

## **The St. Lucia Information Communication and Technology Association (SLICTA)**

### **Background**

In 2000, East Caribbean Telecommunications Authority (ECTEL) was established with the support of five OECS member states. ECTEL was charged with the responsibility of driving the process of telecommunications liberalization. Telecommunications liberalization was viewed as a major driver to improve socio-economic conditions given the role of telecommunications as a major platform to facilitate trade and business in the increasingly global market place.

The vision was that a liberalized telecommunications market would serve to catalyze economic growth through lower prices and improvement in the quality of service. The evidence has shown that the liberalized market have achieved much of its intended objectives. In particular, the market has benefited tremendously from wider range of services, lower prices, better quality and have created a myriad of opportunities for both existing and potential ICT service providers.

In light of these opportunities, there is a growth of small businesses providing a range of ICT services to the private sector. Most of these small businesses employ between 5 and 20 persons. With the exception of multinational companies Cable & Wireless (now LIME) and Digicel, the majority of ICT businesses operating in Saint Lucia are locally owned. All of these domestically owned businesses provide a range of high quality, technology oriented services to the business sector.

In recent times, the telecommunications sector as well as the computer and related business sector have been a subject of discussions both at the CSME level and the EPA negotiations and are viewed as one of the priority sectors which will stimulate economic growth. Given the large number of small and micro enterprises which characterize that sector, there is a need to organize these service providers under an

umbrella organization to take advantage of the opportunities emanating from the bilateral and multi lateral trade agreements and to collectively confront the challenges.

Recognizing this, the St. Lucia Coalition of Service Industries has successfully mobilized a key grouping of ICT service providers under the umbrella body of SLICTA. The overall aim of this association is to better represent the interest of the sector and advocate for regulations and legislations that will support further growth, development and expansion to enable the sector to realize its full potential as a key driver of economic growth.

Membership is open to all individuals substantially engaged in the provision of ICT solutions or actively working towards certification in an ICT discipline. These include:

- Website Developers
- Computer Programmers
- Network Developers
- ICT support service providers
- Students pursuing studies in an ICT discipline.
- Suppliers of Computer Hardware and Software
- Multimedia

## **MISSION**

Our mission is to facilitate and enhance the competitive adaptation of and embrace the information technology, telecommunications and electronics in industry in Saint Lucia by providing strong leadership, business development opportunities, advocacy, market forecasting, training and standards development to our membership. The Saint Lucia ICT Association seeks to promote a high level of professionalism and work ethics among its members and business community and focuses on strengthening public/private sector partnership in the development of the ICT sector.

## **VISION**

The Saint Lucia ICT Association will be recognized as the premier professional organization leveraging information technology to stimulate the exchange and creation of knowledge management through technology within the public and private sectors in Saint Lucia.

## **CORE VALUES**

- Professionalism – commitment to highest level of standards and integrity
- Efficiency – embrace the use of cutting edge technology to improve productivity
- International Certification and Standards – subscribe to international standards and certification.
- Quality and Excellence in Customer Service and support
- ICT Excellence – embrace leading edge technology
- Community Service –strive to be a good corporate citizen in the promotion of the use of IT tools
- Continuous Professional Development to keep abreast with new technology.
- Honesty – in the provision of advice and support to clients

## **SERVICES TO MEMBERS**

- **Professional Recognition**
  - ✓ Belonging to the recognised professional body for practitioners in the ICT industry.
  - ✓ Membership is based on the recognition of qualifications and experience thereby ensuring a cadre of competent individuals as members of the group.
  - ✓ Members gain respect for being part of a team which adheres to a Code of Ethics and globally acceptable standards.

- ✓ Ability of members to market themselves as a member of a well respected and recognized body.
- ✓ Members of association will be allowed the use of the association's logo on their company related material further implying advanced professional standing within the profession.

- **Professional Development**

- ✓ Continuing Education through various Professional Management Programme.
- ✓ Member Activities including Workshops, Seminars, Forums, Conferences, Panel Discussions, Debates on trends and development in ICT.

- **Networking**

- ✓ Hosting of Professional Networking Events.
- ✓ Hosting of Annual ICT Summit.
- ✓ Membership in Special Interest Groups.

