270 graduates this year, witnessed an employment rate of 95.56%, while the proportions of the three sub-categories stood at 75.56%, 19.63%, and 0.37%, respectively. The employment rates for the 126 SSE graduates, and 68 HSS graduates reached 96.03%, and 97.06%, respectively, of which 77.78% or 79.41% went on to further studies and 18.25% or 17.65% were employed. The employment rates for the 35 MED graduates and the 70 Financial Engineering graduates were 100% and 95.71%, respectively, with 91.43% or 85.71% admitted to postgraduate programmes and 8.57% or 10.00% employed.
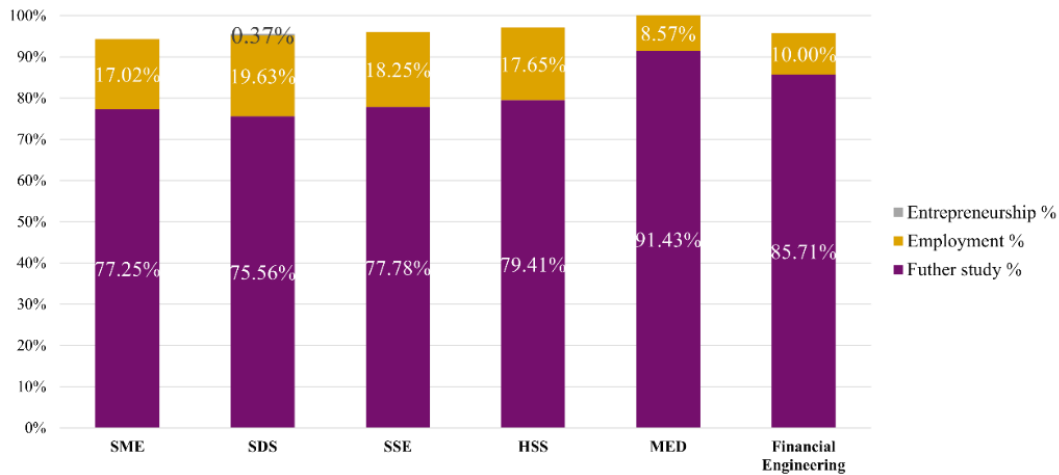
Fig.5 Employment rate for 2022 graduates by schools (incl. Financial Engineering graduates)

2.2.3 Employment Rate by Programmes

By programmes, the employment rate of Finance in 2022 was 92.06%, Professional Accountancy 99.11%, Economics 90.91%, Marketing and Communication 95.71%, Global Business Studies 96.23%, Statistics 95.78%, Computer Science and Engineering 95.19%, Mathematics and Applied Mathematics 94.67%, Electronic Information Engineering 97.44%, New Energy Science and Engineering 100%, Translation 97.06%, Bioinformatics 100%, Biomedical Engineering 100%, and Financial Engineering 95.71%. Graduates from all majors have shown a trend toward higher-quality employment.
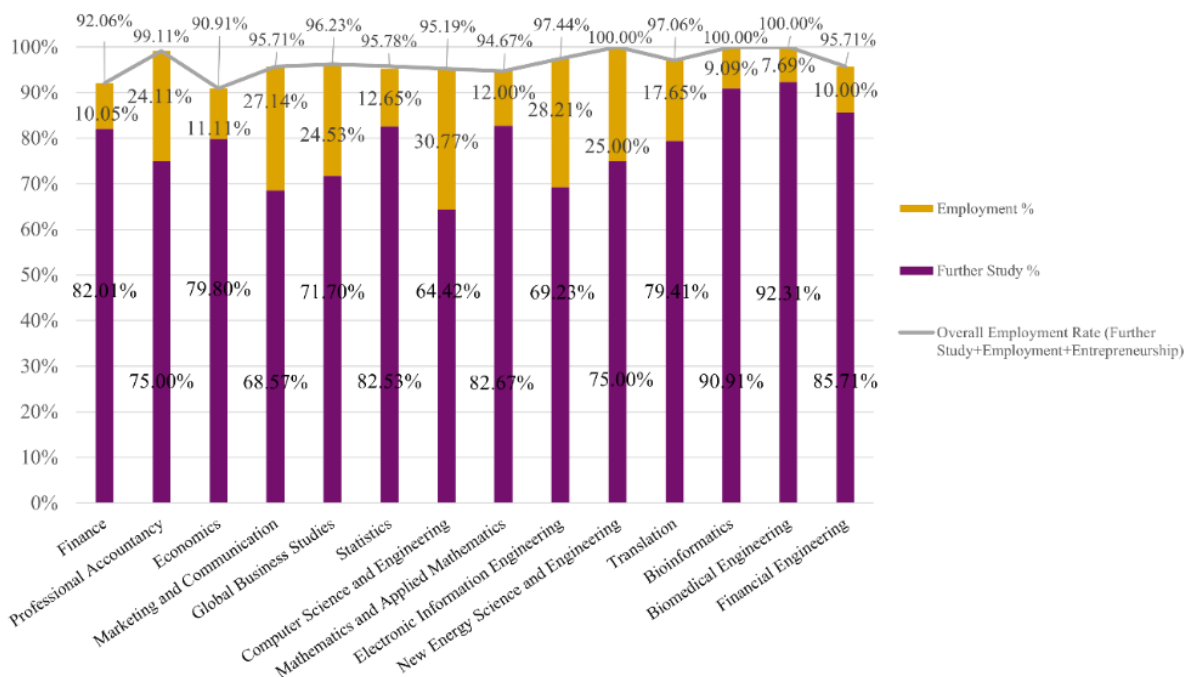

