

POU Samobor - example of good practice of an adult education institution (promotion and implementation of activities)

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About us

- A public non-profit institution founded by the Samobor City
- Budget-funding
- 19 employees
- Adult Education Department
- Culture Department
- Youth Center
- Cinema
- Prica Gallery



Adult education department



- 18 formal programs (digital marketing, caregiver, nanny...)
- 6 courses (preparations for the state matriculation exam, Foto sesion workshops, aromatherapy workshops...)
- 3 courses for children (dance school, multimedia workshops drama workshops)

Civic Tuesday

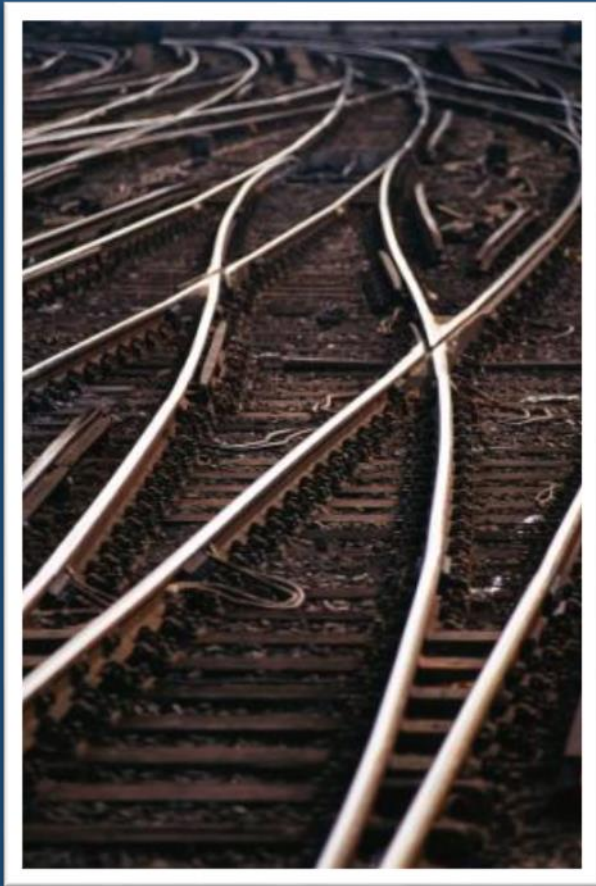
Public lectures every Tuesday

Strengthening public awareness:

- **Enhancing democratic processes**
- **Social cohesion and human rights**
- **Ecological sustainability**



Adult education - how it is organized



- Our institution is budget - financed, but adult education programs are self-financed
- An adequate number of participants is required for the group to be started
- Project financed (4 IPA, 4 ESF, 2 Erasmus+)
- Vouchers for education (4 groups ongoing)

How to serve the public education needs

- Samobor: 50,000 inhabitants
- All residents are our users
- How to meet the education needs of 50,000 users
- Focus groups organized with stakeholders
- Training need analysis



Our role in the community

- Helping people to get competencies to adapt to a changing world
- Designing new programs that enable participants to achieve their goals
- Networking with stakeholders at the local level also support our participants achieve their goals



Designing program in cooperation with association

- The association needs a program Planting and processing of medicinal plants
- Ecological production
- Creation of a new brand on market
- EU market orientation
- The program has launched many other programs for adult and aspiring farmers



Designing program in EU project



- **Adult education program for Nannies**
- **Create in EU project 2011**
- **Aimed for unemployed women**
- **The program caused a lot of discussion**
- **Result: Nanny Low**
- **It is still active today**

Designing program in EU project 2

- Event Manager
- Intended for young people with good ideas who have left their studies
- Training needs analysis
- Education program as a tool for starting their business



Designing program in cooperation with employer

- Service for heat pumps in Samobor
- Need for an educated workforce
- Joint collaboration - formal program servicing heat pumps
- Ongoing enrolling participants in designed program



