

Vance-Granville Community College Uses Digital Signage for Campus-Wide Communication

Summary: Vance-Granville Community College uses digital signage to provide staff and students with upcoming events and other academic details.

Challenge: Vance-Granville Community College was previously using an outdated digital signage system which was only able to display images in a slideshow format. This greatly limited the amount of content that the school wanted to display. The campus desired to find a solution that was easy to use, reliable, and allowed for greater flexibility.

Solution: The campus decided to invest their money in a system that was much more dynamic and informative for their staff and students. Vance-Granville decided to select UCView for their digital signage network. “The money spent on digital signage has been well worth it”, stated Jermiel Hargrove, Web Master at Vance-Granville Community College. Digital signage displays are set up all over the campus and can be found in the business office, the civic center, and within the hallways. There are eighteen different digital signage monitors spread out across four different campuses. The target audiences, which are their staff and students, have greatly utilized digital signage for daily information. The campus displays high-quality program videos which provides smooth playback. Students on campus can also view YouTube videos, accurate weather forecasts, and up-to-the-minute Twitter feeds featuring campus events. Instead of using posters or flyers, the college campus often displays upcoming events on their screen using a ticker.

Impact: Digital signage has been extremely successful on campus and is leading the way for future possibilities. Many upcoming events that were placed on posters and flyers are now being replaced with digital signage, making it cost-effective to use. The cosmetology school on campus wants to eventually utilize one of the displays for their upcoming show, providing stunning graphics which depict their work.

Client Profile:

Vance-Granville Community College is located in beautiful North Carolina. The community college operates four main campuses –Franklin County Campus, the Main Campus, the South Campus, and the Warren County Campus.

Vance-Granville Community College has over forty curriculum programs which allows for students to work towards obtaining their certificate, programs, or degrees.

Vance-Granville Community College also wants to use a touch screen solution. Hargrove stated, “We are looking forward to setting up a touch-screen kiosk on our campus for orientation registration and to display the campus map.” Instead of having to use assistance from personnel, students will be able to quickly register their information using a secure software system. In addition, the large campus will benefit greatly by providing an easy to navigate wayfinding map for students who need accurate directions. Digital signage has been very effective for Vance-Granville Community College and it provides endless possibilities for communication.

About UCView Media:

UCView is a worldwide provider of digital signage solutions, supplying top-quality digital signage products and content management software that is reliable, easy to use, and affordable to operate. The objective of UCView is to allow for the convergence between display owners, advertisers, and consumers. UCView is responsible for the installation and support of thousands of systems across a spectrum of business industries including retail, supermarkets, government, education, hospitality, and financial. UCView is a private company; its international headquarters and main manufacturing facility are located in Northridge, California.