



# It's a culture, not a service

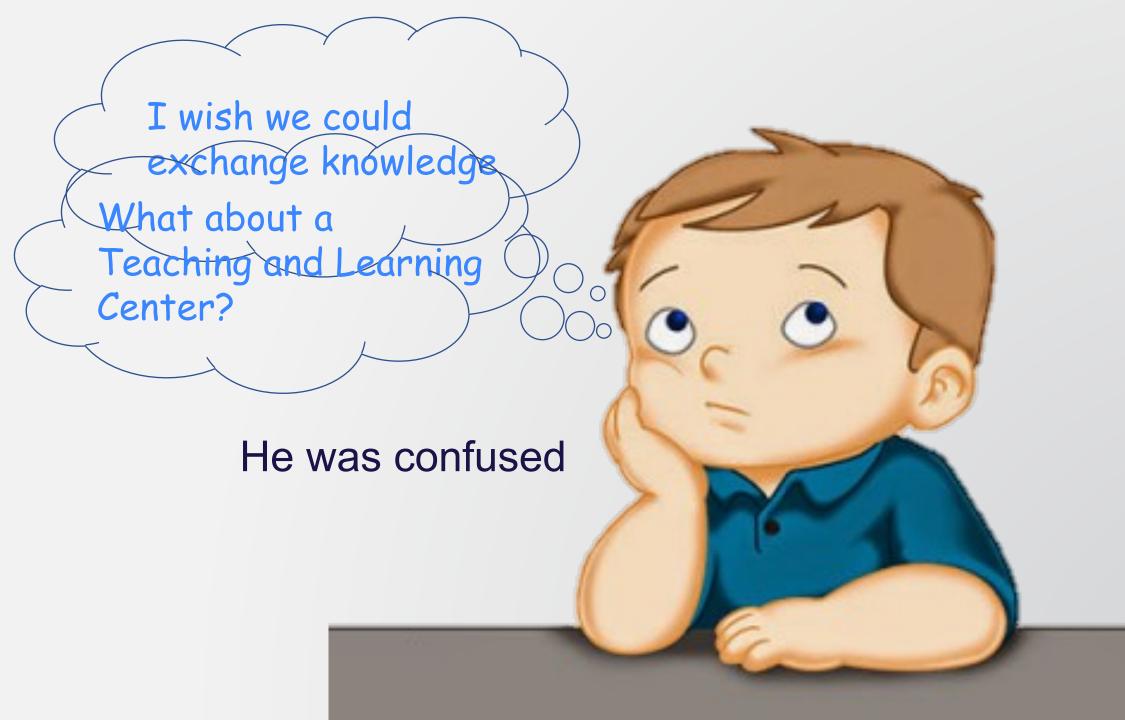
Where did this come from?



