

The Mvix logo features the word "Mvix" in a bold, white, sans-serif font. The letter "v" is stylized with a blue vertical bar on its left side. The background of the logo is a dark blue square with a white border.

Enterprise Digital Signage

More Content.  
Better Engagement.

SUCCESS STORY:

# MONTGOMERY COMMUNITY COLLEGE



## SUMMARY



Montgomery Community College is a public institution in Troy, North Carolina, nestled away in the hills of the Uwharrie National Forest.



MCC's digital signage solutions include wayfinding, RSS feeds, social media feeds, digital menu boards, event listings, and more.



Montgomery Community College wanted a digital signage solution to increase awareness of school announcements and engage with students and visitors.



After successfully deploying the digital signage network, MCC has an engaging and effective communication system. This has resulted in elevating the campus experience and communication for everyone.



Mvix deployed a digital signage system with Mvix CMS - HTML and Google Docs script widgets.



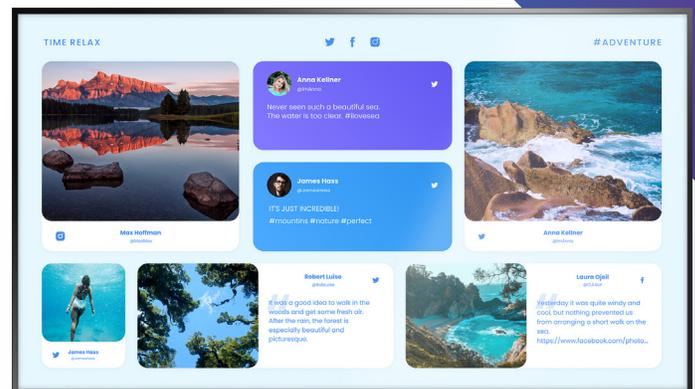


# INTRODUCTION

Montgomery Community College (MCC) is a public two-year institution offering certificates, diplomas, and associate degrees in various traditional and specialty areas. The college was founded in 1964 and chartered in 1967. It is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCoC.) The MCC campus is located at the edge of Uwharrie National Forest in the Uwharrie Mountains. This campus is truly a picture of tranquility, with many walking trails and plenty of green spaces.

Students can take the first two years of college at MCCC and, after that, transfer to a private college or university or any of the public institutions in the University of North Carolina System. This path is undoubtedly a great way to save on getting that four-year degree. Additionally, MCC has an active Career & College Promise (CCP) program through which qualified high school students can enroll for classes, tuition-free at the institution.

Moreover, MCC, through its Continuing Education department, partners with businesses and key industry players to provide training for the county's workforce at a reduced cost. This includes law enforcement officers, the department of corrections, emergency medical service providers, and the fire department.



MCC offers both traditional classroom options as well as online classes. Traditional programs offered at MCC include Business Administration, Law Enforcement, Allied Health, Human Services Technologies, and more. The college also offers specialty programs, including Pottery, Forest Management Technology, Hunting and Shooting Sports Management, and Gunsmithing. As a matter of fact, the institution is one of only four colleges in the county sanctioned by the National Rifle Association to offer short-term courses in gunsmithing and firearms training.

# THE CHALLENGE

## Challenge Statement

Montgomery Community College wanted to stay up-to-date with digital trends and, most importantly, to improve the campus experience for students, staff, parents, and all visitors.

Before implementing the digital signage solution, MCC used flyers, posters, and other forms of static signage for their communication. This included advertising its programs and sharing news and updates on upcoming events. Creating and posting these posters was quite a challenge for a campus of their size, and with the offices and classes so spread out. Additionally, creating posters and updating them every now and then was quite costly and time-consuming.

Montgomery Community College was looking for a solution to save time and money. Additionally, the college recognized that the static posters were not particularly striking and didn't hold any particular appeal to the target audience. For this reason, prospective and current students, staff members, and visitors would pass over reading the message displayed on the posters. This is a challenge that digital signage is the solution to, as digital displays are easier to read and more engaging.

MCC also looked for ways to help students and visitors

to navigate their way around campus and within the various buildings on campus. Fortunately, the college's administration was aware of the many benefits of digital signage and how the solutions could adequately address their challenges.

