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# DIGITAL SIGNAGE FOR SCHOOL DISTRICTS

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BENEFITS FOR SCHOOLS, STADIUMS AND CURRICULUM



## Digital Signage for School Districts Benefits for Schools, Stadiums and Curriculum

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In today's age of quickly advancing technology, it isn't enough for school districts to just communicate with members of the community. More than most businesses and organizations, educational institutions understand the importance of securing the most up-to-date resources. Whether it's a

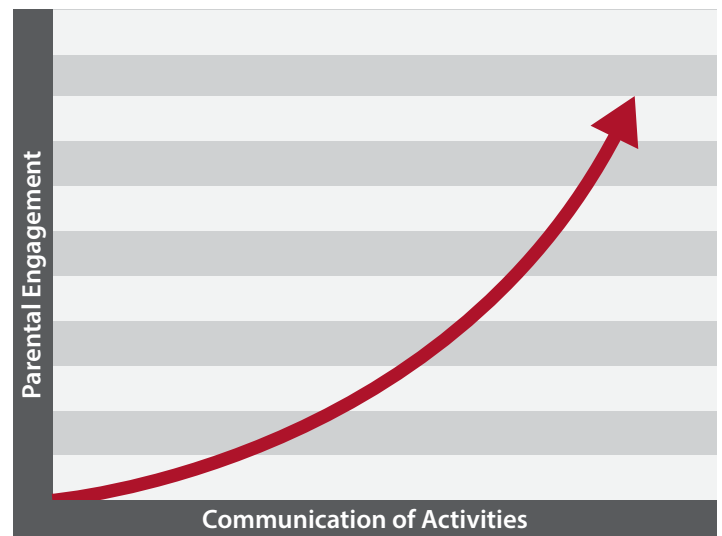
landmark sign at the front of the building, or an LED video display in a sports arena, school systems can use digital sign technology to increase visibility, provide educational opportunities in technology and increase revenue from sponsorships and other community support.

## Why Digital Communication Makes Sense for Schools

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Students, educators and community members already rely on digital tools like laptops, tablets and smartphones to manage daily communication needs. By building on those skills, using an LED sign as a digital communication source comes easily. For the broad range of activities, programs and announcements that school systems have, the ability to notify target audiences with digital signage can be a significant change for the better.

Unlike labor intensive, inconvenient manual letter boards that blend into their surroundings, LED signs for schools can keep students, parents and the surrounding community informed with vibrant messages that can be programmed months in advance or updated in minutes. As school districts become more efficient, funding for administrative staff can decrease, making communication with multiple school constituencies a challenge. LED signs offer messaging that can be customized to the needs of each institution, and easily updated for last minute announcements.



Intuitive and easy-to-use content management software allows schools to build content that meets every need. With a library of ready-made messages and the ability to import still images and animations, the right software makes a sign responsive while presenting a tremendous learning opportunity for the entire school community.

## Academic Programs

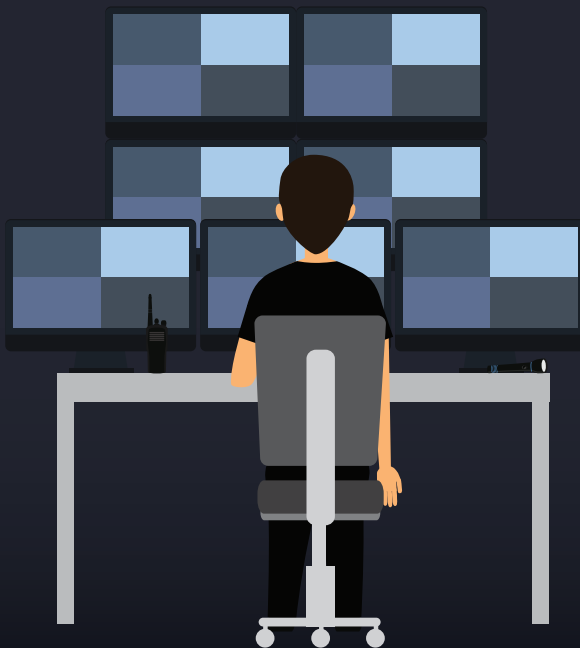
LED signs, whether a single display or an integrated network, provide consistent outward-facing communication. As more schools upgrade manual letter boards to digital signs, the operation of these displays can be easily integrated into the curriculum to teach real-world job skills.

Providing a technology-based curriculum centered around the programming and operation of an LED display covers many different areas of instruction. Graphic students can design content for school announcements, crowd prompts and sponsorship advertising for events. Business and marketing students can gain experience with sponsorship sales similar to the “old school” practice of selling yearbook ads.

