

## **Communication Strategy – ASRIC**

**-==Need of an Integrated and Participatory Approach==-**

# ASRIC Bureau



## Presentation outline

- Committees
- References
- Concept Note to guide the Communication strategy of the Committee
- Feasibility study on the establishment of ASRIC Scientific Publications including the Journal;
- Organisation of CS
- Action plan

## Committee Members

- Prof. Driss Ouazar, Vice Chair
- Dr. Samuel Dotse, Rapporteur
- Mrs Jane Bemigisha
- Prof. Abdeslam Hoummada
- Dr. Gabriel A. Agbor
- Prof. Khiati Mostefa
- Dr. Jane Bemigisha
- Mr Emmanuel Catumbela

## References

- ASRIC KICKOFF MEETING Abuja-November 2018
- ASRIC Bureau Meeting; Abuja-March 2019
- AU-STRC Documents
- Working Party of National Experts on Science and Technology Indicators, REVISED FIELD OF SCIENCE AND TECHNOLOGY (FOS) CLASSIFICATION IN THE FRASCATI MANUAL, Organisation for Economic Co-operation and Development
- International Journal Practices

## Science communication complexity-Components

- translating the jargon of science into language the public understands,
- tailoring messages to specific audiences, including the general public, scientists, media, advocacy groups, corporations, nonprofit research organizations, health professionals, government, agencies, science enthusiasts, policy makers, political commentators, and individual activists.
- diversity and interconnectedness of many elements, embodying the goals for communicating, the content to be conveyed, its format, and the individuals and organizations involved.

# Science communication strategy paradigm

- Why?
- Who?
- How?
- What?
- When?

# Science communication complexity **Why** Communicate

To share information, disseminate, effective use of information, sensitize, build consensus



# Science communication complexity with **Who**

Communication among

scientists, government officials/Policy makers, National Academies, National Research Councils, Beneficiaries-Local Communities and other, Public Sector, Private sector/ Investors, Sponsors, Development Partners, Stakeholders, society

## Science communication complexity **How** to cope with?

- Traditional Media through
- STI programs
- Science for people by youth identifying, train and mentor scientists and engineers with a flair for communicating with public audiences. APlan
- Science attractivity and commercialization for
- Africa Observatory for STI
- Social Media (Twitter, Whatsapp, Instagram, Facebook, mobile devices, etc.)
- Advocacy/Lobbying through Civil Society Organizations

## Science communication complexity **How** to cope with? ..

- Radio, TV and newspapers
- STI Forums, Seminars, Conferences, Open Days, Exhibitions,
- Policy Briefs, Cabinet papers
- STI Publications, open access sources
- Web site, ASRIC Portal
- Committee meetings face to face, Internet, Visio conferences
- STI Model for Africa – Capacity building, Innovative education, research STI, Solutions

## Science communication complexity **What** content?

- Research results through reports, journals, bulletins, letters, etc.
- Congress resolutions
- Best practices
- Innovation / Technology
- Funding / Financial Information
- Exchange and Collaboration opportunities (strategic partnerships)
- Success stories
- Private Sector Priorities
- Countries National priorities and capabilities

# Science communication complexity **How to Implement?**

## 4 Sub-Committees

- Scientific publications
- Advocacy
- Internal Communication
- Outreach and Education



## SC 1 - Scientific Publications

- Journal
- Proceedings/ Conferences
- Scientific reports

## SC 2 - Advocacy

- Enhance dialogue between scientific community and policy-makers on one hand and the community of media reporting on ASRIC on the other
- Popular mobilization
- Mindset change
- Success stories
- Policy briefs and engagement
- News releases
- Awareness creation



## SC 3 - Internal Communication

- Meetings
- Review of internal operational committee policy
- Congress resolution
- Annual operational plan
- Minutes/Reports
- Activity Reports and Assessment
- Interface with other groups
- Website



## SC 4 - Outreach and Education

- Popularizing ASRIC, Science and Technology including supporting the creation and change of the African Science and Technology narrative;
- Social media handles
- Distance Learning, MOOCs
- Youth education
- Open days/Exhibitions
- ASRIC Digest
- capacity building
- Implementing the ASRIC communication strategy.

