Pepperdine University Uses Digital Signage to Communicate with the Academic Community

Summary: Pepperdine University uses digital signage to communicate to students, staff, and visitors on campus.

Challenge: Pepperdine University wanted to install a digital signage system throughout their campus. However, administrators needed to determine if it would become a valuable asset for the campus. Originally the campus was using DVD players to communicate to people on campus; however, it was not very effective. Instead, in order to improve communication to thousands of students, staff, and visitors, a student group proposed a plan in which Pepperdine University would transition from static forms of advertisement (this includes the use of DVD players) to digital signage. It was a challenge making a big change and determining if digital signage would be a useful investment over the upcoming years.

Solution: After implementing a pilot test using digital signage equipment and deciding that digital signage was in fact an effective tool, administrators decided to deploy digital signage throughout the campus. Digital signage was successfully installed throughout the campus after it was funded by a large number of donors and departments. The School of Law in Pepperdine is currently using digital signage to communicate to their students, staff, and visitors. It's very useful as viewers can be informed in real time. Communication via digital signage is aimed at informing the community about events, news, and other information of interest, such as accomplishments, services, and public service announcements. Thirty-two to forty-two inch TV monitors were used throughout the campus to communicate to a wide audience. In fact, instructors and other staff members can also submit information about meetings and school-related activities. The monitors are installed in the lunch area, the student

Client Profile:
Pepperdine University is an independent university with over 7,000 students on campus. The university has five colleges and schools. This includes the Seaver College of Letters, Arts, and Sciences, the School of Law, Graduate School of Education and Psychology, the Graziadio School of Business and Management, and the School of Public Policy. Pepperdine University is located on a large 830-acre campus which overlooks the Pacific Ocean in Malibu.

lounge, within the health department, the library, and other areas where many students can easily view the monitors and respond to any messages.

Live TV: The same monitors that are used to release messages, advertisements, and other content are also used to play live TV. The live TV feature is extremely easy to implement on the system and only takes a few minutes to set up. Students are able to watch live TV for entertainment or to listen to important broadcast information. The monitors are placed at a height where it's easily viewable by the target audience. While in between classes or enjoying a meal, students and staff members can enjoy watching live TV to help relax and unwind.

Global Alert: Digital signage monitors are extremely resourceful in times of emergency. Pepperdine's global alert system automatically alerts students, staff, faculty, and visitors. The entire campus will be alerted with personal safety announcements, natural disaster warnings, and other important messages if an emergency occurs. The global alert messages can be activated from a remote location and audio messages can be played for those who are located away from the monitors. Ensuring the safety of individuals on campus is a priority for Pepperdine.

Outcome: As of 2007, digital signage was effectively used to communicate to a majority of the students on campus. Digital signage is used to display Pepperdine's mission statement, academic content, and other school-related activities. In a large academic community, such as Pepperdine, digital signage can effectively send out information to thousands of people on campus. With the desire to build a communicative relationship with the community, Pepperdine University used digital signage successfully over many years and it is still used extensively today.