Unifying Communication & Community Across 16 Colleges

CHALLENGES

"We are a system of technical and community colleges, so we have to consider the brand of each college. Each of them is independently accredited, so they needed to have their own look, feel, and resources," said Debbie Adams, Director of User Experience for the KCTCS mobile app project.

The Kentucky Community & Technical College System needed a system that would solve their multi-campus, multi-college community and communication challenges while also meeting some key IT requirements:

- SIS and LMS integration
- Native experience on iOS and Android
- Collaborative development process
- Solid framework with API access

OUTCOMES

Since launching their app, KCTCS has seen tremendous adoption, student engagement, and improved communication outcomes on their campus.

- **100,000** Students Served
- **72** Different Campuses
- **16** Unique Colleges
- **4.7** Rating on Apple App Store
- **4.6** Rating on Google Play

OPPORTUNITIES

As KCTCS serves over 100,000 students at 16 different colleges across 72 campuses, providing a personalized experience to students while unifying under one app was critical. Ready Education was able to deliver a platform that delivers on both, with a branded app that brings together their colleges into one digital campus community, while also offering spaces for each institution and peer-to-peer messaging to further drive student engagement.

KCTCS understood the importance of a mobile strategy for communicating with a generation of mobile-first students. As Debbie Adams noted, "it’s important to understand your customer and what they want to use in order to communicate."
Customized & Centralized Digital Experience

“We serve 16 separately accredited colleges, so providing individual branding and information for each school is something we had to have in our mobile solution.”

Debbie Adams
Director of User Experience
Department of Information Technology

Student App Reviews

Alena H.
⭐⭐⭐⭐⭐
Helps connect with others
“Being part of the different student activities, this app has really helped me stay in contact with other students and get the word out about other things. It also is a quick, easy way to access other information.”

Eva R.
⭐⭐⭐⭐⭐
Really effective
“The app helps to connect to campus and makes me feel more in control of my future. It helps to connect and is user-friendly. It is a big update from when I attended in previous years. Thank you for creating it to help us, students, out!”

Soleman
⭐⭐⭐⭐⭐
Great Experience!
“Great communication vehicle for students. As a non-traditional student, I can’t believe how much easier it is now to communicate with fellow students compared to when I first went away to college a number of years ago!”

A1
⭐⭐⭐⭐⭐
Perfect
“KCTCS is ahead and didn’t even expect them to have an app. An app for the social life of a college student helps so much. Especially during this Covid-19 crisis. Thank you, KCTCS, for helping your students so thoroughly.”

Kayla R.
⭐⭐⭐⭐⭐
Very helpful!!
“I am an upcoming freshman at BCTC, and this app has made my experience going into college a whole lot easier! I love the chat room feature where you can communicate with fellow students! I highly recommend for any KCTCS student!”

Jake E.
⭐⭐⭐⭐⭐
Appreciative
“Very helpful, and I appreciate the app, especially where COVID has taken a toll on human interactions.”