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(of UNESCO)

INFORMATION DOCUMENT

IOC Communication Strategy for Marine Information Management 2011-2013

SUMMARY

This document outlines a framework for communication activities for 2011-2013, identifying new objectives while building on previous outcomes. It acknowledges the IODE Review's perception of a lack of understanding of MIM by the wider IODE Data Management community and the Review's wish to identify mechanisms, which will improve communication between IODE Officers and GE-MIM and with other relevant agencies in marine information management.

This document draws on the discussion paper¹ presented at GE-MIM-X in November 2008. The ability of GE-MIM to effectively pursue the recommendations outlined in the IODE Review² will depend on raising the profile of GE-MIM and ensuring that there is a broader understanding of the role of GE-MIM and the marine information profession and its potential contribution to the work of IODE.

In this way, communications will directly contribute to the fulfilment of IODE programme goals and objectives with the aim to further build GE-MIM reputation and the credibility and relevance of its' actions by formulating and disseminating messages on the activities and concerns of GE-MIM. Effective communications will allow GE-MIM to disseminate these outcomes in a targeted and efficient manner, thereby promoting marine information management.

¹ Davies, S. 2008 *IOC Communication Strategy for Marine Information Management 2007-2009*
[background document for discussion at GE-MIM X, 4-6 Nov 2008, Oostende, Belgium]

² Kohnke, D. et al 2005 *Review of the International Oceanographic Data and Information Exchange (IODE)*
[presented at the Eighteenth Session of the IOC Committee on International Oceanographic Data and Information Exchange (IODE-XVIII), Oostende, Belgium, 26-30 April 2005]. Paris: IOC, 50pp.
(IOC/IODE-XVIII/18)

1. STRATEGY

- To provide communication channels and tools, which promote effective and efficient exchange of factual and intellectual information among IOC stakeholders through the MIM (Marine Information Management) activities of IODE.
- To facilitate positive outcomes for marine information management by encouraging, supporting and developing a culture of strong communication both within the IODE and with important and relevant stakeholders in the wider library and information management community.

2. STRATEGIC OBJECTIVES

- Clear and coordinated identification of current issues and future priorities for marine information management.
- An IODE-wide culture of sharing of knowledge and expertise on the topic of marine libraries and marine information.
- Strong awareness and understanding of MIM issues and priorities by the data community. .
- Increased involvement of MIM National Coordinators in establishment of new MIM projects, and maintenance of existing services and products (see [Role of MIM National Coordinators](#)).
- A strong sense of community and support shared by all MIM National Coordinators.
- Improved synergies with external stakeholders and other agencies eg. UN Agencies, Government Organisations, NGOs, Professional Societies and relevant programmes.

3. TARGET AUDIENCE

The audience should be professionals in marine data and information management who actively participate in regional or international information projects. This audience plays important roles in: promoting information about the marine environment; providing information to policy makers; educating the next generation of environmental stewards; attracting an upcoming environmentally concerned workforce; and generating a literate public that understands the value of the ocean.

To be effective at this goal, marine information management communication channels should reach both internal and external audiences.

3.1 Internal audiences

The IODE Community consists of a number of internal groupings to which GE-MIM communication and profile building should be targeted.

- GE-MIM
http://www.iode.org/index.php?option=com_content&task=view&id=54&Itemid=0
- Other IODE Groups of Experts

- GE-BICH
http://www.iode.org/index.php?option=com_content&task=view&id=60&Itemid=101
- GE -JCOMM/ETDMP
http://www.iode.org/index.php?option=com_content&task=view&id=59&Itemid=100
- IODE Officers Group
http://www.iode.org/index.php?option=com_oe&task=viewGroupRecord&groupID=64&Itemid=46
- ODINAfrica
http://www.iode.org/index.php?option=com_content&task=view&id=31&Itemid=71
- ODINCARSA LA
http://www.iode.org/index.php?option=com_content&task=view&id=32&Itemid=72
- ODINECET
http://www.iode.org/index.php?option=com_content&task=view&id=34&Itemid=74
- ODINWESTPAC
http://www.iode.org/index.php?option=com_content&task=view&id=35&Itemid=75
- ODINCINDIO
http://www.iode.org/index.php?option=com_content&task=view&id=33&Itemid=73
- ODIN PIMRIS
http://www.iode.org/index.php?option=com_content&task=view&id=115&Itemid=131
- IODE National Coordinators for Marine Information Management
http://www.iode.org/index.php?option=com_oe&task=viewGroupRecord&groupID=60&Itemid=43
- IOC Member States

