# Eastern Kentucky University

## Summary

- Eastern Kentucky University is a higher education institution located in Richmond, Kentucky.
- The university wanted a robust digital signage platform to update their outdated static directories and remind students of events and offerings.
- Their digital signage implementation included 9 media players powered by the Mvix digital signage software.
- Their content apps include announcements, event listings, building directories, RSS feeds, photos/videos and more.
- Eastern Kentucky University now has a streamlined communication process, elevating the on campus experience.

## Introduction

Eastern Kentucky University, a public university located in Richmond, Kentucky, has implemented a network of 9 digital signage displays across its health science's buildings, all powered by the Mvix platform.

The displays help convey information to students more effectively, keeping them in the know about upcoming events and school offerings. The displays introduced more streamlined communication between the school and students, elevating the on campus experience.

## | Eastern Kentucky University

**Eastern Kentucky University has received high rankings in many categories including Top Public Schools, Best School for Vets, Best Online Bachelor's Programs and more.**

Located in Richmond, Kentucky, Eastern Kentucky University is a public institution of higher education offering general and liberal arts programs, pre-professional and professional training in education and various other fields at both the undergraduate and graduate levels.

In 1922, Eastern Kentucky became a four-year institution and just six years later in 1928, the university received accreditation from the Southern Association of Colleges and Schools. Today, the university has six colleges and offers more than 40 undergraduate and graduate degrees.

There are more 230 registered student organizations active on campus including Greek chapters, political organizations, and sports clubs. Eastern Kentucky University competes in the NCAA Division I.

# | The Challenge

**Eastern Kentucky University wanted a more dynamic way to communicate with their students and update their directories.**

Prior to the digital signage implementation, Eastern Kentucky University used aluminum-bordered directories to display office locations which were a burden to update. These traditional directories were expensive and time-consuming for the university to update, leaving students and guests confused at where offices and classrooms were located.

Eastern Kentucky University also used static posters and email to convey information to students such as tutoring and upcoming events. With a growing health science's department, they needed a more centralized and sustainable solution to display all their events and offerings. The static posters were time-consuming to create, costly to update, and a hassle to disperse.

The static directories and posters were not only tedious and costly to update, they also lacked animation and flexibility. Eastern Kentucky University wanted a more dynamic solution to improve communication and the overall on experience.

Technology Resource Manager, Jagger Coffey, saw digital signage in airports and saw the potential benefits of implementing the solution on campus. Eastern Kentucky University chose to implement digital signage in order to enhance the campus experience for students and staff.

## What needed to be done:

- Update outdated building directories
- Display upcoming events and opportunities
- Remind students how to sign up for offerings
- Increase the overall campus experience

*"MVIX has been a prodigious addition to our college!  I thoroughly enjoy creating images and easily uploading them into the MVIX software, and within a few minutes hear chatter from colleagues and students about the posted information."*

*-Heather Pusey, Content Superstar*

# | The Solution:

**Eastern Kentucky University implemented a digital signage network of 9 screens within their 6 College of Health Sciences buildings, all powered by the [Mvix Digital Signage Platform](#).**

With six health science buildings on campus, Eastern Kentucky University wanted a way to manage the content on all of the screens from one location. The Mvix platform gave staff members the ability to manage all of their campus displays remotely. Having this flexibility saved staff members time and effort when updating the screens.



To convey proper messaging and visual appeal to students, Eastern Kentucky wanted a platform with a range of content apps and features. Mvix's content-rich digital signage software includes over 150 content apps and data integrations, giving Eastern Kentucky University a library of content to choose from. They are able to display unique content including announcements, events listings, directories, CAP alerts, weather/time, RSS feeds, and more.

The Mvix digital signage platform also provided streamlined content management for Eastern Kentucky University. Campus staff can easily upload and manage content for upcoming events and new announcements. They can also update their directories to reflect new staff members and office numbers. This allows them to display the most up-to-date information available.

