



yodeck

Digital Signage for **Education**

*The Essential Guide to Unlocking
the Power of Your Screens*

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Our Mission

Yodeck is on a mission to help organizations communicate effectively with the people who matter most. With intuitive cloud-powered software that's easy to deploy and scale, Yodeck makes it possible for teams of any size to safely and securely get more from their content or communications strategy.



Intro

In this guide to unlocking the power of your digital screens, we’re taking a deep dive into the world of educational innovation and offering comprehensive insight into the many benefits of digital signage. Inside, we’ll explore how you can enrich learning experiences across your institution while overcoming the specific challenges of the education sector.

The Power of Digital Signage in Education

According to a survey conducted by Insight Media, **82%** of students reported feeling more informed and engaged with campus life when digital signage was present, leading to **increased satisfaction** with their overall student experience. This statistic highlights the unlimited power of digital screens to **elevate how you communicate** with students, staff, and visitors.

From enhanced lectures to streamlined wayfinding, digital screens offer countless opportunities for educational organizations to communicate their most important messages when it matters most.

Enhancing Lectures & Lessons:

Incorporate multimedia elements like videos, animations, and interactive presentations.

Facilitating Wayfinding:

Use interactive maps and directional guides on digital screens.

Issuing Alerts:

Notify about critical information during emergencies.

Showcasing Menus:

Display daily specials, nutritional information, and allergen alerts.

Promoting Sports Events:

Boost school spirit by promoting sports events, team schedules, and highlights.

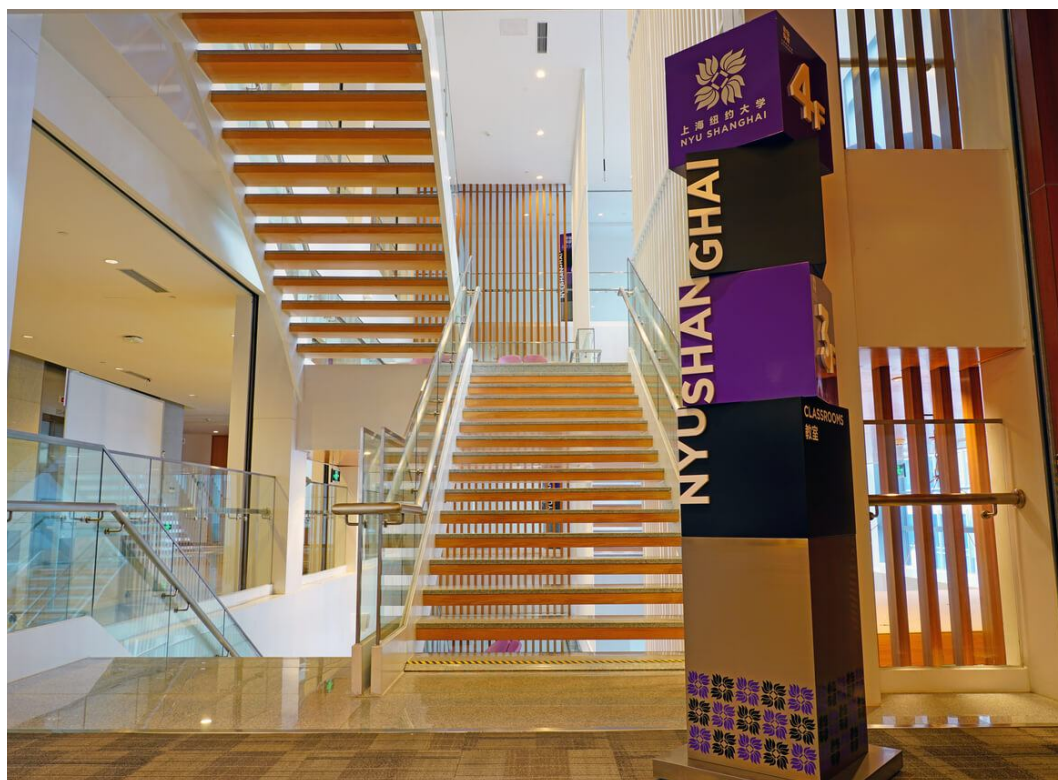


Yodeck in Action: The New York University Case

The partnership between New York University and Yodeck is a great example of how educational institutions can effortlessly combine institutional objectives with the game-changing engagement of digital signage to set a new standard for communication in the realm of higher education.

