

CABI-RUFORUM Collaboration Progress report

Strengthening Tertiary Agricultural Education in Africa

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1.0 Introduction

The Regional Universities Forum for Capacity Building in Agriculture (RUFORUM) is a consortium of 32 universities in Eastern, Central and Southern Africa established in 2004. The consortium had previously operated as a program of the Rockefeller Foundation beginning in 1992. RUFORUM is registered in Uganda as a Not-for-Profit limited company and is currently in the process of registering as an International Non-Governmental Organization (NGO). It has a mandate to oversee graduate training and networks of specialization in the Common Market for Eastern and Southern Africa (COMESA). RUFORUM's mission seeks to strengthen the capacities of agricultural universities to foster innovations responsive to the demands of small holder farmers through the training of high quality researchers, the output of impact oriented research and maintenance of collaborative working relationships among researchers, farmers, national agricultural research institutions and governments. CABI and RUFORUM recognized synergies in purpose of both organizations and over several years have sought opportunities to work together. This cooperation is based on exchanges between CABI and RUFORUM in the year 2012 that aimed at developing a tangible and productive cooperation. The resulting partnership resolved to focus on two key areas i.e. strengthening access to agricultural research discovery tools and capacity building in agricultural knowledge management. This is being accomplished through the provision of privileged gratis access to the CAB Abstracts database and CABI Compendia to the agricultural departments of the 32 universities that make up the RUFORUM consortium.

1.1 Executive summary

This report highlights the main tasks and achievements made over the last six months of the CABI-RUFORUM collaboration. The overall goal of this collaboration is to strengthen tertiary agricultural education in Africa through strengthening access to agricultural research discovery tools and capacity building in agricultural knowledge management. As at the end of December 2013, Internet Protocol (IP) addresses for 25 of the 32 RUFORUM universities had been obtained to facilitate access to the CAB Abstracts database and compendia. Contacts from the universities have consequently been uploaded onto the CRM. 8 universities allowed CABI to use their official accounts on social media (Facebook and Twitter) for awareness campaigns while 13 universities availed their mailing lists to facilitate email awareness campaigns. The CABI-RUFORUM collaboration joint information flyer was developed in conjunction with the RUFORUM secretariat, with the newsletter story being featured in the CABI Africa 2013/2014 newsletter. Plans are in place to have RUFORUM feature the same story in their upcoming newsletter. 5 RUFORUM universities have been visited under the outreach programme (University of Nairobi, Jomo Kenyatta University of Agriculture and Technology, Kenyatta University, National University of Rwanda, and Kyambogo University) with more outreach planned for 2014. Over 20 librarians from RUFORUM universities in Kenya, Zimbabwe, Sudan, Uganda, Rwanda, Mozambique and Namibia have been trained on the use and functionality of CAB Abstracts and Compendia via CABI's webinar sessions. To evaluate usage of the databases by the universities, a dashboard capturing usage statistics for all the 32 universities has been set up on Google Analytics and Counter 4 stats. Plans are in place to reconcile statistics from the two software packages to enable comprehensive analysis. The main challenges encountered so far have been slow feedback and execution of tasks by the universities as well as a lack of/slow internet connectivity in some of the universities which has hampered their use of the online databases.

1.2 Progress Summary

1.2.0 Induction and Training

David Onyango (DO) underwent a three weeks induction and training period in Wallingford, UK under the Publishing and Commercial (Marketing and Sales) departments. The training focused on CABI's publishing processes and outputs, capacity building on publishing products use, as well as marketing and promotion of CABI's publishing products. The author subsequently took up his new role at the CABI Africa office as the Publishing Outreach Officer.

1.2.1 Marketing and Communication strategy

A marketing and communication plan was drawn up to guide the CABI-RUFORUM collaboration. The plan identified the target audience for outreach and training (librarians, lecturers and students), the titles of awareness campaigns inclusive of the messages communicated, the channels of communication (email, social media, telephone, posters and brochures, and newsletters), the call to action for each campaign and the success factors. The marketing and communication plan also guided the development and joint branding of information flyers on the collaboration, as well as ongoing awareness and training campaigns.

