Scala and Education

As connected as we all are through networking websites, text messaging and instant downloads, **society has set the benchmark for how students expect their information: immediately.**

Surprised? Don't be…how information is shared is critical in education. With the amount of information students see each day, the important messages may get watered down and forgotten by the time they receive their next text message.   Get them involved.

Improving communication with students is a constantly evolving task and digital signage makes the transition a seamless one. Plus it adds a modern edge to schools looking to improve their image.

"As soon as all the pictures and videos are created, it's really easy and fast to produce a quality TV program that is ready to broadcast throughout the school. Scala provided us an insight into what it's like to be a TV journalist."
Students at
College International

Introduce a digital signage network and find welcome differences:

- Add a revenue stream by selling appropriate 3rd party advertising on your network.

- Introduce campus TV and content management as options to enhance programs already offered or even add outright to your curriculum.
- Notify students quickly of an emergency without investing in a standalone system. **Or interface directly with a system already in place such as e2Campus**.
- Limit students' excuses and increase event attendance by displaying sporting and social activity schedules, days off, school closings, exams and projects.
- Take advantage of areas with long lines and captive audiences to advertise and educate, seemingly reducing wait time.

So…what do you think? We are confident that if <u>ANY</u> of the following apply to your institution, digital signage could benefit you:

- Multiple locations
- Desire for an additional revenue stream
- Need for emergency alert systems
- Limited onsite staff
- Event promotion needed
- Remote sites that require communication from other locations/campuses
- Staff training required
- Looking to reduce costs
- Seeking student communication improvements
- Support for "green" initiatives

> "Since we installed our new Scala system it has really taken off, generating tremendous interest throughout the school. Teachers have even begun to incorporate Scala software into their English and journalism classes."
>
> *George Frazier*
> *Director of Technology*
> *Phoenixville Area School District*

These **Real World Successes** will paint a clear picture:

- **Involve Everyone: Utah Valley University** licensed Scala software to involve student and faculty organizations throughout campus and even formed a digital signage committee.

- **Inform the Masses: College International Marie de France** implemented SCOOP TV to keep the staff and students informed of the news and events that impact the school.

- **Increase Enrollment: Madrid Polytechnic University** reversed their decreased enrollment by implementing an interactive University TV Channel to inform current and potential students about careers, services, curricula and opportunities.

- **Improve Communications: Nanyang Technical University in Singapore** became one of the first educational institutions in the country to deploy its very own in-house network channel for internal publicity and campus announcements.