

Minute of 14th Information and Communications Technology (ICT) Learning Forum



28 July 2016

DIAKONIA Center (ICF/KSSA Building), Phnom Penh

I. INTRODUCTION

As the longest established membership organization in Cambodia, the Cooperation Committee for Cambodia (CCC) has played a unique role since 1990 in strengthening the cooperation, professionalism, accountability, governance, and development effectiveness of the Civil Society Organizations (CSOs) that are working across diverse sectors in Cambodia. Responding to its Governance Hub Program (GHP) for 2014 – 2018, CCC offers a range of capacity development and learning opportunities for NGO staff. Therefore, various learning Forum has been organized by CCC focusing on Monitoring and Evaluation (M&E), Finance learning forum, Human Resource Management (HRM), and Information and Communications Technology (ICT).

The ICT Learning Forum has been conducted since 2010 and facilitated by CCC. The forum has been continuous support from CCC members, technical support from Cambodia IT Association (CITA) and ICT Working Group Members consisting of ICT professionals and practitioners of CCC member organizations and private company in Cambodia. The overall objectives of ICT learning forum are to *1) stimulate action learning to transform knowledge; skills and experiences of individual people and organizations into a community of practices for a betterment of NGO community in Cambodia in the field of ICT and 2) build a strong network among ICT practitioners and professionals for ongoing learning on ICT matters and related issues and 3) develop programming for facilitating NGO related works such as financial management, human resource management, and monitoring and evaluation.*

This is the minute of the 14th ICT learning forum which was held on 28 July 2016 at DIAKONIA Center (ICF/KSSA Building) which attended by 76 participants (18 females) from 44 NGOs (1 is non-member) who were communication and/or ICT practitioners and professionals. The objectives, expected outcome, and agenda for the 14th ICT learning forum were as below:

OBJECTIVES OF THE FORUM

- To sensitize the roles of ICT in new development paradigm, especially the UN's Sustainable Development Goals (SDGs) 2016 -2030.
- To introduce and launch new published of social media handbook in Khmer version.
- To share knowledge on how to make Facebook and Youtube Livestream by using smartphone and computer with webcam.
- To create a learning and sharing environment and build a stronger network of ICT, media and communication practitioners among CSOs community.

EXPECTED OUTPUTS

- Participants sensitized the roles of ICT in UN's Sustainable Development Goals (SDGs).
- Participants have better understanding on how to use social media, to make Facebook and Youtube Livestream by using smartphone and computer with webcam or USB camera.
- Participants have learnt, shared, and built up more relationship among people who have same interest from similar fields.

II. SUMMARY OUTPUTS OF THE FORUM

The 14th ICT learning forum was presided by Mr. Soeung Saroeun, Executive Director of CCC. He extended his sincere thanks to all stakeholders who commit towards organizing this event such as DI for working so hard to develop social media guidebook, working group members for putting strong technical effort and participant for reserving time to attend, yet he informed about the other three events like M&E, Finance and HR learning forum.

Before opening, he delivered some key notes on roles of ICT in UN's Sustainable Development Goals (SDGs) as following:

1. Sensitization/awareness raising of SDG. (to link from one people to another)
2. Support on various infrastructure. (to transfer those tools/goals to achieve. Push those fields (health, education) for more effective).
3. Ensure for financial management sustainability. (Ex: In bank, IT can develop various App to support).
4. Data accountability (Data quality).

SESSION 1: Review learning points from previous ICT learning forum and Launching Social Media Handbook.

This session was facilitated by Mr. Seang Lida, Information Communication Technology Assistant (ICTA) of CCC. He reviewed the previous forum which focused on the two main points as following:

1. Social media Handbook Launching (English Version)
2. Odoo (HR management system, Admin)

Moreover, he started to introduce briefly about the eight key contents of Social Media Handbook (Khmer Version) as below:

1. Define Goal, the Objectives & Targets for Social Media
2. Promote Your Facebook Page
3. Know your Audience
4. Develop Social Media Guidelines
5. Create Engaging Content
6. Use Best Practices for Posting Photos, Video & More
7. Develop a Content Plan
8. Monitor and Improve Your Social Media

SESSION 2: "Introduction to Livestream"

This session was facilitated by Mr. Ngeth Moses, Head Unit of Media, CENTRAL. Before going to his main content, he explained about the meaning of hashtag (#). It is a type of label or metadata tag used on social network which makes it easier for users to find messages with a specific theme or content. It's good for gathering data related and principle to create in facebook is => status => # (text with no spacing). It can be used as campaign to promote any name/post/account/topic. It works well in Twiter & Instagram. Then, he continued to introduce about livestream.

What is streaming?

Streaming media is multimedia that is constantly presented and received by an end-user while being delivered by a provider. Moreover, streaming media is video or audio content sent in compressed form over the Internet and played immediately, rather than being saved to the hard drive. With streaming media, a user does not have to wait to download a file to play it. Because the media is sent in a continuous stream of data it can play as it arrives. He introduced two tools/software for streaming as below:

1. Wirecast solutions, a program which is developed by USA. He shared about the functions of this tool. He added that this program can use smartphone as IP Camera which monitor by laptop/computer. This program is not free, it has 3 screens, and it needs at least 5 people to operate. It lives video and records/documents too. We can use it to live on facebook.

