ITU CENTRES OF EXCELLENCE
NETWORK OF THE AMERICAS REGION

DRAFT REPORT
OF THE
6TH STEERING COMMITTEE MEETING

07 DECEMBER 2021

1. INTRODUCTION AND OPENING

The 6th and end of year virtual Steering Committee review meeting for the ITU Americas Centres of Excellence (AMS CoEs) was held on 7 December 2021. This was organized as a virtual meeting with Steering Committee members connected via Zoom. The convening of the meeting had been agreed during the 1st Steering Committee meeting, which was held from 14 - 15 February 2019. The meeting was organized by ITU and was chaired by the current Steering Committee Chairman, Ms. Andrea Grippa.

The participants to the meeting were:

Andrea Grippa, representing ANATEL, Brazil (Chairman of Steering Committee and also Member of GOBI);

Mónica Correa, representing ANTEL, Uruguay

Frederico Trindade, representing INATEL, Brazil;

Isabel Guadalupe and Iris Pretel representing INICTEL-UNI, Peru;

Romina Piva Peralta,

the Region take great relevance, since the trainings they provide are opportunities for people in the countries to improve their knowledge in topics related to Information and

2. UPDATES ON CENTRES OF EXCELLENCE STRATEGIC ISSUES

CoE	Courses planned	End date	Implemented Y/N	Number of Participants	End of Training Report
INATEL	5G e IOT: Tendencias y Aplicaciones	19-Dec-21	Y	13	
INICTEL-UNI	Sistema de Gestión de Seguridad de la Información	18-Nov-21	Y	12	
INICTEL-UNI	Análisis Forense Digital	19-Aug-21	Y	7	Received
ANTEL y UBP	Hackthon: Los jóvenes y la innovación para acelerar la transformación digital	3-Jun-21	Y	61	Received
ANTEL	Gestión de la Innovación	27-Nov-21	Y	7	
ANTEL	Conceptos generales de 5G y de las tecnologías relacionadas	29-Oct-21	Y	54	Received
ANTEL	La protección contra las Radiaciones no Ionizantes en los tiempos del 5G	26-Nov-21	N	---	---
UBP	IoT: Conceptos y Aplicaciones	27-Aug-21	Y	2	Received
UBP	Seguridad en Entornos de Internet de las Cosas (IoT)	31-Oct-21	N	---	---
UBP	Innovación Abierta	7-Nov-21	N	---	---
UBP	Tecnología Blockchain Aplicada a las Smart Cities	5-Dec-21	N	---	---
UBP	Del IoT a la Analítica de Datos	■	N	---	---
UBP	Internet de las Cosas: Conceptos y Aplicaciones				

The chair invited each CoE to present and report its implementation and performance for 2021. After reporting the implementation for 2021, the CoE also presented its 2022 training plan.

ANTEL/Uruguay

ANTEL had four training courses planned for the year. ANTEL and UBP joined forces to carry out the   :

Antel informed that the hackthon had no cost for the participants and the activity had a positive evaluation for the CoE, likewise the quality of the training was achieved. It counted with 61 participants from 20 different countries. The participants enjoyed working in groups and they would prefer the hackthon last longer.

Antel emphasized that not all of the participants were certified and this is something to

ANTEL Training Proposal 2022

Courses planned	Priority Area	Date	Fee US$
Emprendiendo en Tecnología, de la idea al mercado	Innovation/Digital Inclusion	05-Sep-30- Sep	150
Gestión de la Innovación	Innovation/Digital Inclusion	03-Oct 21-Oct	100
Introducción a Data Science y machine learning	Digital Services and Applications	04-Jul-22-Jul	100
La protección contra las Radiaciones no Ionizantes en los tiempos del 5G	Networks and Digital infrastructure	02-May-27-May	150

UTPL/Ecuador reported technical problems to connect to the SC meeting, so their implementation was presented by Mr. Rodrigo Robles, Capacity and Skills Development focal point for Americas, ITU. The CoE informed that they adhere to any decisions taken at the meeting.

