A TRADITIONAL PUBLISHER
IN THE DIGITAL WORLD:
ZVAIGZNE ABC CASE STUDY 2018

Helsinki June 2018
Today

• Education in Latvia: reforms and how they affect publishers

• Technologies: challenges for a publisher in a small market
A GLIMPSE INTO THE PAST
Education in Latvia: a short overview

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Primary Schools</th>
<th>Elementary Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998/99</td>
<td>1074</td>
<td>534</td>
<td>384</td>
</tr>
<tr>
<td>2007/08</td>
<td>958</td>
<td>470</td>
<td>379</td>
</tr>
<tr>
<td>2016/17</td>
<td>763</td>
<td>63</td>
<td>308</td>
</tr>
</tbody>
</table>
Education in Latvia: a short overview

1998/1999
348,205 students

2007/2008
250,941 students

2016/2017
204,265 students
Education in Latvia: a short overview (2016)

- Compulsory education starts in the preschool groups from the age of 5 (kindergartens)
- School starts at the age of 7 (Primary School)
- Education is compulsory up to the age of 15 (or Lower Secondary School)
- Education is for free in all levels (Forms 1 to 12)
- #Skola2030 project starts in December 2016 – with 300 experts and none from the ed-publishing sector
Education in Latvia: a short overview (2017)

• New guidelines made available for public discussions on September 25, 2017 (till February 1, 2018)
• Seven groups of 7 subject areas: languages; Math; Natural Sciences; Technologies; Social and Civic Studies; Arts; Health and Sports
• Digital competencies included in all subjects
• School starts from the age of 6
• Exams in Form 11; Form 12 as a pre-university preparation year
Education in Latvia: a short overview (2018)

• May 2018 – politicians oppose to the intended reforms
• Introduction for pre-school curricula is postponed for September 2019
• Thus Form 1, 4 and 9 will (hopefully) start with the new curricula in September 2020
• As of June 11th, 2018 there are no officially approved guidelines, curricula or other documentation made available for public, schools and ed-publishers
What does it mean for ed-publishing?

• Constant uncertainties

• Lower print-runs and less new materials

• Publishers as a link between teachers (schools, kindergartens) and policy makers
TECHNOLOGIES AND CUSTOMERS
Not so long ago...
And then…

- How to provide support for customers who have a limited IT knowledge?
- How to provide support for customers with different equipment?
- What to do if global technologies change?
- What to do if partners change their product line?
- And the main question: is there a life after partners close their business?
“MĀCONIS” = learning in the cloud
But the questions never end…

- Customers have to be migrated to a new environment.
- Products have to be sacrificed (quantity).
- Existing product features have to be amended.
- Time and human resources allocated for new products as well as transformations change.
- And the main question: is it the right decision?
Challenges

• Customer training
• School management
• New curricula: subjects vs. topics
• Pricing options, product packages and authors
• And the main question (again): is it the right decision?
«Perfection is like the unicorn: It's rumoured to exist, but nobody has ever seen it.»

THANK YOU FOR YOUR ATTENTION!

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