

Reaching our members via stakeholders and networks.

How strengthening Nota's relations to stakeholders play a positive effect on our members.

A status-report from Nota, Denmark.

Svenska Daisykonsortiets konferens, November 19th, 2015.

Intro

The Danish national library and research center for visually impaired and people with dyslexia



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Main services

National library

**Mostly virtual services
e.g. downloads of e-
books and audiobooks.**

Student services

**Service and support that
assist students in their
studies.**

Research

**Provide and disseminate
knowledge to practitioners
through conferences and
collaborations.**

Agenda

I: **Status Quo:** Nota and our members

II: Building relations: How to **strengthen our bonds to Nota's members** via influencers and stakeholders

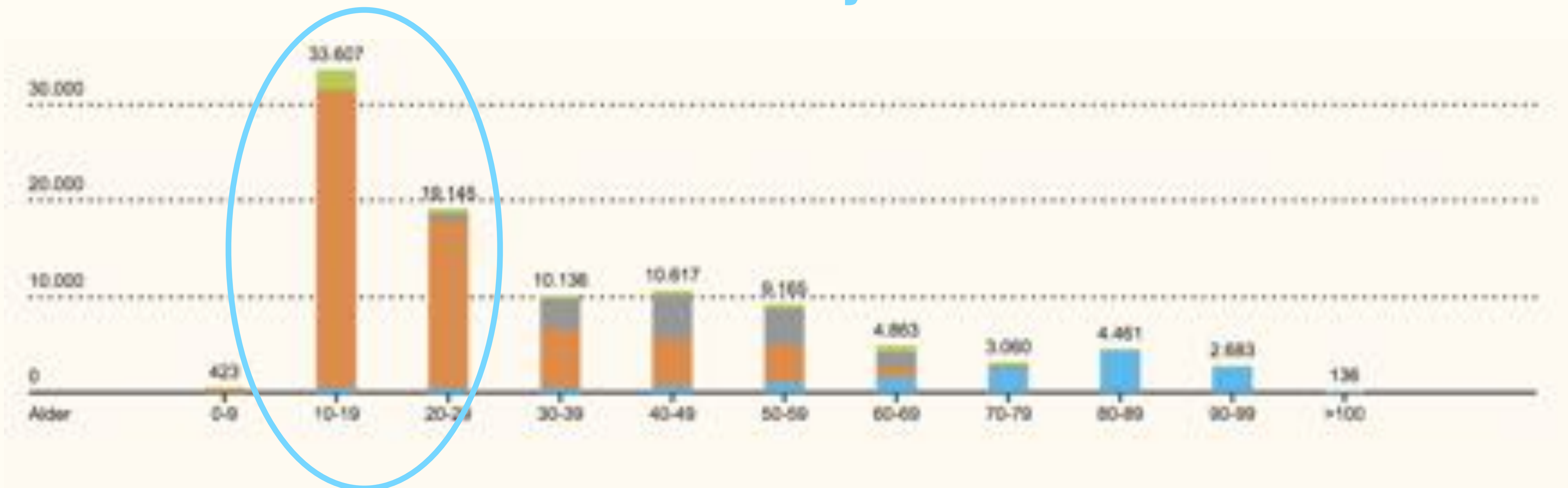
III: Perspectives on **what's next**

Status Quo

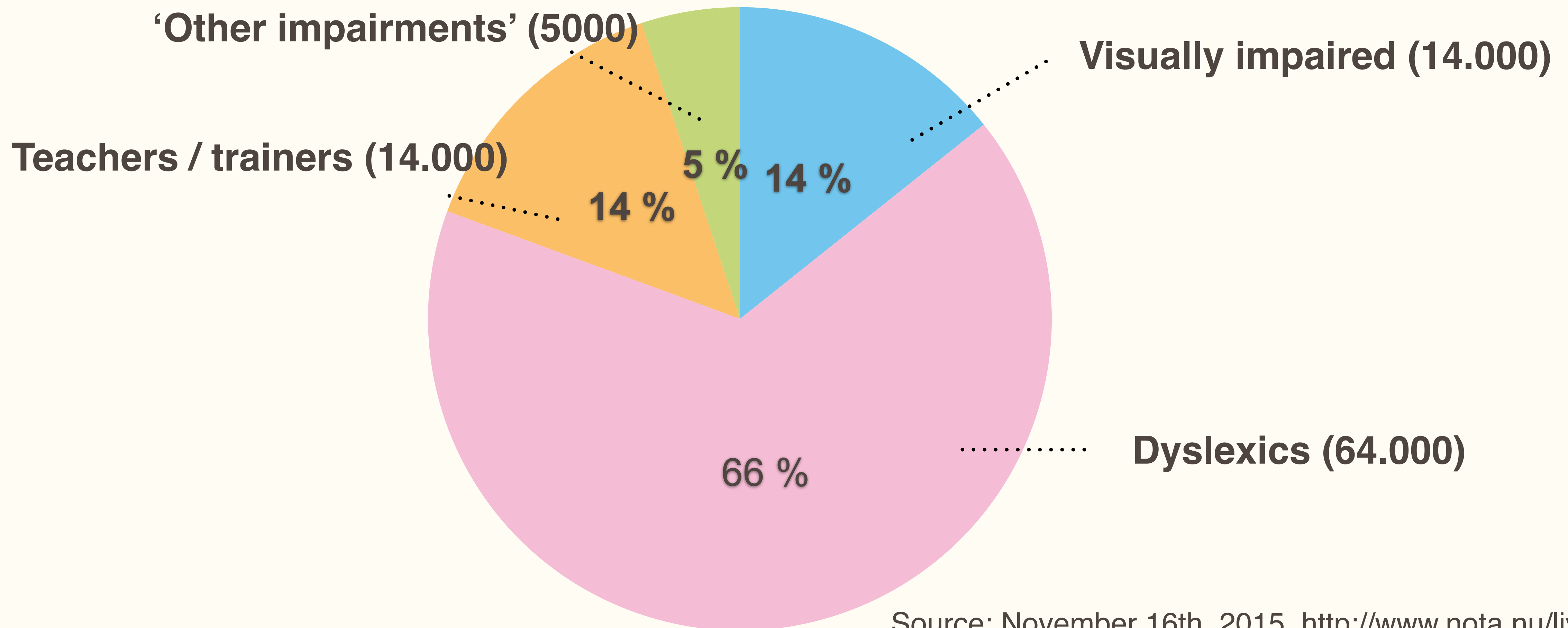
Our members today