## What needed to be done:



Improve overall campus experience



Display campus programs and highlights



Highlight news and events



Staff training on content design and management

## Choosing Mvix's Digital Signage Solutions

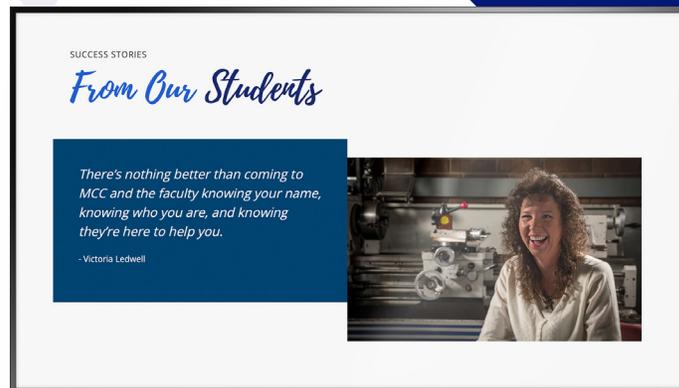
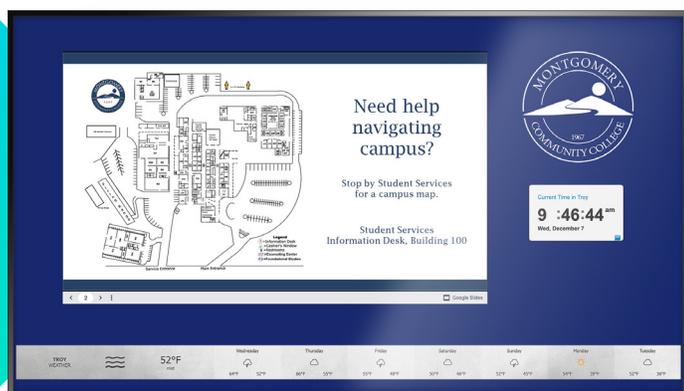
Not one to be left behind, Montgomery Community College chose to deploy digital signage solutions and keep up with the trends. The institution also recognized the many inherent advantages of digital signage over traditional signage. MCC was especially keen on the fact that digital signage is more effective at grabbing the attention of the audience and gets more looks than any static signage ever could. The college also recognized that [digital signage](#) offers more options and that each of these displays can be easily edited at any time.

Mvix prides itself on 100% customer satisfaction. Another source, which is only one of the many satisfied clients, recommended Mvix to MCC. Even as the college looked at several digital signage vendors, Mvix was an easy choice. This was not only because of competitive pricing but also because Mvix offers several different feature-rich digital signage options that have proven to be a great fit at MCC.

# DEPLOYMENT AND USAGE

Mvix collaborated closely with the MCC team to understand their needs and map out the right solutions. The institution expressed great satisfaction with the implemented digital signage system and has clarified that Mvix would be the first choice for similar future projects. In the same way that the college was referred to Mvix and their solutions, they have noted to be more than happy to refer Mvix as well to other colleges, as well as any organization looking to reap the benefits of an effective digital signage solution.

Montgomery Community College implemented a campus-wide digital signage network comprising several screens. The network is powered by the Mvix Digital Signage Platform and includes the following signs.



## Welcome Boards

First impressions are everything, and MCC is all about leaving a great first impression with [digital welcome boards](#). Visitors walking into the campus and the various buildings are met with an eye-catching welcome message.



## Wayfinding Signage

[Wayfinding signage](#) aims to help students, staff, and visitors easily and safely navigate their way around MCC. The college uses directional signage, including interactive maps and building directories for wayfinding. Now, even first-time visitors can confidently find their way through the expansive Montgomery Community College campus without having to ask for help from the customer service desk or asking the students.



## News and Event Boards

Now, students and visitors can discover campus news and updates on display boards. Additionally, the university can now easily post this communicative and helpful information. These are strategically placed throughout the campus, where they'd be hard to miss. MCC also deployed faculty-facing news and event boards for internal communications among the staff members.

Furthermore, in keeping up with the digital trends and attempting to make MCC more relatable to the student body, the institution also showcases its social media posts. Actually, most students are on social media, and according to MCC, this type of digital signage content



## Donor Walls

Like other institutions, Montgomery Community College has been privileged to make some significant developments on campus thanks to the generous contributions of various benefactors. Highlighted on the donor walls are the names of these benefactors, and it is the institution's way of saying a big thank you to each.



## Emergency Alerts Boards

The safety of the students and faculty is a top priority at MCC. In addition to using wayfinding signage to show the emergency exits and assembly points, MCC uses its signage for emergency alerts. In this case, the alerts will override the regular content on the screens, ensuring everyone gets information on the nature of the danger and the next steps to take.



## Digital Menu Boards

MCC's on-campus cafeteria now uses [digital menu boards](#), greatly enhancing the meal experience for students, staff, and visitors. On the boards is a display of the various meal options alongside some information on their nutritional value.

# Components Used

To achieve a seamless digital signage system implementation, Mvix deployed the following components:



## **Mvix CMS Software:**

HTML Script widget and Google Docs Script widget for digital signage content management



## **Mvix Digital Signage Players**



**Wayfinding, RSS feeds, event listings, and more for content integrations**



**Implementation assistance, professional training, and more professional services.**





## WHY IT WORKED

Montgomery Community College has been open about looking at various options before deciding to go with Mvix. Indeed, the stand-out features of Mvix digital signage solutions are one of the things that made Mvix stand out from the other vendors. The institution was looking for a user-friendly network that is packed with features and capabilities best suited for such a learning institution, and Mvix delivered just that.

The Mvix team demonstrated these capabilities and the real-life experience for MCC. The digital signage extensively customized each solution to meet the college's specific needs. Working closely with the MCC team, Mvix explored and demonstrated the potential of the digital signage network.