Fig.6 Employment rate (2022) by programmes

Career Planning and Development Office

2.2.4 Further Studies Analysis

The number of 2022 graduates pursuing postgraduate programmes reached 852, accounting for 78.02% of the total, an increase of 7.99 percentage points over the previous class.

1. Further Studies by Subject Categories

33.33% of graduates who chose to continue their education were enrolled in finance, accounting, marketing, or management programmes, such as the MSc Financial Economics programme at Oxford University and the MSc Finance programme at Imperial College London; 23.00% were in financial engineering, data science, or business analytics, such as the Master of Science in Computational Finance programme at Carnegie Mellon University and the M.S. in Data Science programme at Columbia University; 10.56 % were in computer science or computer engineering, represented by the Master of Engineering in Computer Science programme at Cornell University and the Master of Science in Computer Science programme at the University of Illinois at Urbana-Champaign; 9.39% in economics or public policy (e.g. Master of Economics at UCLA; Master of Public Policy at University of Chicago); and 9.04% in statistics, mathematics, operations research or biology (e.g. University of Michigan's Applied Statistics Master's Program; New York University's M.S. in Mathematical Sciences). Nearly 90% of them were enrolled in most sought-after and demanding postgraduate programmes under the above five categories.
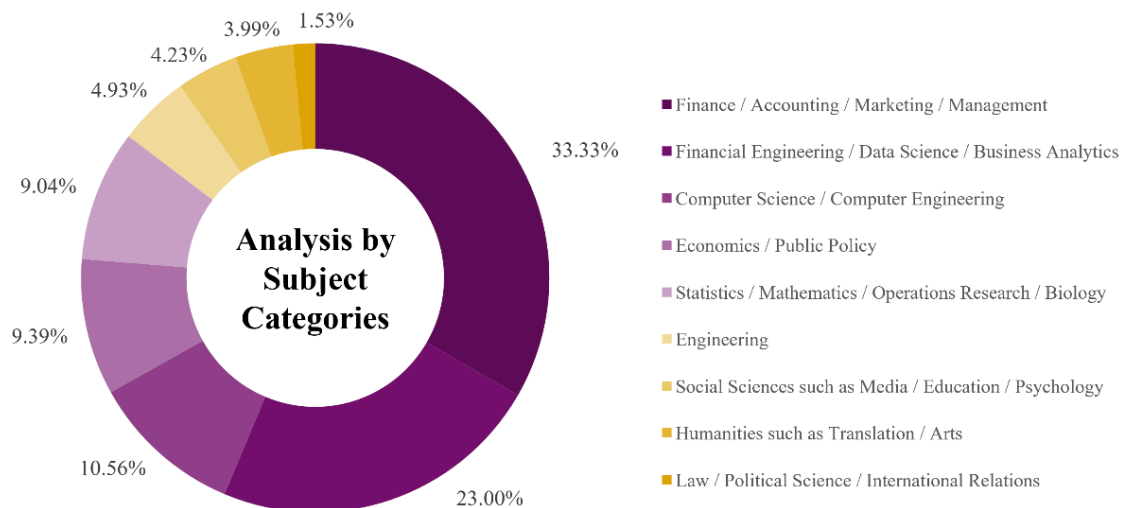

Fig.7 Further Studies by Subject Categories

2. Ranking Analysis of Graduate Schools

According to the 2023 QS / US. News World University Rankings, a record 72.30% of graduates who went on to study for a Master's / Ph.D. degree were accepted to the top 50 universities worldwide, an increase of 1.32 percentage points year-on-year Broken down, the proportion was 90.63% and 80.00% for graduates from the School of Medicine and the inaugural Financial Engineering programme respectively.

Table 2 Top 50 universities chosen by CUHK-Shenzhen 2022 undergraduates

Degree-Awarding University	Number of Admissions	Degree-Awarding University	Number of Admissions
MIT	1	University of Cambridge	4
University of Oxford	2	Imperial College London	14
University College London	18	ETH Zurich	4
University of Chicago	9	National University of Singapore	57
University of Pennsylvania	6	Tsinghua University	3
University of Edinburgh	4	EPFL	1
Yale University	1	Nanyang Technological University	10
Cornell University	14	The University of Hong Kong	61
Columbia University	33	The University of Tokyo	1
Johns Hopkins University	21	University of Michigan	15
University of California, Berkeley	4	University of Manchester	1
Australian National University	13	Northwest University	1
University of Melbourne	4	University of Toronto	3
King's College London	1	The Chinese University of Hong Kong*	138
New York University*	25	Hong Kong University of Science and Technology*	47
University of Sydney	12	University of California, Los Angeles	3
University of New South Wales	17	University of British Columbia	1
Technical University of Munich	1	Duke University*	11
University of Queensland	1	University of Washington	5
University of California, San Diego	15	Washington University in St. Louis	20
Monash University	1	University of Amsterdam	4
University of North Carolina at Chapel Hill	2	University of Copenhagen	1
Utrecht University	1	University of Pittsburgh	3
KU Leuven	2		

* The degrees offered by CUHK and CUHK-Shenzhen are identical. This also applies to NYU/NYU Shanghai, HKUST/HKUST (Guangzhou), and Duke/Duke Kunshan.