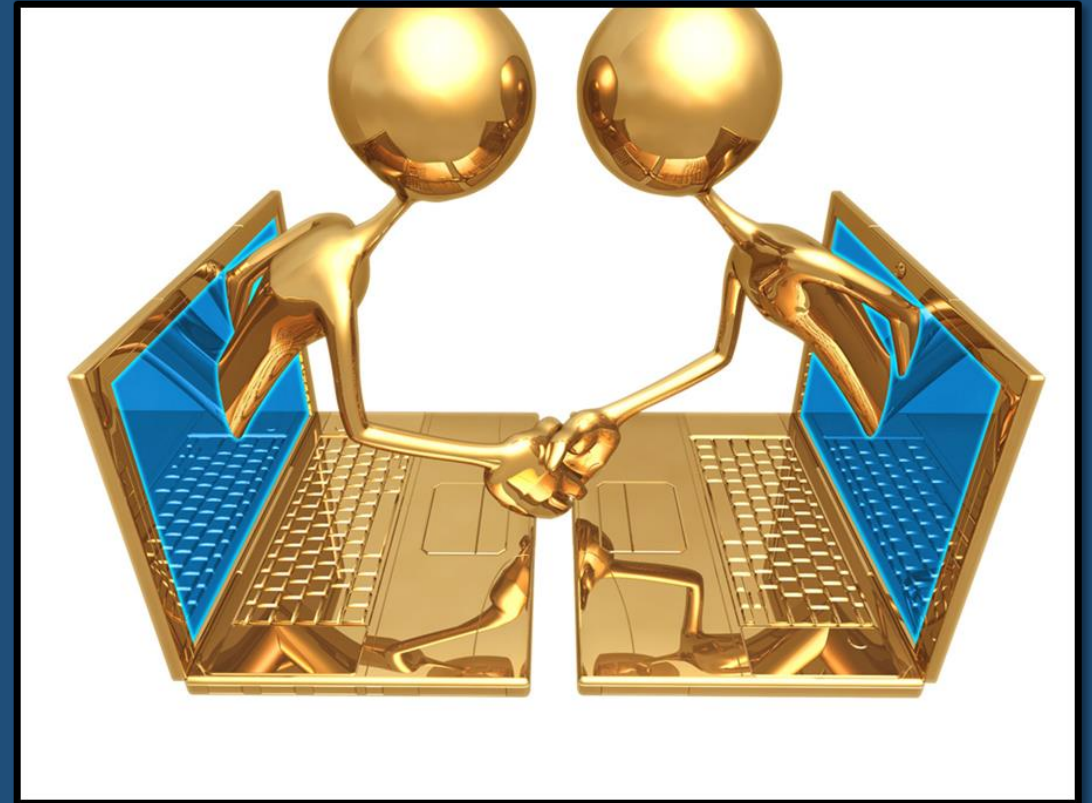
How we communicate with the public



- Web
- Facebook
- Mailchimp mailing list
- Posters & Jumbo Posters
- Radio show & local newspapers
- POUS Monthly program – Newsletter

WEBSITE

- Information of all programs
- Callendar of all events
- News
- Special search engines – linkage to participants



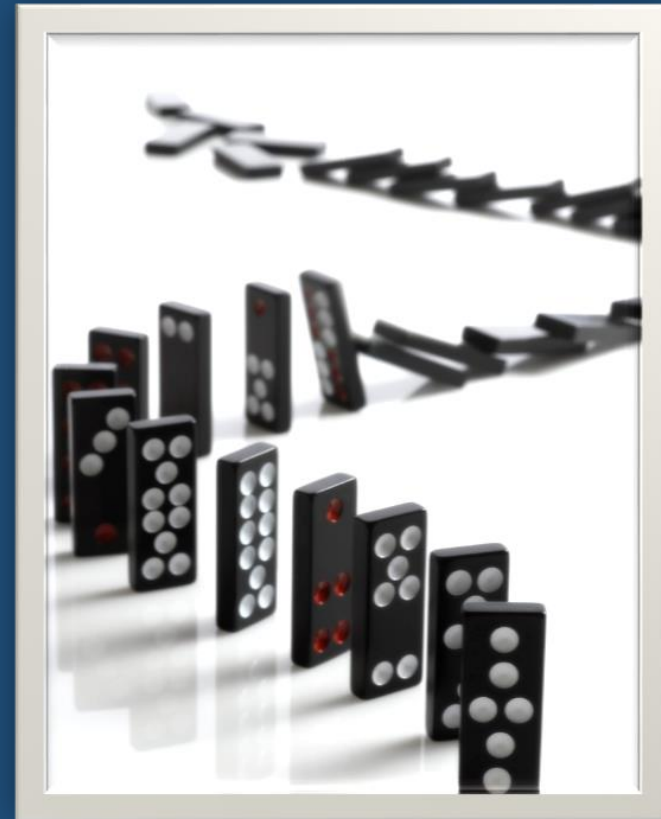
Facebook



- 3,600 followers
- Boosting posts – enhancing our visibility on social media
- Facebook Giveaways – idea to get more followers and likes
- We invite influencers to talk about us

