

DIGITAL SIGNAGE HELPS IMPROVE

# STUDENT WELLNESS

Increase student resiliency with the help of visual communications.

A young man in a dark jacket and jeans walks through a modern hallway. The hallway features large digital signage displays on the walls, which are blurred to suggest motion. The lighting is warm and the floor is polished wood.

Written By: Carousel Digital Signage  
[www.carouselsignage.com](http://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 classrooms to your cafeteria & everywhere inbetween.



# TRANSFORM



## TRANSFORM YOUR CAMPUS

### DIGITAL SIGNAGE HELPS IMPROVE STUDENT COMMUNICATION

Engaged students play a pivotal role in the success of a school. 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 breakrooms all while reaching everyone on mobile devices. Let's look at the potential digital signage has to transform the way schools and districts engage their students, faculty and parents.



## COMMUNITY-MINDED BENEFITS

DIGITAL SIGNAGE HELPS IMPROVE STUDENT COMMUNICATION

# Serve as your district's informational heartbeat.

While digital signage in k12 schools 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 district, 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 schools 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 students can access and understand important messages to establish a stress-free community.

Schools have started implementing accessibility initiatives by requiring all IT products and services in their organization to be accessible to their entire student body. 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.





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 school 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

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

This is where the value of “real-time” communication comes to fruition. Digital signage helps k12 schools share real-time information about school events, news and emergency alerts with immediacy. Instant communication keeps students and teachers informed about relevant developments and enhances their sense of 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 locations across your schools campus, every screen would change to reflect that emergency information, ensuring everyone is informed with accurate communications.

Modern technology equips schools 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

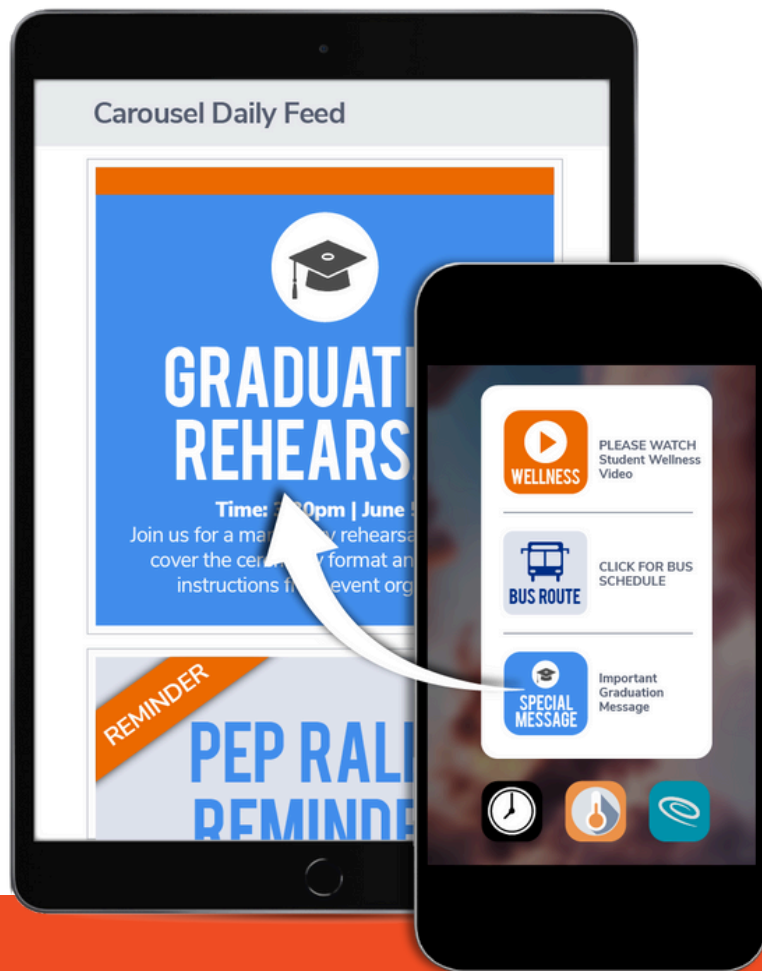
Select a vendor that has a cloud-hosted solution that can securely deploy media players to your sites. Establish communications between IT managers and your vendor of choice so the team is comfortable and confident managing and maintaining network devices. Additionally, verify that the CMS vendor is 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 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 deliver 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.





