

**Changing the Mindset (CTM): A Program
on Creating a Culture of Science
and Advancing S&T Agenda
for National Development**

(Progress Report for the Period August 2012 to January 2013)

**Changing the Mindset (CTM): A Program on Creating a Culture of Science
and Advancing S&T Agenda for National Development**

(Progress Report for the Period August 2012 to January 2013)

Implementor : Science and Technology Information Institute
Department of Science and Technology

Monitoring Agency : National Research Council of the Philippines

Duration : Two Years (Y1: August 2011 to July 2012;
Y2: August 2012 to July 2013)

Budget : P8,833,583.73 (Y2)

Component Projects : **Project 1.** Moving into a more Comprehensive Site for the
DOST System via the 'science.ph' (Budget: P2,115,315.79)

Project 2. Information, Education and Communication (IEC)
Campaign Initiatives (Budget: P6,718,267.94)

Program Leader : Dr. Aristotle P. Carandang

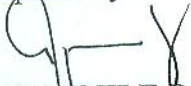
Project 1 Objectives	Activities	Results
In general the program aims to create a consolidating activity that would unite all information efforts of the DOST system while making its image comparable with, if not better than, those from the private sector.	Consolidation of project launches, meetings, coordination, press conferences, media releases, linkages	See details below
Specific objectives:		
Create a new website based on the existing DOST website	System build-up	Operational 'science.ph' Please visit www.science.ph (See Attachment A for copy of the science.ph screen shots)
Use the science.ph both as a website and search engine	Continuous system and content build-up	Operational and interactive website and search engine
Create a more attractive look to serve as its window to the world; and buildup of interesting contents that speak about the DOST's policies, thrusts, programs, and projects to attract new and strong partnerships from the private sector and the academe	Build-up and updating of contents	Updated news, features, news list, publications, photos, videos, blogs, weather bulletins and advisories, FAQs, archives, hit/download counter, registration and survey, databases and links, and inclusion of important events and the <i>Philippine Standard Time (PST)</i> for <i>Juan Time</i> initiative; Established links with local and international science organizations (Please see Attachment B)
Serve as DOST's voice in projecting a good image or effective S&T management,	Continuing activity for increased hits	Included in Attachment B

good governance, and efficient delivery of services, making it a major source of S&T information and news in the Philippines		
Project 2 Objectives	Activities	Results
In general, this project aims to develop a more extensive information, education and communication campaign strategies for the DOST system	Development and implementation of IEC campaigns	See details below
Specific objectives:		
Consolidate all information activities of the DOST specifically the initiatives of the Office of the Secretary and the major activities of the agencies and offices	Development of appropriate video and photo documentation; Assigning writers for events coverage; and Development of various IEC materials; Support to launches of DOST generated technologies and services (Automated Guideway Transit, Program NOAH, DREAM –LiDAR, LEAP Software, etc)	Complete photo and video documentation of the Secretary’s activities and those of the DOST agencies and offices (a compilation has been made to form part of the video library; Writers have been assigned to cover events by way of the beat system; Finalization of the book ‘Creating Wealth for Public R&D: The RA 10055 Experience (see Attachment C for the cover); Support to Dengue Program (See Attachment D for copy of poster for the schools and Attachment E for ‘Ang Komiks’ printed in seven major Philippine languages: Tagalog, Iloco, Bikol, Pampango, Hiligaynon, Waray-waray, and Bisaya); Extended support to the drafting and preparation of the <i>DOST R&D Agenda</i>
Coordinate major information dissemination initiatives of the system to create a comprehensive approach to information dissemination and promotion of technologies with the	Preparation and write-ups and press releases for dissemination to all media contacts 1. Training a. Regions (partnering with DOST regional	Pushing the good news has become the SOP for information that have been packaged; Prepared a new concept for ‘ <i>Push the Good News</i> ’ (PGN) for a 24-hour information dissemination strategy (see

<p>greatest socio-economic impact</p>	<p>offices on science journalism and communication research; Included the 'localization' of Balitang RapiDOST where DOST Region XI and VI have produced their own versions containing information in their respective vernaculars</p> <p>b. Communities (partnering with TAPI, DOST, RDIs, ROs, and with the Commission on Filipino Overseas or CFO)</p> <p>c. Technology Adoptors</p> <p>d. Simplifying scientific information</p> <p>2. Media Blitz</p> <p>a. Print</p> <p>b. Online</p> <p>c. Free channels and cable channel assignments</p> <p>d. Radio</p> <p>e. Newspaper supplements</p> <p>f. Twitter/Facebook</p> <p>g. Blogs</p> <p>h. Video streaming</p> <p>3. Exhibitions Online versions prepared for uploading</p> <p>4. Conduct of Ignite the Mind 3.0</p> <p>5. Production of collaterals such as T-shirts and umbrella for</p>	<p>Attachment F); Organized the "Branding DOST" seminar-workshop for the DOST MediaCore, STII staff, and CTM project staff for enhancement of skills in science writing, photojournalism, and script writing (see Attachment G for the proceedings); Editing of English articles & production of <i>RapiDOST</i> second & third issues for DOST Region XI and maiden issue for DOST Region VIII (See Attachment H for samples of Balitang RapiDOST XI and VI); Continuous propagation of more understandable science information through available media;</p> <p>Production of the first documentary about the the WSP4IP project in Davao City (Please see DVD as Attachment I) and CRPD-AV Unit Report as Attachment J)</p> <p><i>Quadmedia appearances</i> increased (see list as Attachment K); Social media became active such as <i>Twitter and Facebook</i> (1,695 likes for the period); <i>Blogs</i> incorporated in the site; Strengthening <i>DOSTkusyon</i>, the press conferences for important events by value adding the information delivery service via mini exhibit and distribution of photos onsite</p> <p>Major events had live video streaming including exhibitions</p> <p>Themed '<i>DOST @ 54: Changing Lives</i>' with '<i>Sulong Tulong Sa Mindanao</i>', the event gathered P321,758.00 as of January 30, 2013 as monetary donations, food items, and some</p>
---------------------------------------	---	---

	<p>3. Exhibitions Online versions prepared for uploading</p> <p>4. Conduct of Ignite the Mind 3.0</p> <p>5. Production of collaterals such as T-shirts and umbrella for ITM 3.0</p>	<p>Major events had live video streaming including exhibitions</p> <p>Themed '<i>DOST @ 54: Changing Lives</i>' with '<i>Sulong Tulong Sa Mindanao</i>', the event gathered P321,758.00 as of January 30, 2013 as monetary donations, food items, and some used clothes to the victims of typhoon Pablo (with expected pledges to be received later). Please see Attachment L for the ITM Report and Attachment M for ITM Evaluation Report.</p>
Develop strategic communication plan that would lead to an organized action by crafting information materials specifically focused on various market segments	Implementation of the strategic communication plan	Meetings and coordination conducted; story conferences held, and writeshop and training done; Conducted training for the Expanded DOST MediaCore (see Attachment N for copy of the MediaCore Resolution)
Financial Matters	Financial Report Preparation	See Attachment O for copy of Financial Report for the period August 2012 to January 2013
Administrative Matters	Hiring of Personnel	Contractual personnel renewed from January 3 to July 31, 2013

Prepared by



ARISTOTLE P. CARANDANG, PhD
Chief, CRPD-STII and
CTM Program Leader

Noted by



RAYMUND E. LIBORO
STII Director