About New York University (NYU)

Renowned as a global academic leader, New York University boasts a prestigious legacy of providing top-tier academic programs to over 50,000 students worldwide. With campuses spanning the globe, NYU's commitment to innovation and excellence in education is unrivaled.

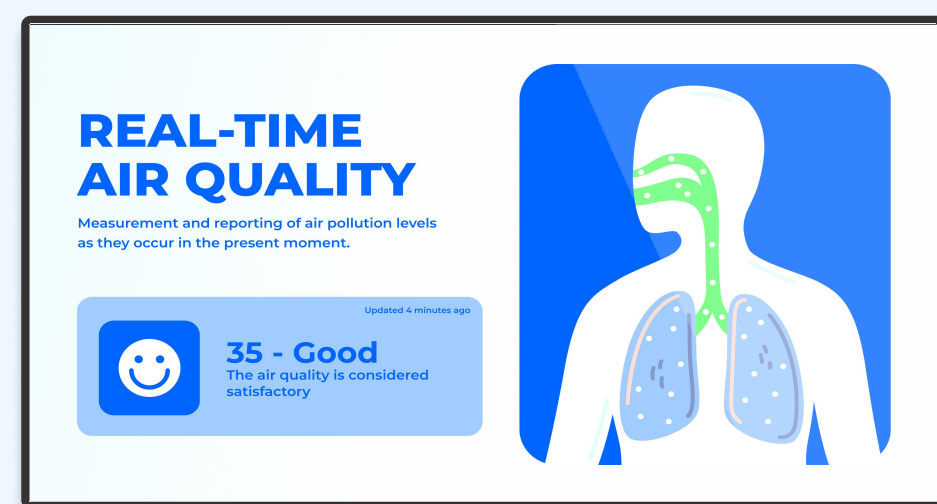


The Case

Notably, New York University Shanghai (NYU Shanghai) stands as a testament to the institution's dedication to fostering academic excellence on a global scale. At the forefront of environmental research, NYU's Environmental Sensing Group, led by Student Project Leader Caspar Lant, identified a pressing need to communicate real-time air quality data to NYU Shanghai's students and faculty. Leveraging Yodeck's digital signage platform, NYU effectively showcased live air quality information across the Shanghai campus, empowering Lant's team with remote management capabilities from New York.