A further 104 graduates attended graduate schools that are not on the above top 50 list but are world-leading and highly regarded in their particular field.

Table 3 Leading graduate schools chosen by CUHK-Shenzhen 2022 undergraduates

Graduate School	Number of Admissions	Institution Description
The Middlebury Institute of International Studies at Monterey	5	Top 3 Translation & Interpreting graduate school in the world
Newcastle University	1	Top 3 Translation & Interpreting graduate school in the world
London Business School	10	Ranked #2 in Financial Times's European Business School Rankings 2022
SDA Bocconi School of Management	8	Ranked #4 in Financial Times's European Business School Rankings 2022
EDHEC Business School	1	Ranked #7 in Financial Times's European Business School Rankings 2022
ESSEC Business School	5	Ranked #9 in Financial Times's European Business School Rankings 2022
EMLyon Business School	1	Ranked #12 in Financial Times's European Business School Rankings 2022
Rotterdam School of Management, Erasmus University	1	Ranked #14 in Financial Times's European Business School Rankings 2022
INSEAD	2	Ranked #15 in Financial Times's European Business School Rankings 2022
Stockholm School of Economics	1	Ranked #20 in Financial Times's European Business School Rankings 2022
Brown University	2	Ranked #13 on US.News's Best National University Rankings 2023
Rice University	3	Ranked #15 on US.News's Best National University Rankings 2023
Carnegie Mellon University	13	Ranked #4 on 2023 QuantNet Ranking of Best Financial Engineering Programs Ranked #2 on US.News's Best National Computer Science Schools Rankings 2023 Ranked #4 on US.News's Best National Engineering Schools Rankings 2023
Georgia Institute of Technology	7	Ranked #6 on US.News's Best National Computer Science Schools Rankings 2023 Ranked #7 on US.News's Best National Engineering Schools Rankings 2023
University of Illinois at Urbana-Champaign	10	Ranked #5 on US.News's Best National Computer Science Schools Rankings 2023 Ranked #10 on US.News's Best National Engineering Schools Rankings 2023
University of Southern California	18	Ranked #2 on QS World University Rankings for Communication and Media Studies 2022 Ranked #15 on US.News's Best National Engineering Schools Rankings 2023 Ranked #19 on US.News's Best National Business Schools Rankings 2023
London School of Economics and Political Science	16	Ranked #3 on QS World University Rankings for Social Sciences & Management 2022

3. Further Studies by Destinations

The United States remained the most popular destination for studying abroad, attracting 36.38% of the graduates in this category, up 2.61 percentage points year-on-year. Coming in the second and third places were the Hong Kong Special Administrative Region (HKSAR), China, and the Chinese mainland at 18.43% and 13.26% respectively. A further 11.03% of these graduates chose to pursue postgraduate studies in the UK, with the remainder in Singapore, Australia, France, Italy, Switzerland, the Netherlands, Canada, Denmark, etc. Overall, the proportion of students going abroad for further study has rebounded from last year.
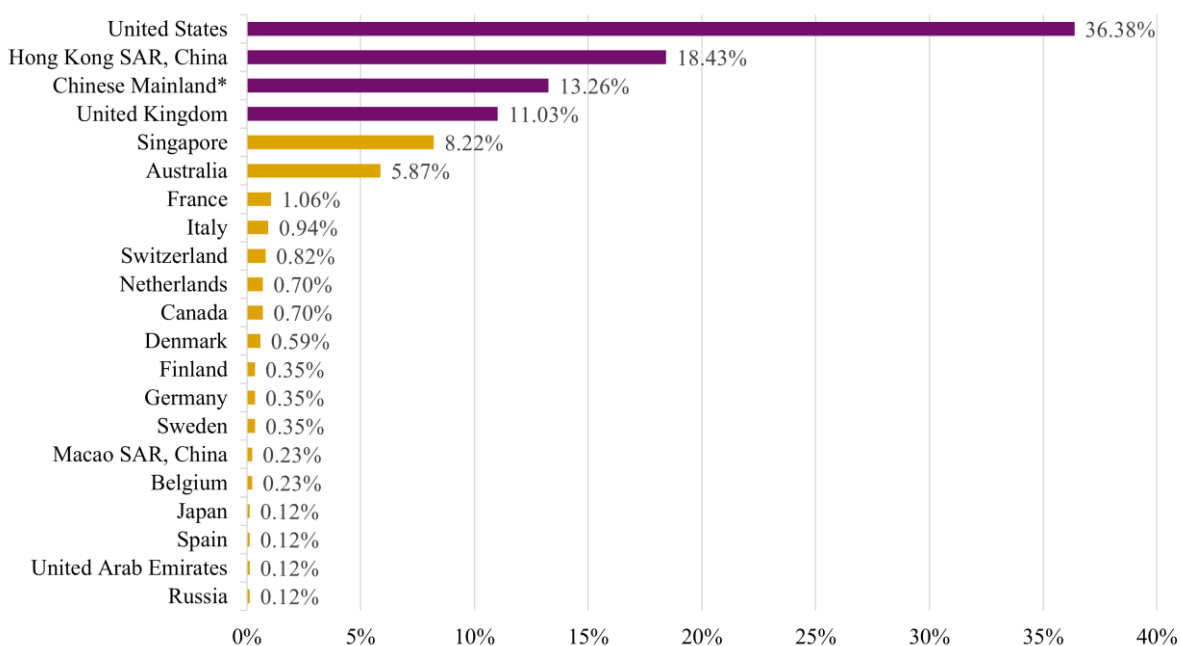
* Shenzhen was the destination with the highest share in the Chinese mainland category.

