

**REPORT OF THE NINETEENTH MEETING
OF THE SEAFDEC INFORMATION STAFF PROGRAM (ISP)**

9-11 October 2018, Chonburi, Thailand

INTRODUCTION

1. The Nineteenth Meeting of the SEAFDEC Information Staff Program (19 ISP Meeting) was organized from 9 to 11 October 2018 in Chonburi, Thailand, and hosted by the SEAFDEC Training Department (TD). The Meeting was attended by the SEAFDEC Secretary-General and concurrently Chief of the Training Department (TD), the Deputy Secretary-General, Senior Officials of TD, and information-related officers from the SEAFDEC Secretariat, TD, AQD, MFRDMD, and IFRDMD. The List of Participants appears as **Annex 1**.

I. OPENING OF THE MEETING

2. The SEAFDEC Secretary-General and the Chief of TD, *Dr. Kom Silapajarn* welcomed the participants to the 19 ISP Meeting. He articulated on the importance of the ISP Meetings in enhancing the visibility of SEAFDEC, and that the forum could be a good opportunity for discussing the information-related issues and initiatives among the SEAFDEC Secretariat and Departments. He then expressed his wish for the Meeting to have fruitful deliberations and discussions, and declared the Meeting open. His Opening Remarks appears as **Annex 2**.

II. BACKGROUND AND OBJECTIVES OF THE MEETING

3. The SEAFDEC Secretariat provided a brief background on the information-related activities of SEAFDEC, as well as on the objectives, agenda and arrangements of the 19 ISP Meeting. The Agenda of the Meeting appears as **Annex 3**.

III. REVIEW OF THE PROGRESS AND ACHIEVEMENTS IN 2018 ON THE IMPLEMENTATION OF THE INFORMATION STRATEGIES FOR ENHANCING SEAFDEC VISIBILITY AND COMMUNICATIONS

4. The progress in the “Implementation of the Information Strategies for Enhancing SEAFDEC Visibility and Communications” during the period from January-September 2018 (**Annex 4**) was presented by the Information Officer from the SEAFDEC Secretariat based on inputs from the Departments. The 19 ISP Meeting subsequently provided views, observations and recommendations for improving the implementation and monitoring of the progress of the Information Strategies as follows:

Strategy 1: Production of relevant, timely, and useful information materials to meet the requirements of the target audience

- The SEAFDEC Secretariat and Departments should in the future enhance the dissemination of materials through electronic means (e.g. e-newsletter, downloadable PDF).

Strategy 2: Raising SEAFDEC image at international, regional and national levels

- Monitoring of “SEAFDEC websites” and “project websites” should be reported in separate tables. For websites of relevant projects, e.g. *Refugia* and USAID-Ocean projects, these should be included even if they are not administered directly by SEAFDEC and even if data on number of visitors, etc. could not be easily compiled.
- For monitoring of social media administered by SEAFDEC, the table should be modified as follows:

Social Media	No. of followers/ subscribers	No. of likes/ views	No. of shares	Department

- On the possibility of identifying the referral links to SEAFDEC websites, although the links to SEAFDEC websites could be traced using Google Analytics but considering that most people could easily access to the SEAFDEC websites through direct access and search engines, such data may no longer be necessary.
- With regards to monitoring of press statements and appearance in public media, it was noted that the high number of press releases by AQD could be because AQD hires a consultant to write press statements for important events/activities, and establishes contacts with various newspapers to publish the news/articles, some of which are contracted for certain fees although in some cases personal relationships have been established allowing for the printing of some AQD articles for free especially when space in the newspapers is still available.

Strategy 3: Enhancing communication and information sharing both within SEAFDEC and with Member and non-Member Countries, other international/regional organizations, and public

- For the table with columns on “number of downloadable materials in SEAFDEC websites” and “number of downloads during reporting year,” the data should include only the number of downloadable/downloaded publications from SEAFDEC websites, but not those from the repositories and documents of SEAFDEC events.
- With regards to monitoring of the SEAFDEC repositories, a separate table should be added as follows:

Department	Repository URL	No. of access	No. of unique visitors	No. of titles		No. of downloads
				No. of titles uploaded during reporting year	No. of titles accumulated	

Strategy 4: Strengthening SEAFDEC capability in information-related activities

- With regards to collaboration with other organizations, as the Secretariat had signed an umbrella MOU with the FAO Aquatic Science and Fisheries Abstract (ASFA), the Secretariat should check whether the MOU is still valid and include this as appropriate, specifically indicating that the lead person who is working and providing inputs to ASFA is from AQD.
- On the financial sustainability of the publications and information activities, MFRDMD and IFRDMD were encouraged to provide their respective figures on the total cost for production of publications although their publications are not intended for sale. MFRDMD and IFRDMD could also provide the figures on percentage of program expenditures spent for information activities based on the expenditures for information activities indicated in FCG project document format.

