



# Making the Grade in Campus-wide Digital Signage

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Vice President





## Email is not Enough

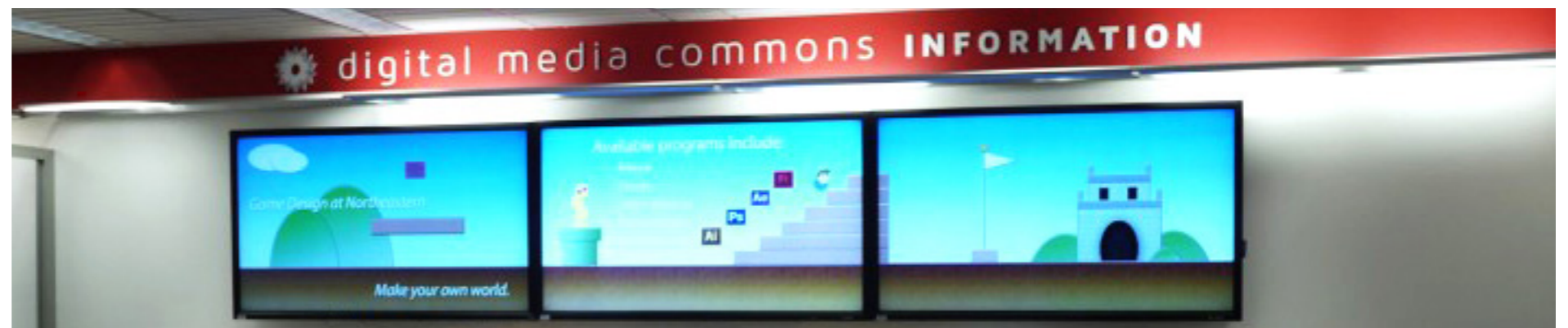
These days effectively communicating with your student body is a real challenge. In spite of how digitally connected today's Higher-Ed students are, College and University officials struggle with finding the best mechanism for informing their students.

Most of these students are part of the Post-Digital, Millennial demographic. They devour social media and gravitate towards social channels that restrict communication from outside their selected network (like Twitter, Instagram, SnapChat, etc.) Email, which was the gold standard for student communication, is now going unattended and unchecked. Making matters worse, students see much of their email as unwanted intruding messages.

**One Boston-area college campus official said,**

"We've gone so far as to make them promise to check their email once a day for announcements about school, and they STILL don't even do that!"

This poses a real challenge for institutions who are clamoring to engage these student and inform them of important information regarding their curriculum, opportunities, responsibilities and safety while enrolled at school.