Fig.8 Analysis of further-study destinations

4. Graduate Schools Distribution

Apart from The Chinese University of Hong Kong and The Chinese University of Hong Kong, Shenzhen, the universities most popular with our 2022 graduates were the University of Hong Kong, National University of Singapore, Hong Kong University of Science and Technology, Columbia University, etc.

Table 4 Main choice of universities for the Class of 2022 (excluding CUHK and CUHK-Shenzhen)

Graduate School	No of Admissions
The University of Hong Kong	61
National University of Singapore	57
The Hong Kong University of Science and Technology/ The Hong Kong University of Science and Technology (Guangzhou)	47
Columbia University	33
New York University/New York University Shanghai	25
Johns Hopkins University	21
Washington University in St. Louis	20
Boston University	19
University College London	18
University of Southern California	18
University of New South Wales	17
London School of Economics and Political Science	16
University of California, San Diego	15
University of Michigan	15

5. PhD Programmes Admissions

In 2022, a total of 29 CUHK-Shenzhen graduates were accepted straight into PhD programmes at world-renowned universities, accounting for 3.40% of those who progressed to higher education.

Table 5 PhD Programme Admissions for Class-of-2022

Graduate School	Programme
The Chinese University of Hong Kong, Shenzhen	Biological Sciences, Energy Science and Engineering, Data Science, Computer and Information Engineering, Computer Science
The Chinese University of Hong Kong	Computer Science and Engineering, Mechanical and Automation Engineering, Information Technology
Purdue University	Industrial Engineering, Electrical and Computer Engineering
National University of Singapore	Computer Science
University of Maryland	Computer Science
University of Toronto	Electrical and Computer Engineering
Columbia University	Operations Research
Cornell University	Operations Research
Georgia Institute of Technology	Operations Research
University of Chicago	Chemistry
Emory University	Biostatistics
Rutgers University	Mathematics
Indiana University	Mathematics
University of Utah	Mathematics
The Ohio State University	Applied Mathematics

2.2.5 Employment Analysis

In 2022, 187 students were employed after graduation, representing 17.12% of the entire population, a decrease of 7.91 percentage points from the previous year.

1. Analysis by Annual Salary

The average starting pay for the fifth class of undergrads was RMB 166,900 yuan. Specifically, 1.17 percent of our recent grads made over RMB 500,000 yuan annually; 8.19% between RMB 300,000 and 500,000 yuan; 16.96% between RMB 200,000 and 300,000 yuan; 54.43% between RMB 100,000 and 200,000 yuan; and 19.30% below RMB 100,000 yuan.
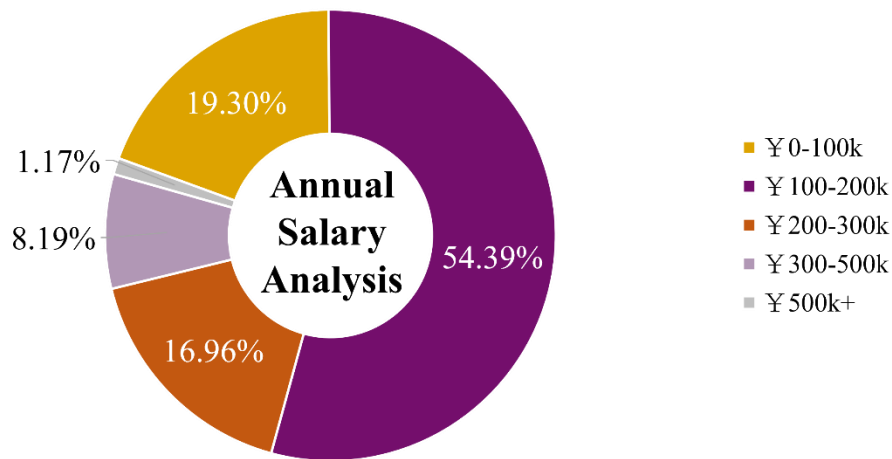

Fig.9 Analysis of annual salaries for Class-of-2022

2. Analysis by Employer Types

In 2022, a total of 141 graduates were employed by enterprises, of which 68.79% were Fortune 500 Global, Fortune 500 China[1], as well as listed or multinational enterprises. A further 46 graduates were employed in government agencies, institutions, or research centres.

