

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

10-12 October 2017, Singapore

INTRODUCTION

1. The Eighteenth Meeting of the SEAFDEC Information Staff Program (18 ISP Meeting) was organized from 10 to 12 October 2017 in Singapore, and hosted by the SEAFDEC Marine Fisheries Research Department (MFRD). The Meeting was attended by the Acting SEAFDEC Secretary-General and concurrently Acting Chief of the Training Department (TD), Chief of MFRD, and information-related officers from the SEAFDEC Secretariat, TD, AQD, MFRD, MFRDMD, and IFRDMD. The List of Participants appears as **Annex 1**.

I. OPENING OF THE MEETING

2. On behalf of the Chief of MFRD, *Ms. Jasmine Foo Ai Soon* welcomed the participants to the 18th Meeting of SEAFDEC ISP, and articulated on the importance of the ISP Meetings in enhancing the visibility of SEAFDEC and in providing the platform for SEAFDEC information officers to discuss and share their views and experiences in implementing their respective Departments' information-related activities. She also recognized that the effective promotion of information materials based on the SEAFDEC programs would ensure that results of such programs reach the target audience. She then expressed her wish for the Meeting to have fruitful results from the deliberations and discussions, and for the participants to have enjoyable experience and pleasant stay in Singapore.

3. The Acting Secretary-General of SEAFDEC, *Dr. Kaoru Ishii* expressed his appreciation to MFRD for facilitating the arrangements of the Meeting. While reiterating the importance of improving the information activities and enhancing the visibility of SEAFDEC, he expressed the appreciation to the staff of the Departments for specifically providing inputs for the recent SEAFDEC publication, the Southeast Asian State of Fisheries and Aquaculture 2017 or SEASOFIA 2017, which enabled the Secretariat to publish and disseminate the publication this year. Furthermore, as the establishment of SEAFDEC institutional repository has already been initiated by the Secretariat and the Departments early this year based on recommendations from the ISP meeting in 2016 and with the assistance of resource persons from AQD, he stressed that this ISP should also be a good opportunity to discuss the progress and way forward for improving the institutional repositories of the Departments to enhance the accessibility to SEAFDEC publications in the future. After sharing some more insights about this ISP Meeting, he declared the Meeting open.

II. BACKGROUND AND OBJECTIVES OF THE MEETING

4. 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 18 ISP Meeting. The Agenda of the Meeting appears as **Annex 2**.

III. REVIEW OF THE PROGRESS AND ACHIEVEMENTS IN 2017 ON THE IMPLEMENTATION OF THE INFORMATION STRATEGIES FOR ENHANCING SEAFDEC VISIBILITY AND COMMUNICATIONS

5. The progress in the “Implementation of the Information Strategies for Enhancing SEAFDEC Visibility and Communications” during the period from January-September 2017 (**Annex 3**) was presented by the information officer from the SEAFDEC Secretariat based on compiled inputs from the Departments. The 18 ISP Meeting subsequently provided views, observations and recommendations for improving the implementation and monitoring of the progress of the Information Strategies.

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

- While noting that the incentive system adopted by AQD could be one of the reasons that enables AQD to sustain the production of high number of technical materials and scientific papers for several years, the 18 ISP Meeting encouraged the other Departments to also explore the possibility of establishing their respective systems of motivating their staff to publish more technical articles in the future. For example, by granting of incentive system or using the published articles as one of the criteria for staff promotion. For similar purpose, an Administrative Order was recently issued on the granting of an incentive allowance to staff of the Secretariat and TD for publishing papers in “Fish for the People” or in non-SEAFDEC publications.
- While expressing the view that selling publications, *e.g.* Aquaculture Extension Manual (AEM) of AQD, could also result in limited distribution of technical publications to the target audience, the 18 ISP Meeting considered the suggestion that although some hard copies of the publication could still be sold to those who can afford. Nevertheless, the PDF copies of publications could also be made downloadable through the Department websites to ensure that the public and Member Countries could access the publications of SEAFDEC. Furthermore, the Departments were asked to also consider providing the complete PDF files of all publications produced during the year to be included in the CD-ROM compiled by the Secretariat to be given during the annual Council Meeting.
- For publications that are available only in PDF format (as shown in Appendix 1), the Departments were asked to also record the number of PDF copies distributed to better reflect the effective dissemination of the publications, *e.g.* using the number of recipients who availed of the copies through e-mail, the number of copies downloaded through the websites, etc.
- Monitoring of Strategy 1 should include additional table for monitoring the number of views for videos uploaded in the Departments’ video channels (*e.g.* YouTube) and social media (*e.g.* Facebook) during the reporting year. The following template should be included in monitoring of the Strategy in 2017:

○ **Web-based materials**

| | Sec | TD | MFRD | AQD | MFRDMD | IFRDMD |
|--|-----|----|------|-----|--------|--------|
| Videos uploaded through video channels | | | | | | |
| Videos uploaded through social media | | | | | | |

Additional Appendices should be added as follows:

Appendix XX. Videos upload during the year 2017

| URL of videos in video channel or social media | Title | Number of views |
|--|-------|-----------------|
| Secretariat | | |
| | | |
| | | |
| TD | | |
| | | |
| | | |

Remarks: Only videos posted during the reporting year, *e.g.* in Youtube, Facebook

Appendix YY. Top ten videos of each Department

| Top ten videos of Secretariat and Departments | Number of views (accumulated) |
|---|-------------------------------|
| | |
| | |

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

- While noting that the Secretariat, TD and AQD already established their Facebook pages as means of enhancing the dissemination of information on SEAFDEC activities, the 18 ISP Meeting agreed that monitoring of Facebook data should be standardized, *i.e.* counting the total number of followers as of the reporting year (accumulated).
- Considering the large number of videos posted by SEAFDEC/TD in YouTube with limited number of viewers, the 18 ISP Meeting suggested that TD should consider including a longer description of the video and put the appropriate keywords, *e.g.* “how to ...” to attract the attention of more clients to the corresponding YouTube posts through search engines. Furthermore, to promote better public access to YouTube posts, link should be provided where appropriate, *e.g.* URL links at the end of relevant news or creating QR Codes to be publicized through the SEAFDEC Newsletter.
- Since monitoring of Strategy 2 should include additional table for monitoring the number of views for videos uploaded in video channels (*e.g.* YouTube) and social media (*e.g.* Facebook) during the reporting year, the 18 ISP Meeting agreed that additional template and Appendix should be added. This should be similar to the template proposed for Strategy 1 above but focusing on promotional videos.

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

- In reporting the number of access to the SEAFDEC Databases, such number should focus on the access made within the reporting year (*i.e.* only access in 2017, not the accumulated accesses made). This could be done either by using an automatic counter or manually by subtracting the current accumulated accesses made from the figure of the previous year.
- Considering the low number of accesses made for some Databases that are restricted to certain users’ groups, remarks should be included to clarify the restricted nature of such Databases.

Strategy 4: Strengthening SEAFDEC capability in information-related activities

- With regards to monitoring of the “cost and returns from the publications sold during the year,” the 18 ISP Meeting noted that the Secretariat, TD, MFRD, MFRDMD and IFRDMD do not have policies on production of information materials for sale. However, since AQD has such kind of policy, monitoring of the said information could still be maintained.
- For monitoring of the “percentage of program budget spent for information activities,” the 18 ISP Meeting suggested that this should include both the FCG/ASSP projects and Departmental Programs with the data to be reported in separate rows.

Strategy 5: Regular monitoring and evaluation of information activities

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

6. 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 2017) taking into account the abovementioned recommendations, to the Secretariat by the end of January 2018. The Meeting was also informed that a short summary of this annual progress report would be included as part of the SEAFDEC Annual Report 2017.

7. While expressing the view that the existing Information Strategies are still valid, the 18 ISP Meeting suggested that a workshop may be conducted during the first quarter of 2018 to review among others, the checklist for better monitoring of the progress in the implementation of the Information Strategies. It was also suggested that the Secretariat could consider consulting with the Departments during the Department Chiefs’ Meeting (DCM) on this aspect, and subsequently explore the possible source of the necessary funds to support the conduct of such workshop. It was also clarified that although any changes in the Information Strategies would have to be endorsed by the SEAFDEC Council, changes in the checklist to monitor the progress of implementing the Information Strategies could be made after discussion and consideration among the Departments and the SEAFDEC Secretariat.

IV. PREPARATION AND ENHANCEMENT OF SEAFDEC INFORMATION TOOLS/ACTIVITIES IN 2018.

4.1 Overview of SEAFDEC Regular Information Materials

8. The 18 ISP Meeting took note of the SEAFDEC regular information materials to be produced in 2018 (**Annex 4**), which include the SEAFDEC Annual Report 2017, Annual Information Compilation CD-ROM 2017, SEAFDEC Newsletter (4 issues), Special Publication “Fish for the People” (3 issues), and the SEAFDEC Calendar 2019. The working schedule and contact persons of each Department for the preparation of these materials were also identified.