The implementation phase was quite seamless. The Mvix technical team is highly-skilled and experienced, and the entire process ran without any glitches or delays.

After implementation, the Mvix team provided dedicated one-on-one training to the MCC staff responsible for managing the digital signage network. Following the training, the MCC team could confidently navigate the

platform with ease, come up with great content design and update this content as and when required for publishing across the various screens.

What's more, Mvix offers continued technical support to Montgomery Community College. The technical support services are readily available whenever the MCC team has any questions or raises any issues with their digital signage network.

For all the inherent features and capabilities the implemented digital signage network at MCC has to offer, the college has highlighted another great reason for choosing Mvix is that the price was reasonably within their budget. The reasonable upfront costs, reduced printing costs, and overall effectiveness of the digital signage network have all gone into proving that it is a worthy investment.

*“The technical support had been great,”* said **Cody Starling**, Dean of Information Technology at MCC. He further emphasized Mvix's dedication is unlike anything they've experienced with other vendors.

# THE RESULTS

Montgomery Community College has gone from relying on static posters and emails, to communicating with its students and staff to using its digital signage system for effective communication. Mvix's screens display dynamic content that quickly catches everyone's attention, unlike the static posters that students and staff members would sometimes fail to give a second look at.

The digital signage network has achieved its intended goal of improving the overall campus experience. This is because students and staff are better informed about upcoming events and kept to date with university announcements. It has also increased engagement and encouraged active participation in university events, as everyone knows what to expect and what may be required from the participants.

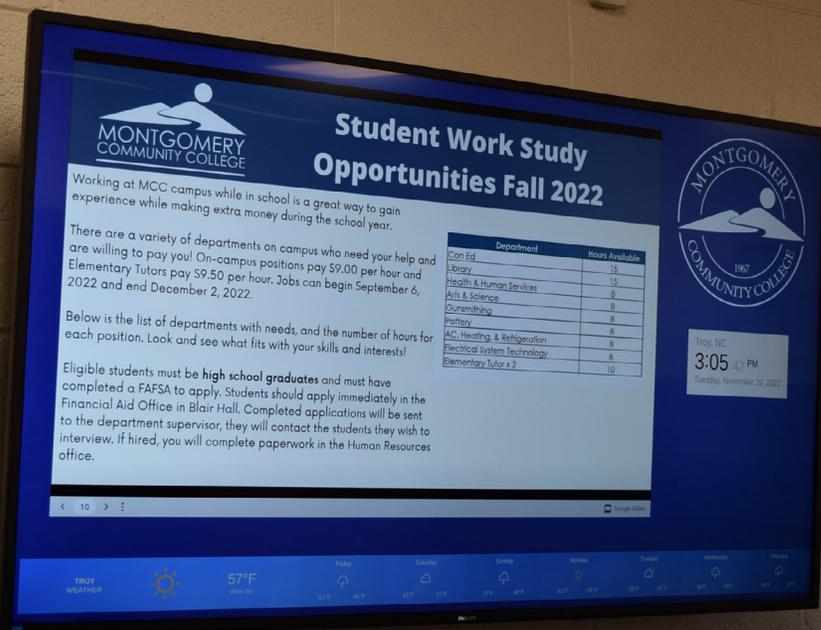
Additionally, the deployed digital signage network has allowed Montgomery Community College to be more sustainable and reduce its paper use. With the reduced

paper use, MCC has done its bit to reduce its carbon footprint and, while at it, save on printing costs.

The content management system has proven quite user-friendly, and the MCC staff can easily create, update and publish various content types. The intuitive platform has ensured that the content on the screens is always fresh, up-to-date, and relevant.

On the whole, the results have been outstanding.

*“The level of engagement and its impact on improving the overall campus experience has been more than we could have imagined,”* said **Kelly Morgan**, Director of Marketing at MCC. *“We are pleasantly surprised and very impressed.”*



# ABOUT THE COMPANIES



## About Montgomery Community College

Montgomery Community College is a two-year public college offering a comprehensive curriculum with 100+ associate degrees and certificate programs. The institution provides quality educational opportunities that students can pursue through traditional, online, and hybrid traditional/online programs.

In addition to catering to students joining in from high school, the institution also offers plenty of continuing education and career training programs for learners of all ages, coming from different backgrounds. Known for its commitment to academic excellence, Montgomery Community College has also been recognized severally as being the most technologically advanced community college.



## About MVIX

**Mvix** is a leading digital signage solutions specialist providing end-to-end solutions and services. The company offers content-rich digital signage software, robust digital signage players, data integrations, and professional services to its diverse clientele. This clientele includes businesses in various sectors, including retail, healthcare, banking, and education.

Over the years, Mvix has worked with clients in the education sector, including Montgomery Community College, with a focus on providing feature-rich, cost-effective solutions. The company takes great pride in helping its clients to connect with their audiences through the most compelling digital experiences. In fact, every screen powered by the Mvix platform has the power to transform the overall experience of those who interact with it.

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