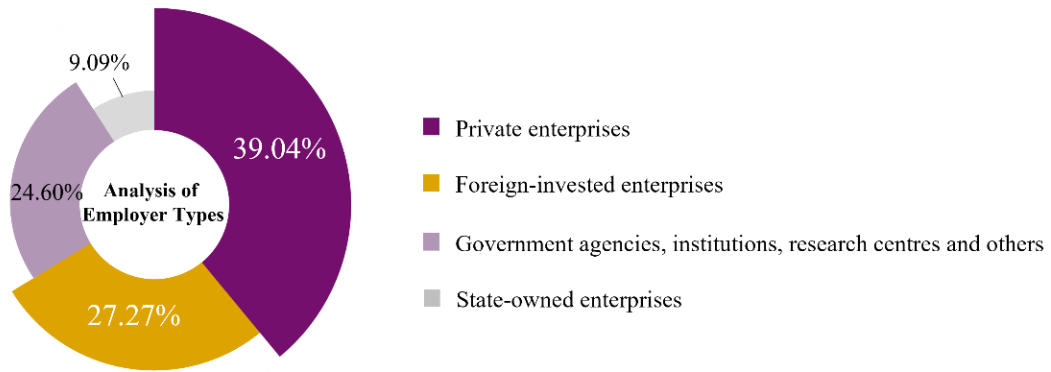[1] Source: *Fortune* Global 500 2022/ *Fortune* China 500 2022.

Fig.10 Types of employers for 2022 graduates

3. Analysis by Employment Industries

The employment statistics by industries showed that "Computer / Internet / Communications" has been the most popular sector favoured by 39.04% of the 2022 graduates. This was followed by "Professional Services / Education", "Finance / Banking" and "Trade / Consumer / Manufacturing" at 35.29%, 11.76% and 5.88% respectively.
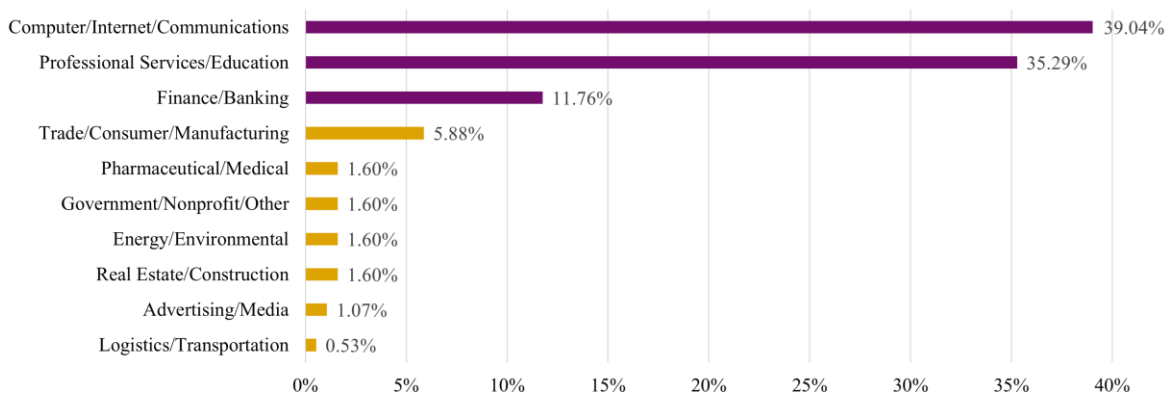