Members in total November 17th, 2015:

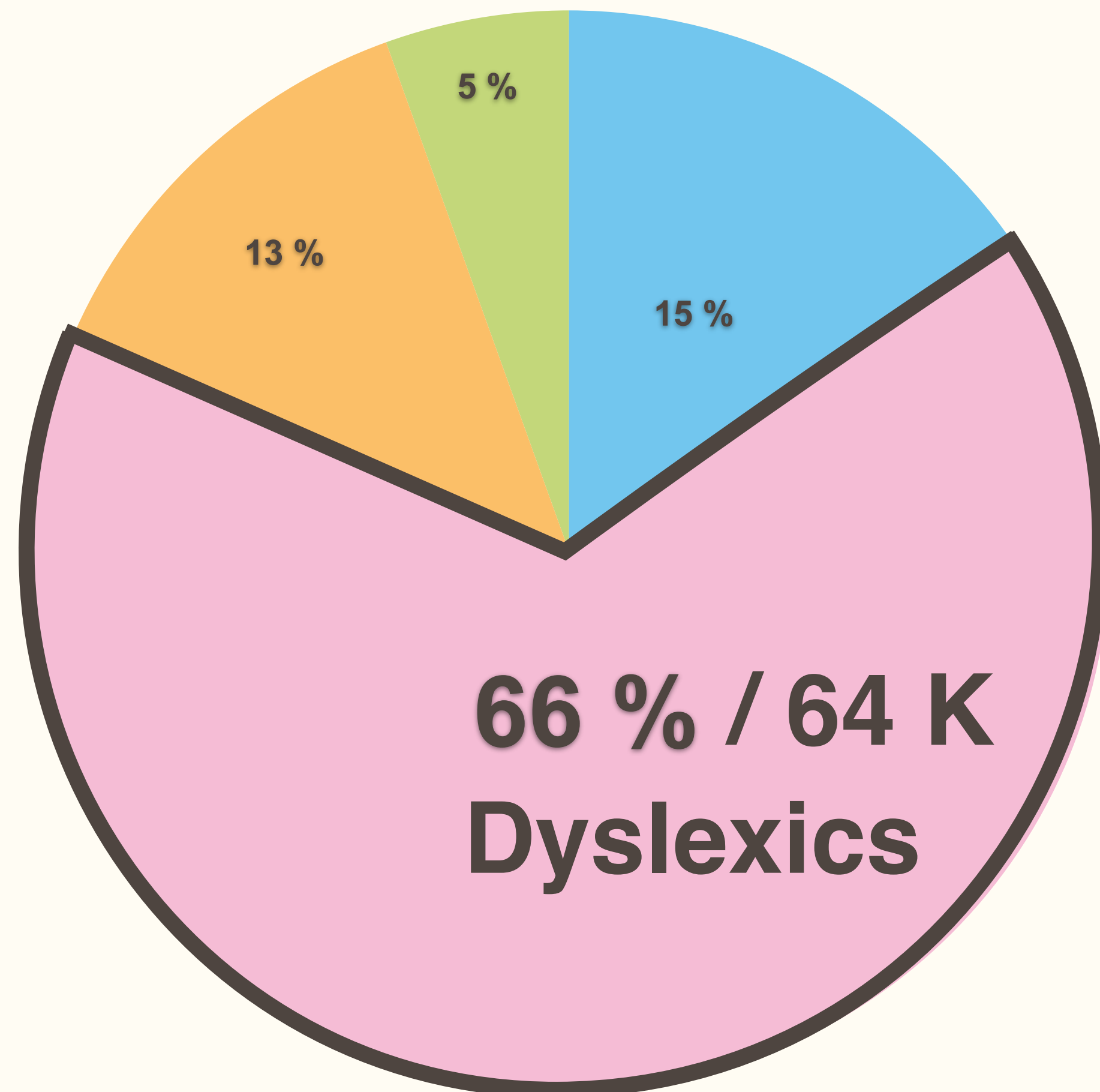
98.296/ more than half 10 - 29 yr old



The mix of members



Our focus point - and the reason why



- Today, only half of our new dyslexic members activate their membership within three months
- Important to establish a connection to our young members early on
- Implemented early, reading skills is critical to one's future opportunities

Reading skills PISA and PIAAC

Results

60% of the lowest scores in 2000 still scores low in 2012





Mobility



40% has actually moved
10% of the lowest scores in 2000 has become among the best 1/3

Takeouts

Reading skills are dynamic and need to be nurtured, trained and stimulated

Our focus: Members and their influencers

Members	The child / pupil 	The young student 
	The parents 	The teacher / trainer 

Members	The young 'drop-out' 	The '30-something' 
	Influencers <p>?</p>	

Insight

Barriers for new members of Nota:

The service journey

How do our members perceive the connection points to Nota?