Strategy 5: Regular monitoring and evaluation of information activities

- Since the Meeting had no comments on this, the usual monitoring system should be continued.

5. After the discussion, the Departments agreed to provide the updated information on the progress of implementation of the Information Strategies (to cover the period from January-December 2018) taking into account the abovementioned recommendations, to the Secretariat by the end of January 2019. The Meeting was also informed that a short summary of this annual progress report would be included as part of the SEAFDEC Annual Report 2018.

IV. PREPARATION AND ENHANCEMENT OF SEAFDEC INFORMATION TOOLS/ACTIVITIES IN 2019

4.1 Overview of SEAFDEC Regular Information Materials

6. The 19 ISP Meeting took note of the SEAFDEC regular information materials to be produced in 2019 with inputs from all the Departments (**Annex 5**). These include the SEAFDEC Annual Report 2018, Annual Information Compilation CD-ROM 2018, SEAFDEC Newsletter (4 issues), Special Publication “Fish for the People” (3 issues), and the SEAFDEC Calendar 2020. The working schedule and contact persons from each Department for the preparation of these materials were also noted. In this connection, the Departments were requested to inform the Secretariat in case there are changes in the contact persons of their respective Departments.

4.2 SEAFDEC Annual Report 2018

7. The 19 ISP Meeting noted that the structure of SEAFDEC Annual Report 2018 would be changed to align with the SEAFDEC Strategies Toward 2030 adopted by the SEAFDEC Council in 2017 (**Annex 6**). The structure of the Strategies and topics indicating the required inputs from Secretariat and Departments, as well as the timeframe for compilation and production of the Annual Report were also noted. Specifically, the Departments were requested to provide inputs for the sections on “SEAFDEC Programs of Activities in 2018,” and “Cooperation with Donors and Other Organizations” to the Secretariat by the end of January 2019.

8. Departments were also encouraged to provide inputs on “SEAFDEC Programs of Activities in 2018” with sufficient details, *e.g.* rationale why the project should be undertaken, objectives, results (or anticipated results), and the benefits for the region’s fisheries development.

4.3 SEAFDEC Calendar 2020

9. The Meeting suggested the potential themes (and possible contents) for the SEAFDEC Calendar 2020, as follows:

- a. Maintaining Environmental Integrity for Sustainable Fisheries (*e.g.* preventing marine/coastal pollution, preserving resources, combating IUU fishing, aquaculture feed, co-management, inland fisheries, vulnerable species)
- b. Gender in Fisheries (*e.g.* roles of women in different fisheries-related activities)
- c. Initiatives in Combating IUU Fishing (*e.g.* RFVR, ACDS, PSM, combating IUU in inland fisheries, and aquaculture sub-sectors)
- d. Safety Security and Well-being of Fisheries (*e.g.* safety in different kinds of job in fisheries, *e.g.* fishers, farmers, processing plants, etc.)

10. The Meeting also suggested that the abovementioned themes should be proposed for further discussion and final decision during the forthcoming SEAFDEC Department Chiefs Meeting (DCM).

4.4 SEAFDEC New Year Card 2019

11. After considering the designs of the New Year Card 2019 proposed by TD (**Annex 7**), the 19 ISP Meeting provided the following suggestions:

Outside front: Design 3 was chosen, with the following suggestions for modification:

- SEAFDEC logo should be in the bottom-left position, followed by SEAFDEC full name on the first line; and SEAFDEC website on the second line
- The word “Seafdec” should be capitalized as “SEAFDEC”
- The word “from ...” should be changed to “from” (not followed by dots), while the font style should also be changed
- Background color should be lighter or using the SEAFDEC theme color
- SEAFDEC logo should be removed from the decoration (in the middle of the fish school)
- Design of the three schools of fish should be in different shapes (reflecting the diverse species being focused by SEAFDEC)