The Yodeck Solution

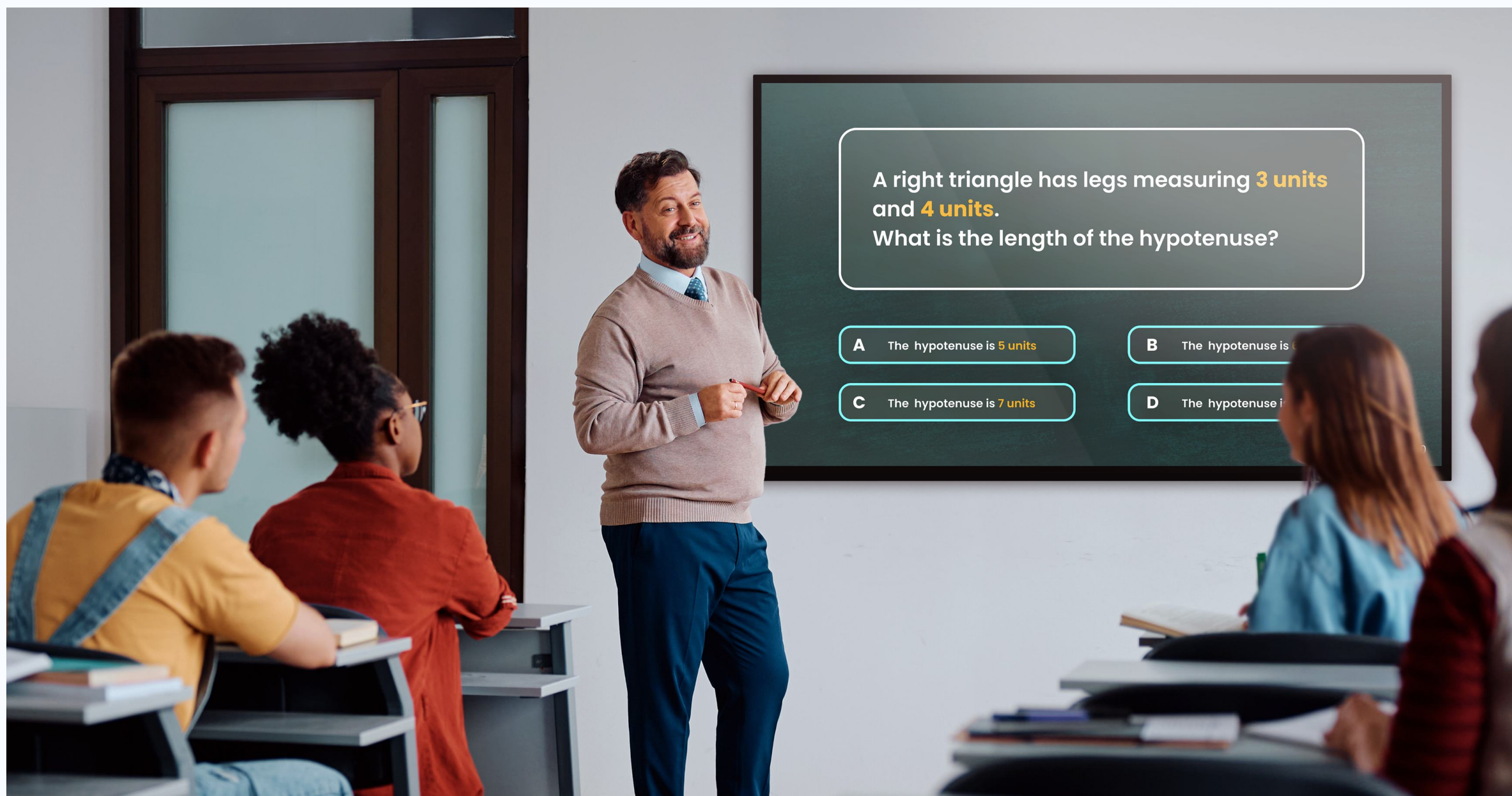
This solution provided a visually engaging means of disseminating crucial environmental data while offering cost-effectiveness, centralized content control, and seamless scalability, marking a significant advancement in NYU's research endeavors.



How Gamification Can Contribute to Educational Digital Signage

Technology is a cornerstone in enhancing learning experiences in today's evolving educational landscape. Among the myriad innovative approaches, gamification within educational digital signage has emerged as **a powerful tool for staying ahead** of the game.

Yodeck conducted an original survey to showcase the impact of gamification and shed light on its potential to enhance engagement and learning outcomes.



Key Elements of Gamification

Gamification in educational digital signage integrates game-like elements and mechanics into digital displays within educational settings. This approach aims to make learning more captivating, enjoyable, and effective by incorporating interactive features like those in games.



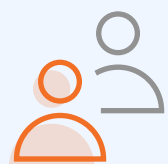
Interactive Content:

Engaging users through interactive quizzes, touchscreens, and augmented reality experiences.



Points, Badges, and Rewards:

Motivating learners with point systems, badges, and rewards to foster a sense of achievement and progression.



Competition and Collaboration:

Encouraging healthy student competition or cooperation through leaderboards and group activities.



Storytelling and Narratives:

Presenting content within a narrative framework to enhance engagement and retention.



Immediate Feedback:

Providing quick feedback to students to facilitate learning and identify areas for improvement.



Adaptability and Personalization:

Tailoring learning experiences based on individual student needs and performance.



