

DIGITAL SIGNAGE HELPS IMPROVE

STUDENT COMMUNICATION

Amplify & engage your students with tailored content in all the right places at just the right time.

Written By: Carousel Digital Signage
www.carouselsignage.com

Higher Engagement

Capture attention by aligning with the preferences of today's digitally oriented students.

Safer Environments

Deliver communications in real-time keeping students safe, informed and connected.

Better Outcomes

Improve communication and contribute to a more unified campus environment.

Build stronger communities through tech

Bring fast, effective communication to your students in seconds.

Foster a more connected, informed, and interactive educational environment by transforming the way you engage with your students across campus. From your dorm rooms to your student union & everywhere inbetween.



TRANSFORM

TRANSFORM YOUR CAMPUS

DIGITAL SIGNAGE HELPS IMPROVE STUDENT COMMUNICATION

Engaged students play a pivotal role in the success of an institution. Digital Signage plays a crucial role in student engagement by leveraging technology to enhance communication, information dissemination, and overall interaction within educational institutions. It improves information accessibility, offers dynamic and visually appealing content, and promotes interaction while also providing real-time updates and enhancing campus navigation.

Keep students engaged by reaching your audiences in various locations, from engaging students in high-traffic areas to connecting with teachers in break-rooms all while reaching everyone on mobile devices. Let's look at the potential digital signage has to transform the way schools engage their students.



COMMUNITY-MINDED BENEFITS

DIGITAL SIGNAGE HELPS IMPROVE STUDENT COMMUNICATION

Serve as your campus's informational heartbeat.

While digital signage in higher education offers many internal benefits, the 'network effect' it creates offers a strong community impact.



COMMUNITY

COMMUNITY-MINDED BENEFITS

DIGITAL SIGNAGE HELPS IMPROVE STUDENT COMMUNICATION

The Network Effect

Connected students, parents and faculty.

Effectively informing people on a need-to-know basis stimulates engagement and establishes trust. Digital signage clearly points students where they need to go, how to apply for services and informs of when deadlines and events are near. This exhibits credibility and gets everyone on the same page to cooperate for the greater good of the community.

By creating a network of strong communications throughout your entire campus, you develop a spiderweb of consistent messaging that gets dispersed from the top down. From one building to one hundred and anywhere in between ... accurate, real-time information can be shared with your institution in a moments notice creating connected students, parents and teachers.



Accessibility

Reach your ENTIRE community with consistent messaging.

Digital signage can also benefit your students' quality of life through communications that help them feel welcome, informed and connected. That includes creating a greater sense of belonging and empowerment for all students through inclusivity. For diverse communities, digital signage can provide information in multiple languages, ensuring that all residents can access and understand important messages to establish a stress-free community.

Institutions have started implementing accessibility initiatives by requiring all IT products and services in their organization to be accessible to their entire campus. This means ensuring there are no hurdles that prevent accessing or interacting with your communications. Be sure your digital signage communication strategy is achieving these accessibility goals by turning content into a screenreader-friendly experience.



DIGITAL SIGNAGE HELPS IMPROVE STUDENT COMMUNICATION

Help navigate campus life with ease.

athletics complex or outside in a common gathering space, interactive kiosks help people navigate campus life through directories, floor plans, and wayfinding maps. Extend your digital signage software to these kiosks to power applications that inform, educate, and guide.



ACCURATE COMMUNICATIONS

DIGITAL SIGNAGE HELPS IMPROVE STUDENT COMMUNICATION

Accurate and real-time communication is crucial.

A steady drumbeat of timely content is analogous to the pulse of campus life. Digital signage makes it easier to keep your communications in motion.



REAL-TIME

ACCURATE COMMUNICATIONS

DIGITAL SIGNAGE HELPS BUILD A STRONGER COMMUNITY

Share real-time information

Universities can use their digital signage software to develop a spiderweb of consistent, accurate real-time messaging that gets dispersed throughout the campus.

