

Hudson County Community College

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Background

Colleges and universities across the country are taking advantage of the tremendous benefits to be gained by employing various Digital Signage solutions for a wide range of applications. It is clearly the fastest growing and most effective way to communicate and disseminate informational messages, including, but not limited to, events, promotions, directories, menu boards, news, schedules, specials, last minute changes, and much more. Digital signage is a natural fit on college and university campuses.

Hudson County Community College

Hudson County Community College has a student enrollment that has grown around 10 % annually from 6,700 to 9,500 since 2006 with enrollment expected to grow to 11,000 by the fall of 2012. The campus is located in the heart of the reinvigorated Journal Square, Jersey City which is a major transportation hub for metro NYC. With a growing urban campus and an ideal location to build its campus enrollment, HCCC identified the need to build a welcome center on campus. As a result, the campus is now showcased to thousands of daily commuters.

The TEAM Approach: HCCC and TSG and Gallery Digital Signage

Hudson County Community College also recognized the communication benefits and marketing appeal of digital signage and teamed up with TSG, the Technology Solution Group, to plan and implement the Gallery Digital Signage Solution at the Welcome Center. TSG (WWW.tsgnj.com), located in South Hackensack NJ, is the premier reseller of the Gallery Digital Solutions series. Working in a consultative approach with HCCC, the group also determined that Gallery Digital Signage Solutions would fit other locations throughout the campus, with Gallery Digital Signage installed in locations including Enrollment Services, Advisement and Counseling, the Student Lounge and the Financial Aid Office.

This complex month project has required a collaborator effort between the IT dept of HCCC, the Audio visual, AV and Digital signage specialists at TSG and the general contractor for the project. Overall, TSG implemented its six phased program focusing on: customer benefits, solution design, configuration, installation, content training and maintenance support. With TSG, HCCC only had to work with one established vendor to implement the enterprise Gallery Digital signage solution.

The results have been outstanding. This is clearly the most cost efficient and effective method of communicating important information and the welcome center has experienced unexpectedly high walk in traffic, as well as phone calls. This has resulted in an increased awareness of the college applications which has exceeded the expectations of the administration. The feedback that they've received from nearly everyone, including students, faculty, prospective students, etc. has been overwhelmingly

enthusiastic. Clearly, this is a medium that today's students are familiar with, and in a style and manner that they can relate to.

THE WELCOME CENTER

The primary application was part of a new construction of a welcome center, strategically located in the heart of Journal Square, a major transportation hub, with very, very high pedestrian traffic, particularly during peak times. The center now serves as a welcome center for new students and includes a classroom. Two 65" window displays are now visible to everyone arriving into Journal Square as they ascend via the stairways or by escalator from the PATH Train Station, many arriving in from New York City. In addition to that, there is one unit mounted behind the receptionist. All of these units serve a marketing function, primarily. Included are interviews with recent graduates who enjoyed their courses and experienced a real career enhancement. Professors, corporations, current students, and well known people in and around Jersey City talk about their positive experiences related to HCCC.

ENROLLMENT SERVICES

1. Enrollment Services now has a ceiling mounted window unit, similar to the welcome center, which facilitates communication to students and faculty very close to a main entrance.

ADVISEMENT AND COUNSELING

2. Advisement and Counseling has a display to effectively communicate key information related specifically to their department, as well as general information related to HCCC. With the addition of digital signage, perceived wait times are reduced, which can reduce student anxiety, and sometimes help answer basic questions that students may have, prior to their meetings.

STUDENT LOUNGE

3. The HCCC Student Lounge has a kiosk display set up near its entranceway which serves in a function similar to an electronic bulletin board, and is used to promote upcoming events and also inform students of activities, schedules, changes, sports, weather and more. This is connected to and controlled by an office located approximately 35 feet away and with a 46" LCD display, is a lot more eye catching than posters taped on walls.

FINANCIAL AID

4. The digital signage in place at the Financial Aid Department offers most of the same benefits as the others, with scheduling and relevant content communicated easily with the capability of changing on the fly. An additional benefit shared by all of these locations is the capability of alerting students and staff to inclement weather, unexpected changes, or other emergencies.

Training sessions took place for everyone who will be involved with the systems, including authorized personnel from the various departments, and the IT department to insure a level of comfort in the day to day operations. Overall the implantation has been a tremendous success, resulting in increased awareness and participation of school programs, and enriched instruction.

Why TSG is your choice for implementing the Gallery Digital Signage Solution.

The design and installation of a digital signage system can be a daunting project that is more complex installing some video displays and connecting them to a network. TSG has implemented a 6 phase plan to move your comprehensive installation is accomplished completely to satisfy all objectives of the project. The phases include:

- 1 **Customer Benefits/ Strategic Project Planning:** Working with the customer, the TSG team will help you assess the strategic opportunity, present the benefits of digital signage, and identify the strategic and potential economic benefits of the project. Overall, we will help you envision the final products and insure your overall communication, customer service and marketing goals are met.
- 2 **Solution Design and Budget:** A digital signage network has unique software, hardware, connectivity, training and maintenance requirements. Working with the customer, TSG will design the optimal solution. The solution design will include the design and location of the digital solution, additional IT and AV efforts , timing and preliminary budget.
- 3 **The Configuration (hardware and connectivity):** TSG has the ability to supply hardware, software and connectivity products. Therefore, you will not need to deal with multiple vendors as we will provide a complete proposal including products and installation requirements.
- 4 **Installation:** TSG will coordinate with your IT, AV , Network administration and marketing and operations responsible for the install. Our group of installers are familiar with AV, IT, and digital signage issues and can implement efforts ranging from local to national installs.
- 5 **Training :** TSG will provide training not only for main operators and also for a back-up person or two. TSG will also provide content if needed for your display at a small extra cost. Overall, our team will be available to insure the outcome of the installation meets your initial display objectives.
- 6 **Maintenance and support: Support** is a continuous process and you may require some assistance after the project is complete. With the TSG process, we have multiple options to insure the most optimal program.