Avatars and Characters:

Incorporating relatable characters to guide students through their learning journey.

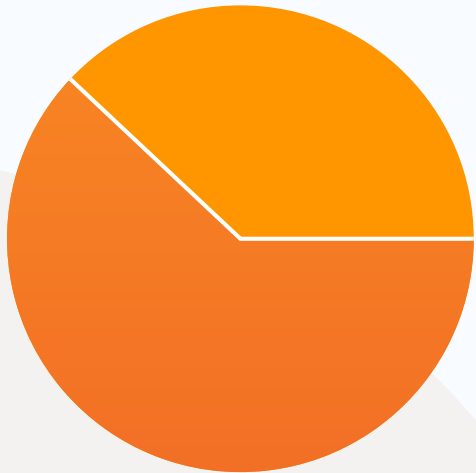


Real-world Application:

Bridging theoretical knowledge with practical application through simulations and problem-solving activities.

RESEARCH FINDINGS ANALYSIS

This survey yielded significant insights into the impact and perception of gamified elements within educational digital signage:



78%

Of Respondents Acknowledged:

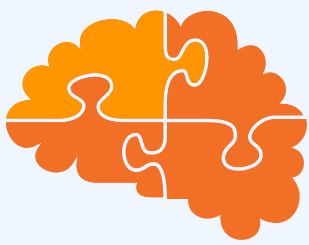
The profound impact of gamified elements on knowledge retention, highlighting its potential to transform learning experiences.



62%

Of Respondents Have Already:

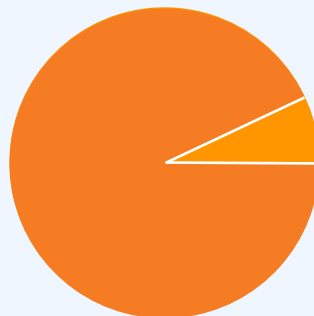
Experienced gamification in education digital signage, indicating a growing acceptance of these interactive features.



71%

Of Respondents Identified:

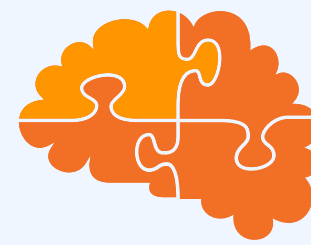
Interactive elements as the most effective content for engagement, emphasizing the importance of hands-on learning experiences.



93%

Of Respondents Expressed:

Optimism about the adaptability of gamified digital signage to meet future educational trends and technological advancements.



35%

Of Respondents Found:

Digital signage in education to be very effective in enhancing the learning environment.

! Applicable Insights for Educators!

Gamification in educational digital signage offers an adaptable tool to create effective learning environments. As technology advances, the cooperation between gamification and education paves a path toward a more impactful future for learners worldwide.

Valuable insights for educators seeking to integrate gamification into educational digital signage:

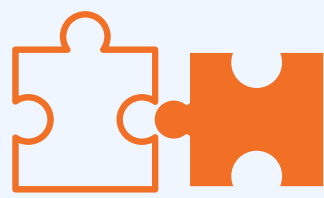
01.



Boost knowledge and engagement

By Recognizing the potential benefits of incorporating game-like features in educational content.

02.



Enrich learning experiences

By creating gamified challenges, collaborative projects, and interactive quizzes.

03.



Engage students

By prioritizing dynamic, responsive content.