The practical experience can also become part of an integrated production system for sports and events associated with a virtual scoreboard. Media classes can help students develop skills in content design, camera operation, on-air commentary and other exciting aspects of real-time event production.

## MEDIA TECHNOLOGY & COMPUTER SCIENCE

With video displays, students apply software and hardware knowledge and gain control room experience.



## In Practice on the Field



The Villages Charter High School (TVCS) located in The Villages, Florida, is a modern educational facility with state-of-the-art amenities for its students. The school recently modernized its athletic stadium with a dynamic new video scoreboard. “We thought it would attract more people to our school, or bring us more visibility when we host state-wide events like the all-star game,” said Richard Pettus, The Village’s athletic director.

Content and programming for the video display is done by students in media and journalism classes. The curriculum provides experience in producing a live broadcast and is popular with students. Students work individually on all aspects of the broadcast and as a team during sporting events.

Their digital display and media system enable TVCS students to produce live video, instant replay, sponsor advertisements, commercials and promotions to enhance the fan experience and increase the advertising value for sponsors.

## Building School Spirit

While school entrance signage informs and attracts people, digital video and virtual scoreboards promote school pride at events like pep rallies, band competitions, school sports and other regional or state events. For schools that use digital displays in stadiums and multipurpose buildings for sporting and entertainment events, students can engage their peers with content created for today's short attention spans.

With digital displays, you can draw fans into the stadium and keep them informed throughout an event. Promote other sports and school activities while you have their attention. Host another sport in exhibition before a big game or build an art gallery leading into the gym or stadium. Digital messaging gets the word out on innovative new programs and increases attendance.

With easy to use software, educational institutions can create content for all distribution platforms, like online streaming, social media and video scoreboards. Posting Instagram photos on the video scoreboard can boost school spirit and increase engagement. Shared fan-generated content gets noticed and increases visibility.

## ANIMATION

High-energy crowd prompts created by students in computer animation classes spark memorable game time experiences.



## Integrate LED Signage into Your Facility's Plan

Determining that digital displays can benefit an educational institution is the easy part. The next step is incorporating these devices into a school's long-term facility planning and deciding how to find funding. Planning is especially important when installing multiple signs for district-wide message coordination among administration buildings, stadiums and event centers. Local zoning codes will vary for signs that face public streets and those located within school property.

Facility renovation costs can be a significant portion of school budgets. A local sign company and display manufacturer can help with the budget approval process by providing a display custom-made to the needs of each district, with examples of how the display can benefit the institution. Because of its versatility and visibility in messaging the community, any budgeted funds for marketing or advertising can be redirected to pay for digital signage.

## Ideas for Funding

Find out what facility improvements administrators need by getting their input on the project. Updated signage may be integrated into a district-wide renovation plan and voted on by the public as a part of a construction bond issue, which can be used to obtain funding for larger school projects.

