

# UP AND DOWN

OTAVAN OPISTO (FINLAND)



## 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
		X	

## INTRODUCTION TO THE CASE

### 1.1 CASE CONTENT AND ISSUE

Otava Folk High School used to offer secondary vocational education and high school education for adults. After the lower level vocational education was transferred to be provided by the South Savo Vocational College Esedu in Mikkeli city center, we were left with high school education and smaller, mainly leisure-oriented courses. These smaller courses have no specific profile and the variation can be quite wide (from genealogy to being Santa Claus). At the same time, Otava Folk High School aim to become a believable provider of preparatory education for higher education.

### 1.2 SOLUTIONS

The solution is to partner up with the University of Jyväskylä. This gives Otava Folk High School a possibility to better brand itself as an organisation that offer high qualitative preparative education. Another new strategy to tackle this challenge is content marketing. Also, students who have participated in OFHS higher education studies can share their experience. Content marketing, user experience and active marketing and branding has been the main focus of reaching our audiences in higher education field as well.

### 1.3 RESULTS

Preparatory education for medicine studies was successfully implemented after several years of marketing and branding, while preparatory education for educational studies have not been yet.

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

A learning center can be branded to a very tight niche of field of studies - either intentionally or unintentionally. The brand is created by the courses the center offers and the way the marketing has been done (what kind of atmosphere is communicated, what kind of emotions have been risen). After being put in a certain box (e.g. "They only offer leisure courses) it might be very difficult for a learning center to re-profile themselves as for example an institution that offers higher education services.

## FOR MORE INFORMATION

Markus Häkkinen, email: [markus.hakkinen@otavanopisto.fi](mailto:markus.hakkinen@otavanopisto.fi)