Mailchimp mailing list

- Collecting e-mail addresses for 10 years
- Regular sending of notifications about events
- Sorting contacts by interest
- Over 1,000 contacts



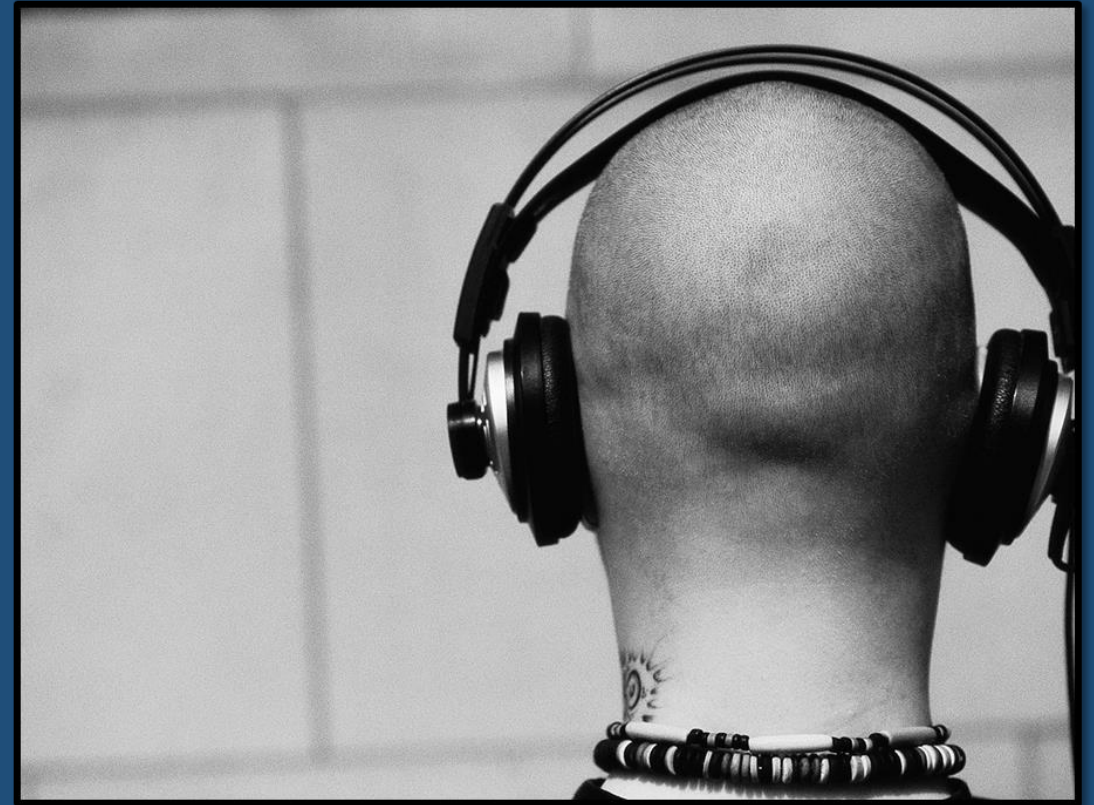
Posters & Jumbo Posters



- Small posters we create ourselves
- Jumbo posters are designed by professionals
- Every Tuesday we put up posters in all important places in Samobor and the surrounding area
- Once a month we present a Jumbo poster with the most important events

Radio show & local newspapers

- Every week we are present in announcements on local radio
- Local media have their web and Facebook pages where our news is repeated
- Local printed editions are rare, but we try to participate in that form of informing as well



POUS Monthly program – Newsletter

- At the beginning of each month, we send a newsletter - Monthly program of events
- E-mail addresses have been collected for 10 years



Look at the bigger picture

- Artificial Intelligence is taking all work places
- Working places for people are disappearing



Adult education is solution to a problem



- Creating new jobs through new ideas
- Creating new way of making money for living
- Adult education can be tool for achieving that goal

Thank you for attention