2. Open Broadcaster Software (OBS): It's a free open source (it means we can create/initiate new one to use for other purpose). It lives video and records/documents too. We can use it to live on facebook page and facebook account. Operation of this software is quite similar as Wirecast.

How operate OBS:

- ⇒ <https://obsproject.com/> (to download this App) => Install => Studio mode (to view two screens)
=> Scene (we can create more than one scene and each scene we can place picture or text or webcam and also we can switch from one scene to another) => (+) to add more scene => Adjust Audio (to adjust picture/capture to fit with screen) => Source (to place text or image) => Setting => General (to choose language) => Streaming Type (streaming service)...

=> Note: don't forget to add Video Title.

How to stream on facebook:

- ⇒ Online facebook (page) => Internet => <http://iag.me/> => How to broadcast to facebook live (to download this App).

1. App download: https://obsproject.com => click on Get OBS Classic 0.658 => installation

2. Go to file => setting => stream

- a. Stream type select streaming service
- b. Service select Facebook live
- c. Server default
- d. Streaming Key

3. Go to <http://iag.me/> for get streaming key

- a. Click on Broadcast with Facebook live using your computer
- b. Click on Broadcase on Facebook Live
- c. Click Next => copy streaming key to pass in OBS streaming key
- d. Apply => ok

4. Split to 2 screen click on => studio mode

5. Scenes: can create one more scenes

6. Sources: we can put video, image, image slide show

7. Mixer: to turn on or off voice

8. To view full HD: click right mouse on scene => transform=>fit to screen or stretch to screen

9. If u want to vice click on transition

10. Click on start streaming

11. On your facebook will see preview

12. If you want to live just click on => go to live

13. You need to write title

Table discussion to define topic for the next ICT Learning Forum

Table discussion was facilitated by Ms. SAM Vaddthanak, Learning Officer of CCC. She asked participants to define from two to three topics that they wish to happen for the next ICT learning forum. Below are the topics raised by participants (by table) in the 14th ICT learning forum in year 2016.

| No | Topics | Key elements |
|----|---|---|
| 1. | - Share experience of organize and manage for IT work or networking X 2 | - Organize of work - Communication |
| 2. | - New Technology of ICT X 2 | - Payroll system - Making easy page - How to use E-mail |
| 3. | - Key point of ACC YouTube. - What we do on FB to get more like? | - Share from professional skill |
| 4. | - Communications - Website development/design X 2 - New masticating strategies - In Design for Publication / Adobe Photoshop X 2 - Important of Social Media Topic X 2 - Adobe Premiere CC for video editing | - Video editor / Media video - Photography - Website developer kinds - How to improve website - Design newsletter template/ Banner/leaflet |
| 5. | - Maintains & security of website | - Protecting & secure for website |
| 6. | - Develop IT policy | - IT is good for all NGOs organization |
| 7. | - Responsive for mobile fundraising tool / reporting | |

These proposed topics will be brought to discuss in the next ICT working group meeting to refine and/or to design to be the agenda in the next learning forum.

Conclusion and closing remarks

The conclusion and closing remarks was made by Ms. Sin Putheary, Head of Communications, and Member Development. She highly appreciated to the speaker and participants for attending today event and she strongly believed that this knowledge will make a better change for their organization's operation. This event enabled us to learn the new technology with its advantages and disadvantages. Her key message was to encourage participant to use this knowledge to improve organization performance in a proper way.

III. CONCLUSION

The 14th ICT Learning Forum was conducted successfully on 28 July 2016 with active participation by all participants and professionally supported by honored guest speaker and fruitfully produced great outputs as expectation. Within this forum the important topic, livestream, was clearly presented to the participants. To measure their understanding, to understand about their commitment to make change in own organization and to seek for constructive feedback, all of the participants were asked to complete the evaluation form at the end of the forum.

Regarding the consolidated result of evaluation form completed by the participants, most of them rated as high on the process, logistics providing, contents, understanding the content, duration and highest on the venue.

48% of participants captured well about OBS and Facebook livestream while 33% of them caught the contents of social media handbook and make it more interesting follows by 7% that apprehended all points related to hashtag and broadcasting software. To improve their own skill as well as the organization's performance, they also committed to put these knowledge into practice.

37% of participants will apply the above knowledge by sharing with colleagues and others. 34% of them will put into practice by creating online learning and livestream this activity in their organization's facebook page. Moreover, 7% of them committed to promote to their management team about social media handbook that just been launched.

In general, 41% of participant appraised that this forum is very good and they wished CCC to organize more for specially student and organization by focusing on communication media, Twitter & Instagram and other social media. Yet they also suggested having longer time for practice and providing high speed internet service.

All in all, the participants feel satisfy with the forum and demand for more such useful forum in the future. Additionally, they commented on the facilitator that very knowledgeable and capable of giving a clear explanation on the topic. They acknowledged the importance of this forum as great chance for ICT practitioners to build stronger network and share experiences as well as challenges of their daily operation. So we, CCC, as an organizer are very proud of this fruitful result and we commit to put more effort to improve and extend such good forum to serve as a pool of building CSOs capacity.