# STUDENT WELLNESS



Our goal with this section of the booklet is to demonstrate how you can reinforce the processes and procedures around teaching resilience, crisis situations and crisis recovery using digital signage. We asked Ashley Northrup, a Nationally Certified School Psychologist, Ed.S. NCSP, to help us understand the social and emotional needs of students. We hope this will inspire your own thoughts and ideas to make your school a safe and supportive environment for all.

## Disclaimer

This section is for informational purposes only. It is intended to compliment the policies and procedures put in place by schools for teaching resilience, addressing crisis situations, and achieving crisis recovery. It is not intended as professional advice or an actionable planning guide in itself. National, state and district guidelines should be consulted regarding your school-specific crisis response protocols. This booklet is not intended to provide psychiatric or psychological advice. You should seek the advice of a mental health professional or other qualified professional concerning children's mental health and psychiatric issues.

Carousel is not a crisis counseling or mental health services service organization. Carousel does not recommend or endorse any psychologists, psychiatrists, crisis management consultants, school safety experts, or other professionals. Use of or reliance on the information in this booklet is solely at your own risk.

This is provided "as is" and may not be updated to reflect the latest psychological research or other information.



## STUDENT WELLNESS

DIGITAL SIGNAGE HELPS IMPROVE STUDENT COMMUNICATION

# We believe in the power of human connection.

Enhance social &  
emotional learning with  
digital signage.

Our kids spend most of their waking hours at school. This space is critical when it comes to shaping, guiding, and getting them off on the right foot. It's important that students in our schools feel like they're part of a community & connected to their peers. As teachers and as parents, we'll do anything to help make this happen.



**" The need for connection & community  
is primal, as fundamental as the need  
for air, water, & food. "**

- Dean Ornish

Youth who feel connected at school and home were found to be as much as **66% less likely** to experience health risk behaviors related to sexual health, substance use, violence, and mental health in adulthood.

**66%**

**less likely to experience  
health risk behaviors**

[Recent CDC findings published in Pediatrics](#)



## SECTION ONE

# Teaching Resilience

Give students  
the tools  
needed to be  
**calm** in a  
crisis.

By increasing student resilience, we increase protective factors to combat or reduce the likelihood of trauma resulting from a crisis. Protective factors include positive coping strategies (self-regulation skills), school connectedness, social connectedness, mental health awareness and support.

\*Cite (Brock et.al, 2016) From School Crisis Prevention and Intervention: The PREPaRE Model, Second Edition. By S. E. Brock et. al., 2016, Bethesda, MD: NASP. Copyright 2016 by the National Association of School Psychologists. (Page 168-170).

# Self-Regulation Skills

Self-regulation skills allow people to regulate and manage strong emotions when faced with a challenge or difficult situation. By teaching students self-regulation skills, we set them up for success, not only in a crisis, but for life.

Use digital signage to help teach self-regulation skills like yoga, mindfulness, deep breathing and grounding activities in class. Reinforce these skills with visual reminders on digital signage displayed throughout the school.





# Positive Youth Development

Having an environment where students feel safe, informed and connected is the key to successful learning. Promote positive behavior and help kids feel connected to their environment by honoring and recognizing them for their hard work.

When recognizing students and putting their success on display, a sense of pride runs throughout your school. Use certificates, recognition, mentoring, and safe school climate messaging to create a space where students feel like they belong.

## STUDENT CHAMPIONS

**Jamie Mitchell**

Student champions are honored for respecting their fellow students, appreciating their teachers and showing pride in their school.

