



CASE STUDY  
**IFT**

[naylor.com](http://naylor.com)



**NAYLOR**   
ASSOCIATION SOLUTIONS

## INTERVIEWEE



### KARA ADAMS

Program Manager,  
Knowledge & Learning Experiences  
The Institute of Food Technologists (IFT)



## EXECUTIVE SUMMARY

The Institute of Food Technologists (IFT) exists to advance the science of food. Composed of more than 18,000 members from virtually every discipline related to food science and technology, and from more than 100 countries around the world, IFT aims to ensure a safe and abundant food supply contributing to healthier people everywhere. Annually, IFT hosts several meetings, publishes a highly respected peer-reviewed journal and offers a Certified Food Scientist (CFS) credential.

IFT sought a learning management system (LMS) solution that would provide online synchronous and asynchronous courses, web meetings, webinars, and interactive eLearning solutions for its members around the world. Further, they needed a web-based solution that allowed for interactivity, self-assessment and group discussion but also wanted a software application for administering, documenting, tracking, reporting, and delivering eLearning courses and other educational programs on one dedicated platform. Blue Sky Broadcast, a Naylor partner, offered the ideal LMS solution.

- In the 7 months since the new LMS launched, learning content has generated an unprecedented 130% increase in revenue.
- IFT attributes this astounding growth to users' ability to quickly and easily find and purchase the content of interest. (With their prior LMS, users had difficulty finding the content they wanted and when they did, they had to go through a 7-screen process to make the purchase.) Also, there is a very popular course that was built new right in the LMS.

- Reports indicate significant increased engagement among existing members, and an uptick in non-members taking advantage of course offerings.

## CHALLENGES FACED BY IFT

IFT's legacy platform did not allow for extensive multimedia applications, access for mobile devices or the ability for its staff to easily upload content. These functionalities are extremely important for the growth of their eLearning program. In addition, IFT wanted:

- A single vendor for LMS providing live online events and on-demand educational resources
- A web-based, hosted solution
- A scalable platform capable of supporting 500 concurrent users
- 24/7 access
- mLearning: Mobile friendly
- Support for synchronous and asynchronous training
- Integration/connectivity with their membership database, Personify
- Integration to social networking, discussion boards, etc.
- CE management
- E-commerce functionality
- Multimedia (video) capabilities
- Robust reporting

“ I really appreciated the responsiveness of our Project Manager and the rest of the Blue Sky staff. They really listened to our needs and met all of our scheduled deadlines. ”

“ I do not have a technical background, but transferring content and building courses is really easy with our new system. I also like that I can see the front end as a user while I’m logged in as an administrator. Since the back end looks the same, I don’t have to guess what the user sees. ”

## HOW BLUE SKY BROADCAST’S LEARNING SOLUTIONS HELPED

Blue Sky’s Path™ Event Learning Platform was licensed, provisioned, integrated with IFT’s AMS and live for attendees in just two months! This included adding 56 webcasts and 8 online courses to the platform. Now, they are able to reach more people anywhere in the world with their mobile-responsive platform and their in-person learning has been extended through the content offered on Path. Kara Adams, IFT’s Program Manager for Knowledge and Learning Experiences comments about her experience working with Blue Sky, “I really appreciated the responsiveness of our Project Manager and the rest of the Blue Sky staff. They really listened to our needs and met all of our scheduled deadlines.”

Course creation in Path is simple for IFT staff to execute and they don’t have to hire a designer to develop courses. “I do not have a technical background, but transferring content and building courses is really easy with our new system. I also like that I can see the front end as a user while I’m logged in as an administrator. Since the back end looks the same, I don’t have to guess what the user sees,” comments Kara. Plus, the user experience is significantly improved. In the past, IFT used to get a lot of calls from members who had difficulty finding the content they wanted and/or navigating through a course. “I also appreciate that Blue Sky continues to develop and push out helpful features in Path,” states Kara.

## RESULTS AND RETURN ON INVESTMENT AND FUTURE PLANS

Reports are easy to run and access, which provides IFT with data on everything from courses purchased to class averages and enables IFT to continuously improve course offerings. Revenue will continue to grow with the addition of a bundled offering that will include 105 scientific session recordings from their annual meeting. Plus, IFT has decided to provide a new member benefit by making all webcasts free to its members.



## CASE STUDY



Naylor provides member engagement and revenue solutions to 1,800+ associations throughout North America.