The lack of support

Emotionally and technically support is significant

Feeling empowered

Knowledge and identification are necessary to become empowered

Potentials

The provider of research and knowledge:

Our members and influencers ask for more knowledge and information.

The facilitator of meetings among like-minded:

25% of dyslexics want to meet with others in the same situation.

Building relations

Establish and strengthen relations

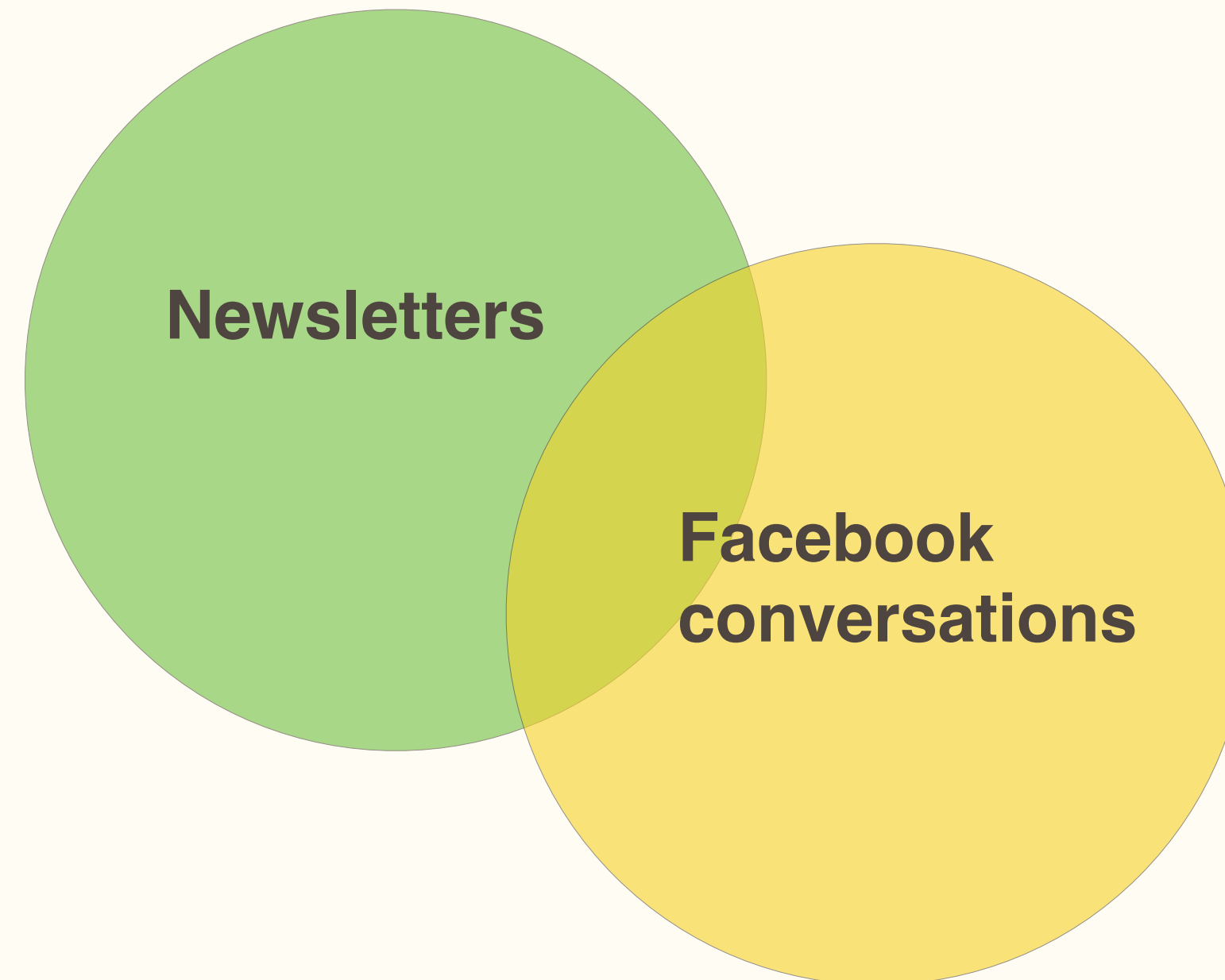
Improve our new member's experience.

A focus on our internal processes and communications.