3.2 External audiences including relevant information management programmes

Whilst the marine information community within the IODE holds considerable expertise and knowledge, there are great benefits to be gained from engaging with other expert organisations in information management. National and international agencies in related disciplines, professional associations, and educational institutions all offer additional expertise that can complement the knowledge of MIM professionals within the IODE, and offer the potential for significant synergies of effort and avoid the risk of unnecessary duplication of effort. Some examples are provided:

- Professional associations in information management
 - International Association of Aquatic and Marine Science Libraries and Information Centers (IAMSLIC)
<http://www.iamslic.org/index.php?section=1>
 - International Federation of Library Associations and Institutions (IFLA)
<http://www.ifla.org/>
 - Pacific Islands Association of Libraries, Archives, and Museums (PIALA)
<http://sites.google.com/site/pialaorg/>
 - American Library Association (ALA) <http://www.ala.org/>
 - Special Libraries Association (SLA) <http://www.sla.org/>
 - Chartered Institute of Library and Information Professionals (CILIP)
<http://www.cilip.org.uk/Pages/default.aspx>
- The Food and Agriculture Organization of the United Nations (FAO)
<http://www.fao.org/>
- World Meteorological Organization (WMO)
http://www.wmo.int/pages/index_en.html

- International Ocean Institute (IOI) <http://www.ioinst.org/>
- International Maritime Organization (IMO) <http://www.imo.org/>
- UNESCO <http://www.unesco.org/en/>
- United Nations Atlas of the Oceans <http://www.oceansatlas.org/index.jsp>
- Scientific community via scientific associations, such as:
 - International Society for Reef Studies <http://www.coralreefs.org/>
 - Australian Marine Sciences Association (AMSA) <http://www.amsa.asn.au/>
 - Challenger Society for Marine Science <http://challenger.bangor.ac.uk/>
 - International Council for the Exploration of the Sea (ICES) <http://www.ices.dk/indexfla.asp>
 - Marine Board of the European Science Foundation <http://www.esf.org/research-areas/marine-sciences.html>
 - Scientific Committee on Oceanic Research <http://www.scor-int.org/>
- Educational institutions in information management
 - Free University of Brussels (VUB) <http://www.ulb.ac.be/>
 - University of Sheffield, Information School <http://www.sheffield.ac.uk/is>
 - FOLIO-Oz product <http://cpdfolio.pbworks.com>
 - OCLC (Web Junction product) <http://www.oclc.org/webjunction/>
 - Students in librarianship and information management
- Policy makers at national and international levels
 - Secretariat of the Pacific Community (SPC) Heads of Fisheries Meeting <http://www.spc.int/>

4. Channels of Communication

4.1 Communication Challenges

The IODE states its purpose to be *"to enhance marine research, exploitation and development, by facilitating the exchange of oceanographic data and information between participating Member States, and by meeting the needs of users for data and information products."* The IODE is a worldwide network of data and marine information managers from 78 different countries. In order to achieve its purpose, it is critical for strong communications to occur. GE-MIM recognises the significant challenges faced by the worldwide data and marine information management communities in achieving this mission.

IODOE Officers, Expert Groups and other IODE groups meet face to face only about every 1-2 years, with most correspondence occurring through email. Many national agencies suffer from shrinking resources, coupled with greater expectation of services by their governments and the public. These influences, combined with daily job pressures affects the amount of time that national experts can regularly commit to IODE matters.

Digital communications are improving at an exponential rate, and are offering a greatly enhanced range of options for improved communications. However, GE-MIM is constantly reminded that many countries still suffer from extremely poor and unreliable electronic communications. This may be due to insufficient national infrastructure (ie unreliable electricity services, communication cables etc), lack of government funding for data and information management facilities, changes in national priorities for data and information management.

