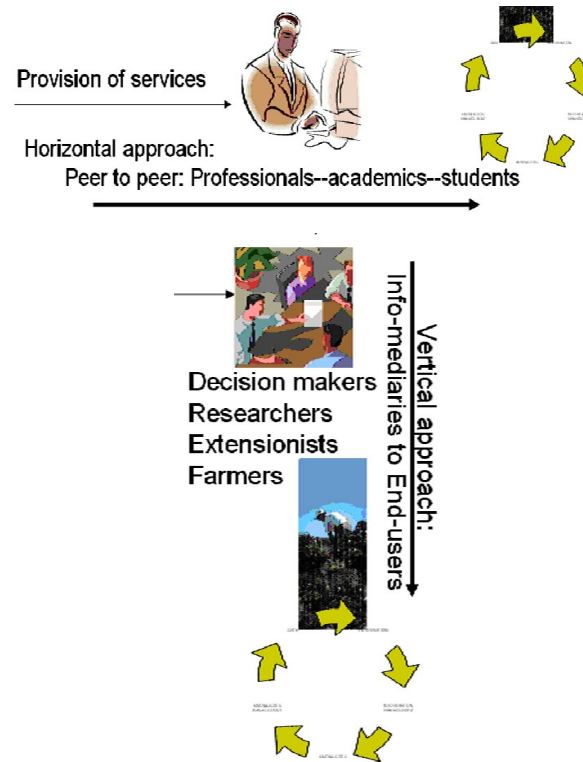


## PROFILE OF THE PARTICIPANTS

Information specialists or managers:

- Librarians, information scientists, documentalists or other professionals linked to information services for agriculture in the Caribbean.
- Proven experience and career on information services for agriculture.
- Linked to a national agricultural institution.
- Be able to dedicate from as little to 1.5 hours per day during course operation, including readings and assignments, considering on the length and scope of each course.
- Be self motivated, self-disciplined and independent.
- Be unafraid to ask question, receive feed and actively participate in forums
- Be willing to learn and to meet deadlines
- Have regular access to a computer with modem or speed internet connection
- Feel comfortable with computers and the internet, including e-mail and Web.
- Able to learn through "virtual" interaction with a group of professionals



Si desea más información de este curso o inscribirse favor enviar un correo a:

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ISA



## CURSO INTERNACIONAL

Information Strategies for agriculture **ISA**

UN CURSO:



CENTRO DE CAPACITACIÓN A DISTANCIA

HOSPEDADO EN LA PLATAFORMA:

ENTORNO VIRTUAL  
INTERACTIVO DE  
APRENDIZAJE PARA LA



## Introduction

Countries face the challenge to access, to organize and to spread great amounts of information and to do it in an efficient way using the new technologies of information and communication (ICT), as well as doing it knowing that "information resources" are fundamental in the processes of reaching competitiveness, sustainability, generation of knowledge, fairness and prosperity.

A suitable management of information in the Caribbean by means of a "**Program of leadership in information management**" will have a positive impact in the functions and practices of governments and private sector, specifically in the provision of better information services for sanitary protection, research, education, extension, trade and businesses of its countries.

### MAIN OBJECTIVE OF THE PROGRAM

To contribute to process of building capabilities of agricultural information specialists that will facilitate:

- advocacy on the importance of information for agriculture;
- coherence in the development of information systems and metadata for agricultural services;
- better organization, use of, and access to critical information services for networking, research, trade and agribusiness in the region; and
- stronger and newer synergies with other CTA/ IICA projects (e.g MEAgroInfoSys, CARAPN and CAIS) and networks (e.g, CANROP, CABA, CAFY and others) in the region.

### UNIT 0: How to navigate this Course?

#### Objectives

- Navigate around the course.
- Identify the key elements of the course i.e. Units, Blocks, Activities, Resources.
- Use the Activities showcased in the course.
- Interact with the course tutor and other participants.

### UNIT 1: Building a Common Scenario for an Information Strategy

We will start this unit by presenting ourselves to each other: what we do and what are the outcomes we expect from a short term activity like this one. We will use the Forum called "[Who is who?](#)" that will help us to start building a community of information officers in the region.

### UNIT 2: Preparing our Framework: Users, Offer, Demand, Competency, Structure and SWOT Analysis

User needs and dynamics of information

**Accessibility:** Meaning as something capable of being reached

**Availability:** Meaning to present or to have something ready for immediate use

**Applicability:** Meaning to put information into practical use

**Accountability of use:** Guarantee of use or certification by us that content is being used.

### UNIT 3: Building an information strategy for my organization

In this session we will respond to the following questions: a. What is an information strategy?, b. How do we develop it? c. Why do we need to have an strategy as information units ? and d) How do we link our plan with other corporate strategies?

### UNIT 4: Adding value to my information strategy

Some of the limitations we usually find within our works are summarize in three:

- There has not been enough emphasis on communication and a communication plan inside the strategy. It can cause that the document we wrote, as we insisted in earlier units, becomes only that: a plain and simple document.
- We think more on our organization and our unit, leaving behind the possibility of using standards and link with other information services in my country, region or far abroad.
- There is no consideration for permanent evaluation processes, so we do not do enough accountability for our work.

#### EXPECTED RESULTS:

The programs will allow participants to:

- Increase capabilities and consolidate a group of professionals on the methodologies to advocate, build and lead information strategies, virtual libraries and its services for agriculture.
- Ensure a common regional strategy on agricultural information.

Link those strategies to international initiatives.

Set future plans of action on agricultural information for each country