

# Kentucky Community & Technical College System

## KCTCS Unifies communication across 16 different colleges



### IMPLEMENTING A MOBILE STRATEGY

"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.

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

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."

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

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### IT REQUIREMENTS

- SIS and LMS integration
- Solid framework
- Native experience on iOS and Android
- Collaborative development
- Competitive pricing

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"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

Enrollment: 108,000+  
Established in 1997  
Versailles, Kentucky  
kctcs.edu

### Mobile App Impact

100,000 students served  
72 different campuses  
16 unique colleges  
4.4 Rating on Google Play