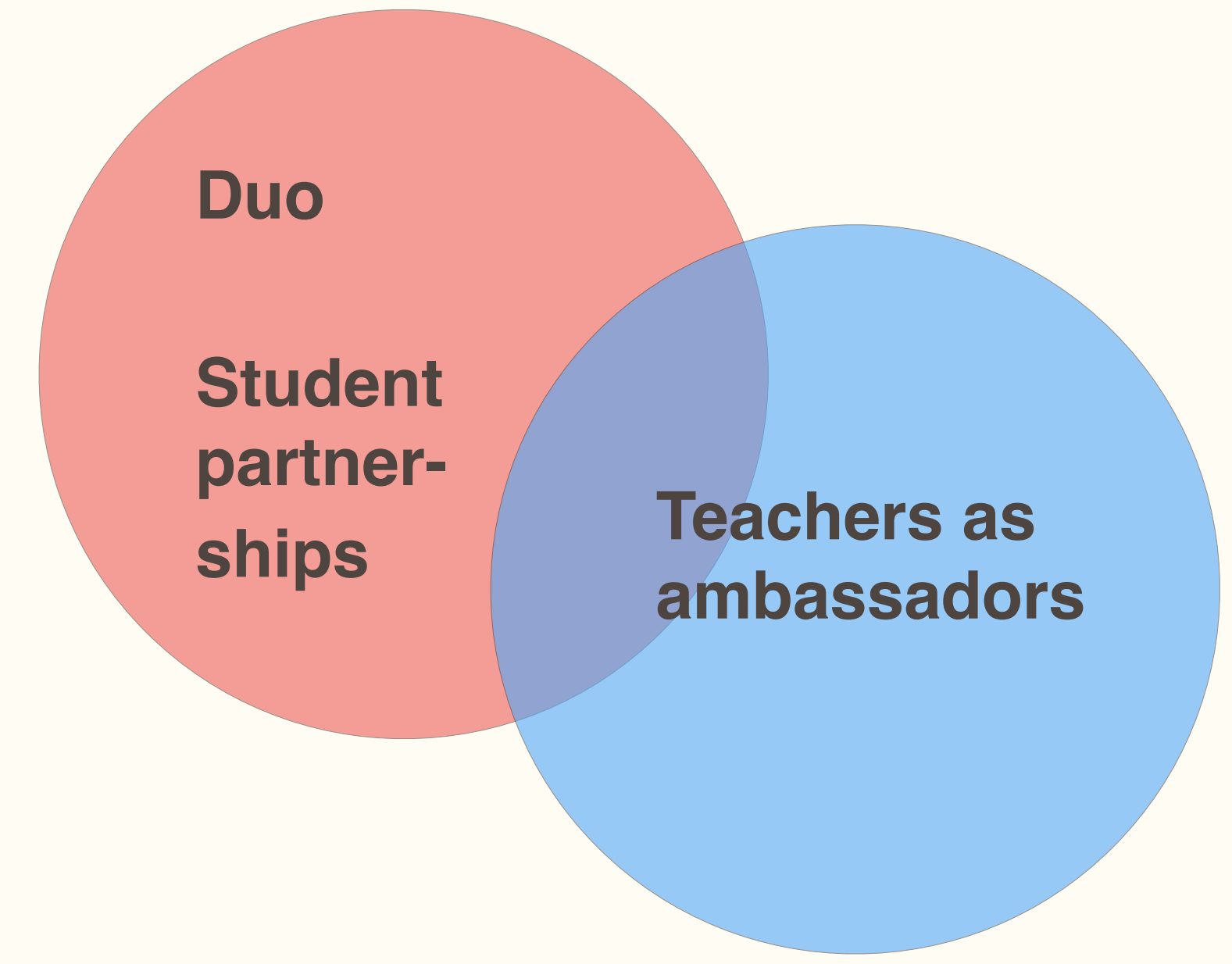
Digital reach: Influencers.

Drive digital connection points via newsletters and Facebook dialogue.



Facilitate meetings.

Members and their network of influencers.



