

THINKIFIC +

CASE STUDY #1013



How Schudio Is Making Education Accessible For Teachers And Parents With Thinkific Plus

Schudio offers digital services and compliance training to schools and educators backed up by outstanding support and expert-led training, making it possible for them to support students both inside and outside of the classroom.

GET STARTED NOW

Helping schools and educators safeguard accessibility in the education sector.

Schudio, a school website design company, provides UK-based educational institutions and educators with the tools they need to engage their communities and tell the stories of all the amazing things that go on every day in their schools.

Schudio's team has helped over 500 schools and colleges keep a brilliant, active picture of life in their schools up-to-date online by providing them with carefully designed websites that allow them to manage their everyday responsibilities, communicate with parents, empower their staff and students, and exceed OFSTED requirements. Empowering educators and connecting schools with their communities is at the heart of what they do, and that's not all.

In 2019, Schudio launched their unique online learning platform [SchudioTV](#). Schudio TV was originally built for customer education and product training purposes, hosting a wide variety of online courses with specialized content to help Schudio's clients successfully manage their school websites and connect with their communities online.

However, after launching SchudioTV, they realized that there was an opportunity to offer more accessible, on-demand, best-in-class training for parents and educators who support students with Autism and special educational needs and disabilities (SEND).

Today, Schudio TV is an integral and meaningful part of their business. Advocating for accessibility, providing access to affordable, high quality online resources and support, and changing the educational landscape for children with diverse needs is at the core of what they do.



QUICK STATS

500+

Schools

50,000+

Enrollments

60+

Courses

THE OPPORTUNITY

When Ian Richardson, the Founder and CEO of Schudio and SchudioTV started the company, he was focused on making it as easy as possible for schools and colleges to have beautiful, up-to-date websites.

But Ian's story doesn't stop there.

Ian came across a significant problem and recognized a gap in Special Needs education when his youngest son, Arran, started school. As a child with Down Syndrome who requires specialized support, his school was unable to access the training they needed in order to properly facilitate his education - simply because the school district couldn't afford it.

"Before our youngest son Arron started school, my wife and I went to the UK Down Syndrome association to do some training on how primary and elementary school settings can do a really good job to support him, which was amazing. Then we said to his school: go to this training because it would be really helpful for you and for us." The response Ian received was disheartening. As the training was in-person at a facility hundreds of miles away, it would require spending almost half of the school's entire training budget to send one or two people to the training. Something that was impossible to justify.

Quickly, Ian's entrepreneurial mind shifted into gear. The team at Schudio realized there was an opportunity to create an online learning platform that could save schools and teachers the time, money, and resources normally required for in-person training and development.

The Creation of SchudioTV

The Schudio team originally created SchudioTV, their online learning platform, to provide product training for their website clients and break free from the time constraints associated with running live webinars and coordinating in person training sessions with school staff and their busy schedules.

"A school doesn't have to print out huge piles of paper anymore to give out to parents when their children are starting the move from elementary school to high school. Schudio's done an amazing job of putting together resource videos and courses that the students can watch with their parents. There's a number of ways we use Thinkific to provide really nice ways for schools to do more creative stuff."

Once it became clear to Ian and the team at Schudio that schools, educators and parents were encountering many barriers when it came to accessing affordable training to support Autistic and SEND students they were determined to create a solution.

“

Everything kind of started out from the origin of wanting to help our clients manage their websites and fix their problems, but with this thread of wanting to make sure everything's really good from an accessibility point of view and that we are safeguarding special educational needs. ”



Ian Richardson
Founder & CEO, Schudio

Thinkific Plus as the solution

Due to the busy nature of their schedules, providing a flexible, on-demand learning experience for their school clients was crucial for the Schudio team. They set out to find an LMS that was customizable and easy-to-use to build their product training courses and found Thinkific Plus.

One of the key benefits Schudio considered when selecting Thinkific Plus was Single Sign On and an open API. These features were necessary to integrate their clients' training on their own platforms so that they could access it all in one place.



“

We decided we didn't want to be constrained by limitations. If we've got 500 schools I want to make the training available for our schools as easy as possible. I chose Thinkific Plus because of the API access. It gave us the ability to go as far as we wanted to. ”

Shortly after they began using the platform, the Schudio team created multiple learning environments (or Thinkific sites) to cater to their different audiences and stakeholders. They built online courses in SchudioTV for customer education and product training purposes, and built unique white labeled experiences for each of their larger clients to deliver training to their staff and provide information to parents and alumni through online courses. They also created a learning environment to provide accessibility resources, training and courses for parents and educators that work with Autistic and SEND children through SchudioTV.

“Moving our training online, from the point of view of our website clients and our team, has completely transformed the business. We have been able to solve massive problems for the schools, and for ourselves.

We use separate Thinkific environments for different uses like alumni provision, district wide staff training, virtual work experience training, local authorities training, and more. We use the platform not only to develop our business in terms of what we're able to offer, but now we have also partnered with Thinkific to offer building Thinkific Plus environments for clients to integrate on their own websites.”



Long-term business growth

By taking full advantage of all that Thinkific Plus has to offer, Schudio has been able to make a significant impact across multiple areas of their business.

SchudioTV has also become an additional revenue stream for the business and since its launch in 2019, has grown to include courses from a wide range of partners and topics that have been completed by over 40,000 school staff.

