crowdwisdom®

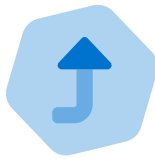# How Kiwanis International improved the learner experience and grew their CE audience

Grew CE audience

from 0 to 1200 learners

Now offering

39 unique learning courses

Improved learner

experience from paper workbooks to online learning

Features

Crowd Wisdom
Personalized Learning Paths
Sequencing
Reports
Customization Features
SCORM
Articulate 360

Kiwanis International is a global community of clubs, members, and partners dedicated to improving the lives of children, one community at a time. Founded in 1915, Kiwanis looks to improve education efforts within its global network of 80 countries and geographic areas. The organization includes over 550,000 members ranging from primary-age students, secondary-age students, college students, and adults.

Annually, Kiwanis hosts 150,000 service projects and offers in-person training and leadership workshops. However, the organization didn't have a learning management system (LMS) to offer on-demand courses for members. To continue to scale its educational efforts for members, Kiwanis turned to Crowd Wisdom.

"We had no learning management system for education and wanted to offer leadership development courses online. We wanted something that we could customize and make our own. With Crowd Wisdom we could sequence our courses and build out our program to offer unique learning paths for our learners."

Melissa McMann,
Training & Education Administrator, Kiwanis International

🗨 Challenges

Initially, Kiwanis didn't have a customizable LMS for youth education which made it difficult to build out a program that was engaging and personalized for young learners. Kiwanis' previous legacy learning program didn't offer personalization and branding features, which stunted brand recognition amongst members and additional stakeholders. To grow its online continuing education (CE) program, the organization also needed a robust LMS that integrated with its membership system and wanted to offer system and course security for young learners.

With all of this in mind, Kiwanis chose Crowd Wisdom for its CE program needs.

📋 Process

Kiwanis leverages Crowd Wisdom's Learning Paths feature to improve their members' overall learning experience. This feature makes it simple for Kiwanis staff to sequence 39 courses in various learning paths for high school and college students. Their staff can also boost learner engagement with two separate dashboards for the high school program and college program. Both dashboards include unique reflection questions to improve the learning experience.

Crowd Wisdom features like Personalized Learning Paths, quick course sequencing, and user-friendly customization are true time-savers for Kiwanis staff.

📊 Results

Kiwanis now has 1,200 students enrolled on the Crowd Wisdom platform, and at least 600 students have taken one class. Globally, the organization is also expanding its reach. More international students are registering for classes because all CE courses are offered on-demand. Kiwanis plans to continue scaling its CE program by offering additional leadership courses for high school and college students. They're also expanding the program to include CE courses for their adult members.

Crowd Wisdom has contributed greatly to improving the learner experience and growing the CE audience at Kiwanis.

"Our curriculum writer recommended we choose Crowd Wisdom...We wanted to sequence our courses so that content would get harder as students completed courses. Crowd Wisdom made it simple"

Melissa McMann
Training & Education Administrator
Kiwanis International

Data points about Kiwanis International

- ✓ 550,000 international members
- ✓ 80 countries & geographic areas
- ✓ 150K service projects hosted annually
- ✓ 1000+ new CE students enrolled and 600+ new CE courses completed

About Kiwanis International

Kiwanis helps youth around the world, transforming communities through creative service projects. The global organization consists of over 550,000 members meeting in local clubs to combat large-scale challenges, such as poverty and disease. Annually, Kiwanis members devote more than 19 million hours to volunteer service.

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