Service journey: Changing our mindset



Follow-up on our user study 2014

Involving and anchoring resources within the organization

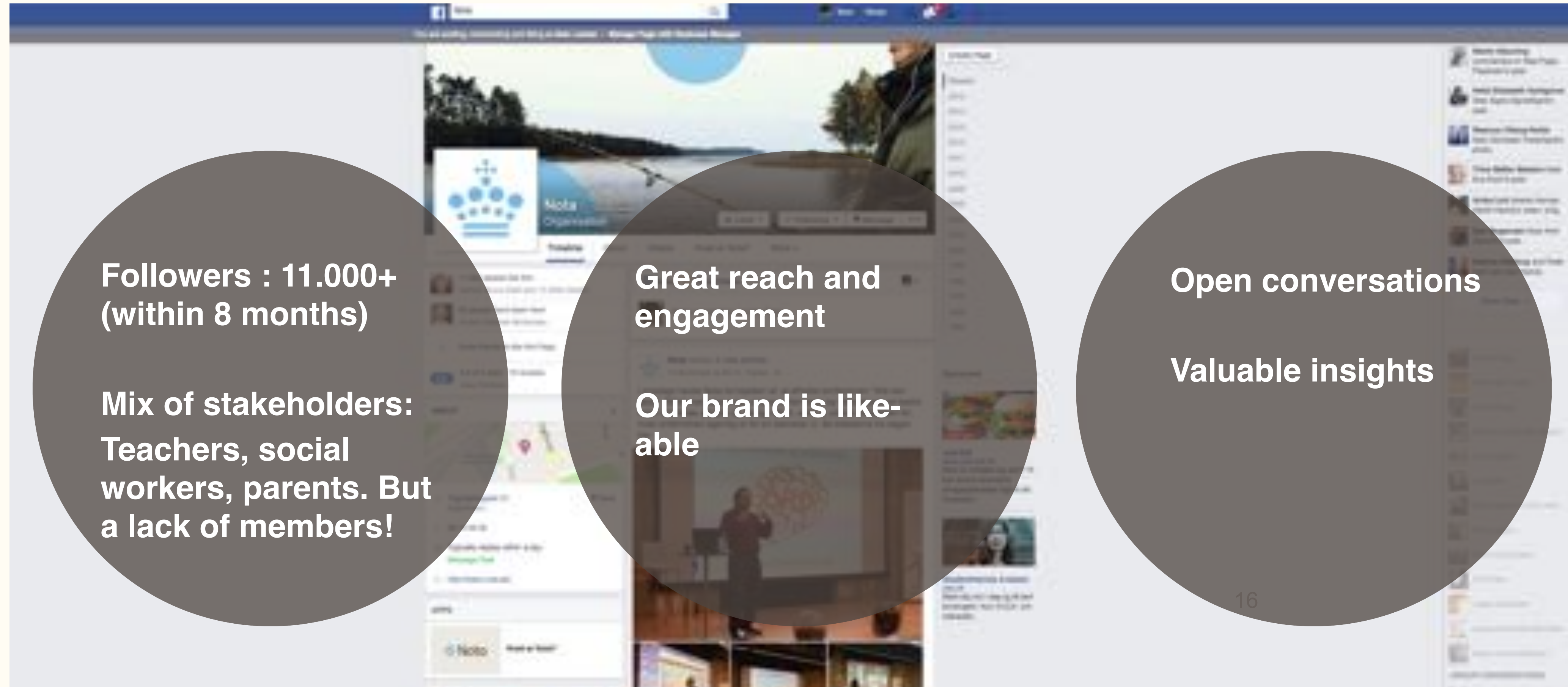
13 pilot projects

e.g. extended registration of information, a concrete gift among children, easier access etc.

External partner: Maturing the projects + implementation

Evaluation + extraction of data

Facebook: Conversations and insights



**Followers : 11.000+
(within 8 months)**

**Mix of stakeholders:
Teachers, social
workers, parents. But
a lack of members!**

**Great reach and
engagement**

**Our brand is like-
able**

Open conversations

Valuable insights

Newsletters: Push of research and inspiration

The image displays three panels of newsletter content. The left panel features a photo of a woman reading to two children, with a play button icon overlaid. The middle and right panels show text-heavy newsletter layouts with various images and headings. Three dark grey circular text bubbles are overlaid on the panels, containing key information about the newsletters.

Shared interests between parents and teachers in their support of the child

Identification with other parents / other teachers

Parents: 6.000
Teachers: 10.000+

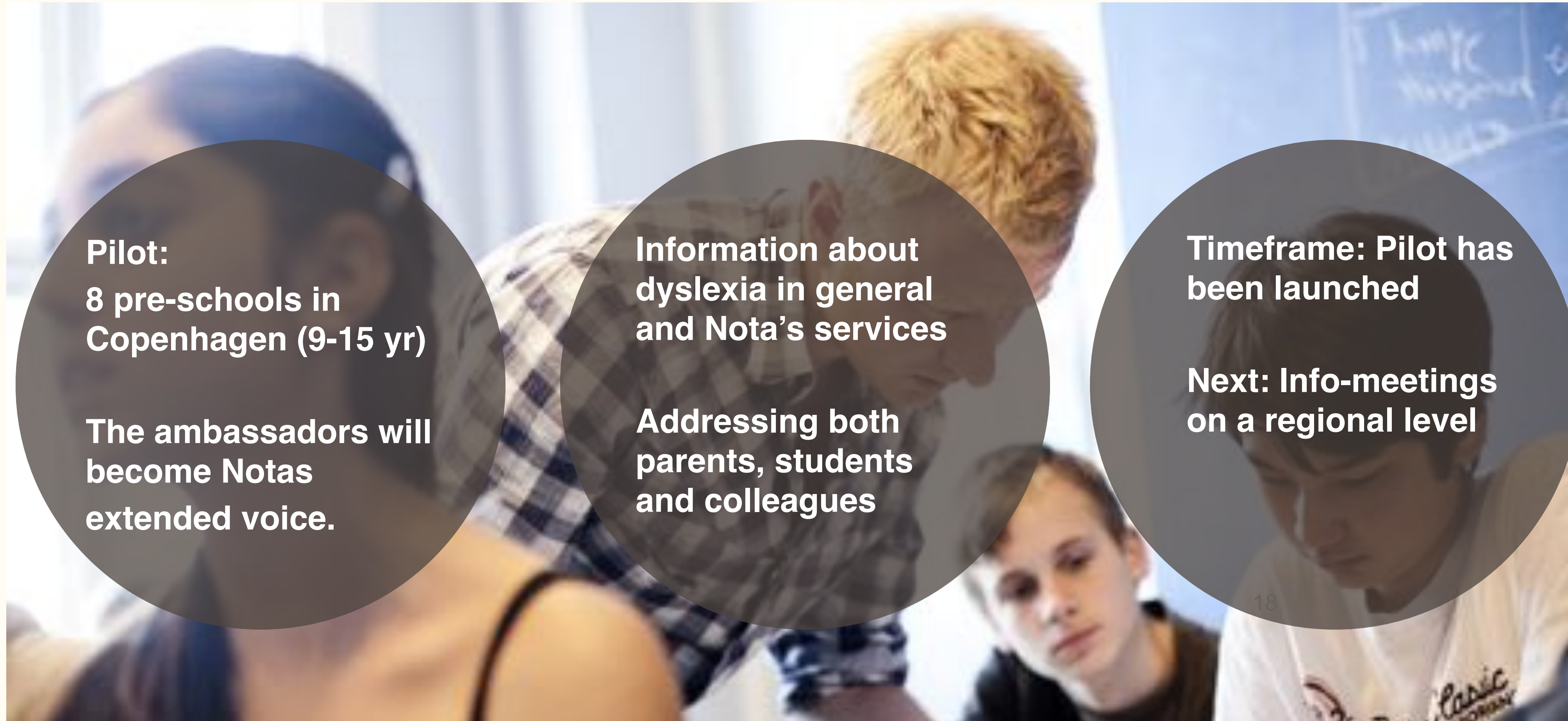
A newsletter on the same topics - only in two different versions

Tools, tips and good advice

Regulations and services

Shared stories of like-minded

Teachers as ambassadors: Increasing our reach



Pilot:
8 pre-schools in
Copenhagen (9-15 yr)

The ambassadors will
become Notas
extended voice.

