

The Student Journey

A Digital Signage Communication Strategy for Higher Education

Amplify & engage your students with tailored content in all the right places at just the right time.

1

AWARENESS

Pre-Enrollment

Highlighting accomplishments and putting them on display creates an awareness around achievement. Show potential students what they too might accomplish by attending your institution. Share your core values and bring a sense of excitement to new recruits by sharing what life is like on your campus.

Use digital signage to help connect with these potential students:

- On Tours
- During College Fairs
- In the Admissions Office

2

BELONGING

Freshmen

This time of new beginnings comes with a sense of uncertainty and fear of not fitting in. Offer students an education that delivers, not only with grades & accolades, but a sense of belonging. Share content that brings them together, guides them across campus and makes them feel welcome.

Use digital signage to help connect with these new students:

- During Freshman Orientations
- In Residence & Dining Halls
- At Student Services
- In the Financial Aid Office

3

RETAINMENT

Sophomores / Juniors

Retaining students can be a challenge, but with the power of digital signage as a campus communication tool, you can encourage, promote, help and enhance the student experience, making sure they follow through and continue on their path to success.

Keeping students safe both physically and mentally is a challenge. Build trust by sharing accurate, real time information that improves student wellness, campus safety and creates a positive impact on academic success.

Use digital signage to help connect with these students in:

- The Academic Advisors Office
- Study Rooms
- Libraries
- Lecture halls

4

LOYALTY

Rising Graduates

From Freshman to Graduate, your students are ready to take the world by storm! You've shaped and guided them and now it's time for you to help them move into the future.

Use digital signage to help connect with these students in:

- The Academic Advisors Office
- The Financial Aid Office
- The Career Development Office
- During School Alumni Networking Events

5

Alumni

Creating fans out of your former students can provide you with a powerful form of testimonial that can help with recruitment. Alumni can also become reliable donors and an automatic fanbase for your athletics programs. It's important to keep communications alive and well with this final step in the student journey, and share things like quotes and testimonials with future and current students.

Use digital signage to help connect current students with former students through:

- Testimonials
- Quotes
- Donor Recognition Walls
- Alumni Volunteer Opportunities

We're always trying to make things easier when it comes to communicating with your students, staff, employees or visitors. Whether it's making sure people in your facility feel safe, informed and connected, or helping you navigate and share difficult content around mental health; Carousel always has your back.

[Talk with an expert](#)