- Picture should be moved slightly down to reduce the bottom space

Outside back:

- URL of SEAFDEC website (*www.seafdec.org*) should be removed as this already appears in the front side
- URL of IFRDMD website should be updated (*www.seafdec.id*)
- Picture of TD building should be changed to the photo of TD after renovations
- Sequence of the SEAFDEC Departments should follow the year of their establishment, starting from TD, MFRD, AQD, MFRDMD, to IFRDMD
- Telephone number of AQD should be changed
- Space between Department pictures and addresses should be adjusted

Inside: Design 1 was chosen, with the following suggestions for modification:

- Background photograph of fishes should be used, but colorful decorations should be removed
- The word “Season’s Greetings” should be removed
- Lower part of the page should be plain white (without lines)

12. The Meeting was informed that the New Year Card 2019 would be published by November 2018 and will be disseminated together with SEAFDEC Calendar 2019. The 19 ISP Meeting also confirmed the number of copies of the New Year Card 2019 required by the Secretariat and Departments, as follows: Secretariat = 500 copies, TD = 450 copies, AQD = 200 copies, MFRD = 50 copies, MFRDMD = 150 copies and IFRDMD = 250 copies.

4.5 SEAFDEC Newsletter

13. The 19 ISP Meeting took note of the recommendations for future improvement of the SEAFDEC Newsletter (**Annex 8**). Specifically, on the use of quotes in news articles, while it was encouraged that quotes be transformed into report statements, the Meeting agreed that some important quotes could be maintained to make the news articles more appealing to the readers.

14. While noting that the timeline for submission of articles for the SEAFDEC Newsletter is one week after the end of a quarter, the Secretariat and Departments that organized important/regional events were requested to make earlier submission of articles to the Secretariat, *i.e.* within two weeks after the event, so that such articles could be published in timely manner in the SEAFDEC website.

4.6 SEAFDEC Special Publication “Fish for the People”

15. The 19 ISP Meeting took note of the request of the SEAFDEC Secretariat for Departments to submit article inputs for the SEAFDEC Special Publication “Fish for the People” (**Annex 9**) in order that the publication could be sustained. However, concern was made on securing the availability of articles as there is a need for high level policy from Departments to encourage researchers to write and submit technical articles that publicize the results from projects implemented by the Departments. This matter should therefore be raised during the forthcoming DCM.

4.7 SEAFDEC Websites

16. The 19 ISP Meeting took note of the structure and analysis of the main SEAFDEC website (**Annex 10**) and those of TD, MFRD, AQD, MFRDMD, and IFRDMD. The previous decision of the SEAFDEC Secretariat and Departments during the Inter-Departmental Information Workshop in April 2018 to harmonize the respective websites, *i.e.* header of the SEAFDEC Secretariat and Departmental websites, change of menu on “Events” to “Calendar,” was reiterated. However, the respective Departments could also display the other menus and contents differently to correspond to each Department’s mandate. Meanwhile, displaying the 50th SEAFDEC Anniversary logo in SEAFDEC websites could be maintained until the end of December 2018, the 51st Anniversary of SEAFDEC, after which such logo should be removed.

17. Specifically on the main SEAFDEC website, the 19 ISP Meeting suggested some possible changes in the future, *e.g.* “SEAFDEC Menu” to be renamed as “Quick Links,” and “Staff Directory” menu to be moved to the menu on “Contact Us.” While noting that the Secretariat is planning to restructure and revise the template of the SEAFDEC websites to be more friendly to mobile devices, it was also suggested that the number of users accessing the websites through mobile devices should be monitored, and in monitoring of the keywords, the average session duration should also be tracked in the future.

18. Furthermore, it was suggested that the main SEAFDEC website should also promote the important projects of the other Departments, *e.g.* *Refugia*, USAID-Oceans, and other projects implemented by TD, by developing appropriate banners to link to the specific project websites. In this connection, concerned Departments were asked to communicate with the Secretariat Web Master on this matter.

19. On the planned harmonization of the MFRDMD website with other SEAFDEC websites, the 19 ISP Meeting was informed that as the development/modification of MFRDMD website is being outsourced, any changes to the website would incur costs. In this regard, MFRDMD could only harmonize its website with the other SEAFDEC websites when the Department is scheduled to update its website, *i.e.* in early 2019. Nevertheless, the Meeting suggested that MFRDMD could in the future make use of the open-source software, *i.e.* WordPress to avoid incurring any costs, considering that the capability of MFRDMD on the use of this software has already been developed through the training which was conducted by the AQD staff.