Information about
dyslexia in general
and Nota's services

Addressing both
parents, students
and colleagues

Timeframe: Pilot has
been launched

Next: Info-meetings
on a regional level

Duo: Identification and empowerment

Facilitate partnerships between students with dyslexia (16 - 30 yr)

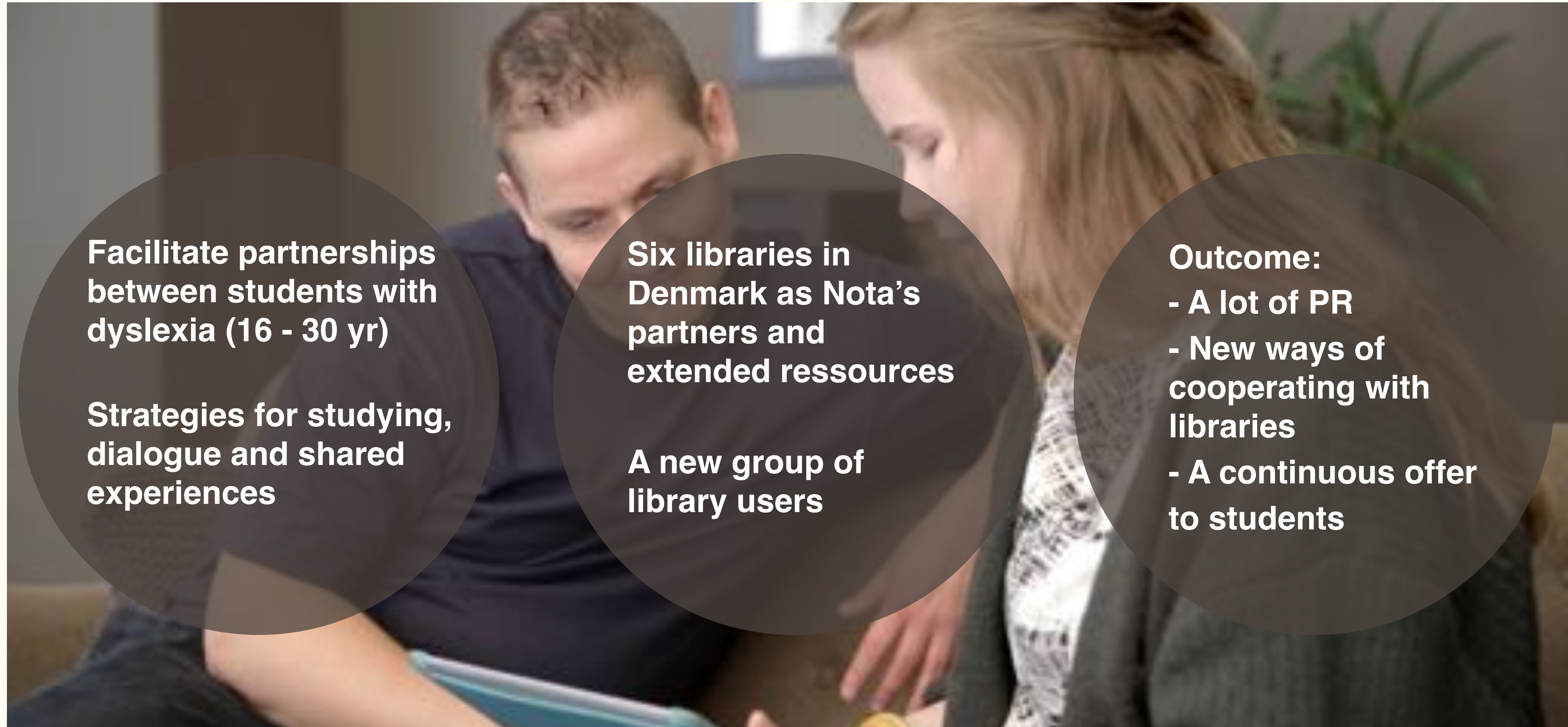
Strategies for studying, dialogue and shared experiences

Six libraries in Denmark as Nota's partners and extended resources

A new group of library users

Outcome:

- A lot of PR
- New ways of cooperating with libraries
- A continuous offer to students



