

# ESTABLISHING YOUR POSITION

SUDUR LIFELONG LEARNING CENTRE/MSS (ICELAND)



## NORDIC LEARNING CENTER INNOVATION PARTNERS

## WHICH THEME DOES THIS CASE RELATE TO?

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Theme 1 Strategic mediation	Theme 2 New ways of learning	Theme 3 Targeting new users	Theme 4 Mobilizing the community
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## INTRODUCTION TO THE CASE

### 1.1 CASE CONTENT AND ISSUE

The following case presents MSS cooperation with different sectors of the community. With the cooperation to the labor market, other education centers, unemployment office, unions etc. MSS has the opportunity to make projects known, get more students and match the needs of different groups. A few years ago, MSS did not have the status of a lifelong learning center with different courses and possibilities for all. The communities' idea of MSS was more connected to hobby courses and the concept needed to be clarified. MSS' mission is to offer a various selection of courses for individuals and for companies. To make that the reality MSS needed to establish its position in the community.

### 1.2 SOLUTIONS

Establishing the position in the community is an ongoing project. MSS' staff worked together on making the center an important part of educating adult learners, raising the educational level in the area and being thought of as the fifth pillar of the education sector. Cooperating with different partners and being more visible has given MSS a clearer status as an educational center for adult learners. MSS is very visible both in real world and on the internet. The connection to different partners and stakeholders in the community has been strengthened by communication, meetings and sharing information through different means. MSS is active on Facebook where different things get posted, course advertisements and news from everyday work.

### 1.3 RESULTS

To be thought of as a relevant part of the education sector and to establish the role in the community and with other partners and stakeholders the first step should be to look at where you are. From that look the MSS staff decided on where they wanted to take the idea of MSS and how to get there. Playing an important role in education has brought many different opportunities and projects to the center. MSS has the important mission of responding and answering the needs of the community and has gotten very well-known over the years and made an effect in the community. Matching the needs is an important factor and can be made possible with more flexible and shorter courses, new ways of learning fx. online and blended learning and visibility in the community.

## WHAT HAVE WE LEARNED/WHY IS THIS INTERESTING?

Being a part of the education sector and being able to influence the development of the community is important. It brings more opportunities and puts focus on the many ways MSS can connect and cooperate with partners as well as meeting the needs of different groups.

## FOR MORE INFORMATION

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