9. For the contact persons of the Departments to be responsible for respective information materials, AQD changed its new focal point for the SEAFDEC Newsletter to *Dr. Edgar Amar/Mr. Rex Delsar Dianala*, while TD changed its focal point for the Compilation CD-ROM to *Ms. Namfon Imsamran*. MFRDMD also proposed to change the focal points for Annual Report to *Mr. Abdul Razak Latun*, for Compilation CD-ROM to *Ms. Suriyana Yusof*, and for SEAFDEC Calendar 2019 to *Mr. Abdul Razak Latun*.

10. On the number of copies of the SEAFDEC Information Materials in 2018 required by the Departments, TD requested to reduce the copies of Annual Report 2017 from 200 to 150 copies, and increase the quantity of the SEAFDEC Calendar 2018 from 600 to 1,000 copies to be used for the Special Marathon Event to be organized by TD in commemoration of the 50th Anniversary of SEAFDEC.

11. The 18 ISP Meeting took note of the following themes of the upcoming issues of Fish for the People in 2017, *i.e.* the 2nd issue to focus on sub-regional collaboration; and the 3rd issue to be a Special Issue to commemorate the 20th Year of the Japanese Trust Fund (JTF) in SEAFDEC. In this connection, *Ms. Virgilia Sulit* together with the JTF Team was asked to identify the appropriate article topics to be provided by each Department which should focus on the JTF-5 and JTF-6 projects. While the Departmental contributing editors, also known as the focal points, would be requested later on to follow-up within the Departments to provide the necessary articles, while the JTF Team should also encourage the respective project leaders to submit articles in accordance with such request.

12. For the Information Compilation CD-ROM which has been distributed during the annual Council Meetings, the 18 ISP Meeting was noted that although it could be easy for users to open the files from thumb drives, dissemination of information in the form of CD-ROM is still useful in terms of publicizing the contents as these could be shown in the CD-ROM covers. The Meeting was however informed that usually the Secretariat gives the files to the Council both in CD-ROM and in the thumb drive that also include all the materials referred to and used during the Council Meetings.

13. For the Coffee Table Book commemorating the 50th Anniversary of SEAFDEC, the 18 ISP Meeting was assured that once the publication layout is finalized, the Secretariat will circulate the draft layout to the Departments for information. Based on such draft, the Departments would be requested to confirm the number of copies required, to the Secretariat the soonest possible so that the Secretariat could proceed with the publishing processes, noting that the Coffee Table Book will be launched during the Anniversary Program on 15 November 2017. With regards to the SEAFDEC 50th Anniversary Stamp, the Meeting suggested that hard paper frames with some text printed about the Stamp should also be prepared for the stamps that are intended to be given as a souvenir.

(new proposed para by AQD since this was presented at the Meeting)

14. The 18 ISP Meeting took note of the intention of AQD to also come up with an anniversary stamp using the SEAFDEC 50th Anniversary logo, and was also informed that the Department intends to start a negotiation with the Philippine Postal Corporation (PHILPOST) for the number of stamps to be produced and the corresponding costs. The 18 ISP Meeting also noted that most of the anniversary stamps to be produced could also be utilized by AQD in disseminating SEAFDEC Information Materials originating from the Philippines.

4.2 SEAFDEC Annual Report 2017

15. The 18 ISP Meeting noted the proposed structure of the SEAFDEC Annual Report 2017, the required inputs from Secretariat and Departments, and the timeframe for compilation and production of the Annual Report (**Annex 5**). Specifically, the inputs required from the Departments for the Annual Report (*i.e.* for the sections on Overview of SEAFDEC Activities in 2017, and Cooperation with Donors and Other Organizations) should be submitted to the Secretariat by the end of January 2018.

16. Moreover, the Meeting suggested some changes that should be made in preparing the SEAFDEC Annual Report 2017, as follows:

- Topic 3.1c should be changed from “Enhancing of Traceability Products from Capture Fisheries” to “ASEAN Catch Documentation Scheme (ACDS)”
- For Special Programs on “Fisheries and Habitat Management,” the activity on “Conservation and Management of Transboundary Aquatic Species” should focus on “Neritic Tunas and AIB Species”
- For the Special Programs on “Oceans and Fisheries Partnership,” TD should make sure that all important activities under this project are covered.