Perspectives

Potential

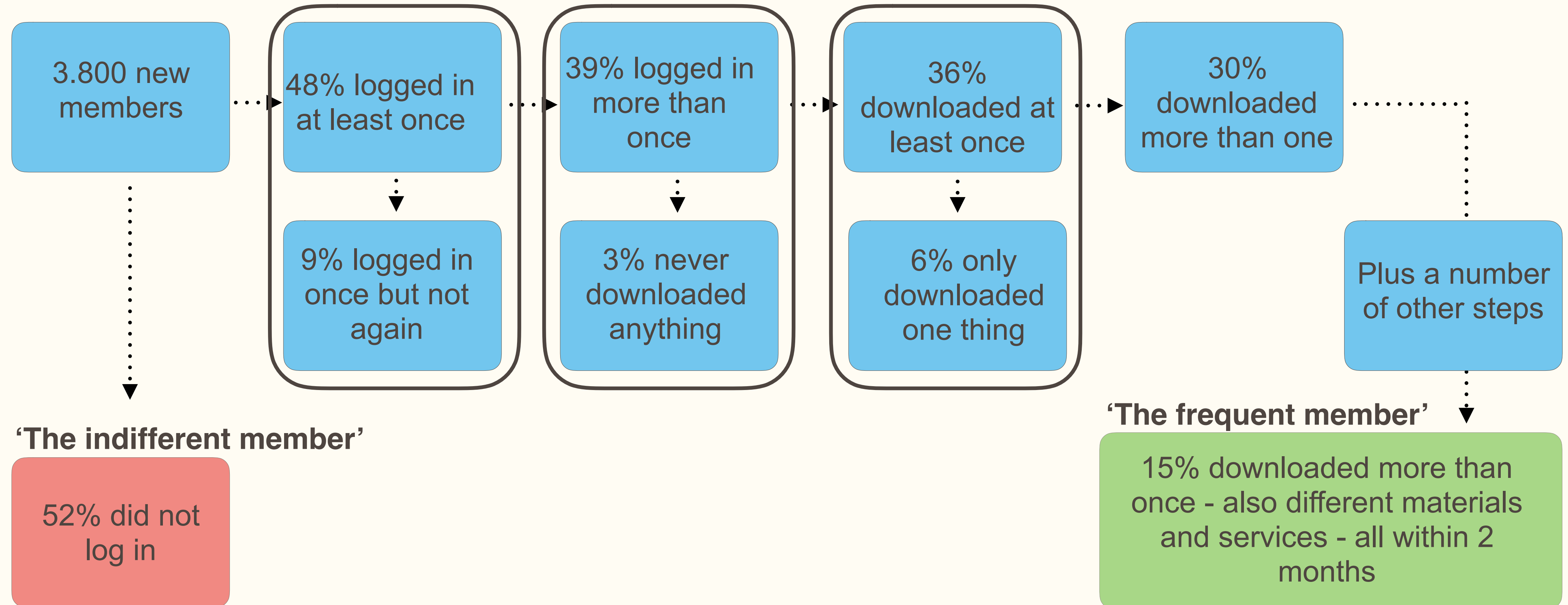
Members	Details	Numbers
Dyslexics	5% of the population	275.000
Visually impaired		25.000
Other impairments	5000+	?
Professionals: Teachers and trainers	15.000+	?
In total		300.000+