Today, the Schudio team is on a mission to make SchudioTV the go-to resource for affordable and accessible training for parents and educators looking to support Autistic and SEND learners in schools.

"I would really love for SchudioTV to go as far and wide as possible. To become the most trusted platform for parents and anybody working with a child with diverse needs, and be the go to resource for them to get the support and training they need. We want to do something that makes a big difference to children that are left behind."

Schudio's entrepreneurship lessons

For businesses looking to grow and scale their revenue by entering the online learning space, it can be overwhelming to think of selecting a topic for a first course. It's easy to get caught up in perfectionism and spend too much time worrying about the details.

Ian advises that the best starting point is to get to know your customers and the issues they are currently facing and have your content come from there.

When the first COVID-19 lockdown happened in the UK, Ian and the Schudio team were inundated with questions from clients, schools, and parents looking for answers and ways to navigate the new reality the pandemic had brought on.

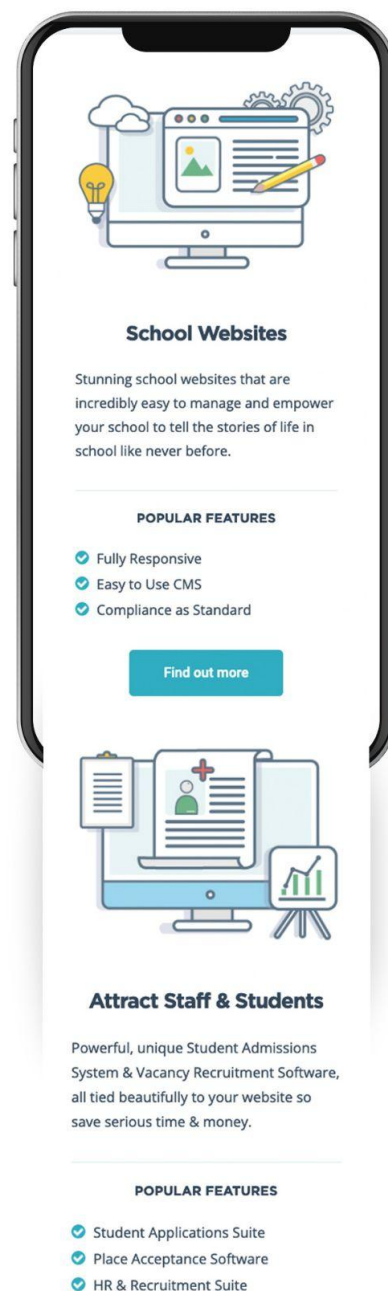
“ There were 8 or 10 questions that were being asked a lot. I jumped in the studio and recorded quick five minute videos, answering each of the questions, put it together as a course and put it out the same day. It stopped all the inquiries immediately and fixed all the problems for those people who did not know which questions to ask and did not know the answers to the questions they needed. I also answered the questions they hadn't thought of yet. ”



Ian Richardson

Founder & CEO, Schudio & SchudioTV

Ian explains that by listening to customers and taking the time to understand their situation and the current obstacles, a course creator or business owner can put themselves in a position to answer the questions that are coming to their minds and provide them with value through education in online courses.



“

Get to know your customers and what issues they're facing. Ask yourself how you can answer the questions they are asking and help them overcome the obstacles they encounter, and build something from there. That's your starting point. ”

Is your school looking to keep up with the changing educational landscape?

[Learn about Schudio TV's online programs here.](#)

Schudio's Favorite Thinkific Plus Features

Multiple Learning Environments

Thinkific Plus can deliver education through separate Thinkific websites, or environments, to reach specific audiences. Schudio uses multiple environments accessed centrally through the Plus Portal to offer different academies to their unique audiences and stakeholders. They have leveraged this feature to scale their revenue through B2B selling by creating whitelabeled product training websites for their clients to deliver training across their organizations.

Groups and User Management

Within Thinkific Plus, Schudio can easily manage and organize their students into groups. This helps them track specific courses and cohorts, and stay organized when running student imports and bulk enrollments. With unlimited admin and group analyst roles, Schudio takes advantage of managing their users with ease.



“

Get to know your customers and what issues they're facing. Ask yourself how you can answer the questions they are asking and help them overcome the obstacles they encounter, and build something from there. That's your starting point. ”

Is your school looking to keep up with the changing educational landscape?

[Learn about Schudio TV's online programs here.](#)

Thinkific App Store

Integrating with ActiveCampaign, their chosen email marketing platform, was largely beneficial for Schudio to remain in touch with their audience. Through the Thinkific App Store, users can access ActiveCampaign and hundreds of other third-party applications to scale, customize and optimize their business exactly how they need to.

Certificates

Schudio has incorporated certificates for many of their course offerings to provide educators with the ability to provide proof of course completion for compliance and professional development purposes. Thinkific Certificates are automatically issued on successful course completion and allow Schudio to automatically prefill details like student name, completion and expiry dates, and custom fields. They can also search student certificate history, edit and reissue certificates without ever leaving Thinkific.

Enterprise API Access and Single Sign On

Using the enterprise API access provided by Thinkific Plus, Schudio enhanced their customer's experience by allowing them to access multiple courses and resources with a single sign in. The Thinkific API allows developers to extend Thinkific's functionality in a variety of different ways by accessing site data.



We're proud to help Schudio transform the educational landscape for students.

To learn more about how Thinkific Plus can help add education to your business, visit our website: thinkific.com/plus



THINKIFIC +