4.3 SEAFDEC Calendar 2019

17. The Meeting suggested that the following potential themes could be used for the SEAFDEC Calendar 2019:

- a. Resolution on the Future of SEAFDEC (expected to be adopted by the Special Council Meeting)
- b. Impacts of SEAFDEC-developed technologies on the fisheries development in the Southeast Asian region

18. The Meeting also suggested that the abovementioned themes should be proposed for discussion during the forthcoming DCM prior to finalization.

4.4 SEAFDEC Greeting Card 2018

19. After considering the three designs of the SEAFDEC Greeting Card 2018 proposed by TD, the 18 ISP Meeting chose the design with the gender theme, and suggested some changes to be made as follows:

- “www.seafdec.org” should be moved from the front to the back of the card
- Colors pink and blue should be used to reflect female and male, respectively (*i.e.* in t-shirts of characters in the card)
- The wordings “Greeting of” should change to “Greetings from”

20. The Meeting was informed that the SEAFDEC Greeting Card 2018 would be published by November 2017 in order that these could be distributed to the Departments during the 40th Meeting of the SEAFDEC Program Committee. The Departments therefore confirmed during this 18 ISP Meeting the required number of copies of the SEAFDEC Greeting Card 2018, as follows: Secretariat = 500 copies, TD = 450 copies, AQD = 200 copies, MFRD = 50 copies, MFRDMD = 150 copies and IFRDMD = 250 copies.

4.5 SEAFDEC Websites

21. The 18 ISP Meeting took note of the structure and analysis of the main SEAFDEC Website (**Annex 6**) and those of TD, AQD, MFRDMD, and IFRDMD.

22. While noting that the Secretariat has also recently created its Facebook page, the 18 ISP Meeting suggested that a “share” button should be added in each Departmental Website to facilitate the sharing of the information. The Meeting also expressed the view that since IFRDMD is now developing its new Departmental Website, the experiences of the other Departments (*e.g.* AQD, TD, and the Secretariat) in developing their websites should be mobilized to support IFRDMD. In this connection, the Meeting suggested that IFRDMD should send a request to the Secretariat indicating the support that it needs.

23. The Meeting also suggested that harmonization should be made among the websites of the Secretariat and Departments, *e.g.* design and menu on the first page, and discussion on this matter could also be included in the proposed workshop planned to be organized during the first quarter of 2018.

V. OTHER INITIATIVES IN ENHANCING SEAFDEC ACTIVITIES AND VISIBILITY

5.1 Development of Institutional Repositories

24. The 18 ISP Meeting recalled that the establishment of SEAFDEC Institutional Repository was recommended during the 17 ISP Meeting and was supported by the DCM in 2016, leading to the subsequent conduct of the Inter-Departmental Workshop on Institutional Repository by the Secretariat in early 2017. The purpose of establishing the SEAFDEC Institutional Repository was also reiterated, *i.e.* to enhance public access to publications produced by SEAFDEC Secretariat and Departments, particularly through search engine, and to increase the visibility of SEAFDEC to the public.

25. The 18 ISP Meeting was informed on the progress made by the Secretariat, TD, AQD, and IFRDMD in establishing and monitoring their respective institutional repositories. As for MFRD, its publications would be uploaded as part of the Secretariat Repository, but information on the number of downloads could be segregated and provided to MFRD if necessary. As for the Repository of MFRDMD, the Meeting was informed that due to the slow speed of its internet connections, MFRDMD is still not able to upload its Repository. However, MFRDMD is currently upgrading its internet system and expects that its Repository could be established in 2018.

26. The 18 ISP Meeting also revisited and made revisions on the structure of “Communities” and “Sub-communities” of the Repositories of the Secretariat and Departments as agreed during the 17 ISP Meeting. After the discussion and deliberation, the 18 ISP Meeting agreed on the revised structure as shown in **Annex 7**.

27. The 18 ISP Meeting also noted that there is a need to provide for appropriate facilities necessary to support the Department Repositories, *e.g.* book scanners. These would enable the respective Departments to digitize some old publications that are available only in hard copies, and make them retrievable through the Repository.

28. The 18 ISP Meeting noted that currently AQD has been responsible for providing inputs including publications of SEAFDEC Secretariat and Departments to the Aquatic Sciences and Fisheries Abstracts (ASFA) which is also aimed at enhancing the accessibility of SEAFDEC publications. While expressing the appreciation to AQD for its work, the 18 ISP Meeting also acknowledged the need for AQD to provide additional manpower to perform such big task.

