22MILES
DIGITAL SIGNAGE & WAYFINDING

Enrollment-Ready Campus Signage Checklist

Your campus is your best recruiter. Use this checklist to plan digital signage that helps you win students on the visit and keep them once they enroll.

1. Make the Campus Visit Count

- ◯ ***Walk the Route:*** Follow a prospective family from parking to the info session and note every point of confusion.
- ◯ ***Welcome Moments:*** Plan visit-day greetings at admissions and key tour stops.
- ◯ ***Live Campus Life:*** Show events and student activity where visitors wait.
- ◯ ***Tour Wayfinding:*** Place interactive maps where tours begin, end, and turn.

2. Tell Your Story

- ◯ ***Showcase Location:*** Choose a high-traffic space for a video wall, such as the welcome center or student union.
- ◯ ***Story Pipeline:*** Line up student wins, research, career outcomes, and alumni stories.
- ◯ ***Content Calendar:*** Decide how often showcase content refreshes.
- ◯ ***Consistent Branding:*** Use shared templates so every screen looks like your school.

3. Support New Students From Day One

- ◯ ***First-Week Routes:*** Map the classrooms, advising, tutoring, and dining new students need first.
- ◯ ***Move-In and Orientation:*** Plan temporary wayfinding and schedules for opening weekend.
- ◯ ***Accessible Routes:*** Include accessible paths for students, families, and visitors.
- ◯ ***Map Updates:*** Decide how maps change when buildings open, close, or go under construction.

4. Keep Students Engaged

- ◯ ***Residence Halls:*** Share hall news, events, and deadlines where students live.
- ◯ ***Student Union:*** Promote club fairs, intramurals, and campus events.
- ◯ ***Support Services:*** Make tutoring, advising, and other campus resources easy to find.
- ◯ ***Fresh Content:*** Name owners who update screens daily, not once a semester.

5. Make Game Day a Showcase

- ***Athletics Displays:*** Plan scores, highlights, and school-pride content for home games.
- ***Recruiting Moments:*** Add admissions content for prospective students and families in the stands.
- ***Sponsor Content:*** Identify sponsor opportunities that can help support your displays.
- ***Rec Center Info:*** Show hours, classes, and events where students work out.

6. Reassure Families on Safety

- ***Emergency Messaging:*** Confirm one action can push an alert to every screen on campus at once.
- ***Full Coverage:*** Include residence halls, lecture halls, libraries, rec centers, and stadiums.
- ***Notification Tools:*** Decide whether signage should work alongside your existing emergency notifications.
- ***Tour Talking Points:*** Give tour guides a simple way to explain how campus alerts work.

7. Keep It Simple for IT

- ***One Platform:*** Plan to manage every building's screens from one system.
- ***Deployment Model:*** Choose cloud or on-premises to fit your data and security policies.
- ***Integrations:*** List tools to connect, such as Microsoft Teams, Outlook, Microsoft Places, Zoom, and Google Workspace.
- ***Fleet Monitoring:*** Make sure IT can spot an offline screen before students do.

8. Get It Funded and Live by Fall

- ***Executive Sponsor:*** Secure backing from the VP of enrollment, student affairs, or finance.
- ***This Year's Request:*** Get the project into the current budget cycle so it can install next summer.
- ***Phased Plan:*** Start with one or two spaces, then expand building by building.
- ***Summer Install:*** Line up an integrator early so screens are live by move-in.
- ***Measure Results:*** Track visitor feedback, screen uptime, and content freshness after launch.

Make next fall's first impression count

22Miles helps colleges and universities plan campus-wide digital signage on one platform, from admissions wayfinding to video walls. Book a demo at www.22Miles.com.