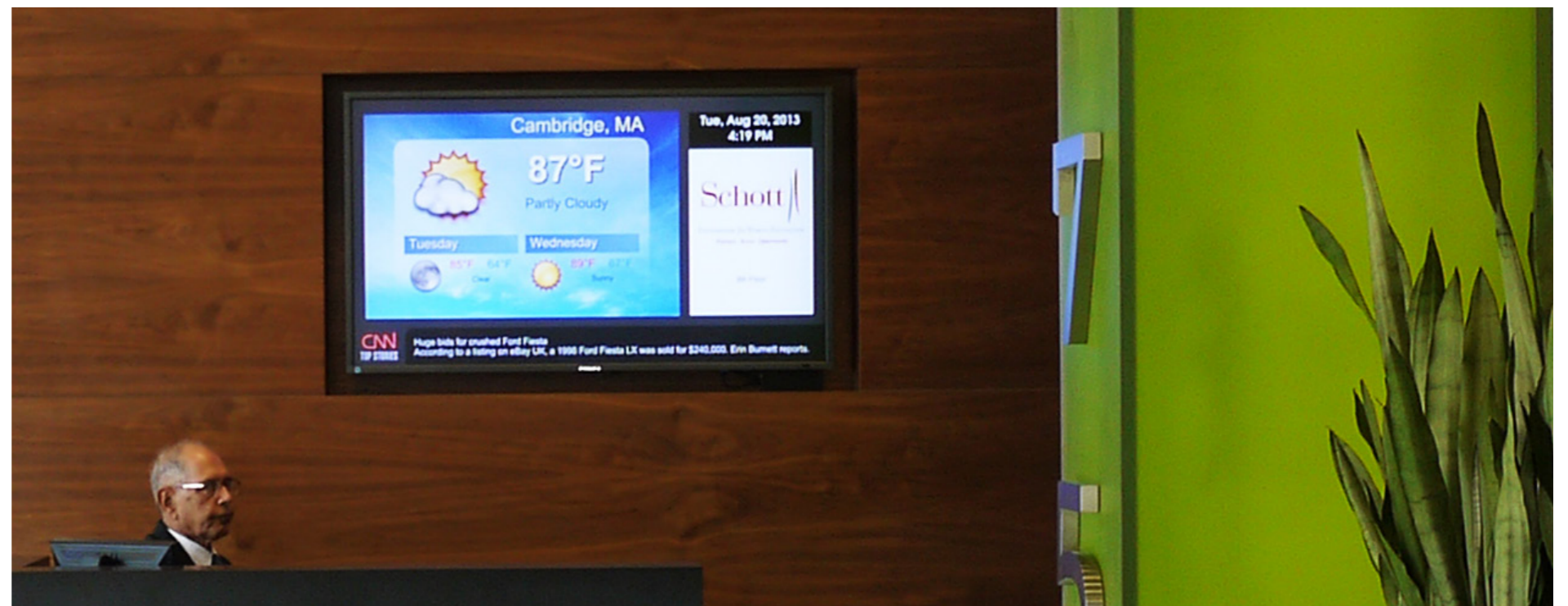
## Engage to Inform

### The challenge posed in High-Education is:

“How do we efficiently deliver timely and informative content in an engaging and personally relevant manner to students and staff across campus?”

One powerful channel many Colleges and University are embracing is Campus-Wide Digital Signage. A consistent, relevant and reliable Digital Signage solution deployed across campus can be interactive, engaging and act as an effective means for delivering important information (such as LSAT’s sign-up, schedule changes, safety alerts, and flu shots.) Often times, this important information is embedded next to interactive content - such as campus Twitter feeds, weekend sports update, students’ art samples, etc.

In the following pages, we’ve included a few tips for a successful deployment (or earning a Passing Grade) and the pitfalls to avoid (or receiving a Failing Grade) when rolling out your Campus-wide Digital Network.





## Network Deployment

### ✓ Pass: Cloud-based Digital Signage Solution

Deploying a Cloud-based Digital Signage platform allows for easy and efficient scaling and content management across a Campus-wide Network. If the screen can access the Internet - and thereby reach the cloud - content and performance can be managed from any web browser, on any device. A holistic communication and management strategy can be implemented throughout the network and allow for significant economies-of-scale for hours spent updating. A Cloud-based solution can also reduce the cost for hardware and software at each screen location.

### ✗ Fail: Siloed Systems with Multiple Administrators

Having disparate network management systems operating at different locations around campus is inefficient, confusing for network administrators and often produces a very inconsistent end-user experience for students.

#### Best Practices Crib Note!

When selecting a Digital Signage platform, it's important to consider how the system will integrate with other software systems around campus. Platforms like Aerva's, Cloud-based and running on Linux, serve a "United Nations" for platforms across campus, allowing for optimal integration and collaboration.



Campus menu boards driven by Aerva's Cloud-based Digital Signage Platform.







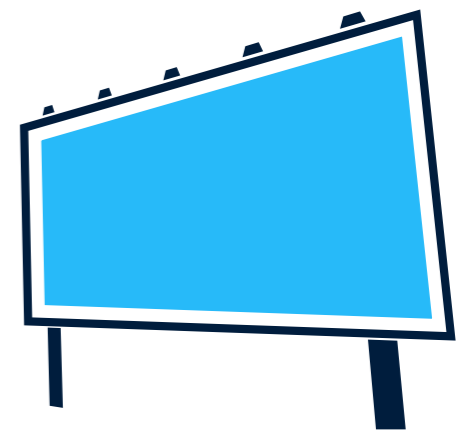
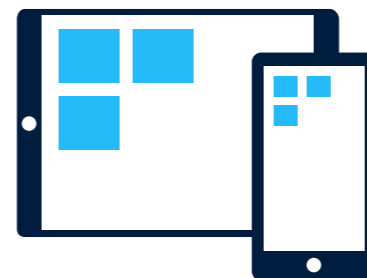
## Content Management

### ✓ Pass: Dynamic and Interactive Content that Captures Students' Attention

In order to be relevant to your students, your Campus-wide Network must contain dynamic and interactive content. The best Campus-wide Networks creatively manage screen real estate and utilize varying layouts to keep things fresh and interesting. Within these layouts there should be content relevant to the students, faculty and staff at that moment – such as world news, college news and announcements, real-time data (weather, RSS feeds, etc.), social media, and sharable student-generated content, like digital photos.