UTPL planned two training courses for the year 2021.   Only one course was implemented
               with 7 registered participants.   The course

UTPL Implementation 2021

Courses planned	

5. DISCUSSION ON PROMOTIONAL ACTIVITIES CARRIED OUT BY CoE AND ITU FOR THE PAST YEAR

The chair invited and gave the floor to ITU, Ms. Halima Letamo, Capacity & Skills Development Officer

REPORT ON ACTIVITIES FOR ITU

Activity	Description	List of events	What worked well	Challenges
Include courses as part of events	If an event is held in x topic, when advertising the event, list the courses linked to that topic which are available on the ITU Academy platform, especially on the event website	- Workshop on Digital Skills Assessment Guidebook for Africa - RO-ITU joint programme on Boosting decent jobs for you in the digital economy in Africa, Senegal, Cote d voire, Kenya, and Nigeria - ITU Regional Forum for Europe on Miningful Connectivity - Accessible Europe 2021: ITU-EC Forum for Europe - ITU Regional Engagement Roundtable for Europe - ITU Regional Innovation Forum for Europe - The Regional Preparatory Meeting for WTDC-21 for Asisa and the Pacific (RPM-ASP) 09-10 March 2021, virtual - ITU-Industry meeting for Asia and the Pacific 27 May, virtual - ITU Global Symposium for Regulators for Asia and the Pacific-8-9 June, virtual - Digital Skills Assessment Webinar-13 July 2021 - Emerging Technology for Connectivity. Accelerating Digital Transformation in LDCs, LLDCs and SIDS-July 2021 - ons-Case Studies		

Activity	Description	List of events	What worked well	Challenges
Provide information on review of courses	On the ITU Academy website, provide information on reviews of courses done by attendees for public viewing.	Awaiting CoEs to share testimonials to be uploaded on that page	Dedicated central place where course praise can be viewed by any visitor of the platform. Greater advertisement not just of the course but also of the CoE	CoEs need to obtain permission from participants to be featured (inf.required includes picture, name and occupation)
Send push messages on upcoming courses	Provide option for visitors of the ITU Academy to indicate their interest in receiving information on future courses. An update is sent to them once a month on the upcoming courses in the areas of interest they indicated.	Regional twitters Monthly course campaigns		

ANTEL - UPDATE ON PROMOTION PLAN ACTIVITIES

Activity	Description	List the name of courses which you promoted using the activity (if none put N/A)	What worked well with this promotion actiity	Which Challenges did you face?
CoEs to publish reviews of the courses by their respective attendees	CoEs encouraged to ensure end of course evaluations are analyzed, and results shared with ITU for publishing of the ITU Academy website	2019 Creatividad para la Innovación 12 participantes 12 evaluaciones Conceptos generales de 5G y de las tecnologías involucradas 2021 52 participantes 29 evaluaciones Gestión de la innovación 2020 43 participantes 7 evaluaciones	Analizar los resultados de la evaluación con los tutores para corregir los aspectos que no cubrieron las expectativas e implementar mejoras en contenido y metodologías en dictados futuros	Incentivar la evaluación por parte de los participantes. Propuesta: No entregar el certificado si no se realiza la evaluación del curso.
CoEs to create social media promotional content.	CoEs to create snapshot videos and or ppt slides (social media compatible) of what the course will be about to be used on social media platforms	2022 Se generarán videos para la presentación y difusión de los cursos que se van a ofrecer.	N/A	Desafíos a futuro: lograr que en la duración adecuada para los videos se puedan comunicar los objetivos y resultados del curso de forma atQW*nBT/F2 9 .5(vo)-7(s

INATEL - UPDATE ON PROMOTION PLAN ACTIVITIES

INATEL informed that their CoE has not taken any action yet. The only promotion of their courses has been through ITU Academy platform. First, they wanted to observe how other CoEs are doing concerning promotion and for the other hand they thought the responsibility was only for the ITU.