1.2.2 Initial contact and relationship building with the RUFORUM Universities

In August and September 2013, CABI's Executive Director-Commercial Carol McNamara, Client Services Executive Tom Corser (TC) and DO visited RUFORUM member universities in Kenya (University of Nairobi, Jomo Kenyatta University of Agriculture and Technology and Kenyatta University). The visits focussed on establishing initial contacts and relationships. The CABI team was able to familiarise itself with the African university environments and infrastructure, understand information needs of the agricultural faculties as well as the challenges facing access to e-resources. Key university contacts were uploaded onto the CRM.

1.2.3 Open Access Launch Logistics

DO visited the RUFORUM secretariat in August 2013. The purpose of the visit was to hold discussions with the secretariat coordinator Ms Nodumo Dhlamini (ND) to plan for the upcoming launch of open access to CAB abstracts and CABI Compendia. On the 23rd of August author visited and held discussions with the head of the agriculture department at Kyambogo University (KU), Dr Robert Mulebeke and the deputy librarian Mrs Harriet Ntege. The discussions focussed on understanding user information needs and assessing KU's library infrastructure



RUFORUM secretariat visit in preparation for the launch of Privileged access



Kyambogo University visit in preparation for the launch of open access to CAB Abstracts database and CABI Compendia to RUFORUM

1.2.4 Launch of privileged access to CAB Abstracts and Compendia

DO attended RUFORUM's 9th Annual General Meeting (AGM) for the launch of privileged access to CAB Abstracts database and Compendia in September 2013. This represented the first step of CABI and RUFORUM's overall objective of strengthening tertiary agricultural education in Africa. The theme focused on "Sustaining and Mobilizing RUFORUM Universities for Effective Engagement in Agricultural Development and Transformation in Africa". The meeting was officially opened by Rwanda's Prime Minister, the Rt. Hon. Pierre Damien Habumuremyi at Serena Hotel. The launch occurred during the Principals and Dean's committee pre-AGM meeting (an organ of the RUFORUM Governance Structure comprising of Principals and Deans of Colleges / Faculties of Agriculture and related sciences participating in RUFORUM's activities), and was attended by 32 participants from the different universities. DO outlined the objectives and benefits of the collaboration to the universities. CABI also participated in the RUFORUM exhibition at Serena Hotel alongside the National University of Rwanda, Makerere University, University of Nairobi, University of Swaziland, and Bunda College-University of Malawi in showcasing their innovations and partnership initiatives. The author visited the National University of Rwanda (NUR) and held deliberations with Dr Solange Uwituze- Dean, faculty of agriculture and trained the NUR librarians on features and searching of the CAB Abstracts database and Compendia.



David Onyango explains the CABI-RUFORUM collaboration to Rwanda's Prime Minister Rt Hon Dr Pierre Damien HABUMUREMYI at the RUFORUM AGM exhibition



Launch of Privileged Access to CAB Abstracts and CABI Compendia

1.2.5 University of Nairobi Library Open Access Week

The Open Access Week now in its sixth year is a global event held each year in the month of October. The event offers an opportunity for the academic and research community to continue to learn about the potential benefits of Open Access, to share what they've learned with colleagues, and to help inspire wider participation in helping to make Open Access a new norm in scholarship and research. This year the University of Nairobi (Member University of the RUFORUM Consortium) set up an exhibition, showcasing UoN's information resources including its e-resources and training on various issues such as open access, plagiarism, copyright, searching strategies and e-resources. CABI was invited to participate in the event to showcase its publishing online products (CAB Abstracts and CABI Compendia) currently being provided to the university under the CABI-RUFORUM collaboration. One of the challenges the UoN library faces is underutilization of resources. The event offered the unique opportunity to create awareness, train and increase accessibility to CABI's online information resources.



