

# Marshalltown Parks & Rec Case Study

MARSHALLTOWN  
IOWA

Marshalltown, IA  
Population: 26,030  
Customer since 2020

## Before Niche Academy...

Training was done live and in person, which restricted participation and required many sessions to accommodate different schedules.

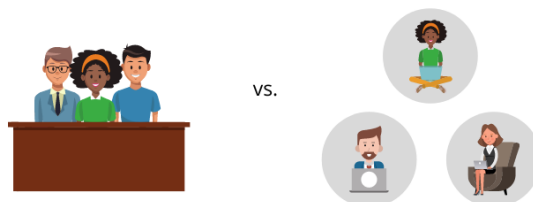
Progress was being tracked manually in a spreadsheet and many things ended up falling through the cracks and never being recorded.

## With Niche Academy...

Tutorials can be accessed at any time, meaning more people are able to participate. Marshalltown has seen great success with their online after-school programs, especially the TaeKwonDo class.

Marshalltown Parks & Rec staff complete training online.

This lets more people participate and makes it easy to track their progress.



Now, usage of both online programming and staff training can be tracked and staff, coaches, & community members can refer back to it at any time.

Marshalltown intends to expand their online offering this year to include more programs for kids, as well as first aid training for lifeguards.

*"I've actually told a lot of people about Niche Academy ... it's working for us and I truly enjoy it.*

...

*I haven't found anything else that's as easy to create, you know, presentations and things as I have with Niche, and I can send it out to specific people. I can send it out to a mass amount of people and then I can track what their usage is. It's been pretty nice."*



-Jennifer Hart, Recreation Supervisor for Marshalltown Parks & Recreation