YOU ARE  
MAGIC!



# Mental Health Awareness

Teaching students about mental health and giving them access to resources like hotlines and school counselor information creates spaces where students feel safe.

Be proactive. Digital signage can help put information like counselor & hotline information on display to inform students of available services that they may not reach out for on their own.



# Prevention Program

Reduce high-risk problem behaviors by setting an example from the top. Be sure prevention programs are in place to teach pro-social skills and positive behaviors.

Use violence and bullying prevention messaging to help set the tone of the school and drive your message home. Share school values through digital signage making sure all students know that they are welcome.



HELP KEEP  
SCHOOL SAFE

Follow school rules when you're out on the playground, on the bus, in the hallways, cafeteria, and classroom!



SEE SOMETHING. SAY SOMETHING.



## SECTION TWO

# Crisis Response Planning

Give students the knowledge needed to be **ready** in a crisis.

Crisis response planning involves a crisis response directive that clearly defines expectations for staff and students around required emergency drills. This should include emergency drill expectations and steps that are clearly and efficiently taught to children using a variety of modalities (audio, visual, video, picture support, etc.).

\*Cite (Brock et.al, 2016) From School Crisis Prevention and Intervention: The PREPaRE Model, Second Edition. By S. E. Brock et. al, 2016, Bethesda, MD: NASP. Copyright 2016 by the National Association of School Psychologists. (Page 33 and 131).



# Emergency Drills

Steps should be taken to pre-teach expectations in a calm and positive environment prior to the implementation of an actual emergency drill.

Drop/Duck and Cover, Evacuation, Reverse Evacuation, Secured Perimeter, Lockdown and Shelter in place messages help inform and provide your students with the processes and plans that have been put in place in the event of an emergency.

\*Cite (Brock et.al, 2016) From School Crisis Prevention and Intervention: The PREPaRE Model, Second Edition. By S. E. Brock et. al., 2016, Bethesda, MD: NASP. Copyright 2016 by the National Association of School Psychologists. (Page 126 - 127).

**THIS IS A DRILL**



**THIS IS A DRILL**

# FIRE DRILL

Today we are conducting our  
annual fire drill. This is only a drill.

## SECTION THREE

# Emergency Situations

Help students access their self-regulation skills in order to **stay calm.**

During an actual crisis or emergency situation, staff would alert children through multiple means (audio, visual) that there is an emergency situation happening and what type it is. Staff would assist children to safety and help them regulate themselves using the self-regulation strategies practiced in section 1.

\*Cite (Brock et.al, 2016) From School Crisis Prevention and Intervention: The PREPaRE Model, Second Edition. By S. E. Brock et. al., 2016, Bethesda, MD: NASP. Copyright 2016 by the National Association of School Psychologists. (Page 131).



# Emergency Situations

Staff should regulate their own responses to the crisis to ensure children remain as regulated as possible and able to react to the situation.

Drop/Duck and Cover, Evacuation, Reverse Evacuation, Secured Perimeter, Lockdown and Shelter-in-place messages help inform your students when an emergency is taking place. In the event of an actual emergency, it's important to take into consideration the types of messages being put on display. Not all emergencies warrant messaging on signage. Certain situations may benefit more than others.

\*Cite (Brock et.al, 2016) From School Crisis Prevention and Intervention: The PREPaRE Model, Second Edition. By S. E. Brock et. al., 2016, Bethesda, MD: NASP. Copyright 2016 by the National Association of School Psychologists. (Page 126 - 127).



## EVACUATION

Please use your class evacuation plan to exit the building. This is not a drill.

“The response immediately following a mass casualty crisis that occurs at school is critical; an effective response has the potential to greatly decrease the likelihood of further trauma.

Administrators and school crisis teams must be prepared to engage in effective crisis response and intervention as soon as the danger has passed and the school is secure.”