The CABI exhibiting table at the UON Library Open Day/Week



David explaining CAB Abstract and CABI Compendia to a group of students visiting the CABI exhibiting table at UoN

1.2.6 CABI Webinar Trainings

CABI's online webinars are designed to help our customers operate our products and learn their various features and functionalities. The webinars are available across CABI's full spectrum of publishing products and is structured on an interactive format of a 45 minute presentation with a 15 minute question and answer session. TC and DO conducted the webinar sessions in October-November 2013. The webinars comprised of the CAB Abstracts introductory and advanced course and the Animal Health and Production Compendium course. 39 librarians from RUFORUM universities in Kenya, Zimbabwe, Sudan, Uganda, Rwanda, Mozambique and Namibia registered for the trainings with 18 attending and participating. A total of 5 librarians from RUFORUM Universities in Kenya (University of Nairobi, Kenyatta University, Jomo Kenyatta University of Agriculture and Technology and Egerton University) were hosted at the CABI Africa office to participate in the training.



RUFORUM librarians from Kenya participating in the webinar sessions



Group photo of the participants

1.2.7 Evaluating Database Usage

Access to the databases was officially launched in September 2013. Most of the universities did not have access to the products prior to this with the exception of Stellenbosch¹ which is subscribed to the products. Makerere University and University of Nairobi had initially been set up with product trials in 2012. CABI and RUFORUM are keen to evaluate utilization of CAB Abstracts and CABI Compendia by the 32 Universities making up the consortium. Discussions with RUFORUM's Nodumo Dhlamini and Lisbeth Levey in November 2013, settled on both quantitative and qualitative evaluation strategies. Currently, Counter 4 statistics and Google Analytics (GA) have been set up to track quantitative usage of the databases.

The metrics captured by Counter 4 Stats include: -

- **Regular searches**- any search entered into the search box of CAB Direct or CABI Compendia
- **Result clicks**- when a user clicks on results from the search results list
- **Record Views**- when a user looks at a full record such as a whole abstract/datasheet, or moves from a full result to a next full abstract/result by clicking on next result
- **Searches federated and automated**- searches generated via institutional meta search engine used by the library or Google