Getting
acquainted
- and become
familiar

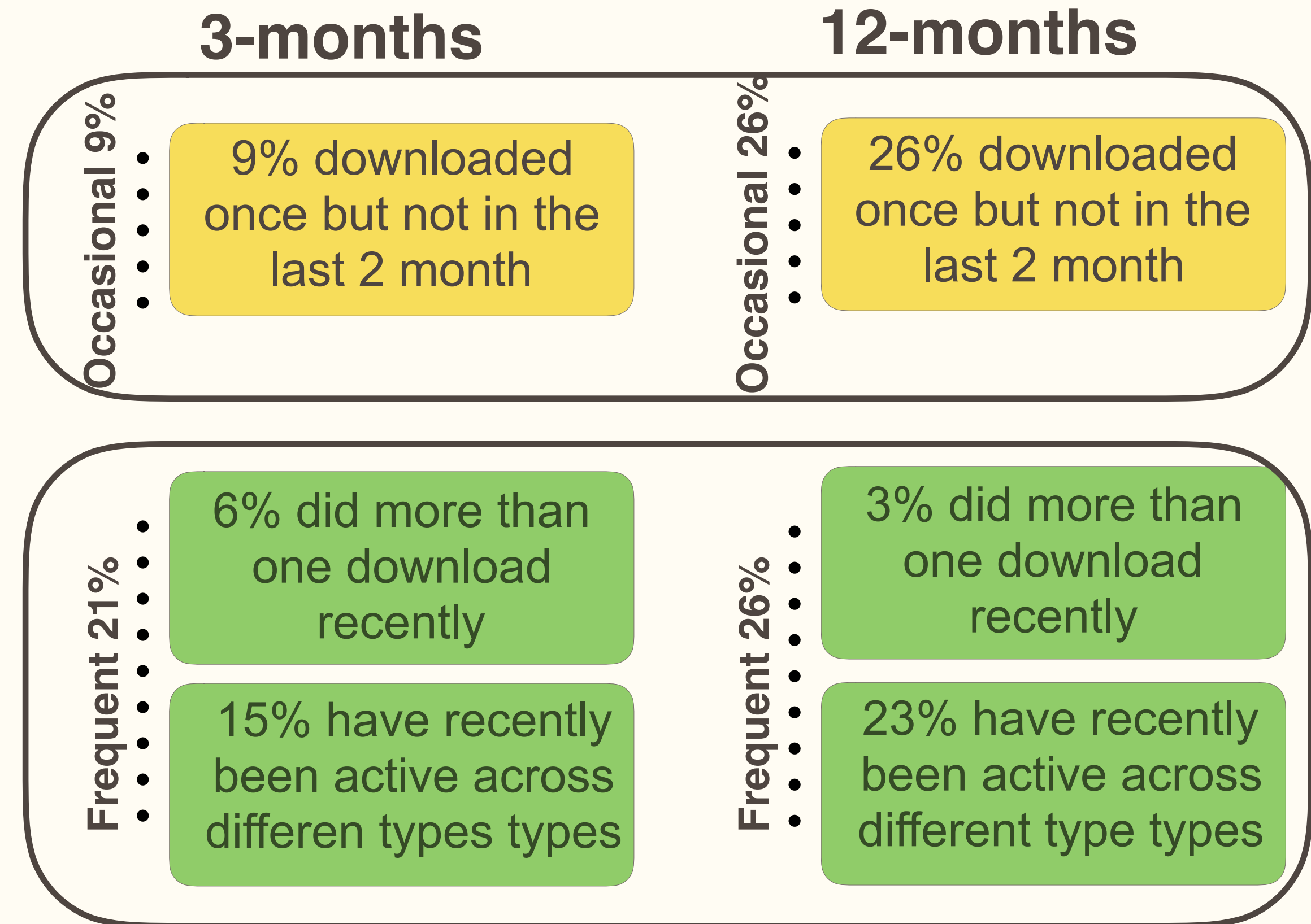
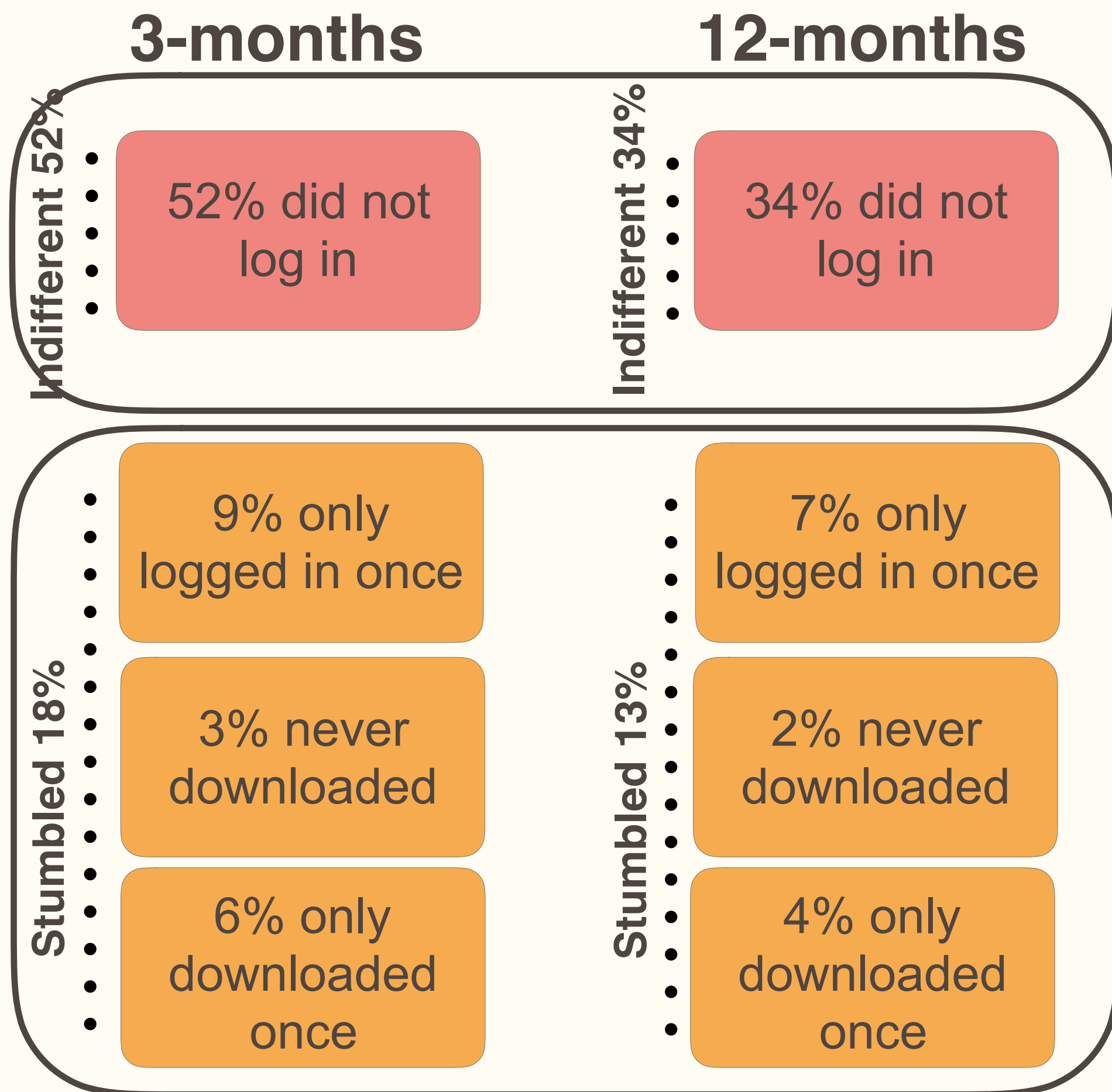


A tool for analyzing and optimizing

Statistics on new members - a three-months span:



Follow the member



Main focus 2016

Segmented communications and communities both digital and physical

Research
Qualitative and quantitative translated into knowledge and concrete services

An agile data system which reports on our projects ad hoc

In conclusion: Two take-outs

Dare to be ambitious:

Get more members - there is a great potential

Make more of an effort:

Turn more of our new members into active users early in their membership

Many thanks for listening :)

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