Fig. 11 Employment analysis by industries

4. Analysis by Regions

In terms of regional distribution, over 90% of the employed graduates chose to work in various first-tier cities, such as Shenzhen, Shanghai, Beijing, Guangzhou, Hong Kong SAR, or provincial capitals in China, such as Hangzhou, Chengdu, Xi'an, Changsha, and Nanjing. A further four went on to work as research assistants at top US institutions.
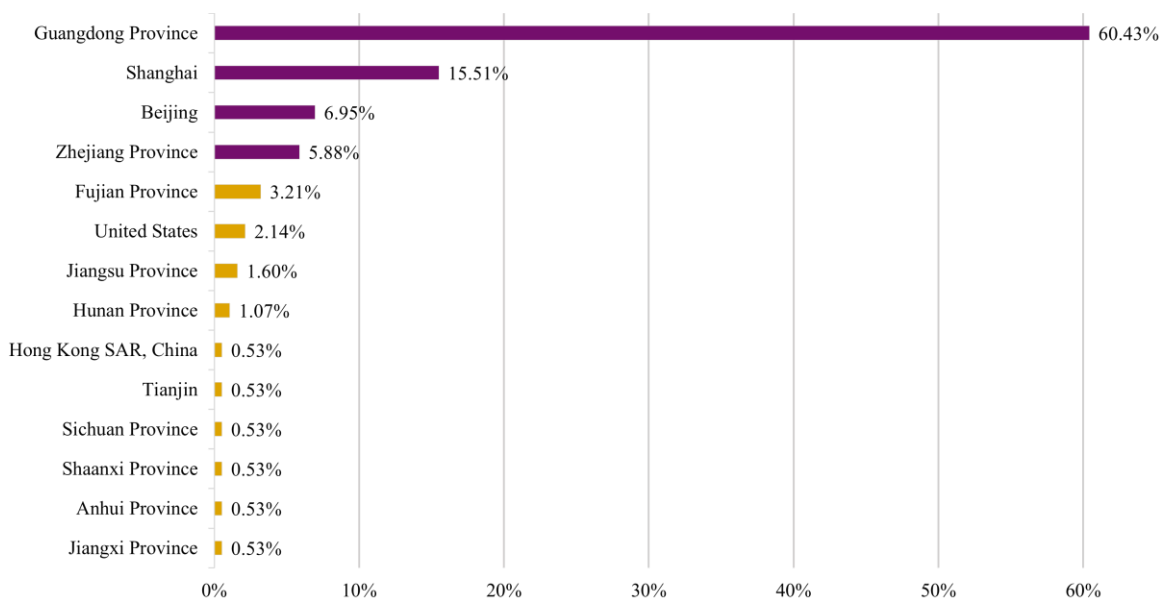
Fig.12 Employment analysis by destinations

5. Analysis by Employers

Top-ranked employers for 2022 graduates include primary and secondary schools in Shenzhen, Huawei, Tencent, PwC and ByteDance (universities and research institutions excluded).

Table 6 Ranking of employers for 2022 graduates

Employer	No. of Graduates Employed
Primary and secondary schools in Shenzhen	13
Huawei	10
Tencent	8
PricewaterhouseCoopers	8
ByteDance	5
Meituan	4
Alibaba	4
L'Oréal	4
Deloitte	3
China Merchants Bank	3
Inspir.ai	3

2.3 Employer's Evaluation

2.3.1 Evaluation of Graduate Competency

To better assess the workplace performance of the Class of 2022, The Chinese University of Hong Kong, Shenzhen conducted an employer survey on the competency and professionalism of its graduates. Employers were asked to rate their satisfaction with the graduates' performance on a scale of 1-5, with 5 being the highest score. The results showed that the employers were generally very satisfied with our 2022 graduates. Particularly, expertise and business skills, learning ability, innovation and initiative were the most satisfactory elements.

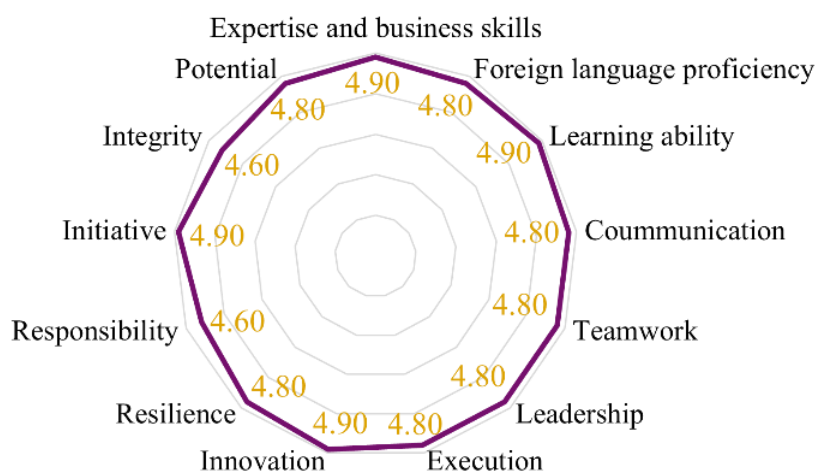**Fig.12 Employment evaluation of 2022 graduates by employers**

2.3.2 Evaluation of Placement Services

CUHK-Shenzhen has conducted a survey on employers' satisfaction with the University's placement services, covering recruitment arrangements, information services, venue facilities, and graduate dispatch. As shown in the survey results, most of the interviewed units were very satisfied with the services provided.

3. Initiatives for 2022 Graduates

The Chinese University of Hong Kong, Shenzhen has always been dedicated to developing a diversified, individualized, and holistic advising and support system with graduates in mind, despite the ever-changing economic and social climate. The following is a portfolio of tailored initiatives for CUHK-Shenzhen graduates pursuing further education and employment, with "self-discovery," "industry inquiry," "empowerment," and "pathfinding" as the primary areas of emphasis.

3.1 Extensive and Precise Graduate Placement Service Mechanisms

The Chinese University of Hong Kong, Shenzhen is a thriving and fast-growing institution of higher education. The fifth cohort of its graduates comprised students from five Schools, including the inaugural cohort from the Biomedical Engineering and Financial Engineering programmes. Looking at the domestic student population alone, the size of its current graduating class has increased by 25.37% year-on-year, posing additional challenges and issues for the University's placement services.