5.2 Others

- **Monitoring the Citations of SEAFDEC Publications**

29. The representative from AQD presented the concept and rationale of using citation databases, such as Web of Science, Scopus, and Google Scholar, to monitor the number of citations made on articles published by AQD researchers. This is to address the recommendation made during the 17 ISP Meeting that recording the number of citations should also be explored. This would enhance not only the motivation of Department staff to write more articles but also the credibility of SEAFDEC as source of useful technical materials required by the target audience.

30. The 18 ISP Meeting noted that after the SEAFDEC Secretariat and Departments complete their respective Institutional Repositories, large collection of technical publications could be uploaded and the number of citations to SEAFDEC publications could gradually increase. In such a case therefore, it is necessary that this trend should be monitored in the future. In this connection, the Secretariat and Departments should consider creating their respective Google Scholar accounts for their technical staff (using official e-mail address) to facilitate the monitoring of the citations. This would also pave the way for monitoring the usefulness of SEAFDEC publications to users, and enables SEAFDEC to know the kinds of publications and articles that people are interested in and to respond to such needs.

- **Guideline for Editing SEAFDEC Documents**

31. The representative from AQD recalled that the former Senior Editorial Officer of SEAFDEC *Miss B. Mountfield*, published the Notes for Editing SEAFDEC Documents based on instruction of the SEAFDEC Council to the Secretary-General to consider harmonizing the style of publications produced by SEAFDEC as a whole. Since then, this has been used by authors and editors in editing documents published by the Secretariat and Departments. The 18 ISP Meeting was also informed that the said Notes did not require the endorsement of the Council before putting it into practice.

32. The representative from AQD also expressed the necessity to revisit and update the contents of the said Notes considering that it was published nearly 30 years ago, and the use of some of the standards suggested in the Notes may no longer be practical, while there are also other issues that need to be harmonized, for example:

- Instead of writing SEAFDEC/SEC, SEAFDEC/TD, etc., these should be written as SEAFDEC-SEC, SEAFDEC-TD, etc. because “/” usually means “or”
- SEAFDEC logos used by Secretariat and Departments should be exactly the same
- Brand color of SEAFDEC should be harmonized

33. After the discussion, the 18 ISP Meeting agreed to convey this matter for consideration by the forthcoming DCM, and upon getting the support of the DCM, the Secretariat would look into the details and develop a draft revised Notes for Editing and Harmonizing SEAFDEC Style for consideration by the DCM in the future. Although some apprehensions were expressed that the process of developing and finalizing the draft could take few years, but there should be starting point.

- **50th Anniversary of SEAFDEC**

34. The Meeting was informed on the plans for the 50th Anniversary Celebration of SEAFDEC, which would be convened in the evening of 15 November 2017 in conjunction with the Special Meeting of the SEAFDEC Council. Specifically, for the invitations extended to the SEAFDEC Departments of which the official invitations have already been sent out by the SEAFDEC Secretariat, three (3) representatives from each Department could attend both events with support from the Secretariat, although TD could send more staff as no transportation costs would be required. Nevertheless, the Departments could still send more participants to attend the Anniversary Event but at their own cost. In this regard, concerned Departments should inform the Secretariat accordingly to facilitate arrangements.

VI. HOSTING ARRANGEMENTS FOR THE 19 ISP MEETING

35. The representative from TD informed the Meeting that TD would host the 19th Meeting of SEAFDEC ISP in 2018 in Thailand. While conveying his gratitude to TD for offering to host the next SEAFDEC ISP Meeting, the Acting Secretary-General requested the SEAFDEC Secretariat to coordinate with TD for the detailed arrangements of the Meeting.

VII. CONCLUSION AND RECOMMENDATIONS

36. The conclusion and recommendations included in this Report of the 18th Meeting of the SEAFDEC Information Staff Program were adopted on 12 October 2017. The Secretariat was asked to follow up with the Departments on their progress with respect to such conclusion and recommendations. This would ensure that the programs and projects of SEAFDEC are enhanced and the visibility of SEAFDEC is amplified.

VIII. CLOSING OF THE MEETING

37. The Acting Secretary-General of SEAFDEC, *Dr. Kaoru Ishii* expressed his appreciation to the participants for their inputs that allowed the 18 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 Departments for the considerable progress made, especially in developing the institutional repositories which is meant to enhance the number of access to materials produced by SEAFDEC in the future and improve the visibility of SEAFDEC. He also looked forward to improving the future information activities of the Departments including monitoring of citations of SEAFDEC publications, and seeking consideration by the DCM on the recommendations for unifying the SEAFDEC information materials in the future. He subsequently reiterated the appreciation to MFRD for their support and for hosting the 18 ISP Meeting in Singapore, and declared the 18 ISP Meeting closed.