BOOST STUDENT ENGAGEMENT WITH DIGITAL SIGNAGE ACROSS CAMPUS

Attract and retain students

Digital signage has proved to be a powerful platform for delivering minute-by-minute information, building compelling interactions, and transforming the way students experience their campus environment. In an era where news spreads rapidly and attention spans are short, digital signage keeps campuses one step ahead and keeps students connected.

With fierce competition for student enrollment and retention, now is the time to focus on enhancing the student experience with digital signage across campus.

This article offers insights on how and where to effectively utilize digital signage across campus, highlighting Newline solutions.

How to Leverage Digital Signage for Student Engagement

Being digital natives, students demand timely, relevant content delivered in the same visual on-demand experience they are familiar with on their devices. Digital signage enables universities to meet those expectations by transforming walls, corridors, and communal spaces into dynamic, information-rich environments.

Digital signage delivers:

Real-time updates: Post time-sensitive content like registration dates or building closings once it's needed.

Visual interest: Videos, animations, and animated graphics are more attention-grabbing than bulletin boards or posters.

Tailored communication by location: Emphasize events in student union spaces, announce quiet hours in libraries, and safety reminders in common areas and residence halls.
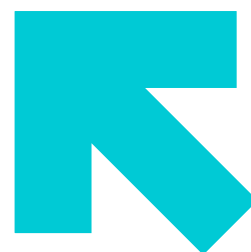
When thoughtfully deployed, digital signage supports an impactful student experience. And to catch the student's eye, you also need displays that deliver vibrant, colorful graphics and images.

High-Impact Displays with Newline STV+

When choosing high-impact displays for your campus, consider Newline STV+ displays. The STV+ was intended for 24/7 public operation and has:

- Ultra-bright, 4K UHD resolution for vibrant images that grab attention

- Built-in Android OS for smooth integration

- Multiple mounting options to fit academic spaces, lounges, or narrow hallways

- Pre-loaded apps provide instant access to news and entertainment

Let's explore the various messaging needs across campus.

Where Digital Signage Adds Value on Campus

Every corner of your campus offers an opportunity for student connection and communication. Here are ideal places you can use digital signage to boost engagement in specific areas:

Student unions and common areas: Share campus news, event calendars, student org highlights, and social media feeds to create a sense of belonging.

Academic buildings and classrooms: Display class schedules, professor office hours, and interactive wayfinding to help students navigate around campus.

Dining halls and cafés: Promote menus, limited-time offers, nutrition tips, or student spotlights to encourage healthy and informed choices.

Libraries and study spaces: Post quiet hours, research tips, or live updates on study room availability.

Athletic facilities: Celebrate team wins, stream live games, or recognize student-athletes with visual storytelling.

Residence halls: Use signage near elevators or lounges to share building-specific announcements, safety and emergency guidelines, and upcoming campus events.

Next up: how a robust content management system makes targeting and distributing your messages simple and fast.

Simplify Campus Communication with Newline Signage Pro

Managing a university-wide signage network doesn't need to be complex. Newline Signage Pro is an intuitive, cloud-based platform that gives your IT and communications teams the ability to:

- Schedule and automate content in advance to reduce manual updates in the online admin portal.

- Provide user-friendly content and text creation, and connect to live feeds

- Assign playlists by location to ensure the right messages appear in the right places.

- Use device grouping to organize and manage devices.

- Maintain brand consistency with easy-to-use templates and centralized control.

Newline Signage Pro is fully integrated with the STV+, offering a complete digital signage system that's ready to use out of the box.

Reliable Uptime with AVI-SPL Services

As a trusted AV integration and managed services provider, AVI-SPL helps universities design, deploy, manage, and optimize digital signage across campus. To save energy, you can leverage our AVI-SPL Symphony SaaS to schedule powering signage down or off when spaces are not in use. Symphony also alerts you to technology issues and helps solve them before the student experience is impacted. Contact us to get started.

Let's work together.

Contact AVI-SPL today.

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