Ms. Andrea Grippa from ANATEL took the floor and stated that ANATEL could be of help to INATEL and other CoEs to find out other possibilities of promotion.

INICTEL-UNI   UPDATE ON PROMOTION PLAN ACTIVITIES

Activity	Description	List the name of courses which you promoted using the activity (if none put N/A)	What worked well with this promotion actiity	Which Challenges did you face?
CoEs to publish reviews of the courses by their respective attendees	CoEs encouraged to ensure end of course evaluations are analyzed, and results shared with ITU for publishing of the ITU Academy website	Análisis Forense Digital Sistema de Gestión de Seguridad de la Información	Hacer la difusión masiva de los cursos por los diferentes canales de la UIT La difusión por contacto casi directo con el público regular de INICTEL-UNI Invitar a participantes (con descuentos o becas) para el curso cumpla los requisitos pedagógicos	Costo del curso Procedimiento de inscripción y pago del curso No encontrar respuesta regional
CoEs to create social media promotional content.	CoEs to create snapshot videos and or ppt slides (social media compatible) of what the course will be about to be used on social media platforms	N/A	N/A	N/A.
CoEs to use social media to promote courses	Post at least 1 promotional message per course on 1 social media platform and visibility when advertising new courses	Análisis Forense Digital Sistema de Gestión de Seguridad de la Información	Muchos interesados para llevar el curso	Procedimiento de inscripción y pago del curso Desconfianza por procesos en línea Desconocimiento de ITU Academy
CoEs to include variety of incentives for taking courses	CoEs can prepare their courses in modular version. If three courses are taken on the same topic one can earn a discount for the third module. Or discount applied for the second course taken with the same CoE .. e.t.c	No se ha hecho a la fecha, para el 2022 no se ha planteado este esquema. Sin embargo, es posible plantearlo	N/A	N/A

UBP   UPDATE ON PROMOTION PLAN ACTIVITIES

UBP informed they will take action on promotion for 2022, especially through webinars. In the case of the Hackathon, a webinar will be addressed days before the event take place to get better results.   They are planning to approach around 250 technological companies. As part of their strategy, the CoE will promote all the activities of the region.

Some challenges they highlighted: registration procedures, platform and the way of payment is not user friendly. The cost of the courses is another challenge for the CoE.   In this case, they will look for some agreements with enterprises.   The CoE has
they
are planning to offer 30 fellowships looking for a better response. At the same time, they will work on find out the real needs of the countries of the region.

UTPL   UPDATE ON PROMOTION PLAN ACTIVITIES

Activity	Description	List the name of courses which you promoted using the activity (if none put N/A)	What worked well with this promotion actiity	Which Challenges did you face?
CoEs to publish reviews of the courses by their respective attendees	CoEs encouraged to ensure end of course evaluations are analyzed, and results shared with ITU for publishing of the ITU Academy website	E-Gobierno e E-Gobernanza en ciudades inteligentes Gestión Flexible del Espectro Radioeléctrico para Ciudades Inteligentes	The selection of evaluation items	N/A
CoEs to create social media promotional content.	CoEs to create snapshot videos and or ppt slides (social media compatible) of what the course will be about to be used on social media platforms	N/A	N/A	N/A.
CoEs to use social media to promote courses	Post at least 1 promotional message per course on 1 accounts to increase visibility when advertising new courses	E-Gobierno e E-Gobernanza en ciudades inteligentes Gestión Flexible del Espectro Radioeléctrico para Ciudades Inteligentes	The selection of right social media networks for promotion. The specification of right target group.	Lack of awareness of ITU brand
CoEs to include variety of incentives for taking courses	CoEs can prepare their courses in modular version. If three courses are taken on the same topic one can earn a discount for the third module. Or discount applied for the second course taken with the same CoE, etc.	E-Gobierno e E-Gobernanza en ciudades inteligentes Gestión Flexible del Espectro Radioeléctrico para Ciudades Inteligentes	It did not work	Insufficient number of registrants

The Chair remarked that a manual should be published with strategies that have been working on promotion. Promotion deserves attention and is an essential topic for success, she stated.