**greatly**  
**decrease the likelihood of**  
**further trauma.**

Taken from Responding to a Mass Casualty Event at a School:  
General Guidance for the First Stage of Recovery.



CRISIS RECOVERY

DIGITAL SIGNAGE HELPS IMPROVE  
STUDENT COMMUNICATION

## SECTION FOUR

# Crisis Recovery

**Connect**  
students  
to services  
needed  
for recovery.

All individuals directly affected by a crisis should be provided psychological first aid, which involves psychoeducation and supportive services to accelerate the natural healing process and promote effective coping strategies.

Taken from "Providing Psychosocial Support to Children and Families in the Aftermath of Disasters and Crises" From the American Academy of Pediatrics. (Page 1125).



# Psychological Safety

Following a crisis, the first step is making sure students are physically safe and feel safe. They need to be provided with timely and accurate information regarding the crisis situation to rule out any rumors, provided with appropriate reassurance, and given the tools that they need to cope with distress (family or community support).

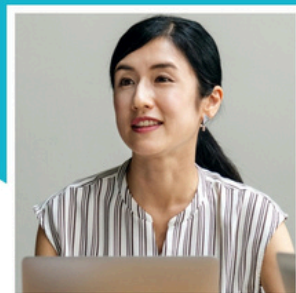
This is the time to use signage to remind students of counselor, hotline information and classroom discussions. Reinforce self-regulation skills like deep breathing and grounding activities that will help keep them calm.

\*Cite (Brock et.al, 2016) From School Crisis Prevention and Intervention: The PREPaRE Model, Second Edition. By S. E. Brock et. al., 2016, Bethesda, MD: NASP. Copyright 2016 by the National Association of School Psychologists. (Page 274).

## COUNSELORS AVAILABLE

Our door is always open.

The counselors office is open Monday through Friday, 9am to 5pm. If you are in need of assistance during non peak hours please call 555-5555



# Psychological Education

Students with emotional pain and trauma need to know that it's ok to feel angry, tired, shocked, or scared after a crisis. Be sure there is someone to talk with them and stay connected so they can begin the recovery process.

Digital signage can help explain the symptoms and trauma associated with a crisis. Display messages to assure students that what they are feeling is normal. Share discussion group messaging so they know how and where to get help.

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Copyright 2016 by the National Association of School Psychologists. (Page 274).



**TALK TO  
AN ADULT**

**It's ok to have feelings that  
you aren't sure about.**

**DO YOU FEEL  
ANXIOUS, DEPRESSED  
OR DISCONNECTED?**

**We all have worries. Sometimes,  
our worries get too big and we  
need to ask an adult for help.**

## DIGITAL SIGNAGE HELPS BUILD A STRONGER COMMUNITY

### TEACHERS LOUNGE OR PARENT CENTER



#### CONTENT EXAMPLES:

- Reminders
- Curriculum Support
- Student Recognition
- Teacher of the Month
- Urgent Messaging

#### OUTCOMES:

Keep teachers & parents informed, engaged, and connected, ultimately enhancing the teaching and learning experience for all.

### CAFETERIA



#### CONTENT EXAMPLES:

- Menu Boards
- Special of the Day
- Nutrition Education
- School Spirit
- Announcements
- Urgent Messaging

#### OUTCOMES:

Enhance the dining experience for students, promote healthy eating habits, and foster a sense of community within the school environment.

### MAIN LOBBY OR MAIN OFFICE



#### CONTENT EXAMPLES:

- Welcome Messages
- School Policies
- School News
- Daily Schedule
- Urgent Messaging

#### OUTCOMES:

Create an inviting and informative environment that enhances the overall experience for visitors and students.

### 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:

- Student Appreciation
- Mental Health Awareness
- Community Resources
- Urgent Messaging

#### OUTCOMES:

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





# 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.



Phone Number

**612-261-1000**



Email Address

**[sales@carouselsignage.com](mailto:sales@carouselsignage.com)**



Website

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**Schedule a meeting:**