"Employment First" is one of China's top strategies facing the new era, and the employment of young people, particularly college graduates, is among the highest objectives. In this regard, the University places a high value on the career trajectories of undergraduates, adapting and optimizing placement and guidance mechanisms according to the circumstances. To ensure quality placement services in the face of a growing cohort, the University has adopted a Graduate Placement Team model, which involves University leadership as the gatekeeper, the Career Planning and Development Office (CPDO) as the advisor, and the Schools as the implementer.

In addition, the University has kept advancing its career/further studies advising by creating a more professional and efficient graduate placement service team. To this purpose, CPDO has organized a number of professional training sessions for the necessary service employees and has held meetings with its counterparts in each School to discuss and optimize functioning mechanisms for future education and employment. The faculties at each School have actively collaborated with CPDO's training and efforts, making strides toward building a stronger placement service team that matches its own graduate size and academic focus.

With the combined efforts of CPDO and the graduate service teams of each School, this year's graduates benefited from more accurate and individualised advice for subsequent education and employment. In specific terms, each student was paired with an advisor before the fourth year for career/college guidance in accordance with their prospects. Specific areas of consultancy include job career planning, career choice, policy interpretation, skills training, mindset adjustment and more. At the same time, information on each graduate was kept electronically for long-term and timely follow-up, feedback, and individualised guidance for further education/career.

Hardware-wise, CPDO is always looking for ways to improve its infrastructure so that it can offer better placement services to our graduates. For example, the CPDO office has been refurbished and enlarged to provide a new location for graduate guidance. It is presently 250 square metres in size and includes a welcome area, a self-assessment area, an information exhibition space, four counselling rooms, and three multi-function rooms. The updated facilities are better equipped to meet the needs of student counselling, holding meetings and training for further studies and employment services.

3.2 Deeper, Broader and More Connected External Collaborations

The Career Planning and Development Office (CPDO) is committed to expanding the University's network of trusted partners in academia and industry, both at home and abroad. In recent years, a matrix of high-quality social resources has been developed to fulfil the demands of our graduate students by compiling and analysing data on graduate school admissions and advancements in the industry. During this process, CUHK-Shenzhen's social influence and image were further improved, preparing our graduates for continued growth in the years to come.

For years, the CPDO has contacted universities and programme directors outside of China via email and other channels in an effort to increase mutual understanding and confidence. Even as the pandemic raged on, the University's extensive worldwide partnerships with more than 100 universities were successfully deepened and expanded through the Office's initiative of informative and detailed online meetings. Examples of our international partners now include Massachusetts Institute of Technology, Columbia

University, Johns Hopkins University, Boston University, University of Washington, University of California, Berkeley, University of Chicago, University of Pennsylvania, University of Southern California, Imperial College London, King's College London, Nanyang Technological University, University of Toronto, University of Rochester, Essex Business School, Ecole Supérieure de Commerce de Paris, University of Hong Kong and many more. Furthermore, CPDO has been actively negotiating and talking with some graduate schools for our students' applications on a case-by-case basis in response to the "one-size-fits-all" situation of certain abroad universities in dismissing applications from Chinese students. All these efforts have paved the way for CUHK-Shenzhen graduates to apply for overseas postgraduate studies.

In terms of university-enterprise cooperation, CPDO has maintained its network of contacts with businesses across sectors, initiating extensive exchanges and cooperation in areas like information dissemination, campus recruitment, internship bases, educational partnerships, and industry-academia-research collaboration. As a result, our graduates were offered more options and wider space for finding work, learning about the field in depth, getting real-world experience, and advancing their careers. By 2022, the University has established contact and cooperation with over 700 employers. Among the initiatives, CPDO's internship base project and human resources enhancement project with Tencent and the internship base project with Alibaba Cloud were successfully included in the initial exemplary list of the Department of Higher Education, the Ministry of Education of the People's Republic of China to link colleges and employers' employment needs. Additionally, the first CUHK-Shenzhen Employer of the Year Ceremony was grandly conducted to honour those who have consistently backed the University's employment efforts since its founding. The event was attended by award-winning employers from industries such as technology, finance, consulting, FMCG, real estate, media, medical, and public utilities, ushering in a new chapter as well as new areas and routes of collaboration between the University and enterprises.

Regarding local collaboration, CPDO has long looked for ways to leverage Shenzhen's unique advantages and resources through partnerships with local counterparts, with the aim of creating win-win relationships for all parties involved. For instance, in December 2021, we hosted a job fair for the Longgang District government and public institutions and invited students from Shenzhen MSU-BIT University to attend; in March 2022, we collaborated with six other local universities in Shenzhen to host a virtual job

fair called "Fight The Pandemic Together - Jobs for Youth," which drew over 300 employers; and in June 2022, we planned a trip for our students to Shenzhen University to attend the employment expo (internship/traineeship) of the Shenzhen Human Resources and Social Security Bureau. Together, CUHK-Shenzhen and its local peers have been able to better allocate resources and share the advantages of their partnership through the aforementioned activities. This joint effort has opened up new horizons for high-quality employment of Shenzhen graduates, while also contributing to the growth of talent in the Guangdong-Hong Kong-Macao Greater Bay Area.