This is where the value of “real-time” communication comes to fruition. Digital signage helps higher-ed institutions share real-time information about campus events, news, class cancellations and emergency alerts with immediacy. Instant communication keeps students and faculty informed about relevant developments and enhances their sense of campus awareness.





Public Safety

Public safety is paramount to community trust. Digital signage can integrate with emergency and mass notification systems to alert people of critical information in real-time, while simultaneously sending emergency messaging to all displays. For example, Carousel Cloud integrates with Common Alerting Protocol (CAP), which allows institutions to immediately trigger emergency alerts on every screen in the network. This means that if digital signage was installed in all major departments across your campus, every screen would change to reflect that emergency information, ensuring the entire campus is informed with accurate communications.

Modern technology equips universities with tools for rapid response and effective crisis management. During emergencies or disasters, digital signage can provide critical information on evacuation routes, shelter locations, and safety protocols. This enhances resilience and helps ensure the well-being of the campus community.





SECURITY

As part of the IT infrastructure, cloud-based systems also strengthen the security of your digital signage network and content. Choosing the right digital signage software is critical, as even the most seasoned network administrators don't always understand the intricacies of deploying content management servers and media players.



NETWORK SECURITY

DIGITAL SIGNAGE HELPS IMPROVE
STUDENT COMMUNICATION

Network Security

Select a vendor that has a cloud-hosted solution that can securely deploy media players to your sites. Establish communications between IT managers and your vendor of choice so the team is comfortable and confident managing and maintaining network devices. Additionally, verify that the CMS vendor is implementing end-to-end security. For example, ongoing network penetration tests and vulnerability monitoring will ensure secure operations for deployments.

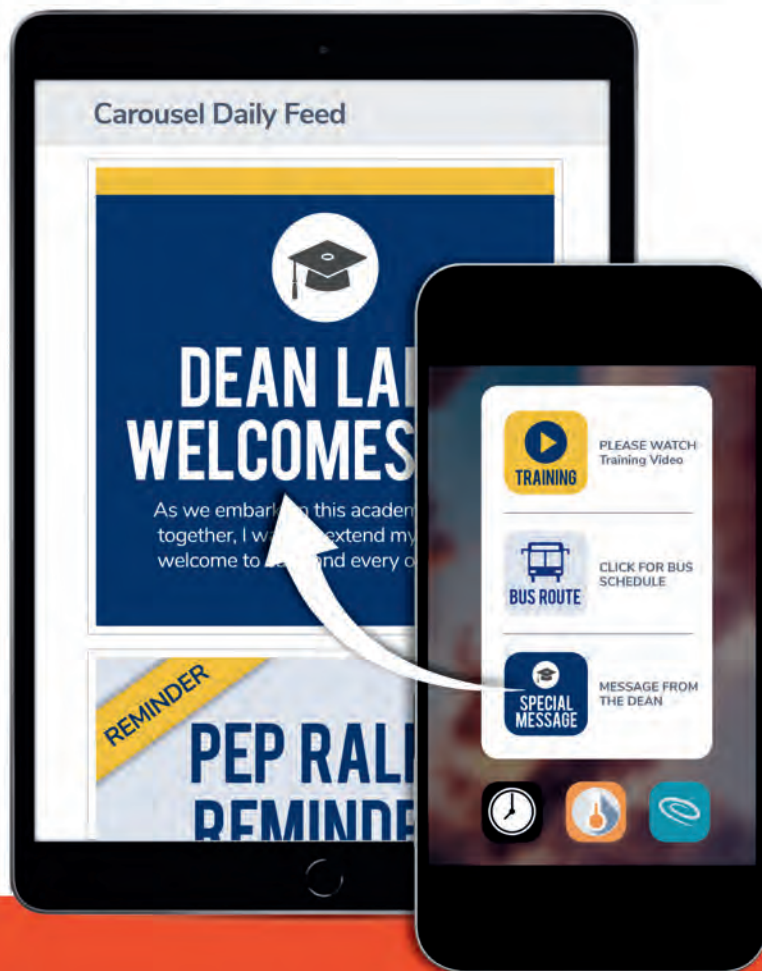
Carousel Cloud is SOC 2 Type 1 and Type 2 compliant, which confirms that vendors have implemented appropriate internal controls to protect customer data delivered to digital signage end points in the cloud. SOC 2 provides a standards-based framework that is widely accepted in the IT industry, and removes the security fact-finding and operational burdens for new and existing Carousel Cloud customers.



