



### Institute of Food Technologists

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. Furthermore, 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's Path LMS 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 Experience 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 their 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.

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.



#### Industry Association

#### Goals

- Move to a more modern and mobile friendly LMS that will improve the learning experience for members.
- Improve online education revenue by 50%+.
- Have one platform that can sell upcoming live events as well as on-demand learning modules.

#### Solution

- After formal review process, IFT chose Path to replace their current LMS.
- Created an attractive design that was easy for members to search and navigate available courses.
- Purchase transactions were reduced from 7 clicks to just 2 clicks.

#### Results

- After just 7 months, financial results significantly beat forecasts. The learning content on Path is now generating an unprecedented 400% increase in revenue over the previous LMS. Total online revenue currently 10x last year!

To learn more,  
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