Advanced content scheduling is also a win for Eastern Kentucky University. This allows staff to schedule content in advance for optimal viewership and increased engagement. It also enables staff to day part their screens, scheduling different content to be displayed at different times of the day.

## Components used:

- Content management software - XhibitSignage
- 9 Xhibit digital signage players
- Content integrations - building directories, announcements, event listings, CAP alerts, RSS feeds, pictures/video, and more
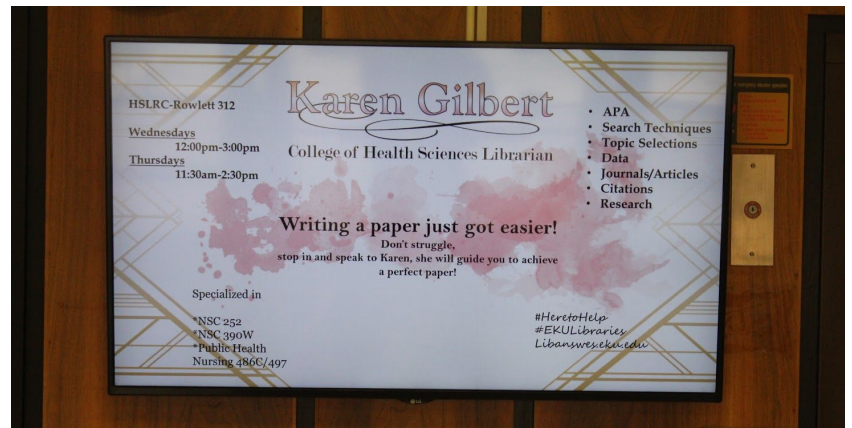- Professional services - training, QA

# | The Results

**Eastern Kentucky's campus experience has improved with the addition of digital signage, improving communication about university announcements and upcoming events.**

After a successful digital signage implementation, Eastern Kentucky University was able to better communicate with their students and visitors. The strategically-placed screens in their health science's buildings shows the most up-to-date directories, keeping everyone informed of office and classroom locations. Whenever there is a change in office numbers or staff members, Eastern Kentucky's staff can quickly reflect those changes on their digital building directories.

Rather than relying on email and static posters for events and announcements, the digital displays are able to engage students by showing them relevant information with compelling visuals. The screens display dynamic content, which catches the attention of students more than traditional communication methods.

Eastern Kentucky University noticed that students are asking more questions about events and school offerings after looking at the displays. This means students are recalling the on-screen information and inquiring to take the next steps.

The digital signage network allowed Eastern Kentucky University to become a more modern yet sustainable campus by reducing their printing costs. They no longer have to print and disperse new posters on campus, creating efficiency when advertising new announcements or events.

Overall, digital signage has become a valuable addition to Eastern Kentucky University's College of Health Sciences. The digital displays helped modernize their buildings and elevate the overall campus experience. The Mvix platform created an effective and easy to use solution to push out new information and keep students engaged.

*"Mvix provided an innovative way to bring solidarity to our college. Adaptable features relaying essential information in a steady stream to our EKU community"*

Jagger Coffey, Technology Resource Manager

# About the Companies

### About Mvix

At Mvix, our love for technology drives who we are and what we do. For over a decade, we have been a leading provider of content-rich digital signage solutions that create memorable digital experiences in corporate offices, healthcare facilities, school campuses, restaurants and more.

Our focus is on cost-effective, feature-rich, cloud-hosted solutions that, coupled with our engineers and creative team, build digital signage networks that turn browsers into customers and employees into brand ambassadors, all while enhancing brand awareness. Our software, XhibitSignage, recently won the InfoComm 2017 Best of Show Award - Digital Signage.

### About Eastern Kentucky University

Eastern Kentucky University is a regional, coeducational, public institution of higher education offering general and liberal arts programs, pre-professional and professional training in education and various other fields at both the undergraduate and graduate levels. Located in Richmond, Madison County, Kentucky, Eastern Kentucky has a distinguished record of more than a century of educational service to the Commonwealth.