- **Career Support & Training**

- ✓ Seek assistance to facilitate continuous professional development for members.
- ✓ Access to industry reports, papers, and job listings, etc via links on SLICTA's website.
- ✓ Post profile in Skills Listing on SLICTA's website.

- **Business Exposure**

- ✓ SLICTA hosted Trade Shows, conferences, exposition with a clear focus on opportunities, trends and latest development that impact the industry.

- **Information Dissemination**

- ✓ Development of a regular ICT newsletter.
- ✓ Use of the SLICTA website to share information with members.

- **Advocacy and Representation**

- ✓ Represent the interest of the sector at the policy level.
- ✓ Serve as the voice for ICT at the national level.

## **SERVICE TO THE COMMUNITY**

- Yeoman Service – This include school lectures on career paths in ICT, annual professional development summit, ICT summit, expositions and trade shows.
- Corporate Social responsibility – provision of training opportunities for selected groups, selected charity, annual ICT exhibition.
- Career Development – Encourage more effort and appreciation for ICT as a career path especially among females since the sector is male dominated.
- Creation of employment through the promotion of opportunities in the sector.
- Provision of relevant advice to the Government as a means of supporting the growth and recognition of this association.
- Provision of advice to Government on the development of an effective ICT Policy supported by appropriate legislation and regulation.

## **OBJECTIVES**

### **A. EDUCATION:**

1. To promote computer literacy throughout Saint Lucia,
2. To further the study, science and application of information and communications technology.
3. To market ICT as a profession by encouraging the study of ICT among Saint Lucian youth regardless of gender.

### **B. STANDARDS:**

1. To promote the formulation of effective policies on information and communications technology and related matters.
2. To influence and ensure, through the IT code of practice, the standard for quality service and products of IT are at an international level.
3. To maintain and promote the observance of a code of ethics for members of the association.
4. To promote, develop and monitor competence in the practice of information and communications technology by individuals and organizations.
5. To define and promote the maintenance of standards of knowledge of information and communications technology for members.

#### **C. REPRESENTATION:**

1. To create and develop an ICT Brand and market it to global prominence.
2. To increase business opportunities available to members by developing sustainable liaisons with government departments and authorities, parastatal organisations, relevant industry organisations and other appropriate regional and international agencies.
3. To increase member visibility internationally through reciprocity arrangements with ICT related groupings, and agencies and full participation in networking events.
4. To define the landscape of ICT by promoting the advancement of information technology (IT) in Saint Lucia
5. To promote the benefits of membership to the Association and promote the benefits of employing members of SLICTA.
6. To participate in and represent the sector in the development of policies and regulations that govern the sector.

#### **D. COOPERATION:**

1. To provide a forum for exchange of ideas among professionals on Information Technology

2. To promote the growth and development of the ICT Community through education, business clustering, partnering, mentoring.

#### **E. PUBLIC OUTREACH:**

1. To heighten public awareness by promoting the contribution of information technology to the development of Saint Lucia through member mobilisation and industry related events.
2. To extend the knowledge and understanding of information and communications technology in the community.

#### **STRATEGIES**

- Market the association through regular newsletters, website and other media to reach the wider public.
- Develop strategic work programs to guide the operations of the association.
- Establish membership database and encourage continuous professional development of members.
- Identify training opportunities for members and possible sources of funding to facilitate such training.
- Facilitate attendance and participation of members at relevant seminars and conferences and other professional development forums.
- Seek association membership into regional and internationally recognized bodies.
- Establish networks with associated local, regional and international agencies.
- Sensitize private and public sector on the work of the association and the critical importance of ICT tools as a means of boosting efficiency of operations.
- Participate in the design and development of policies and regulations.
- Collaborate with and advise government on appropriate policies to ensure the effectiveness of the association is recognized.

- Ensure the Association is well regulated so that there is a level playing field for members to operate.

The main tactic to grow the association will be to:

1. Create value to members to encourage potential members to join.
2. Building awareness of the association and the value of membership.
3. Press releases to promote the activities and programs of the association.
4. Contribution to a regular column in the relevant publication on the critical importance of ICT and continuous professional development as a means of increasing competitiveness.
5. Network through the SLCSI to reach other similar associations in the region.
6. Development of regular newsletter to promote the work of the association.
7. Hosting of annual ICT summit, exhibition and other activities that generate interest and better understanding of the use of ICT.

