Mvix | Case Study: New Life Christian School

Summary

- New Life Christian School needed to display school and church announcements at multiple campus locations.
- The signage screens display school events and activities, photo slideshows, and live video of chapel services.
- Project included 5 digital signage players, content management software (CMS), live video streaming and HTML capabilities.
- The school saw increased engagement in its programs from both the students and congregation members.

Introduction

The Mvix digital signage platform is driving live communications at New Life Christian School and its associated ministries in Northwest St. Louis.

The digital signage network stretches out across five locations within the school and chapel campus, and is managed from the administration office. The network empowers communication with students and parishioners by sharing announcements, live sermons, event listings, and community photos.

New Life Christian School (NLCS)

New Life Christian School has been providing quality, Christian education in the St. Louis metropolitan area for over 40 years.

Founded in 1974 as a ministry of New Life Pentecostal Church, the school serves roughly 200 students annually between kindergarten and 12th-grade levels. The school is unique in their individualized approach to teaching, which is most apparent in programs such as their Ignitia Curriculum.

Under the Ignitia Curriculum model, high school level students are given daily goals, a process that trains initiative while enabling students to grow at a pace that is best for their individual development. This allows the student's knowledge and skill sets to develop, but their individual advancement provides them with a rewarding sense of accomplishment and personal confidence.

Such an individualized approach has seen NLCS students regularly placed amongst the top in the St. Louis area. NLCS students have been awarded scholarships to universities such as the University of Missouri, Washington University, and Southern Illinois University. The graduates continue on to serve in the ministry as well as in other professional fields like medicine, finance, and education

| The Challenge

NLCS wanted a communications platform that would inform, connect, and engage students of all ages and grade levels across the school's campus yet also support the local church and ministries on the weekends.

The school previously used paper announcements on cork boards located across the campus, but the logistics and resources needed to properly keep all of the boards updated proved to be too arduous a task for administrators to handle on a regular basis.

Additionally, students and congregation members often overlooked the announcements because they were plain and unappealing. Because of this, NLCS was interested in pursuing a multimedia platform that would appeal to both students and the congregation.

Although these were the primary goals of the project, NLCS later decided that a solution that could also offer live video feeds would be desirable for showing video streams of chapel sermons. The system also needed to be managed remotely from the administration office to control the content across five designated locations.

What needed to be done:

- Streamline cross-campus communications
- Engage students and congregation members by using multimedia content
- Display live video feeds of chapel services and school events

| The Solution

The [Mvix platform](#) provided the flexibility the school needed to effectively communicate with students and congregation members alike.

NLCS selected five different devices for their needs, so that each media player could provide something unique.

With the Xhibit Lite, the school has access to the standard Mvix experience and the cloud-based XhibitSignage software. The software platform is equipped with the HTML app, allowing administrators to pull in content from their website home page for displaying school and church event listings and announcements.

With Xhibit Live, the school can show live video streams of church services as they happen. The screens connected to the Live device are in the main lobby of the church, and are replicated in other locations throughout the school.

With the Xhibit 4K solution, administrators can display crisp-looking UHD video and photo content from the software platform. This allows them to share content that visually pops and highlights images that are captured at school events.

All of the devices are remotely managed from the administration office, though administrators can edit and publish content from any device, anywhere, via the cloud-based software.

Components used:

- Content management software - XhibitSignage
- Digital Signage players -Xhibit Lite, Xhibit 4K, Xhibit Live
- Content Integrations - HTML5, live video, photos, event listings, school announcements, weather
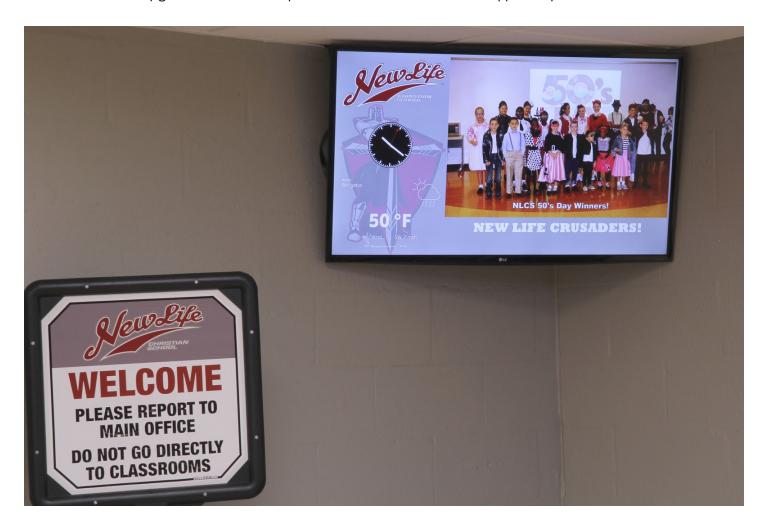- Professional services - education & training, hardware planning and quality assurance

The Results

NLCS has made their student and church communications efforts more efficient and engaging by using high-quality multimedia content.

Having the ability to remotely manage, edit, and distribute content across the five locations instantaneously is a great relief for the administrative team, saving them time and resources in getting out important announcements. They are also very impressed with the variety of media options at their disposal, and pleased by how easy the software is to use.

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"I can update the displays from anywhere with the cloud-based software and share lots of different media, like weather or photos, using multiple zones," said Anthony Braswell, the principal at New Life Christian School and one of the primary users of the signage system.

The digital signage network has also enhanced engagement from the student body in school activities. Teachers have noted that the displayed content is something that the children pay attention to, and they get excited when they see themselves or their friends appear in photos or videos on the screen.

With the signage system sharing content continuously across the five areas of the campus, it helps to encourages students and church members to think that they're part of a greater shared community.

"I wanted a solution that would give me the freedom to set up our content exactly the way I wanted it to look, and Mvix did that for us."

Anthony Braswell, Principal at New Life Christian School

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 New Life Christian School

New Life Christian School has been providing quality, Christian Education in the Bridgeton (St. Louis County) area for 43 years. Founded in 1974 by Guy E. Roam as a ministry of New Life Pentecostal Church, NLCS has proven to be a leader in Christian Education in the St. Louis area.