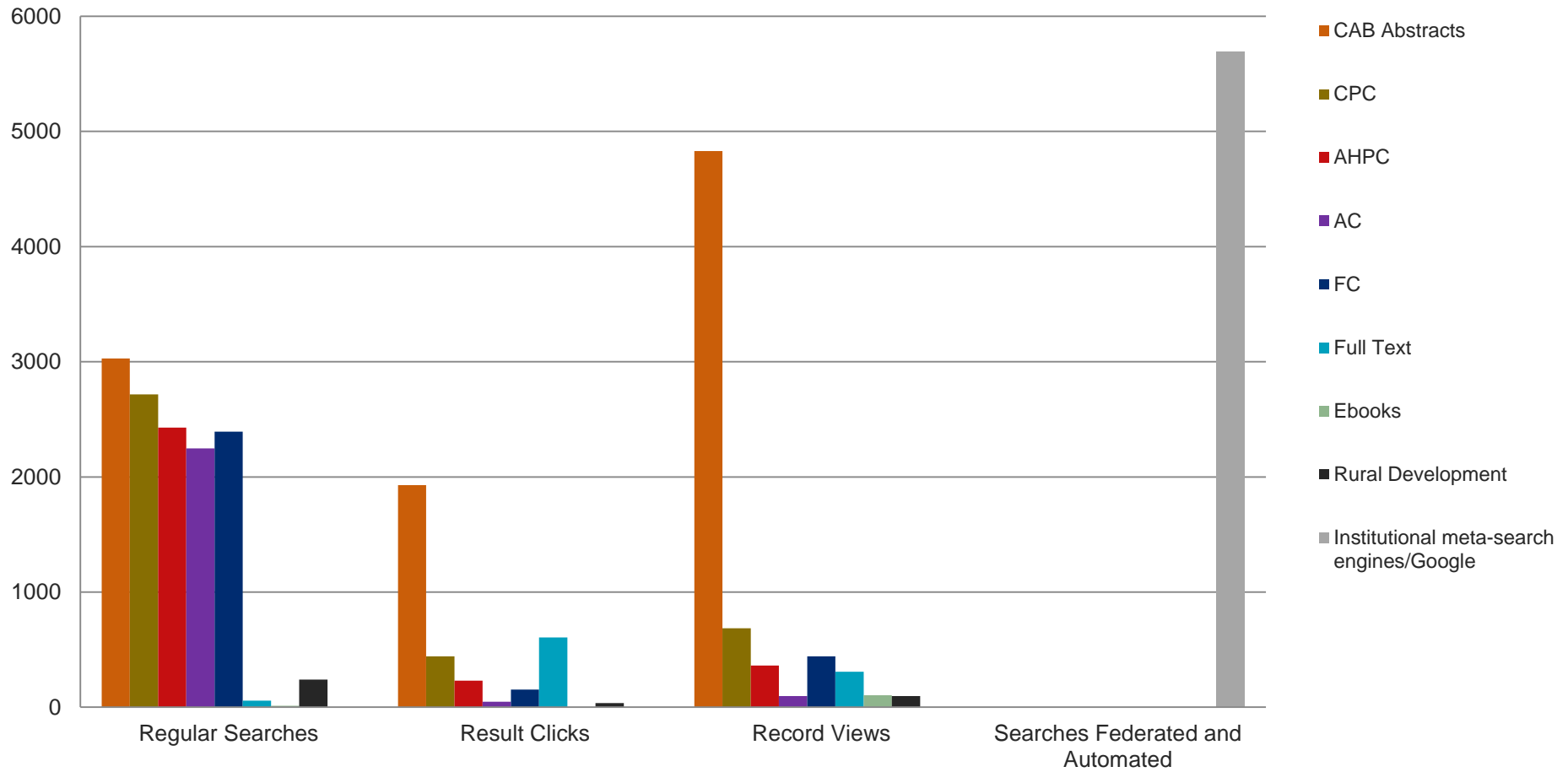
The metrics captured by GA include: -

- **Visits**- the number of users at any one given time in CAB Direct or CABI Compendia
- **Unique visitors**- unduplicated (counted only once) visitors to CAB Direct or CABI Compendia
- **Page views**- number of pages viewed in CAB Direct or CABI Compendia
- **Percentage of new visitors**- estimated percentage of first time visitors to CAB Direct or CABI Compendia

Using Counter 4 Stats, usage statistics for eighteen RUFORUM universities for the period 1st Oct-31st Dec 2013 were run and analysed as illustrated below: -

¹ Stellenbosch University is not part of the original block under the privileged access service but is included since it recently became a member of RUFORUM consortium and independently subscribes to CAB Abstracts. It should also be noted that access is privileged to the universities that did not have access at the start of the collaboration.

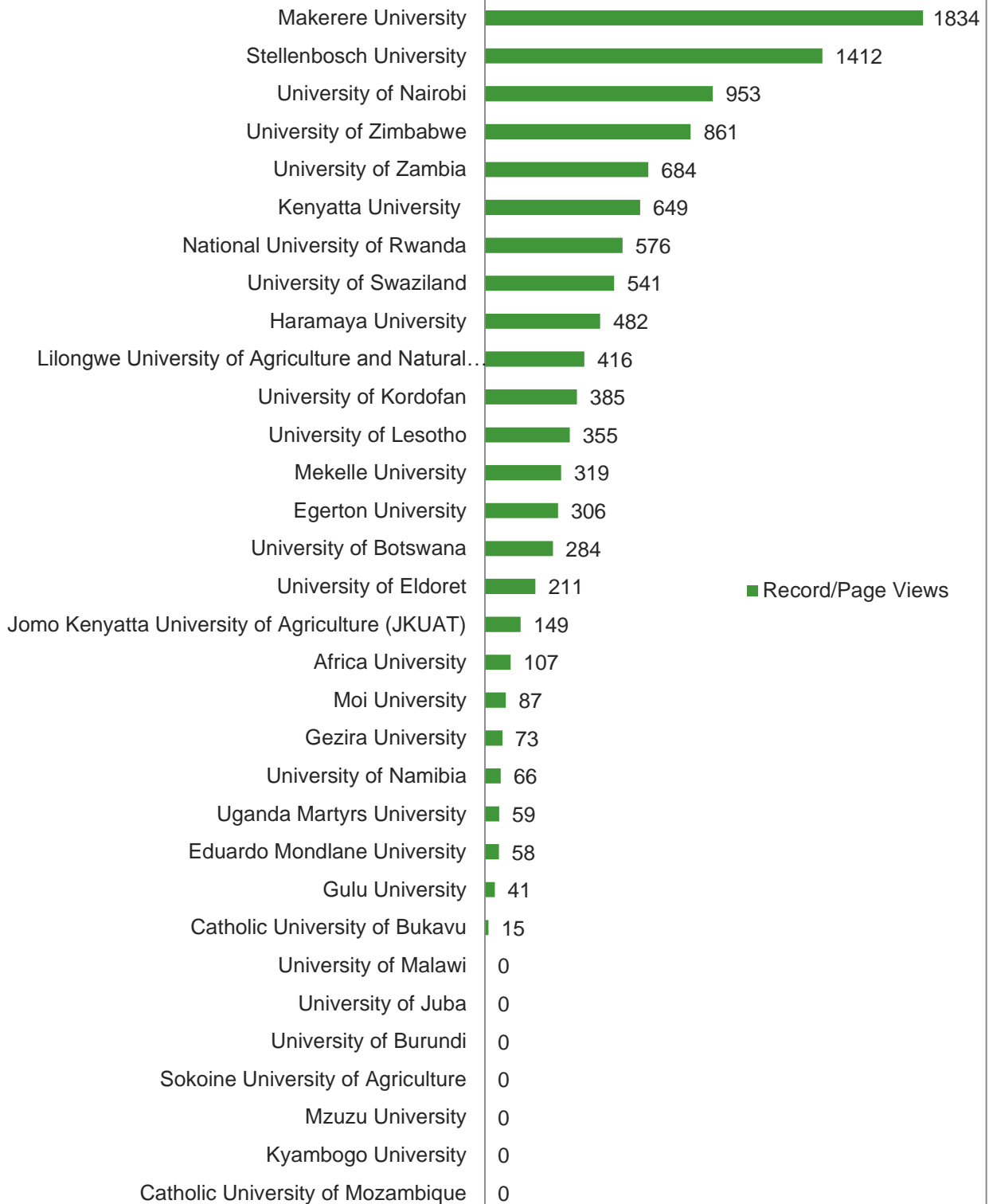
Total Searches, Result Clicks and Record Views for all databases (CAB Abstracts, CPC, AHPC, AC, FC CABI eBooks, Full Text and Rural Devpt)



The results indicate that apart from institutional meta-search engines and Google, most institutions used the CAB Direct platform to carry out searches in the CABI databases. For regular searches, CAB Abstracts ranked highest followed by the Crop Protection Compendium (CPC), Animal Health and Production Compendium (AHPC), Forestry Compendium (FC), and the Aquaculture Compendium (AC), respectively. e-Books ranked lowest. For result clicks, CAB Abstracts ranked highest followed by Full Text, CPC and AHPC, respectively. e-Books ranked lowest in this category as well. For the record views, CAB Abstracts ranked highest followed by CPC, FC, AHPC and Full Text, respectively. AC ranked lowest in terms of record views among the databases. An overall outlook shows high searching, result clicks and record views on CAB Abstracts than any other databases probably due to the wide content/subject coverage as opposed to the CABI Compendia which are subject specific, meaning their use is pegged on each of the Compendium's relevance to curricula offered by the universities. These results represent the first quarter analysis of access to CAB Abstracts and CABI Compendia and form the baseline which CABI will use to increase use of the products over the next three quarters of 2014.