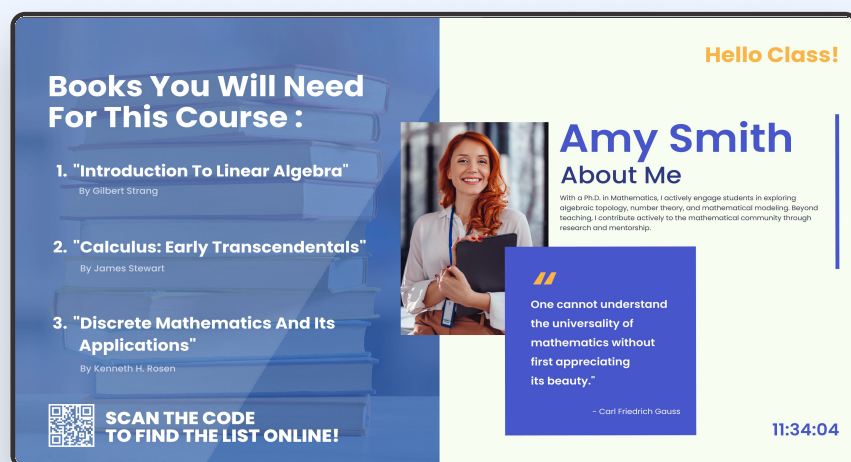
The Essential Role of Digital Signage in Education

From its affordability and ease of use to the availability of customizable templates, digital signage is a necessity for modern educational environments.

Universities

The Essential Role of Digital Signage in Education

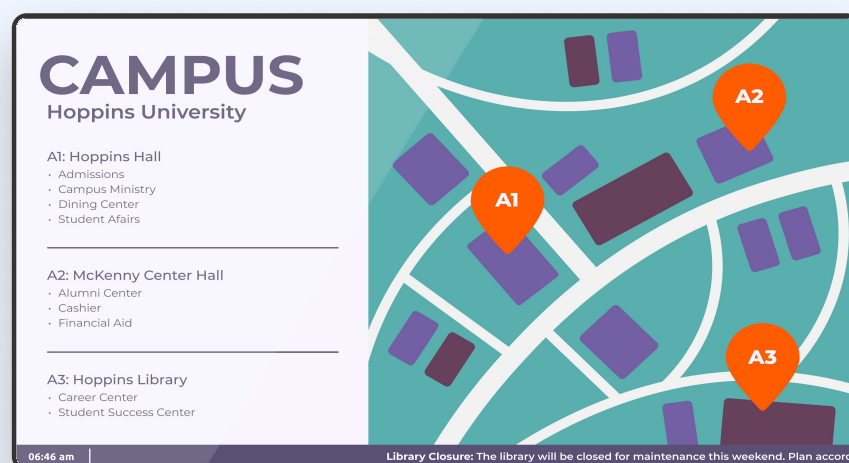
01.



Customizable Templates:

A wide range of customizable templates are offered specifically for educational institutions. Easily create eye-catching content that aligns with your university's branding and messaging and display it on any number of campus screens. This can include announcements, event schedules, or academic achievements.

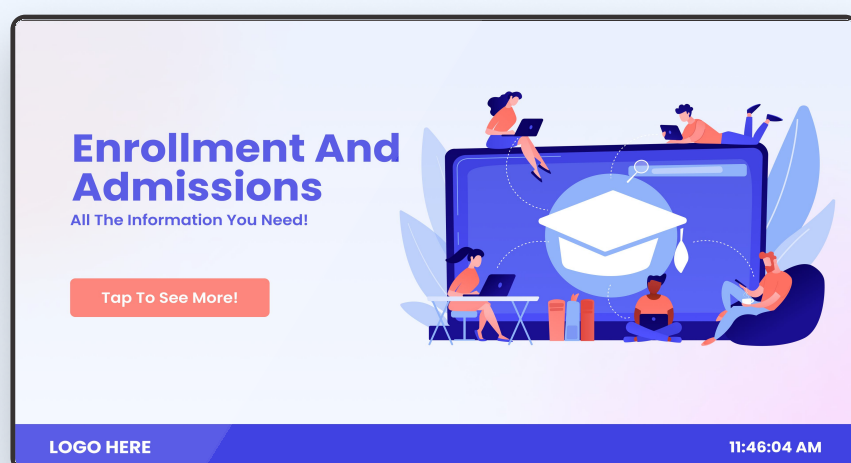
02.



Campus Wayfinding:

With large and often complex layouts, wayfinding signage can facilitate students and visitors as they navigate your campus. Interactive wayfinding kiosks can provide users with dynamic maps, directions, and points of interest to help them easily navigate.

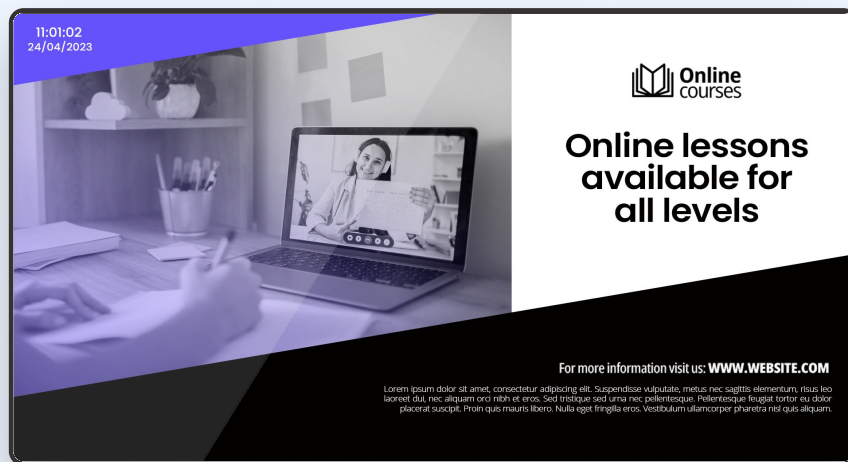
03.



Interactive Engagement:

Incorporate interactive elements such as quizzes, surveys, and social media feeds to encourage student participation and feedback, fostering a more dynamic and collaborative learning environment.

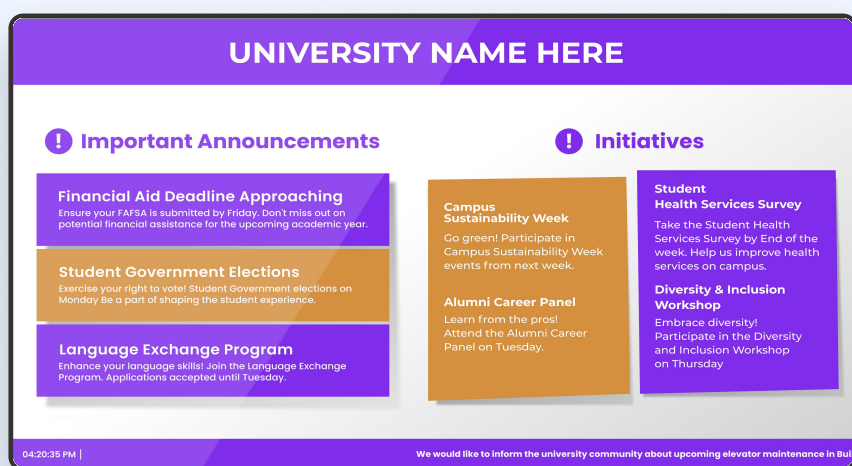
04.



Event Promotion:

From academic lectures to campus concerts, promote a wide range of events and activities happening on campus. Showcase event details, speaker bios, and promotional videos to generate interest and attendance among students and the wider community.

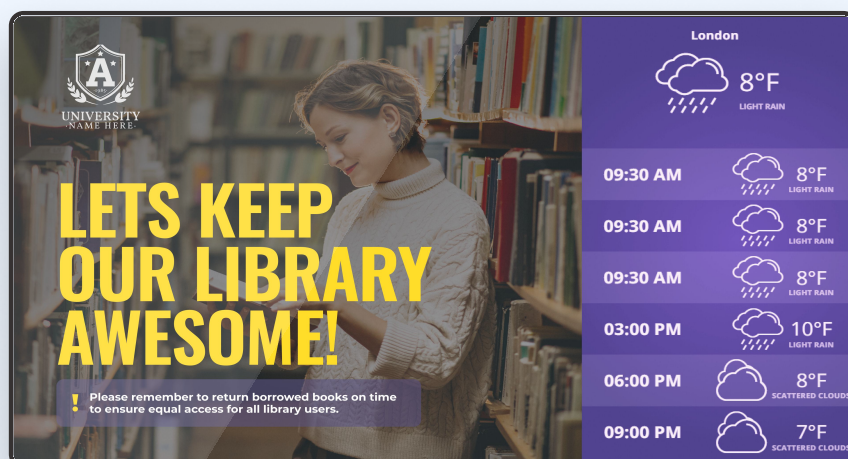
05.



Campus Sustainability Goals:

Communicate campus sustainability goals and achievements, replacing high-carbon alternatives like paper and notice boards. This move saves costs and has a positive environmental impact, aligning with your educational institution's commitment to environmental stewardship.

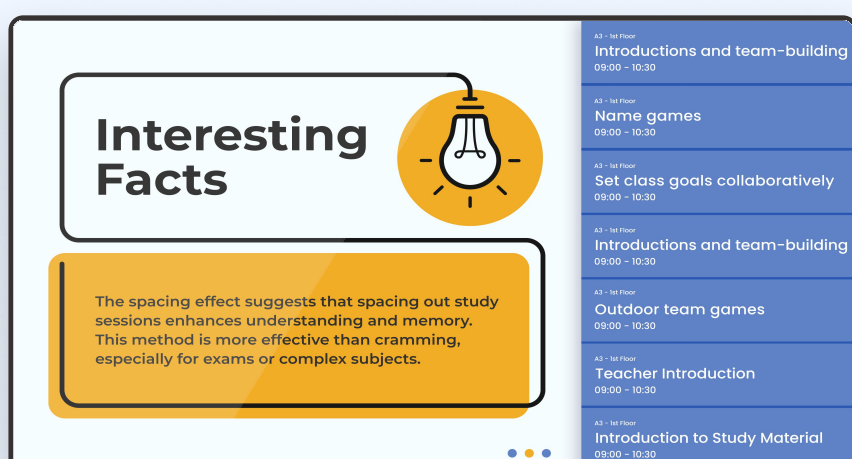
06.



Boosted Communication:

A study by Harris Interactive found that 74% of students and faculty believe digital signage improves communication on campus, leading to better awareness of events, announcements, and resources. Campus digital signage displays dynamic content in real-time and shares essential announcements more effectively than traditional communication channels.

07.



Enhance Student Engagement:

Upgrade engagement by offering students visual and engaging content through digital signage that can easily capture their attention and help them learn and gain knowledge. In fact, Educause found that 68% of students prefer visual and interactive content, which can be effectively delivered through digital signage.

School Districts

The Essential Role of Digital Signage in Education

01.



Affordability:

Digital signage solutions are affordable and accessible to school districts of all sizes and budgets. Unlike traditional signage methods, a digital sign offers a cost-effective way to easily communicate with students, parents, and staff.

02.



Ease of Use:

The Yodeck platform is designed with a user-friendly interface and requires minimal technical expertise. School administrators and staff can easily create and manage content, schedule displays, and monitor performance from a centralized dashboard.

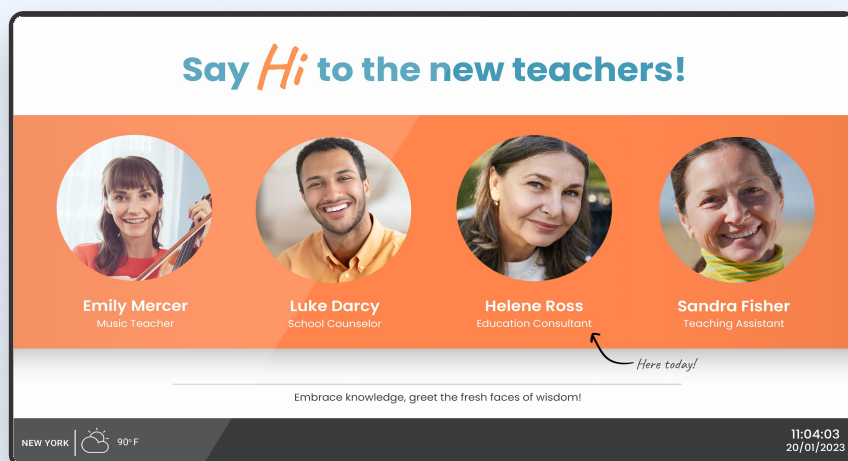
03.