EXTEND YOUR REACH

DIGITAL SIGNAGE HELPS IMPROVE STUDENT COMMUNICATION

Extend the reach of your student communication



It's imperative to make a deliberate and informed choice when selecting a vendor for your digital signage needs. Look for a solution that has the capability to seamlessly extend your content (originally crafted for your physical locations) to other vital communication channels. By doing so, you ensure that not only the individuals who are physically present within your buildings have access to this essential content; students and faculty who aren't present on-site will stay informed as well. This extends the reach of traditional digital signage enabling seamless communication to thousands of devices.

GO BEYOND

EXTEND YOUR REACH

DIGITAL SIGNAGE HELPS IMPROVE STUDENT COMMUNICATION

Connect with your entire student community with screens of all sizes.

Effective student communication is vital for higher education leaders, who aim to engage students amidst constant messaging. Getting students to notice, read, and respond requires strategy. We believe the best approach to student communication is the same approach you take in marketing communication. Target your audience and tailor your messages, putting essential information in the palm of your student's hands.

Carousel Daily is a mobile app that allows users to take important messages direct to intended audiences, pushing need-to-know information to mobile devices. This means you can target students and teachers with the precise information they need to act on, seamlessly guiding them to essential destinations for tasks such as video viewing, timely messages, enrollment, and other matters demanding their attention.



DIGITAL SIGNAGE HELPS BUILD A STRONGER COMMUNITY

ATHLETICS DEPARTMENT



CONTENT EXAMPLES:

- Team Information
- Game Schedules
- Sports Stats
- New Player Recognition
- Urgent Messaging

OUTCOMES:

Create a "Winner's Mindset," setting current athletes up for ultimate success and giving potential ones a look into what could be.

RESIDENCE & DINING HALLS



CONTENT EXAMPLES:

- Wayfinding
- Upcoming Events
- Menu Boards
- Community Engagement
- Urgent Messaging

OUTCOMES:

Encourage, promote and enhance the student experience by transforming residence halls into safe spaces that bring students together.

STUDENT CENTERS



CONTENT EXAMPLES:

- Admissions Info
- Financial Aid
- Volunteers Opportunities
- Urgent Messaging

OUTCOMES:

Improve campus communication, keeping students informed about events, announcements, and campus news.

LIBRARIES



CONTENT EXAMPLES:

- Recommendations
- Library Services
- Accessibility Info
- Library History
- Urgent Messaging

OUTCOMES:

Facilitate easy dissemination of information, keeping students informed about library resources, workshops, and study tips.

COMMON SPACES



CONTENT EXAMPLES:

- Donor Recognition
- Campus New & Events
- Mental Health Awareness
- Urgent Messaging

OUTCOMES:

Enhance campus safety, improve student wellness and create a positive impact on academic success.

Summary

Keep your campus community connected across all locations

Digital signage can streamline processes and ensure that content remains fresh, lively and accessible in every building and common area on campus, while also strengthening bonds with the greater community through real-time information that is useful and accessible to all students, staff and visitors.

Digital signage is a powerful campus communications tool that helps keep your community connected. From the dorm to the cafeteria and from administrative to departmental buildings, maintaining a steady flow of up-to-date messaging across all locations fosters a more assured, unified community.



Download the infographic and learn how to effectively communicate with students throughout their education journey.

DIGITAL SIGNAGE HELPS BUILD A STRONGER COMMUNITY



Connect with Us

One of the greatest challenges within higher education is knowing how to effectively communicate with students. Contact Carousel Digital Signage today to learn how we can help you achieve your digital transformation goals.

carouselsignage.com



Phone Number

612-261-1000



Email Address

sales@carouselsignage.com



Website

carouselsignage.com

Schedule a meeting:

