INTRODUCTION

1. The SEAFDEC Inter-Departmental Information Workshop was convened from 24 to 26 April 2018 in Bangkok, Thailand. The Workshop was attended by the SEAFDEC Secretary-General and information-related officers of the SEAFDEC Secretariat, TD, AQD, MFRMD, and IFRDMD who are responsible for monitoring the progress of implementation of information activities and promoting the visibility of SEAFDEC, and in charge of reviewing or editing technical/promotional materials of their respective Departments. The List of Participants appears as Annex 1.

I. OPENING OF THE WORKSHOP

2. The Secretary-General of SEAFDEC, Dr. Kom Silapajarn welcomed the participants and thanked everyone for attending the Workshop. He reiterated the need to address the several issues raised during the 18th SEAFDEC Information Staff Program (ISP) Meeting in 2017, that include reviewing the key performance indicators (KPIs) for monitoring the Information Strategies for Enhancing SEAFDEC Visibility and Communications, updating of the Notes for Editing SEAFDEC Documents, and harmonizing the SEAFDEC Websites. He added that since these concerns should be discussed among concerned officers of the SEAFDEC Secretariat and Departments, it has therefore become necessary to organize this SEAFDEC Inter-Departmental Information Workshop. After encouraging all the participants to share their views, ideas, and substantial recommendations that could lead to the enhancement of the information activities of SEAFDEC in the years to come, he declared the Workshop open. His Opening Remarks appears as Annex 2.

II. BACKGROUND AND OBJECTIVES OF THE WORKSHOP

3. While presenting the background of the recommendations made at the 18th ISP Meeting that would be followed-up by the SEAFDEC Secretariat and discussed at this SEAFDEC Inter-Departmental Information Workshop, the representative from the SEAFDEC Secretariat elaborated the objectives, agenda and expected outputs of the Workshop. The Prospectus that includes the Agenda of the Workshop appears as Annex 3.

III. INDICATORS FOR MONITORING THE IMPLEMENTATION OF THE INFORMATION STRATEGIES FOR ENHANCING SEAFDEC VISIBILITY AND COMMUNICATION

4. The Workshop was informed that the Template for Monitoring the Implementation of the Information Strategies for Enhancing SEAFDEC Visibility and Communication, had been initially revised by the SEAFDEC Secretariat based on the recommendations made during the 18th ISP Meeting in 2017. Subsequently, the Workshop provided comments and suggestions to improve the Template, particularly towards enhancing its practicality for Departments in reporting their respective inputs, and ensuring that the Template could accommodate the new forms of tools and materials produced by SEAFDEC during the recent years.

5. After the discussion and deliberation, the Workshop agreed on the revised Template for Monitoring the Implementation of the Information Strategies for Enhancing SEAFDEC Visibility and
Communication (Annex 4) to be used for gathering inputs on the progress of activities undertaken by each Department in 2018, which would be reported during the 19th ISP Meeting. However, in cases where certain Departments would still face some difficulties in providing the corresponding inputs based on the revised Template, the Departments could still provide feedback and cite their concerns during the forthcoming 19th ISP Meeting, in order that the revised Template could be further modified.

6. With regards to the monitoring of the number of citations of technical publications (under Strategy 1), it was agreed that as soon as the Secretariat and all Departments complete their ongoing process of establishing their respective repositories, then number of citations could be monitored. In this connection, the SEAFDEC Secretariat and AQD would discuss the necessary steps for monitoring the number of citations from the repository, and subsequently inform the other Departments on this aspect.

7. After the discussion, the Workshop agreed that since the existing Information Strategies are still valid, therefore modification would not be necessary.

IV. NOTES FOR EDITING SEAFDEC DOCUMENTS

8. The Workshop recalled the recommendations made during the 18th ISP Meeting on the need to review and update the “Notes for Editing SEAFDEC Documents” prepared in 1989, considering that some of the standards suggested in the Notes may no longer be practical, while some issues need to be harmonized. The Workshop was also informed that the SEAFDEC Secretariat has made initial review and revision to the Notes to make it more suitable with the current situation.