### ✗ Fail: Endless Loop of Static, Rotating JPGs

With a web-enabled, “super-computer” in each student’s pocket, anything less than dynamic, interactive content is just visual wallpaper to the Millennial generation. With bite-size news updates and multiple social channels always at their disposal, it’s a tall order to try and compete using rotating static JPGs. By incorporating real-time content and interactivity, your network becomes the trusted “4th screen” in your students’ lives (behind their mobile device, TV, and laptop.)





## Social Integration

### ✓ Pass: Using Social and User-Generated Content to Attract Eyeballs, Amp-up Engagement

By incorporating social and user-generated content (UGC) into your communication program, you'll attract students' attention. Creatively planting this content next to important college announcements will help assure your key messages are read by your students. Twitter feeds, mobile photos, contests, trivia, polls, videos, etc. will improve your communication's consumption rate and help convince your Millennial-age students you're speaking their language.

### ✗ Fail: Integrating Social and User-Generated Content without Proper Moderation

Even the most well-conceived and supported student engagement campaign using social media can (and probably will) go horribly wrong if you don't have proper human-based moderation to weed out "undesirable" user submissions. While key words can often times be filtered automatically through systems, we ALWAYS recommend human moderation to check each submission for contextual appropriateness, relevancy and the quality of the imagery.

#### Best Practices Crib Note!

With Aerva's suite of interactive widgets, you can enable students to engage with your display network directly from their mobile devices by integrating with social media (Twitter, Vine, Instagram, Flickr, FourSquare, YouTube, etc.) or through mobile app (Pic2Screen, Poll2Screen, Text2screen, etc.)



## Emergency Notification

### ✓ Pass: Fast, One-Stop Emergency Notification Capability

In the event of a campus-wide emergency or security threat, it's critical your digital network has centralized security override capability to send updates directly to all digital screens across campus. Your campus security team should have the ability to open any browser and, with a few quick key-strokes, alert and update the campus accordingly. During emergencies, it's much harder to coordinate messaging, in a limited area or campus-wide, without a consolidated, Cloud-based network with central security override option.

### ✗ Fail: Relying on a Cumbersome Process for Emergency Planning

During an emergency, it's imperative to get information out quickly and in a manner everyone can see. Ideally, your emergency notification process can be triggered through a mobile browser in the event your campus security team is scattered around campus at the time of the alert. Good planning, preparation and an active Campus-wide Digital Signage solution can be a powerful tool to informing your audience of activity in real-time.

#### Best Practices Crib Note!

Working in conjunction with Campus Security officials to identify their requirements and integrate into their emergency notification workflow is crucial. Be sure to select a Digital Signage system, like Aerva's, that has this functionality built-in or can integrate into existing systems for maximum flexibility and coverage.





## Conclusion

A smart campus-wide communication strategy and Cloud-based network is a versatile and elegant channel for engaging your students, faculty and staff across campus. The right network and planning will allow for dynamic content integration to interact digitally and socially with your audience.

As legacy and siloed systems are replaced by versatile, Cloud-based platforms, future scalability and functionality will only increase the efficacy for this growing channel. The right campus-wide network will ease the burden on its administrator for management, be simple to scale in size and embrace interactivity as your campus increasingly goes “digital” and becomes a critical and efficient mechanism for connecting and engaging with students.

**Central Square University** 10:22 pm  
Wednesday, April 23

**Upcoming Events** 2014 Technology Conference and Job Fair  
8am-3pm Building B

**Tweets**

- Central Square University @CSU\_Tweets**  
Looking for @redsox tickets? Check out @butoday's money saving strategies for an affordable way into Fenway: <http://ow.ly/w1Y3D>  
2h ago
- Central Square University @CSU\_Tweets**  
@annasommer Hi Anna, transfer decisions are going out from mid-April through May on a rolling basis.  
3h ago
- Central Square University @CSU\_Tweets**  
Good luck to all Terriers running & volunteering at today's 118th #BostonMarathon! #ProudToBU  
21 Apr

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### About Aerva

Aerva's software platform offers a suite of services for creating, managing, delivering compelling content and experiences across digital media channels. Aerva helps universities, enterprises and brands engage audiences by enabling real-time interactivity between mobile, social media applications and digital display networks (outdoor, place-based or enterprise). Recent clients include Taco Bell, US Navy, Beats by Dre, Babson College, HTC and P&G. Aerva was born out of MIT and raised in Cambridge's Central Square.

For more information visit [www.aerva.com](http://www.aerva.com).

Aerva's platform for Campus-wide Networks will improve your efficiency, social media integration, emergency responsiveness, and interactivity for engaging students, staff and faculty. To learn how, please contact me at:



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### Customer sampling