# Scientific Publications Ecosystem

- Actors (Universities, Research institutes, Academies, National Research Centers, Etc.)
- Many Disciplines
- Scientific Level
- Journal Titles selection
- Logistics

## Requirements

- Scientific committees
- Publication managers
- Computer Platform
- Create and have an african scientific standard of international level

# Scientific Publications Ecosystem ASRIC?

- Objectives,
- Why ?,
- Title?,
- How?
- Just another Journal?
- Multidisciplinary: Asset or Disability,
- Working languages
- Scientific Edition - How?

## Why rather an electronic journal? The +

- Easy Experimentation of the process,
- The induced costs are reduced,
- The review process is electronic,
- Responsiveness on corrections, modifications and various actions are faster,
- virtual scientific animation online
- Forums of discussion between african scientists generating networks and clusters

# Why?

to enable the scientific community to:

- to make known quickly the scientific works,
- to contribute to the sharing of knowledge and the dissemination of new results,
- Have a scientific reference.

## Type of Articles

- Journals,
- State of the art of high quality,
- Research articles, Short reports,
- Historical Chronicles,
- Thematic Special Issues

## Content of Articles vs Article type

- General: Less than 4000 words and 6 figures
- Review Article: Less than 6000 words, number of references limited to 100
- Article of re-correspondence: Less than 600 words Comments: Less than 2000 words
- Information Search: Less than 2000 words and 2 figures
- Scientific correspondence: Less than 2000 words and 2 figures
- Research Article: 5000 words approximately
- Communication Research: 2500 words
- Book Review: Less than 600 words



## Publication Criteria

- Scientific excellence,
- Relevance, Opportunity,
- Significance,
- Novelty and Originality,
- and Interest in a given discipline or at the crossroads of several disciplines.
- Publishers are responsible for all editorial decisions and make their decisions based on the reports of three experts in the field among academicians or scientists of international renown



## Publication Format

- Online (Electronic Format) regularly every three months
- In print format every six months

## How to spark articles?

- Calls,
- Conferences sponsored by ASRIC
- Conferences of the thematic groups of ASRIC,
- Search for renowned authors for the first issues,
- Good follow-up and maximum attendance at international conferences,
- Scientific animations.

# Implementation

- Editing committee,
- Management and Logistics Committee (at least 2 people to recruit (Profiles and Tasks to develop)).
- Establishment of a comprehensive database of scientific expertise at africanand international level,
- Establishment of a database of potential contributors,
- Establishment of a database of potential reviewers



# Implementation

- Editor-in-Chief
- Executive director
- Associated Editors

## Other Aspects

- Stripping and indexing (To index in Current Contents,
- Science Citation Index,
- INSPEC,
- Mathematical Reviews,
- Pascal / INIST-CNRS,
- Zentralblatt für Mathematik, etc.
- Citation Aspects / ISSN
- Frequency: Bi-annual
- ISSN DOI Code 'Digital Object Identifier'
- Average time of acceptance since the beginning of the reception: 60 days
- Impact factor at this date



## Thematics

Mathematics, Physics, Chemistry, Engineering Sciences, Earth Sciences, Biology, Life Sciences, Medical Sciences, Complex Systems, Strategic studies and economic development, Social Sciences, etc.



## Journal Title

- African Journal of Science and Technology (AMST),
- African Journal of Science and Technology (AJST)
- African ScienceTech Journal (ASTJ)
- Journal of S & T (J.S & T)
- Current Science and Technology (CST)
- Science and Technology Frontiers (STF)
- Frontiers in Science and Technology (FST)



## Attract the authors

- Choice of an international publisher such as ESEVIER or SPRINGER for possibilities of:
- Very wide diffusion,
- indexing Quality and fame of publishing
- Fast publication process (maximum of three months)
- Computerized review process
- Quality of articles



## Electronic Format

- Latex, Word, Publisher,
- preprints to archives on web: arxiv, HAL
- Great debate on evaluation

# Journals

Google search by :

- african journals
- african journals indexed in scopus
- african journals with impact factor
- university based journals in Africa
- Samples journals Frontiers in Science and Engineering (Hassan II)

## Questions ?

- Is a journal necessary? If consensus OK
- STI Reports are more useful? Impact