9. After thorough review on the Notes for Editing SEAFDEC Documents that has been initially reviewed by the SEAFDEC Secretariat, the Workshop made further amendments to the Notes including its Annexes, and agreed in principle on the Revised Notes as shown in Annex 5. Nevertheless, the SEAFDEC Secretariat and Departments could still provide additional comments and inputs to the Revised Notes by submitting their comments to the Secretariat (saivason@seafdec.org) by 16 May 2018. The SEAFDEC Secretariat would then accommodate such comments into the final draft of the Revised Notes for submission to the 19th ISP Meeting. Upon agreement by the 19th ISP Meeting, the Revised Notes would be submitted to the forthcoming Department Chiefs’ Meeting (DCM) for consideration, adoption and for enhancing its usage by relevant SEAFDEC staff.

V. HARMONIZING OF SEAFDEC WEBSITES

10. The Workshop was informed that as a follow-up to the recommendations made at the 18th ISP Meeting, harmonizing of the SEAFDEC websites was discussed and initiated during the On-the-Job Training on Development of IFRDMD Website held in December 2017. The summary of the discussion and the progress made on harmonization of SEAFDEC websites appears as Annex 6.

11. While agreeing that the first and most significant appearance of websites that would catch the attention of visitors is the “header” part, the Workshop agreed to harmonize the header of the SEAFDEC Secretariat and Departmental websites, i.e. to have a white background with official SEAFDEC logo and SEAFDEC Department’s full name and short name (using blue logo and characters).

12. Regarding the color of the SEAFDEC logo and characters in the “website header,” the Workshop agreed that the color should have a resemblance of the theme color of SEAFDEC since its establishment (i.e. greenish blue). The participants thus agreed on the color code as follows:

- Hex Code # 3c92b3
- CMYK: 75, 30, 20, 0
- RGB: 60, 146, 179
13. The Workshop agreed that the SEAFDEC Secretariat and Departmental websites should adopt an identical “favicon,” the color of which should be changed to follow the agreed SEAFDEC theme color. In addition, the page names of all SEAFDEC websites should be synchronized, i.e. SEAFDEC, SEAFDEC/TD, SEAFDEC/AQD, SEAFDEC/MFRD, and SEAFDEC/IFRDMD.

14. In discussing the harmonization of the “website headers,” the Workshop agreed that there is no need to also harmonize the “highlights slides” shown in the first pages of the SEAFDEC Secretariat and Departmental websites. Instead, the specific works of the respective Departments could be promoted in the “highlights slides.”

VI. OTHER MATTERS

6.1 Update on IFRDMD Website

15. The Workshop took note of the update of the IFRDMD website as presented by the representative from IFRDMD. He explained that the said website was developed on “WordPress” platform following the suggestion during the “On-the-Job Training on the Development of the IFRDMD Website” conducted in December 2017.

16. The Workshop discussed and shared the views for improving the IFRDMD website, which could be summarized as follows:
   - The “Publications” menu could contain sub-menus, such as “Reports” and “Articles” (including articles published in journals, proceedings, magazines, etc. altogether).
   - “Internal Reports” as well as other menus that are intended only for internal use by the Department staff, should be removed from the top menu (where public could easily see and access), and placed somewhere else.
   - The “Activities” menu may be changed to “News” but since the “first page” also contains news, this could be labeled as “Recent News.”
   - The “Calendar” menu could be added to include the list of future (and past) events of IFRDMD.
   - “Staff” page could include the “e-mail address” of each staff in the table, or a “send E-mail” button could be added corresponding to the names of the staff.
   - IFRDMD website should contain more technical matters to make it more appealing for visitors’ interest, e.g. features and pictures in the highlighted slideshows.

17. After the discussion, IFRDMD was requested to consider the above-mentioned suggestions for improving its website as appropriate and practical.