Emergency Notifications:

In a school emergency or crisis, share important information and instructions with students, parents, and staff. School digital signage can display emergency alerts, evacuation routes, and safety protocols to ensure everyone's safety and well-being.

04.



Parent Communication:

Inform parents about school news, events, and updates. Display information about parent-teacher conferences, school closures, and extracurricular activities to enhance parent engagement and involvement in their child's student-life and education.

05.



Spirit and Pride:

Foster a sense of school spirit and pride by showcasing student achievements, athletic accomplishments, and community partnerships. Schools can highlight student artwork, academic achievements, and sports team schedules to celebrate their students' accomplishments and build a sense of community within the school district.

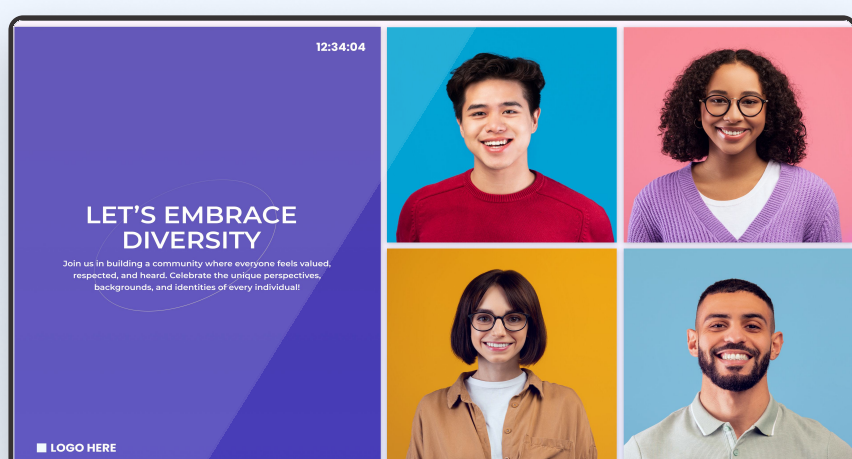
06.



Eco-Friendly Messaging:

Display messages promoting eco-friendly practices such as recycling, reducing water usage, and conserving energy. These messages can be displayed in high-traffic areas such as cafeterias or hallways, replacing costly and high carbon footprint alternatives like paper and notice boards for a net positive environmental impact.

07.



Inclusive Educational Signage:

Adopt digital signage to foster an inclusive education environment. With its flexibility to accommodate diverse learning needs and support collaboration, digital signage is crucial in shaping a future where every student can thrive, regardless of abilities or background.

SUMMARY

This comprehensive guide was created to shed light on the transformative power of digital signage for the education sector. From improving communication channels and boosting student engagement to simplifying the dissemination of information and cultivating a dynamic learning atmosphere, digital signage holds vast potential for school districts and universities as they adopt more modern ways of connecting with their most important audiences.

With these insights from Yodeck, you are now equipped to:

- Build your community.
- Effortlessly manage schedules.
- Rest easy knowing that your data is secure and compliant.
- Experience the simplicity of our user-friendly interface.
- Scale your digital signage solution with ease.
- Count on our dedicated support team and resources for assistance.
- Say goodbye to a high carbon footprint & embrace digital signage.

Start your journey with Yodeck today!

And discover the boundless possibilities waiting to be explored!





WHO WE ARE

We are your partner in revolutionizing digital signage. Our user-friendly platform simplifies real-time message delivery for businesses, schools, and community centers, offering scalable solutions that align with IT budgets. Ranked number one, Yodeck empowers retail teams of any size to showcase promotions and brand messaging, eliminating IT dependency effortlessly. With customizable templates, create modern, engaging experiences to drive sales and boost brand awareness instantly. Welcome to the future of digital signage with Yodeck.