20. The 19 ISP Meeting was also informed that the original URL of IFRDMD website *www.seafdec.or.id* is no longer available and has been temporarily changed to *www.seafdec.id*. However, IFRDMD would try to acquire back its original URL in the future.

V. OTHER INITIATIVES IN ENHANCING SEAFDEC ACTIVITIES AND VISIBILITY

5.1 Development of Institutional Repositories

21. The 19 ISP Meeting took note of the progress on the development of the institutional repositories by the Secretariat, TD, AQD, MFRDMD, and IFRDMD (**Annex 11**). The Meeting was informed that for MFRD, its publications had been uploaded under the SEAFDEC Institutional

Repository maintained by the SEAFDEC Secretariat, and that information on the number of downloads of such publications could be segregated if necessary.

22. With regards to harvesting of publications from the other Departments, the 19 ISP Meeting was informed that currently the publications from TD and AQD could be harvested by the Secretariat for the SEAFDEC Institutional Repository. However, since AQD is planning to re-categorize its community and collections to be harmonized with the repository matrix as previously agreed among the Secretariat and all Departments, the other Departments, *i.e.* TD, MFRDMD and IFRDMD were also encouraged to follow the same matrix as well.

23. The 19 ISP Meeting also noted some concerns related to harvesting of publications, *e.g.* the original URL of publications at Departmental repositories and the harvested URL in the SEAFDEC Institutional Repository are not unique, and when a new publication is added in the collections that have already been harvested by the Secretariat, such publication does not automatically appear in the SEAFDEC Institutional Repository. Nevertheless, AQD has already communicated with DSpace developer to address these issues.

24. With regards to publications issued in series such as the SEAFDEC Newsletter and Fish for the People, the 19 ISP Meeting suggested that the running Volume numbers should be in 2 digits, *e.g.* “Volume 01” instead of “Volume 1” so that these publications could be sorted numerically in ascending order.

25. With regards to the SEAFDEC/TD Institutional Repository, the 19 ISP Meeting suggested that the issue dates of publications in the Thai language should be harmonized to follow the Gregorian calendar year and not the Thai calendar year.

26. On the plan of AQD to digitize the old publications of the SEAFDEC Secretariat and other Departments using the facilities provided through the SEAFDEC-ASFA collaborative arrangement, the Meeting was informed that under such arrangement, digitization will focus on publications that could be cited by users, *e.g.* Proceedings. With such rationale, Reports of SEAFDEC Council Meetings, especially those printed during the early years of SEAFDEC could not be covered.

27. With regards to the on-going development of the SEAFDEC/MFRDMD Institutional Repository, MFRDMD conveyed the appreciation to the Japanese Trust Fund for allocating funds in 2018 to acquire a book scanner and hire a contractual staff to facilitate the digitization of the MFRDMD documents. However, MFRDMD is still having some difficulties in the installation of the DSpace program, although this is currently being addressed so that the installation could be completed and ready by November 2018.

28. On the SEAFDEC/IFRDMD Institutional Repository, it was noted that currently this is still being run using a laptop, but IFRDMD is in the process of acquiring a qualified web-hosting facility to serve as its repository server. In this connection, IFRDMD should be able to install its repository into the web-hosting server by December 2018.

29. The Meeting noted the high cost for the web-hosting facilities of the SEAFDEC Institutional Repository and the SEAFDEC/TD Institutional Repository, and the unavailability of the MFRDMD and IFRDMD servers at this moment. In this connection, the Meeting agreed to explore some alternatives in

the future, *e.g.* AQD to upgrade its server to also accommodate the repositories of the other Departments, the incurred cost of which should be charged to the respective Departments. Meanwhile, the Secretariat and TD were also encouraged to explore certain server facility options that entail lower costs.

5.2 Monitoring Citations of Publications

30. The 19 ISP Meeting recalled the previous discussions during the past ISP Meetings on monitoring the number of citations of SEAFDEC publications as this could serve as one of the indicators for monitoring the progress in the implementation of the Information Strategies, particularly in reflecting the usage of the information generated by SEAFDEC.

