

## ACTIVITY BRIEF

# Strategic Communication for Higher Education Institutions in Agriculture in Cambodia

1-5 May 2017 | TBA in Cambodia

### BACKGROUND

Today's age of information and communication technology (ICT) is characterized by an explosion of knowledge and information. ICTs are part and parcel of everyday life among all ages and different sectors. While it is widely understood that economic development requires access to knowledge and information at all levels, many leaders and managers in public service organizations and academic institutions in Cambodia have not taken the best advantage of these fast-changing ICTs in advancing their mandates in society. Strategic communication is an essential ingredient in their success as leaders and more importantly, of their respective organizations. Strategic communication essentially involves infusing communication efforts with an agenda and a master plan. Typically, that master plan involved promoting the brand of an organization, urging people to do specific actions, or advocating particular legislation.

The proposed five-day training-workshop on strategic communication in development is seen as instrumental in levelling up leadership practices in higher education and public service institutions in Cambodia toward achieving their mandates and thereby contributing to national development.

### OBJECTIVES

At the end of this training-workshop, participants will be able to:

1. Articulate on the role of strategic communication in higher education and public service institutions in Cambodia;
2. Discuss the concept and elements of strategic communication in development;
3. Develop a strategic communication plan for their respective institutions; and
4. Demonstrate essential skills in strategic communication.

### PARTICIPANTS

40-45 comprising 20 officials plus 20-25 communication/information staff of higher education institutions in agriculture, forestry, and environment studies in Cambodia, including government agencies whose mandate is to promote agricultural and rural development



### PARTNERS



Ministry of Education, Youth, and Sports (MoEYS), Cambodia



Royal University of Agriculture (RUA), Cambodia

## ABOUT SEARCA

The Southeast Asian Regional Center for Graduate Study and Research in Agriculture (SEARCA) is one of the 21 regional centers of excellence of the Southeast Asian Ministers of Education Organization (SEAMEO). Founded on 27 November 1966, SEARCA is mandated to strengthen institutional capacities in agricultural and rural development in Southeast Asia through graduate scholarship, research and development, and knowledge management. It serves 11 SEAMEO member countries, namely: Brunei Darussalam, Cambodia, Indonesia, Lao People's Democratic Republic, Malaysia, Myanmar, the Philippines, Singapore, Thailand, Timor Leste, and Vietnam. SEARCA is hosted by the Government of the Philippines on the campus of the University of the Philippines Los Baños (UPLB) in Laguna, Philippines. It is supported by donations from SEAMEO member and associate member states, other governments, and various international donor agencies.

## FOR MORE DETAILS, CONTACT:

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## EXPECTED OUTPUTS

The expected outputs are:

- Higher education and public service organization leaders with enhanced knowledge, skills, and attitudes on strategic communication;
- Draft strategic communication plans for the participants' institutions; and
- Sample prototype strategic communication materials that the participants' institutions may use.

## LEARNING APPROACH AND PLAN

The training-workshop will include two parts: an introduction to strategic communication and its practices for the appreciation of heads of institutions and their relevant executives; followed by a practicum hands-on guided workshop on strategic communication planning and essential skills with ICT for designated staff. Participants will each need to bring their laptops, cameras with video function, and relevant gadgets that they would need in preparing strategic communication materials during the workshops.

Experts will be invited to discuss concepts and principles in strategic communication applied in higher education and public service institutions. They will provide exemplars and cases for participants' appreciation of strategic communication in practice. Workshop outputs will be presented in plenary sessions to enable participants to further internalize concepts and principles, and to promote exchange of knowledge and experiences among them.

The three workshops (4a, 4b, and 4c) on the third day up to the fifth day of the learning event will be parallel, allowing participants to focus on developing the strategic communication materials that they are most interested to use. They may join more than one of the parallel workshops and have different outputs depending on their interest, entry skills, and learning pace.

Each workshop will have a designated tutor. Resource persons and workshop tutors will present principles, pointers, and guidelines based on practice and real cases.

On Day 5, participants will present their workshop outputs and allow shared learning with their fellow participants as they critique and provide suggestions on the outputs for further improvement.

A pre-test and post-test exercise will be undertaken to gauge improvement in individual knowledge on strategic communication for development. A re-entry action plan (REAP) will be required to get the commitment of participants in the application of learning from this training-workshop.