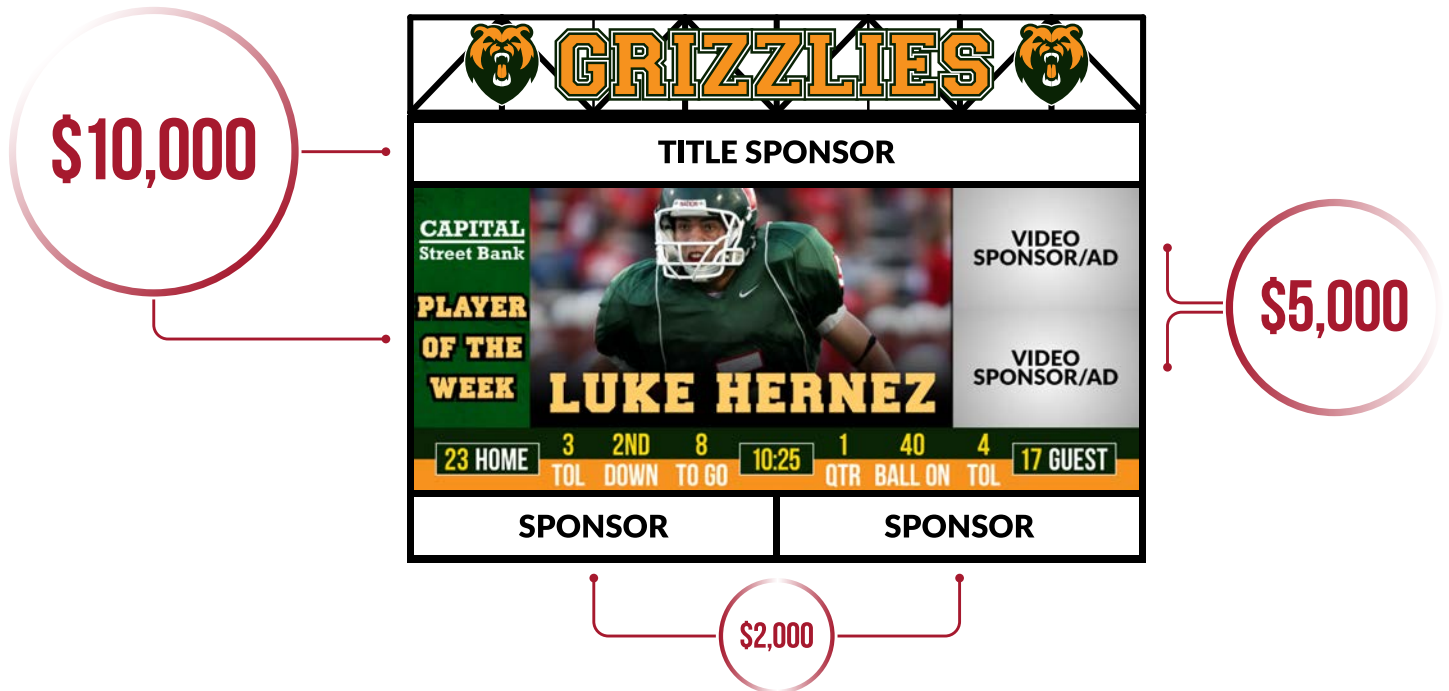
While budget requirements and resources vary from state to state, the money for a digital signage upgrade may already be available through state resources. Tapping into the facility improvement funds allocated in your state and integrating signage into facility renovation proposals may be an effective route to full or partial funding.

PTO and PTA groups have been known to work on projects that benefit an entire school, and a digital

sign can fit that mission perfectly. Many PTOs have invested in traditional school signs, so supporting the purchase of digital display could be approached from the same perspective.

With a pledge drive, local businesses and groups can contribute to encourage a greater community connection to the school. A successful drive for a new sign can lead to a deeper understanding of the school's needs and the potential of financial support for other projects.

Once your digital display is in place, be sure to use the technology to its highest capabilities. This will keep the revenue stream healthy and growing.



## Why Watchfire?

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Watchfire is renowned for delivering the best looking, most reliable displays on the market. When purchasing an LED display, you want one that looks great and is easy to use. You want reliable, tested components that are engineered to showcase vibrant messages and create a memorable experience for the community. You want a display that provides outstanding results.

**Reliability.** Watchfire signs have the highest uptime of any manufacturer in the industry. Streamlined connection points make installation easy and reduce the possibility of failure. Fewer connection points systematically increases reliability for the life of your LED sign.

**Quality Content.** Our suite of Ignite® content management software makes creating and scheduling messages easy and intuitive. Software training is free with every purchase to help everyone on your team learn how to create eye-catching advertising messages. Dynamic features let you schedule messages based on temperature or weather changes, and cloud-based software makes it possible to control one sign, or many, from any internet connected device.

**Designed for the Sports Experience.** For outdoor installations, Watchfire's S16mm is the sports industry's best display, specifically designed for stadium and outdoor entertainment venues. With full sign color calibration, the S16 ensures accurate color reproduction, and its through-hole LEDs feature a wide viewing angle for clear views from any seat. Faster refresh rates let fans effectively share photos of game-time displays through social media. Ignite Sports software is a turnkey solution that puts instant replay, player profiles and crowd prompts at your fingertips. Watchfire's sports market team can show you how to generate more revenue, encourage crowd participation, promote concessions and recognize sponsors.

**Stellar Service.** Watchfire and our national network of qualified sign dealers will be here to support you from design to installation, and operation to maintenance. We provide unmatched customer support to both the sign dealer and sign owner. With more than 85 years in business, we have the experience and resources to deliver superior product quality and outstanding customer service.

**Investing in the Future.** Administrators of facilities with Watchfire Signs find that they help school districts communicate effectively, making updated and responsive displays a valuable long-term investment. School systems across the country have been praised by parents, student groups and neighboring businesses after installing a Watchfire product.

**Reach out.  
Communicate effectively.**

Call us at **952-456-2575**  
or visit **[ThinkDigitalSigns.com/scoreboards](https://www.thinkdigitalsigns.com/scoreboards)**.