# Tell us the story

Once upon a time... there was a boy





#### Events

Equipment

Funding

Organization



Everything seemed complicated



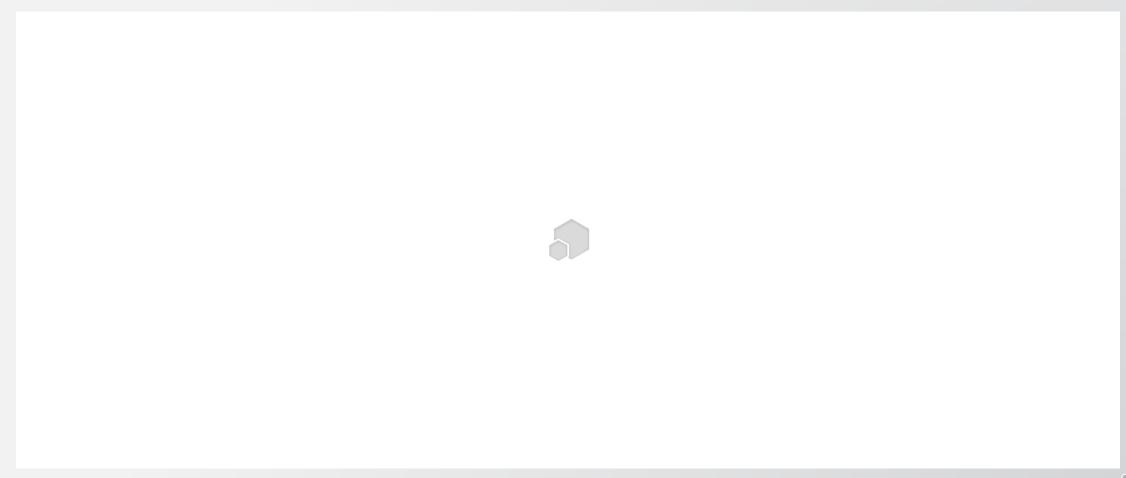


#### Then one day the boy had an idea

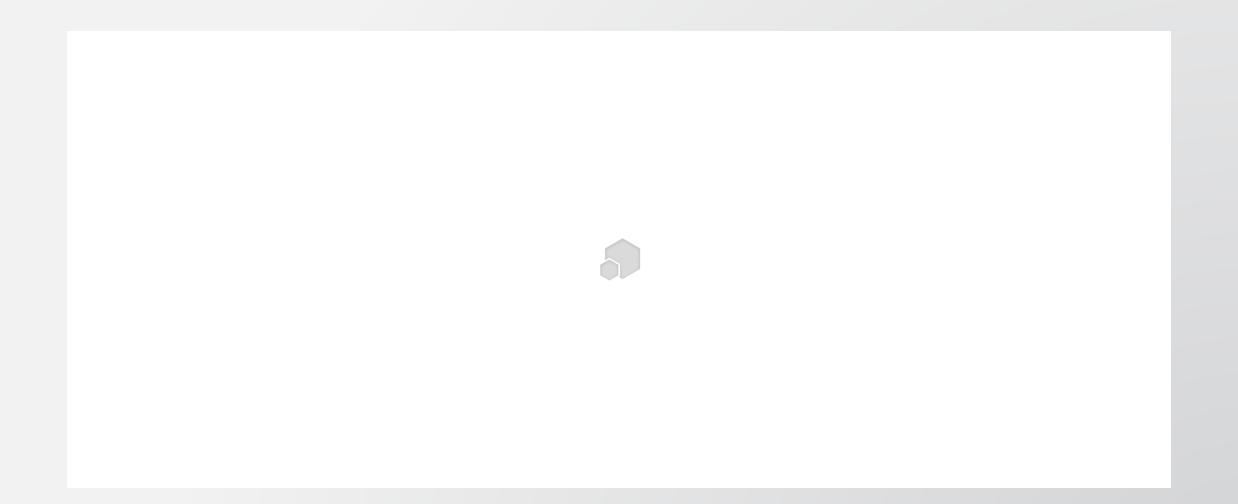
What if teaching and learning is not a physical thing?



# Well then... What is teaching and learning?





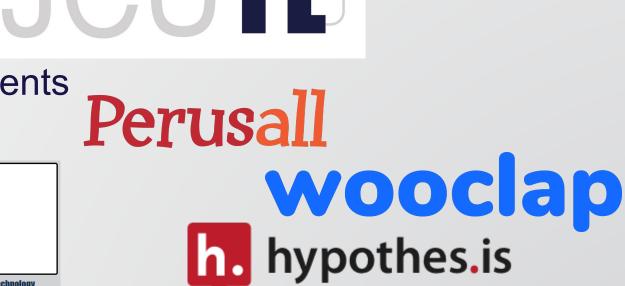




#### Success

- The creation of a logo
- Organization of some events
- Preliminary website







# **Challenges**

- Getting people involved
- Getting people to understand the mission

Marketing the idea





### **Discussion**

- Is this idea feasible?
- Is a physical center eventually necessary?
- What would be the next steps?