To rank university usage of the databases, record views/page views for the 32 RUFORUM universities were obtained from both GA and Counter 4 statistics for the period 1st Oct-31st Dec 2013. The results indicate that Makerere University ranks highest in the consortium followed by Stellenbosch and the University of Nairobi, respectively. 7 other universities display no usage for the indicated period. The high record/page views values recorded could be attributed to the presence of reliable internet infrastructure (speed and bandwidth) coupled with the training and awareness campaigns done in the first quarter after the launch. Interaction with the databases either as trial products or full products prior to launch of privileged access could also have resulted to the high record/page views by some of the universities. Inadequate internet infrastructure (speed and bandwidth) is a likely factor which discouraged use of the online databases. It is important to note that these are plausible hypotheses that will be tested using a case study.

RUFORUM Database Use Ranking



1.3 Conclusion

This report highlights the main tasks and achievements made over the last six months of the CABI-RUFORUM collaboration. The main objectives of strengthening access to agricultural research discovery tools and capacity building in agricultural knowledge management continue to guide the collaboration. Cooperation from the universities and the RUFORUM secretariat has been commendable as evidenced by the progress made so far. A number of constraints such as inadequate internet infrastructure as well as delayed feedback and execution of tasks by some of the universities has been a hindrance. Action is being taken to hasten the pace of rolling out the service to ensure that all universities are on board. The work plan has undergone modification to ensure that outreach, awareness campaigns and trainings are stepped up in those universities with low usage indicators. Plans are also in place to conduct a case study in 2014 to evaluate access and use of the databases by the universities.

1.4 Work plan-2014

The 2014 work plan is centred on expediting the rollout of the service to the few remaining universities. This will be combined with an enhanced outreach and training programme combined with e-mail and social media awareness campaigns to improve usage within the consortium. An online survey for qualitative evaluation will also be carried out in March and May to capture user feedback. This will be designed as a case study for the CABI-RUFORUM Collaboration with the aim of presenting the findings at the 4th RUFORUM Biennial Conference to be held in Maputo, Mozambique 21st-25th July 2014.

Appendices

Appendix 1: Project Work plan

CABI-RUFORUM PROJECT WORKPLAN						
To be completed by:				Deadline:		Highlight Activities
David Onyango Owino				31/12/2014		
Project 1						
Activity	Action	Accountability	Due By	% Done	Status	Notes
Induction and Training	Reports	Combined	29/07/2013	100%	Complete	Spent 3 weeks with Sales, Publishing and Marketing staff in Wallingford, UK
Tom Corser & David Visit to Kenyatta & Nairobi Universities	Reports	David	02/08/2013	100%	Complete	Visit Successful. Details captured in minutes & BTOR
Set up & Populate RUFORUM folder on Portfolio	Reports	David	15/08/2013	100%	Complete	RUFORUM folder up & running. Currently populating it with project images
Initial Contact & Relationship building with RUFORUM	Follow up	Combined	15/08/2013	100%	Complete	Contacts made with Nodumo & RUFORUM secretariat
CABI invited to the AGM for exhibition and launch of privileged access	Reports	David	20/08/2013	100%	Complete	Marketing collateral delivered for the event scheduled to take place in Rwanda
Visit to RUFORUM Secretariat & Kyambogo University	Reports	David	24/08/2013	100%	Complete	Plans for launch finalised. Details captured in BTOR and minutes. Images uploaded onto Portfolio
RUFORUM to avail contact lists from universities	Reports	David	15/09/2013	95%	On-going	Contact lists of deans obtained. Each university avail a contact person So far 26 Universities have responded
Joint branding of information flyer & PPT for launch	Reports	David	16/09/2013	100%	Complete	Flyer developed & RUFORUM logo included in PPT for joint communication and Presentation
Visit to JKUAT by Carol McNamara and David Onyango	Reports	David	17/09/2013	100%	Complete	Visit Successful. Details captured in BTOR
Population of CRM with university accounts	Reports	David	17/09/2013	80%	On-going	25 university accounts & contacts loaded. Feedback from Universities is slow. Plan to use the RUFORUM AGM to accelerate feedback (gain contacts & IP address)
Privileged Access Launch- Kigali Rwanda at the RUFORUM AGM Represented CABI at the RUFORUM exhibition at Serena Hotel	Campaign	David	19/09/2013	100%	Complete	Logistics complete. DO will represent CABI at the launch. 5 minute presentation 3 minute presentation at the deans meeting at Nobleza Hotel Appeal to deans to be more proactive with feedback (email

