

# TURNING TABLES

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 and issue is in the content of mobilizing the community. How we can reach people and businesses. It has taken MSS a long time to work towards the trust and reputation it has earned. But hard-working employees have been able to turn the table from going out to get the customers. Now the customers come to MSS.

### 1.2 SOLUTIONS

At MSS we emphasise to create a good environment where people are comfortable and feel welcome. Over the last two years, MSS has offered open, free lectures on different topics concerning the welfare of the individuals and on matters concerning the community. Our participants are from different sectors of the society and MSS is a common factor in the community where every group is welcome and at MSS there is a chance for these groups to interact and work together on common goals. MSS offers free lectures so everybody can participate and it depends on what group MSS is targeting what topic is. MSS has worked hard to become the common provider in education in the community. MSS uses the social media to advertise their events. By doing so MSS reaches many people. Facebook is one of the tools MSS uses. By getting people to follow the site it more likely that they see the advertisement. So only people need is a smartphone to know what is going on at MSS.

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

We need to be on top of things. There is not a room for letting the guard down. We need to be able to read the environment. Read the need in our community and react. MSS is the learning center in Sudurnes and has a responsibility to be on top of things.

## FOR MORE INFORMATION

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