31. The 19 ISP Meeting however noted that currently the repository system being established by SEAFDEC does not have any function that could facilitate monitoring of citations, while some monitoring tools such as the Google Scholar or Scopus also have certain limitations. Furthermore, most articles of the SEAFDEC Secretariat and Departments other than those of AQD are mostly not published in peer reviewed journals and thus, any citations could not be monitored using Scopus and Web of Science citation databases. It was therefore agreed that monitoring of the usage of information generated by the Secretariat and the other Departments should focus more on the number of publications downloaded through the websites, and not necessarily covering the number of citations.

5.3 Notes for Editing SEAFDEC Documents

32. The 19 ISP Meeting discussed and provided comments on the revised Notes for Editing SEAFDEC Documents. The revised Notes accommodating comments from the Meeting appears as **Annex 12**. The Departments were also requested to provide feedback to the Secretariat by 19 October 2018 so that the Notes could be submitted to the DCM by 24 October 2018.

5.4 SEAFDEC Brand Book

33. The 19 ISP Meeting recalled the recommendations made during the Inter-Departmental Information Workshop in 2018 for the Secretariat to develop a draft “SEAFDEC Brand Book” for consideration by the ISP Meeting so that this could serve as written reference to harmonize the appearance and preserve the identity of SEAFDEC. After thorough discussion, the Meeting suggested that the harmonization should focus specifically on the SEAFDEC theme color, SEAFDEC logo, and stationeries (letterhead, letter envelope, and headers of working/reference papers) to be used by the Secretariat and all Departments. In this connection, the title of such document should be changed to “SEAFDEC Standards for Official Documents and Stationeries.” The 19 ISP Meeting also agreed on the contents of the revised document as shown in **Annex 13**, and that the document should be submitted to the forthcoming DCM for consideration and support.

34. With regards to the proposed harmonization of the template for SEAFDEC PowerPoint presentations, the 19 ISP Meeting agreed that such template should be used for SEAFDEC annual meetings, such as those of the SEAFDEC Council, SEAFDEC Program Committee, and the ASEAN-SEAFDEC FCG/ASSP. The Secretariat was therefore asked to provide the template to all Departments in advance, so that this could be subsequently used in the presentations for such meetings.

5.5 Others

- **QR Code for SEAFDEC Publication**

35. The 19 ISP Meeting encouraged the Secretariat and the Departments to also include QR code in their respective publications as appropriate and applicable (in front-cover, back-cover or inner page) in order to facilitate access to the e-copy of such publications by the clientele. Such QR code should also link to the permanent URL of a particular publication in the SEAFDEC repositories. However, the QR code should be linked to the preview page and not on the page that links to the PDF file, considering that in some publishing processes, permanent URL would have to be generated for printing the publication prior to the availability of the final PDF file of the said publication.

VI. HOSTING ARRANGEMENTS FOR THE 20 ISP MEETING

36. The representative from AQD informed the Meeting that AQD would be happy to host the 20th Meeting of SEAFDEC ISP in 2019 in the Philippines. While conveying his gratitude to AQD for offering to host the next SEAFDEC ISP Meeting, the Secretary-General of SEAFDEC requested the SEAFDEC Secretariat to coordinate with AQD for the detailed arrangements of the next ISP Meeting.

VII. CONCLUSION AND RECOMMENDATIONS

37. The conclusion and recommendations included in this Report of the 19th Meeting of the SEAFDEC Information Staff Program were adopted on 11 October 2018. The SEAFDEC Secretariat was asked to follow up with the Departments on their progress with respect to the implementation of the recommendations as this would ensure that promotion of the programs and projects of SEAFDEC is enhanced and the visibility of SEAFDEC amplified.

VIII. CLOSING OF THE MEETING

38. The Deputy Secretary-General of SEAFDEC, *Mr. Akito Sato* expressed his appreciation to the participants for their productive inputs that allowed the 19 ISP Meeting to achieve its objectives paving the way for improving the information-related activities and enhancing the visibility of SEAFDEC. He expressed his gratitude to the SEAFDEC Secretariat and the Departments for the considerable progress made in improving their respective information-related activities, especially the development of the institutional repositories as these are very important tools that could help increase the visibility of SEAFDEC. He then expressed the appreciation to AQD for its offer to host the next ISP Meeting in the Philippines, and declared the Meeting closed. His Remarks appears as **Annex 14**.