GE-MIM recognises that communication between countries speaking many different languages presents both linguistic and financial challenges. GE-MIM supports the IODE commitment to provide services and products in a range of languages.

GEMIM recognises the professional gaps that occur between data management and information management in many organisations within the IODE community. These groups have different professional qualifications, experience, and are often located within different parts of an organisation. GE-MIM suggests that enhanced communication between the two groups will offer greater synergies of effort and outcomes for the IODE.

GE-MIM recognises these significant challenges and aims to use this communication strategy to work towards amelioration.

4.2 Communication Tools

GE-MIM will utilise the latest technologies to establish and maintain strong communication links with the MIM Community and other IODE partners:

Personal

- Formal presentations at conferences and workshops;
- Personal contacts via meetings, workshops, conferences;
- GE-MIM representation on IODE data management projects
- Membership of national and international information management groups and committees;
- ODIN Network relationships.

Broadcast (ie electronic) media

- Social Networking tools such as wikis; blogs , Facebook, Twitter;
- IODE Groupware e-Mail lists;
- Marine information management updates on the main IODE Web site
- Virtual meetings using video conferencing, teleconferencing, etc.

Print media

- Published articles in journals and newsletters;
- Brochures;
- Posters;
- IOC publications, such as Manual and Guides;

GE-MIM expects that the major channel for disseminating information will be the IODE National Coordinators for Marine Information Management. The role of IODE National Coordinators for Marine Information Management (MIM) http://www.iode.org/index.php?option=com_oa&task=viewGroupRecord&groupID=60&Itemid=43 was defined (in 2006) as follows:

- Act as a point of contact for marine librarians and marine information managers in their country, in order to liaise with the IODE community (via the GE-MIM) on matters of importance to MIM;
- Act as a communicator of IOC activities and initiatives to the national MIM community and beyond;
- Provide assistance and support to the GE-MIM on project activities at the national or international level ;
- Establish a national network of marine libraries/marine information centres for their country or participate in existing related networks;
- Highlight and identify issues and participate in discussions of national importance relating to MIM with the GE-MIM and the MIM community (such as capacity

building and professional standards, technological innovations and policy, communications and collaboration, national and international MIM resources);

- Provide regular national reports to the GE-MIM for IODE Sessions on MIM activities and issues ;
- Liaise, where possible, with the IODE National Coordinator for Data Management on matters relevant to both marine data and information management.

5. Evaluation

An important aspect of the strategy is the need for qualitative analysis to examine how well GE-MIM activities are being disseminated and are supporting the IODE Programme.

This ongoing review will include:

- A standing agenda item for discussion at each GE-MIM Session
- The biennial Implementation Plan (Annex 1) will be reviewed and revised at each GE-MIM Session
- Indicators to assess communication outputs and outcomes, against the objectives
- Consultation with internal and external stakeholders via a survey

6. Financial Implications

It is expected that GE-MIM will use the latest communication tools to ensure minimal financial implications. Support for this strategy relies mainly on human resources rather than finance. However, the success of this strategy calls for communicators in the field to have access to up-to-date hardware and software. As noted in Section 4, the 'digital divide' can restrict communication in the very areas where dissemination is most required.

Annex 1: Implementation Plan 2011-2013

Annex 2: Acronyms

Annex 1: Implementation Plan 2011-2013

Desired Outcome	Key Performance Indicators	Strategies	Tasks	Responsible Group/Officer	Frequency / Required by
1. Clear and coordinated identification of current issues and future priorities for marine information management	Number of annual reports submitted in new format	Mechanisms for regular input to GE-MIM from MIM NCs on issues of importance - GE-MIM will report back to MIM NCs on outcomes of GE-MIM meeting	- MIM NCs to provide national annual report to GEMIM on matters of importance - Circulate Session Report to provide feedback from GE-MIM to MIM NCs	NC MIM (where available) Chair	Bi-Annual Within 2 month of GE-MIM meeting
2 An IODE-wide culture of sharing of knowledge & expertise on the topic of marine libraries and marine information	Number of established alerting services (based on topics) Number of MIM NCs Establishment of list serv and level of activity on list	Maintain regular communication mechanisms between GE-MIM and other Groups of Experts Review MIM elements of IODE Web Site Expand number of MIM NCs Strengthening of knowledge sharing activities between ODINS	-Circulate session report to other Groups of Experts - GE-MIM / Secretariat to identify countries without a MIM NC, and investigate possible nominees -Review NC MIM information on web site - Establish ODIN - IM list serv	Secretariat GE-MIM GE-MIM Secretariat Chair Secretariat	Ongoing 2011-2013 Ongoing Ongoing 2011

