

Norwalk Parks & Rec Case Study



Norwalk, IA
Population: 10,978
Customer since 2020

Before Niche Academy...

Many kids' sports programs were losing participants to travel teams and Norwalk was interested in expanding its programming but didn't know where to begin.

Many coaches and volunteers were not familiar with rules, general information, expectations, and guidelines, so these were often distributed on sheets of paper that were getting mixed up or lost. This caused staff to receive repeated questions regarding subjects covered on the handouts and took time away from their other responsibilities.

With Niche Academy...

Programming can be offered online so that members of the community can access it and participate on their own time.

Training information, rules, guidelines, and other information is now fully accessible online through various tutorials so that coaches and volunteers can easily find and refer back to it at any time when needed.

Norwalk Parks & Rec volunteers used to receive informational materials on paper, which could be hard to keep track of.

Now, information is easy to locate and always available online.



vs.



"I'm happy with it. I've had far less coaches reach out and be like, 'Oh, hey, what about this?' Or, 'Hey, I need another set of rules. Hey, I need another set of, you know, this.'"

...

It's hard to make it any easier than to put all the information right in front of every coach and every parent."

-Adam Seibert, Complex Parks Supervisor