						lists and contact persons)
Initial Contact & Relationship building with Universities	Campaign	Combined	22/09/2013	80%	On-going	Slow response by Universities is a challenge. IP Addresses of 26 universities captured so far The remaining 5 have been issued with User name and Passwords Correspondence still on-going to bring the institutions on board
Training librarian at National University of Rwanda (NUR)	Training	David	23/09/2013	100%	Complete	Awaiting letter of confirmation from the university Dean-Faculty of Agriculture Invitation obtained and training conducted 4 librarians Trained in Simple searching the CAB Abstracts and Compendia Need to develop more updated training material (BTOR)
Development of RUFORUM dashboard on Google analytics	Follow up	David	23/09/2013	100%	Complete	DO link up with Chris Shire in the UK to develop dashboards to track usage Call for syncing with Counter 3 & 4 stats DO to be set up on Counter 3 & 4 stats (user name & password)
1st email & social media campaign	Campaign	David	02/10/2013	70%	On-going	Inform patrons of Privileged access in their library Breadth of information within the resources - Link it to modules 13 Universities availed email lists/contact addresses for campaigns
Newsletter story for Universities/RUFORUM	Campaign	David	05/10/2013	100%	Complete	Article already developed about collaboration for university Newsletters/Online events pages Article to be featured in the September/October RUFORUM Newsletter Follow up with Universities to include story in their newsletters as well
Announcement of Privileged access to Librarians, students, and Lecturers	Campaign	David	05/10/2013	85%	On-going	Gaining email lists of universities and gaining social media contacts. Process hampered by slow response of universities & lack off e-platforms (Social Media)
Participation in the University of Nairobi (CAVs) Library Open Access Week	Campaign	David	23/10/2013	100%	Complete	Combined awareness and training campaigns Details captured in BTOR Increased visits captured by Google Analytics (GA)
Webinar training for the CAB Abstracts database	Training	David	31/10/2013	100%	Complete	5 librarians from RUFORUM Universities in Kenya (University of Nairobi, Kenyatta University, Jomo Kenyatta University of