Desired Outcome	Key Performance Indicators	Strategies	Tasks	Responsible Group/Officer	Frequency / Required by
3. Strong understanding of MIM issues and priorities by the IODE Officers Group		Establishment of reporting mechanisms to IODE Officers Group	- GE-MIM Chair to prepare report to IODE Officers meeting	Chair	Annual
4. Increased involvement of MIM NCs in existing and new MIM projects	Level of participation of NCs in new projects	Increasing IODE access to expanded pool of MIM experts	- Identify clear tasks within new and ongoing MIM projects - Allocate tasks to MIM NCs with appropriate skills and knowledge	Chair Chair	Ongoing Ongoing
5. A strong sense of community & support shared by all MIM NCs and the GE-MIM	Level of traffic Establishment of terms of reference for mentoring programme	Provision of tools & opportunities for information / knowledge sharing within IODE MIM community Establishment of induction processes for new MIM NCs Establishment of mentoring programme for MIM NCs	- maintain email list for all MIM NCs & GEMIM - Encourage establishment of regional networks of MIM NCs - GE-MIM Chair & Secretariat to undertake Induction process for new NCs - GE-MIM to develop mentoring programme - Secretariat to identify possible candidates for mentoring programme	Secretariat Chair Chair & Secretariat GE-MIM GE-MIM & Secretariat	Ongoing Ongoing Ongoing 2011 2011

Desired Outcome	Key Performance Indicators	Strategies	Tasks	Responsible Group/Officer	Frequency / Required by
6. Improved synergies with external stakeholders and other agencies eg. UN Agencies, Government Organisations, NGOs, Professional Societies and relevant programmes	Number of agencies who have agreed to collaborate	Identification of relevant stakeholders in MIM and IM	- Review list of possible agencies	GE-MIM	Ongoing
		Development of appropriate collaborative agreements between IOC and relevant agencies	- Contact agencies with proposal for formal collaboration	Chair & Secretariat	Ongoing
		Identification of specific projects / tasks for collaboration	- Identify specific tasks for collaboration with other agencies	GE-MIM & Secretariat	Ongoing
	MOU Signed		- Re-establish MOU with IAMSLIC	Secretariat	2011
			-Identify specific tasks for collaboration with IAMSLIC . Include standing agenda item on GE-MIM meetings, listing specific joint tasks	Chair & Secretariat	GE-MIM Session
		Establishment of strategies for distribution of IODE/MIM information to interested stakeholders	- Prepare article on GEMIM Session outcomes for IAMSLIC blog (and other relevant newsletters)	Chair	One month after GE-MIM Session After IODE Session
	Presentations at science conferences, IM conferences	Disseminate MIM activities, projects etc	- Respond to conference call for submissions eg IFLA Unesco	GE-MIM	Ongoing
	Articles in relevant journals		-Submit articles	GE-MIM	Ongoing

Annex 2: Acronyms

JCOMM/IODE ETDMP	JCOMM/IODE Expert Team on Data Management Practices
GE-BICH	IODE Group of Experts on Biological and Chemical Data Management and Exchange Practices
GE-MIM	IODE Group of Experts on Marine Information Management
IOC	Intergovernmental Oceanographic Commission (of UNESCO)
IODE	International Oceanographic Data and Information Exchange
MIM	Marine information management
NGO	Non-governmental organization
ODINAFRICA	Ocean Data and Information Network for Africa
ODINCINDIO	Ocean Data and Information Network for the Indian Ocean region
ODINPIMRIS	Ocean Data and Information Network for the Pacific Region
ODINWESTPAC	Ocean Data and Information Network for the WESTPAC Region
ODINECET	Ocean Data and Information Network for European Countries in Economic Transition
UN	United Nations

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