The Chair invited Ms. Halima Letamo to give her takeaways and recommendations. Ms. Letamo emphasized that promotion for the training courses is a responsibility for both ITU and the CoEs.

Ms. Elena Stankovska-Castilla, Junior Capacity and Digital Skills Development officer, took the floor to address some specific issues: Visa and Master Card in Peru now require a confirmation of verification because they have been upgraded. In the case of Argentina there are some bank transfer issues because their policy makes the process difficult.

6. CENTRES OF EXCELENCE OPERATIONAL ISSUES

The Chair invited Ms. Halima Letamo to give highlights of the operational issues listed below:

Updates on the planning and implementation of courses
Updates on the transition from face to face to online courses
Reminders for CoEs

UPDATES ON THE PLANNING AND IMPLEMENTATION OF COURSES
Ms. Letamo underlined that:

This year the annual planning has begun earlier than in the previous years due to the QA process
Some CoEs have submitted their training outlines in time which helped with the planning
CoEs who have not submitted their outlines for evaluation in time will have their courses not approved during the SC. This will result in:
SC approving incomplete training plans for the year which is a waste of SC time
Delay in compiling the 6 months/annual training catalogue (both regional and global)
Delay in promotion of courses in the past year
There were too many course postponements, impossible for HQ to keep track of date changes
Some CoEs change titles of courses when the courses have been approved. This requires that the course is sent for re-checking by the TP
Some course topics were outside the mandate of ITU
Incomplete training outlines were submitted. This means sufficient details were not provided for the TPs to make a decision on the courses

UPDATE ON THE TRANSITION FROM FACE TO FACE TO ONLINE COURSES

Ms. Letamo remarked that:

All courses on the ITU Academy since March 2020 are now online.

Some CoEs are still struggling to go fully online due to the nature of their course subjects or due to lack of well-trained tutors, who can manage online delivery.

Online courses are largely cheaper than face to face courses, ranging from 75 USD to 150 USD.

Some CoEs still run their courses at higher prices and have less participants.

Most CoEs now use the Moodle Zoom plugin or MS teams when

Ms. Teltscher emphasized that the SC was a virtual meeting again, no more those time face to face and recognized that all of us are suffering for the situation and she is hoping in the future to meet face to face again. Ms. Teltscher thanked all for the good comments, especially in marketing promotion, payment issues, fellowships, etc. She stated that all the issues relate to business model of the CoEs and this will help to see improvement in the future and will strength the program.

Ms. Teltscher underlined that just one more year left to the end of the cycle with the impact of the pandemic but it has shown all of us the power of digital connectivity. She thanked all CoEs for their engagement and participation and reminded all CoEs that ITU will try to attend their needs. Invited the CoEs to approach Mr. Rodrigo Robles as the Americas focal point to assist them as well as the ITU HQ. In the same way, she thanked Interpreters for their collaboration with SC and Ms. Andrea Grippa for her professional work as Chairman of the SC.

The chair concluded, gave her closing remarks, and thanked all participants for their active participation and fruitful contributions. She wished all participants safe and healthy 2022 and declared the meeting closed.

Annex I
Training Proposals 2022

CoE	Courses planned	Priority Area	Date	Fee US$
ANTEL	Emprendiendo en Tecnología, de la idea al mercado	Innovation/Digital Inclusion	05-Sep-30- Sep	150
ANTEL	Gestión de la Innovación	Innovation/Digital Inclusion	03-Oct 21-Oct	100
ANTEL	Introducción a Data Science y machine learning	Digital Services and		

Annex II
Promotion of Centres of Excellences Plan

	If an event is held in X topic, when advertising the event, list the courses linked to that topic which are available on the ITU Academy platform, especially on the event website.	Event webpages and other promotional materials	This will expand the target market for the CoE	