						Agriculture and Technology and Egerton University) were hosted at the CABI Africa office to participate in the training A webinar attendees master list was developed
Webinar training for the Animal Health and Production Compendium	Training	David	14/11/2013	100%	Complete	5 librarians from RUFORUM Universities in Kenya (University of Nairobi, Kenyatta University, Jomo Kenyatta University of Agriculture and Technology and Egerton University) were hosted at the CABI Africa office to participate in the training A webinar attendees master list was developed
Meeting RUFORUM's Lisbeth Levey and Nodumo Dhlamini	Reports	Combined	20/11/2013	100%	Complete	Details captured in minutes of the meeting held at the CABI Africa Office
6 month progress report	Reports	David	31/12/2013	50%	On-going	Progress on the project
2nd email & social media campaign	Campaign	David	10/01/2014	30%	On-going	Drip-feed information, hints, tips on usage
RUFORUM feedback on progress/future progression	Follow up	David	03/02/2014	0%	Not Started	Feedback to RUFORUM on partnership and how it is progressing
CABI Sales Conference	Training	David	10/02/2014	0%	Not Started	Participate in the CABI Sales conference and provide updates on RUFORUM progress
3rd email & social media campaign	Campaign	David	17/02/2014	20%	On-going	We are here to support the access. Answer any questions. Training potential/workshops/webinars
4th email & social media campaign	Campaign	David	11/03/2014	0%	Not Started	Stream of messages - How to access, search, hints/tips, updates to content/ search competitions with prizes (CABI material) etc
5th email & social media campaign	Campaign	David	20/03/2014	0%	Not Started	Drip-feed information, hints, tips on usage
Online Survey (Survey Monkey)	Follow up	David	05/04/2014	0%	Not Started	How easy was it to use to access resources/look and feel/Relevance of content/ recommendations Capture Use Case stories- Librarians/Students
Workshop/Librarian/student	Follow up	Combined	05/05/2014	0%	Not Started	Capture Use Case stories- Librarians/Students
Joint CAB/RUFORUM Case study for evaluation of the project (opportunity to link it to the Open Educational Resources (OER) project currently running in some of the universities)	Reports	Combined	15/07/2014	10%	On-going	Study findings presented at the 4th RUFORUM Biennial Conference to be held in Maputo, Mozambique 21st-25th July 2014
Participation in the 4th RUFORUM Biennial Conference to be held in Maputo, Mozambique 21st-25th July 2014	Reports	Combined	21/07/2014	0%	Not Started	Tentative. Participation to be confirmed at a later date

University Open days/Exhibitions/book fairs	Campaign	David	TBD	10%	On-going	Participate in university open days/exhibitions/conduct trainings
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Appendix 2: RUFORUM Member Universities

Region	Country	No	University	Year of joining RUFORUM	Year of Establishment	Category
Eastern	Kenya	1	Moi University	2004	1984	Public
		2	Egerton University	2004	1987	Public
		3	Eldoret University	2013	1946	Public
		4	Kenyatta University	2004	1985	Public
		5	University of Nairobi	2004	1970	Public
		6	Jomo Kenyatta University of Agriculture and Technology	2004	1981	Public
	Tanzania	7	Sokoine University	2006	1984	Public
	Uganda	8	Makerere University	2004	1970	Public
		9	Uganda Martyrs University	2009	1993	Private
		10	Gulu University	2009	2002	Public
		11	Kyambogo University	2009	2003	Public
		12	University of Kordofan	2009	1990	Public
	Sudan	13	University of Gezira	2009	1975	Public
		14	University of Juba	2010	1977	Public
	South Sudan	15	Haramaya University	2009	1954	Public
	Ethiopia	16	Mekelle University	2009	1991	Public
Central		Burundi	17	National University of Burundi	2009	1964
	Rwanda	18	National University of Rwanda	2009	1963	Public
	DRC	19	Université Catholique de Bukavu	2009	1989	Private
Southern	Zimbabwe	20	Africa University	2004	1988	Private
		21	University of Zimbabwe	2004	1952	Public
	Zambia	22	University of Zambia	2006	1966	Public
	Malawi	23	Mzuzu University	2010	1997	Public
		24	University of Malawi	2004	1964	Public
		25	Lilongwe University of Agriculture and Natural Resources	2012	2012	Private
	Mozambique	26	Eduardo Mondlane University	2004	1962	Private
		27	Universidade Católica de Moçambique	2010	1996	Private
	South Africa	28	Stellenbosch University	2013	1866	Public
	Swaziland	29	University of Swaziland	2009	1964	Public
	Lesotho	30	University of Lesotho	2009	1945	Public
	Botswana	31	University of Botswana	2009	1982	Public
	Namibia	32	University of Namibia	2010	1992	Public
	Total Number of Member Universities 32					

Source: RUFORUM (2013) *Dirty Hands, Fine Minds*



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