

COM/CITEL RES. 33 (IV-96)

STRATEGIC PLAN OF CITEL

The Fourth Meeting of the Permanent Executive Committee of CITEL (COM/CITEL),

CONSIDERING:

That Resolution COM/CITEL Res. 24(111-95) approved the Strategic Plan of CITEL for 1995-1999.

HAVING SEEN:

That it is necessary to introduce modifications to the above Plan tending to its improvement and adaptation, contemplating, at the same time, the results of the Declaration of Principles and the Plan of Action for the Americas as approved by the Meeting of Senior Telecommunication officials held in September 1996.

RESOLVES:

1. To adopt the Strategic Plan for 1996-1999 as prepared by the Executive Secretariat, which, as regards policy priorities and general programs shall be worded as follows:

Recommendation N°1 - The needs of CITEL member States Associate Members, the world telecommunications sector and telecommunication user groups should be systematically analyzed in order to determine what they require and expect from CITEL. Further and possibly a more targeted analysis should be conducted at regular intervals throughout the period between CITEL Assemblies by the COM/CITEL Steering Committee. The activities of CITEL should be adjusted in light of this analysis by COM/CITEL and future Assemblies.

Recommendation N°2 - The participation in CITEL activities by non-Administration telecommunication entities and organizations should be enhanced. Because of the intergovernmental nature of CITEL, this may be done in the first instance by encouraging national entities and organizations to participate in national delegations and in forum established by Member Administrations for developing national positions for CITEL meetings. The terms and conditions under which Associate Members participate in CITEL activities should be reviewed and updated, as appropriate, in light of their changing needs and CITEL's changing requirements.

Recommendation N°3 - Linkages between the activities of the three PCCs should be increased, and the process of cooperation between the three PCCs reinforced.

Recommendation N°4 - CITEL's relationship with other international organizations should be strengthened. Particular emphasis should be placed on increasing the active participation of CITEL countries in the ITU at all levels of activity and to strengthen the coordination among them in all sectors. In the global information economy and society, telecommunications will be increasingly important to the

activities of international organizations, particularly those involved in large-scale peace, security and development projects. By working in partnership with other organizations and making its core technical competence in telecommunications available to support their activities, CITELE will leverage its own resources and multiply the effectiveness of its activities.

Recommendation N°5 . - CITELE's public information capabilities should be increased. At present, and outside the telecommunication community, CITELE is one of the least known organizations within the OAS and the region, in spite of the fact that the development of the global telecommunications network is increasingly vital to the welfare of mankind. The members of CITELE have asked it to play a leadership role in the telecommunications community of the Americas. To do this, CITELE must communicate its message more effectively than it does at present. This topic should be on the agenda of the Steering Committee each year so that they may evaluate the effectiveness of the ongoing program.

Recommendation N°6 - There are a number of areas where the Steering Committee could and should play a stronger role in activities of the Commission, i.e.:

There Should be an annual meeting of the Steering Committee at the OAS Headquarters. Having a separate meeting would help draw the attention of the participants to the issues facing CITELE and provide the opportunity for the Committee to focus on which approach should be followed. In addition, this meeting would offer the opportunity for the Group to put on a short seminar for the benefit of the Permanent Missions to the OAS. These Missions are a critical element to the future success of CITELE and it is easier to gain their support if they are familiar with the impact that CITELE is having on the economic and social development of Member States.

The Steering Committee should have on its agenda every year, the review of the ongoing activities in support of the implementation of the objectives of the Summit. These activities are important to the future development and welfare of all Member States.

The Steering Committee shall evaluate the activities related to telecommunications development in the Region that needs to be carried out.

Recommendation N°7 - The telecommunications sector truly has an impressive story to tell and CITELE should consider ways to inform the general population and the OAS organs of the advances that are happening each and every day in this field of endeavor that we have chosen.

RECOMMENDED ACTIONS:

- 1 . COM/CITELE should request the Chairpersons of the Permanent Consultative Committees:
 - a) to present to COM/CITELE each year those items within their mandates that should be brought to the attention of the General Assembly of the OAS and other appropriate bodies of the OAS.
 - b) to review each year, prior to COM/CITELE, the operation of their committee for the purpose of identifying areas where the image of CITELE could be improved..
2. COM/CITELE should place on the agenda of the Steering Committee an item dealing with ways in which the image of CITELE can be enhanced and its visibility increased within the Region of the Americas, the organs and organisms of OAS and the ITU.

3. COM/CITEL should also direct the Steering Committee to plan and conduct seminar for the benefit of the Permanent Missions to the OAS at its annual meeting in Washington covering the significance of the CITEL program of activities, the significance of the accomplishments achieved during the previous year, and what is viewed as significant goals for the next year.

4. The Steering Committee shall analyze the actions tending to gain awareness among children and youngsters on the benefits and the role of telecommunications, taking into account the fact that the debates held on this issue at the IV Meeting of COM/CITEL stressed the advisability of:

- a) making use of mass media;
- b) entering into agreements, wherever not existing, with the different basic, medium, and high education authorities involving the dissemination of information through such channels;
- c) preparing the programs to be disseminated taking into account the support the Associate Members might be in a position to offer in such connection;
- d) taking into account the regional and subregional organizations, such as AHCIET, ASETA, COMTELCA, and CTU, that might contribute to the dissemination of several information programs.

INSTRUCTS:

The Executive Secretary to introduce the above amendments and any necessary editing corrections to the Strategic Plan, and to engage in a follow-up with a view to its enhancement and ongoing updating.