3.3 More Relevant and Sustained Premium Placement Activities

Student-centred placement services are a key priority at CUHK-Shenzhen. Each academic year, CPDO conducts around 200 career events and provides over 2000 hours of one-to-one counselling. Our goal is to build a premium brand of on-campus placement services that will attract and assist students in making informed career decisions at an early stage.

As part of its efforts to expand its "brand" and empower more students, CPDO has been working to improve the connectivity between its boutique events (career and further education series) over the past year. For instance, the annual Further Study Open Day was held for the fourth time this year, featuring info sessions of top universities, mock interviews, application writing camps, counselling sessions with seniors, one-on-one advice on further education, application workshops, and standardised test tutoring. Another highlight of our branded placement service was the fourth Career Open Day, which included extensive sub-events such as Holland Code Assessment talks and one-on-one readings, career counselling with corporate HR, online sharing sessions on popular industries, and career photo shoots. These are fantastic opportunities for students to learn more about themselves and the business, as well as to discover how their passions and professional goals connect. In addition, the University has implemented its sixth Students Mentor Program, which has recruited a total of 271 off-campus mentors, over 30% of whom hold PhDs and over half have studied or worked overseas. On top of the above, the University hosted a series of activities titled "A Look at Public Service". Policy interpretation, experience sharing, and duty explanation were all included in the series in response to the rising demand for civil service, public sector, and teaching posts among recent graduates. Internship opportunities with the Longgang District Government and

institutions were highlighted in a career fair held in conjunction with the series, where students were urged to explore how relevant jobs matched their interests. Two other hallmarks of CPDO's initiatives were 1) the "Encyclopedia of Study Abroad" series, in which nearly twenty articles written by alumni in well-known study abroad programmes have been published, and 2) skills enhancement workshops, which included "Writing Camp," "Resume Workshop," and "Mock Group Interview" sessions, among others, and are designed to help students effectively prepare for opportunities abroad or in the workplace.

The overarching mission of CPDO is to improve the quality of student guidance, offer students expert and reliable career planning and counselling services, and create individualised career planning programmes. In light of these advancements, the Office has been recognised as the "Featured Studio of Career Counselling in Guangdong Universities in 2022" for its dedication to providing comprehensive, in-depth, and precise guidance to graduates.

3.4 Flexibility for Efficiency in Uncertain Times

The spread of COVID-19 has created a number of logistical challenges for those working in career counselling, including a decrease in the number of opportunities for offline recruitment and a slowdown in exchange activities. To that end, CPDO has adapted its philosophy quickly to the new reality, and made every effort to ensure that all the work and activities for further studies and employment were carried out in an organised fashion with the students at the absolute centre. When planning offline events, CPDO prioritised safety in line with COVID-19 guidelines to ensure the health of all attendees. As such, proper arrangements for participation, policy explanations, and other necessary preparations were established. On the other hand, with careful process design, coordination, and equipment debugging, the Office was able to make online events as effective and efficient as their offline counterparts.

Flexibility is the key to achieving these goals. For instance, in response to a change in circumstances, the University decided to move two major job-fair series events in Guangdong for 2022 college graduates (the Southern Financial Technology Special Session and the Guangdong-Hong Kong-Macao Greater Bay Area Talent Recommendation Special Session) to online hosting. More than 350 businesses participated in each of the two massive job fairs. The above-mentioned 4th Further Study

Open Day and 4th Career Open Day both took place online for the first time this year, yet nevertheless managed to draw over 2,500 students. It was a rough start to the school year for 2022's students as they were delayed in returning to class due to a variety of unforeseeable circumstances. In response, CPDO made more time available for students to get virtual one-on-one career coaching. The CPDO has also set up a dedicated hotline for students, parents, and companies to call with questions, learn about policies, and receive emotional support throughout the non-return time.

As students returned to campus, CPDO further adapted its strategy and worked with various university departments to ensure that placement activities ran smoothly and in line with COVID-19 requirements. When event attendance was limited under the then prevailing policy, for instance, CPDO organised a series of careers events in a hybrid format to include as many students as possible. The campus lock-down management period, when students had trouble leaving campus for internships, was another instance that called for adaptable correspondence. To address this need, CPDO took the initiative to gather and organise online internship opportunities from the community, an effort that has been widely supported by businesses and organisations such as the Futian National High Tech Industry Innovation Center, Boston Consulting Group, Susall Wave, Shenzhen Research Institute of Big Data, Zheshang Securities, Nanfang Daily Newspaper Group and many more. As a result, students were assured of taking part in internships and apprenticeships throughout the lock-down period.

Looking ahead, the University is dedicated to enhancing the effectiveness and visibility of its graduate services in the years to come. It will continue to develop a wide range of adaptable, informative, and attractive career exploration and skills enhancement activities, connecting CUHK-Shenzhen students with the resources of enterprises and overseas schools that are relevant to their majors. We hope that via our efforts, our alumni can have a better understanding of professional and career options, uncover the best positioning and direction, and realise their values and goals in life to a greater extent.