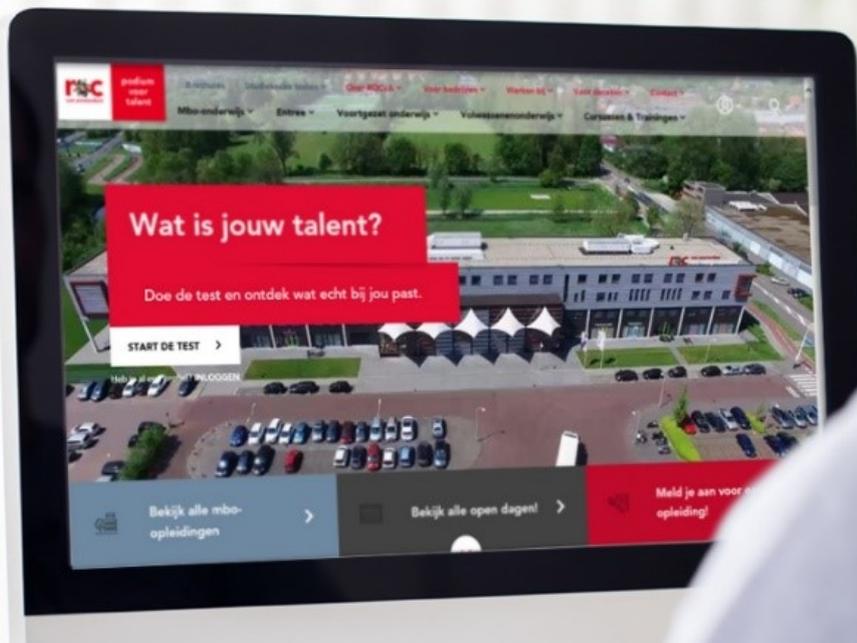




[www.rocva.nl](http://www.rocva.nl)



# ROC van Amsterdam

TrueLime

## EDUCATION

The website is personalized online study advisor of The ROC of Amsterdam vocational school. It enables sharing and differentiating the content, maintaining the organization's identity and manageability for the web editors.

## Background

The ROC of Amsterdam (ROCvA) and the ROC of Flevoland (ROCvF) are two educational institutions that work together in the education sector.

The organizations provide senior secondary vocational education in the Netherlands at eleven modern senior secondary vocational education (MBO) colleges in Almere, Amstelveen, Amsterdam, Hilversum, Hoofddorp, and Lelystad. Together, they offer more than 400 MBO programs.

There are more than 30,000 students enrolled in these institutions, which have about 2,300 FTEs.

## Goals

The most important goal was to provide the ultimate online study advisor, to use the responsive websites to offer personalized study advice to new students who are searching for the right program to continue their education.

Additional objectives:

- Improve visitors' user experience
- Achieve more online enrolment
- Easy Content Management for web editors

## Challenges

Offer personalized and relevant content for students via the website and other channels such as newsletters.

Share and differentiate content while maintaining the organization's identity and manageability for the web editors.

Integrate the study program information and profiles in the new websites with other channels for truly customized study advice.

*"The good price/quality ratio offered by Kentico was the ultimate deciding factor in our selection. In practice it really is an enormously easy, intuitive CMS. We've now been able to set forth our goal of being the ultimate online study advisor. We are seeing an increasing number of enrolments done via mobile devices."*



**Alex Borburg**  
Manager Online and Product  
Owner ROCvA and ROCvF



## Solution

TrueLime converted the web design into a functional and technical concept and implemented both the front end as well as the back end of the websites with Kentico. TrueLime also developed the study program selection tests as a starting point for personalized online study advice and created a customized product based on Kentico templates for the online profiles.

The study program information is uniformly structured in a template specially developed for the ROCs.

Thanks to a customized link to the EduArte student information system, information from study overviews (including location, start dates, and availability) is automatically placed on the website. This way every study program is presented with a fixed set of information and students can easily compare programs. The ROCs can also automatically generate brochures based on this structured content.

The new ROCvA and ROCvF websites were created using Kentico 9 and are an enormous improvement with respect to user experience and information provision for students in the orientation phase:

- Motivation and competency tests help students find their direction and give them ideas for study programs
- Students can save the study programs that are a good match with the results of these tests in an online profile
- Students supplement their profile with other study programs they find and 'like' on the website. Any brochures they ordered and registrations for open houses are also in their online profile
- Students can compare study programs and locations in their online profile in order to make the best choice.

*"The TrueLime employees are really pro-active in coming up with solutions and ideas for content, logic, and user experience."*



**Alex Borburg**  
Manager Online and Product  
Owner ROCvA and ROCvF

## Results

Students save and compare study programs in a personal online profile. This way the websites help students make a good choice and help the ROCs achieve more appropriate enrolment.

Now the students really are the top priority, and mobile use has absolutely been taken into account in the design.

The ROCs saw a substantial increase in enrolment via mobile devices very soon after go-live.

## Key criteria for choosing Kentico

- Kentico is a professional ASP.NET Content Management system with a good price/quality ratio
- Kentico CMS is strong in structure and flexibility
- It is user-friendly, intuitive, and versatile

## TrueLime

We are experts in developing web applications, websites, customer portals, and social intranets.

To us, it is True to deliver software solutions that make customers and partners happy and to act in an open, fair and, loyal way to each other, customers, and partners.

Lime refers to the lime tree that has been the center of a colony since ancient times where people came together to come to solutions and take important decisions.

Because of our experience with Microsoft technologies, the use of our (software) solutions and our market knowledge, we realize applications with intuitive user interfaces and a flexible, reliable back-end.

We do this in the form of projects in which we take responsibility for scope, time, and budget. We follow Agile methodologies to ensure high quality, reliability, and efficiency of the solution to be realized. Some of the solutions we have realized in the past have now increased to rapidly deploy products.



TRUELIME

**TrueLime**  
Charles Petitweg 35 B13  
4827 HJ Breda  
Netherlands

**Eddy de Ridder**  
+31 76 8200 920

[www.truelime.nl](http://www.truelime.nl)

[eddy.deridder@truelime.nl](mailto:eddy.deridder@truelime.nl)