

MESSAGE OF THE SECRETARY
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concurrent Head Executive Assistant, OSEC
Web Strategic Planning cum Web Team Continuing Education
February 27, 2009

First and foremost, allow me to greet each and every one of you a pleasant day. It is my honor and privilege to extend the Secretary's warm greetings to all of you members of the WEB team as well as other participants from DAR Region VI gathered here today for our Strategic Planning cum Web Team Continuing Education.

The past year of web operation has been a learning experience for everybody involved in its operations. Despite the technical difficulties and other challenges the department had to hurdle, the web operations have consistently performed its functions of providing the CARP stakeholders of relevant news and information. It is heartwarming to note that we have received several feedbacks from our stakeholders who have benefited from the wealth of information posted in our website. We have likewise replied to queries on CARP sent to the department through e-mails. Referrals have also been made on particular emails/ request to concerned units in the department. For this reason, I wish to congratulate everybody for these accomplishments of the web operation.

In addition, we have received feedback from the Ambassadors and other foreign dignitaries who have been able to browse the information on the DAR website. This is a testament that our website is browsed not only by our local clientele but also by the international public who seek ready and accessible information from the web.

This development would not have been possible if we did not take bold steps to spearhead the website operation. Allow me to give you a brief background of website operation under SNCP.

While the DAR website was first conceived as early as 1999, its operation did not last and was constantly interrupted by the changes in leadership of the department. That is why, when Secretary Nasser Pangandaman assumed the helm of DAR in 2005, he saw the need to further develop and enhance the contents of the website in order to meet the growing demand for information of the CARP Public.

The Secretary issued Special Order No. 176 creating a new web management team. At present, the website (dar.gov.ph) is jointly managed, developed in-house and maintained by the Special Concerns Staff (SCS) and Management Information Service (MIS).

Launched last June 2007 by the Secretary, the website has come a long way in providing the public the information it needs. The site has expanded its contents and has the following features: Department news and current events, Laws and Issuances, Legal Opinions, Programs and Services, Success Stories, Secretary's Profile, Featured Photos, DAR Events and Activities and many others.

The Department's accomplishments including data and statistics are also found in the site making it very easy for researchers to download.

The function of the web team does not end with its launching. The team is responsible for the continued maintenance, improvement and expansion of its operations. Thus, we are focusing on getting the websites of Regional Offices and making it accessible and interconnected with the main office and the general public.

However, this interconnectivity is still a challenge for all of us and despite the temporary setback in our objectives coupled with the connectivity issues in the Central Office, we are hopeful that we will surmount all these challenges. And in the face of our efforts to extend CARP, we cannot afford to lurk in the shadows. We must double our efforts to become more pro-active. Let us showcase even more our achievements, our programs and projects, our services to the Agrarian Reform Beneficiaries. And to be able to do all that, let us not forget to update the web team on new technologies to keep abreast with the latest developments in the virtual world.

In closing, I pose this challenge to all of you here today to continue your task of providing information and to disseminate vital information especially during this critical time when we are trying to extend the Land Acquisition and Distribution Program of CARP.

I also leave this challenge to our field offices to seize the opportunity to link their websites and expand their reach so that together we can continue to serve our ARBs, from whom our mandate and reason for being emanates.

Thank you and mabuhay ang CARP!