## **Internal Organization**

The association is made up of a Board of Directors (BOD) drawn from its wider membership. In addition to the BOD, various committees will be established to drive the work program of the association. Within the BOD, sub committees will be established to oversee various functions e.g. finance, disciplinary etc. In addition, other committees will be established with its composition drawn from the wider membership; however, these committees shall be headed by a Board Member.

The BOD will comprise a President, Vice President, Treasurer, Secretary and one sub-Committee Director. The work program of the association will be executed by the various committees headed by various Board Member.

The association will work in close collaboration with the St. Lucia Coalition of Services Industries (SLCSI) which will provide institutional strengthening and technical support to develop capacity building through its EU funded project. To minimize initial



administrative costs, the coalition will provide as much support as necessary for the association during its first year. The association will also work closely with other relevant agencies to provide policy direction and advice to strengthen the sector.

## **Meetings**

It is envisaged that the BOD will facilitate the hosting of monthly membership meetings, and one Annual General Meeting. The BOD will meet every quarter; however, the use of the Internet will be widely encouraged to circulate information and other sector issues to members on a regular basis.

## **Reporting Responsibilities**

- The BOD will submit an audited financial statement annually.
- Committee reports will be disseminated at quarterly meetings.
- Progress reports will be circulated to members on all projects and programs undertaken by the association.

## **Funds**

The appointed Treasurer will be responsible to maintain proper financial records on sources and uses of funds. An account shall be opened in the name of the association with **three** signatories including that of the President, Vice President and Treasurer with a clear stipulation that the Treasurer and one other party to sign at all times.

Excel spreadsheets shall be utilized to input financial data, track records and provide reports. For the first year of operation, the association will seek to minimize administrative costs by utilizing the office of the SLCSI to facilitate meetings. The SLCSI will provide the initial administrative support and technical assistance as part of its mandate to provide support for the establishment of new association.

Funding for the work program and activities of the association is shown in the table below.

## **FINANCIAL PROJECTIONS**

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	<b>YEAR1</b>	<b>YEAR2</b>	<b>YEAR 3</b>
Membership Dues	5,400.00	5,400.00	5,400.00
Membership Subscriptions	15,000.00	15,000.00	15,000.00
Fees from Annual ICT Summit	22,000.00	22,000.00	22,000.00
Website Adverts	4,800.00	4,800.00	4,800.00
Newsletter Adverts	4,800.00	4,800.00	4,800.00
Summit Advert	5,000.00	5,000.00	5,000.00
TEXPO	8,150.00	8,150.00	8,150.00
ICT Train	6,400.00	6,400.00	6,400.00
DVD's of ICT Fair	950.00	950.00	950.00
Annual Raffle	48,000.00	48,000.00	48,000.00
Sponsorship	5,000.00	5,000.00	5,000.00
<b>TOTAL REVENUE</b>	<b>125,500.00</b>	<b>125,500.00</b>	<b>125,500.00</b>
<b>LESS: EXPENSES</b>			
Newsletter	600.00	600.00	600.00
Membership Drive	990.00	990.00	990.00
Hosting Annual Summit	10,000.00	10,000.00	10,000.00
Website Development	600.00	600.00	600.00
TEXPO	5,000.00	5,000.00	5,000.00
ICT Train	4,000.00	4,000.00	4,000.00
Hosting of ICT Fair	9,000.00	9,000.00	9,000.00
Annual Raffle	9,000.00	9,000.00	9,000.00
Women in ICT Program	3,000.00	3,000.00	3,000.00
Surveys	800.00	800.00	800.00
<b>TOTAL EXPENSES</b>	<b>42,990.00</b>	<b>42,990.00</b>	<b>42,990.00</b>
<b>NET REVENUE</b>	<b>82,510.00</b>	<b>82,510.00</b>	<b>82,510.00</b>

## **Assumptions and Risks**

### **Assumptions**

1. Positive response from the sector to the initiative of setting up an Association.
2. There is a general view that this association is relevant and timely in light of current challenges arising from various trade agreements especially the EPA.
3. Persons assuming responsibility roles within the Association will be committed to the process.
4. Availability of technical assistance programs to assist with the work of the association (donor and Government).

### **Risks**

1. Members will not continue to be interested in the further growth of the association.
2. Unavailability of anticipated technical assistance from grant funds.