

Aim: Improvement of educational services of culture colleges (professional secondary education) in Latvia by application of service design methods and creative co-working principles.

Result: For the customer (the Ministry of Culture of Latvia) – solutions and ideas for improvement of educational services developed; several pilot projects for application in the study year 2018/2019 presented. For participants - understanding of service design approach and learning of service design methods.



Kuldīga, 13/08 – 17/08

Monday 13.08

Introduction and understanding of:

- Service design approach, examples and case studies;
- providers and users of educational services;
- role of research in service design, methods, preparation.

10:00 Introductory words:

Challenges of educational services. *L.Sparāne*
Lecture: Service design principles and case studies. *J.Gailītis*

11:30 Getting to know each other (tutors, representatives from schools, participants). Establishment of working groups (4 participants per group). Methodology for week's work.

13:00 Lunch

14:00 Definition of the task: Gathering of data and information, analysis.

17:00 Group presentations

18:30 Dinner

Tuesday 14.08

Research

Wishes, needs, requirements of:

- service providers – schools;
- collaboration partners – other schools, industry partners;
- service receivers – students;
- service receivers – parents;
- alumni;
- mass media.

9:30 Lectures: Service design case studies. *L.Lētiņa/ K.Mazurs*

10:00 Fieldwork / real people: Research; Shadowing; Interviews; Observations; Data gathering; Media research.

13:30 Lunch

14:30 Prioritization: User experience journey mapping and touchpoint; Personas; Insight – definition of design problem; Identification of challenges.

17:00 Group presentations

18:30 Dinner

Wednesday 15.08

Co-working / prototyping / testing of:

- contemporary educational service;
- co-working and partnership modules;
- pilot projects for study programs;
- applicable solutions for collaboration among teachers of different study subjects;
- applicable solutions for collaboration with industry partners and labor market;
- solutions for involvement of students in development and implementation of innovative educational projects;
- etc.

9:30 Lectures: Service design case studies. *I.Kundziņa/ D.Melse*

10:00 Identification of possible solutions: Brainstorm; Idea selection; Co-creation.

13:30 Lunch

14:30 Prototyping. Testing. Improvement.

17:00 Group presentations

18:30 Dinner

Thursday 16.08

Presentations

- Ideas / solutions developed during Monday-Wednesday;
- Discussions;
- Feedback.

9:30 Preparation of presentations:

Working group / participants; Fieldwork results; persona/-s; concept briefs; solutions; application methods; risks.

13:00 Lunch

14:00 Public lectures afternoon: *S.Vīksne*, initiative "Mission possible" *M.Eihe*, theatre director *K.Kobrin*, culture historian, writer *L.Sinka*, initiative "Learn IT"

17:00 Group work presentations 8 groups x 10 min, Q&A

18:30 Dinner

Friday 17.08

Applicable pilot projects:

- concepts;
- ideas for projects to be introduced in study content of school year 2018/2019.

9:30 Definition of task

10:00 Establishment of working groups

10:15 Group work

13:30 Lunch

14:30 Group work

17:00 Group work presentations, 6 groups x 5 min, Q&A

18:00 Dinner. Conclusion.