6.2 Spelling of acronyms of SEAFDEC Departments

18. The Workshop recalled one of the queries raised during the 18th ISP Meeting about the spelling and acronyms of SEAFDEC Departments and the possibility of changing the way these are presented, i.e. from SEAFDEC/AQD to SEAFDEC-AQD, considering that “slash (/)” generally means “and” or “or.”

19. After thorough consideration, the Workshop agreed that since there are no strict rules on the usage of “slash” and “hyphen (-)” to mean sub-divisions (e.g. of organizations/agencies), the use of the existing acronyms of SEAFDEC Departments, i.e. SEAFDEC Secretariat or SEAFDEC/SEC, SEAFDEC/TD, SEAFDEC/AQD, SEAFDEC/MFRD, SEAFDEC/MFRDMD, and SEAFDEC/IFRDMD which had been practiced for the past 50 years should be continued.
20. The Workshop also agreed that the usage and manner of presentation of the acronyms should be properly documented in the revised Notes for Editing SEAFDEC Documents, for submission to the 19th ISP Meeting and the forthcoming DCM.

6.3 SEAFDEC Brand Book

21. In response to the concern expressed by the representative from AQD on the need for written reference that would describe the manner on how SEAFDEC should be publicized in order to preserve the identity of SEAFDEC, the Workshop supported the suggestion to develop the “SEAFDEC Brand Book.”

22. Initially, the SEAFDEC Brand Book could at least comprise a guide for the following items:

- SEAFDEC logo and its usage:
  - The version of logo used by the SEAFDEC Secretariat should serve as the official logo
  - Complete logo should be used (no part should be removed nor hidden)
  - The logo should be used without modifications or decorations in terms of fonts or designs
  - For official documents and commemorative items, logos should be either in SEAFDEC theme color (Hex Code # 3c92b3), white, or black
  - For souvenir items, although the above three colors should be considered first, other colors may be used if necessary, e.g. to suit with background color of items

- Letterhead:
  - Position and size of SEAFDEC logo, font type and size, addresses of SEAFDEC Departments, etc. should be harmonized

- Business cards:
  - Design template and color should be harmonized

- Template for PowerPoint presentations:
  - The first slide should be harmonized, making use of the template of PowerPoint presentation for the Council Meeting as basis
  - First page should contain pictures that reflect the works of each Department – All Departments are requested to provide few pictures each to the Secretariat by 16 May 2018
  - Harmonized second page should be made available, although this is meant for optional usage only

23. The Workshop also requested the SEAFDEC Secretariat to consider the above suggestions, and to come up with a draft “SEAFDEC Brand Book” for discussion during the 19th ISP Meeting. Upon agreement during the ISP, the draft shall be subsequently submitted to the forthcoming DCM for consideration and adoption.

6.4 Others

24. Information-related officers of the SEAFDEC Secretariat and Departments have been encouraged to use correct English grammar as much as possible in all SEAFDEC documents, especially in writing news titles as this would create an impact to the accountability of SEAFDEC as a whole.

VII. CONCLUSION AND RECOMMENDATIONS

25. The participants agreed on the conclusion and recommendations of the Workshop as summarized in the Report of the Workshop. The participants also agreed to undertake follow-up actions as agreed during the Workshop.
VIII. CLOSING OF THE WORKSHOP

26. The Secretary-General articulated his appreciation to the representatives from the SEAFDEC Secretariat and Departments for their substantial recommendations and efforts made in addressing the relevant issues, especially on updating the template for monitoring the Information Strategies, revising the Notes for Editing SEAFDEC Documents, and harmonizing the SEAFDEC websites, as well as in assisting IFRDMD in the development of its website. He also expressed his sincere gratitude to the Secretariat of the Workshop for their hard work which led to the success of the Workshop. With that note, he declared the SEAFDEC Inter-Departmental Information Workshop closed. His Closing Remarks appears as Annex 7.