

Higher Ed Digital Signage Opportunity Checklist for Integrators

Your higher ed clients are deciding Fall 2027 right now. Use this checklist to help them build a fundable digital signage request, and win the summer install.

1. Map Your Higher Ed Accounts

- ☐ **Account List:** List every college and university client and prospect in your territory.
- ☐ **Fiscal Calendars:** Note each institution's fiscal year and internal budget request deadline.
- ☐ **Public or Private:** Flag whether large projects go through a system or state capital process.
- ☐ **Existing Relationships:** Record which campus offices you already work with and who your contacts are.

2. Work the Campus Buying Cycle

- ☐ **Fall Requests:** Get scoping and budgetary pricing to clients before their request deadline.
- ☐ **Winter Review:** Support your champion with outcome-focused materials while requests are ranked.
- ☐ **Spring Approval:** Be ready to quote and order as soon as funding is approved.
- ☐ **Summer Install:** Plan crews around the window when campus is empty.

3. Find Your Campus Champions

- ☐ **Admissions and Enrollment:** Lead with recruitment, the campus visit, and wayfinding for new students.
- ☐ **Campus Safety:** Lead with emergency messaging that reaches every screen at once.
- ☐ **Disability Services and Facilities:** Lead with accessible wayfinding and easy map updates.
- ☐ **Central IT:** Lead with consolidation, security, and fleet monitoring.
- ☐ **Cabinet Sponsor:** Help your contact secure a VP-level sponsor for the request.

4. Run a Discovery Audit

- ☐ **Screen Inventory:** Count displays by building, location, size, and age.
- ☐ **System Sprawl:** Note every signage platform in use and which department owns it.
- ☐ **Dark Screens:** Identify displays that are offline or showing stale content.
- ☐ **Contracts:** Capture license renewals and support agreements that affect timing.
- ☐ **Infrastructure:** Check power, network, and mounting at each planned location.

5. Frame the Business Case

- ☐ **Outcome First:** Tie the project to enrollment, retention, safety, or cost before talking specs.
- ☐ **Strategic Plan:** Connect the request to goals in the institution's strategic plan.
- ☐ **Consolidation Savings:** Show what retiring duplicate systems and licenses could save.
- ☐ **Success Metrics:** Agree on how the client will measure impact after launch.

6. Clear Technical Requirements Early

- ☐ **Deployment Model:** Settle cloud or on-premises deployment with central IT.
- ☐ **Security Review:** Start the institution's security and procurement process before the request is submitted.
- ☐ **Integrations:** Confirm needed connections, such as Microsoft Teams, Outlook, Microsoft Places, Zoom, and Google Workspace.
- ☐ **Network and Access:** Confirm network requirements and who needs access to manage content.

7. Build Request-Ready Pricing

- ☐ **Total Cost of Ownership:** Include hardware, licenses, installation, content, training, and ongoing support.
- ☐ **Phased Options:** Offer a starter phase alongside a campus-wide roadmap.
- ☐ **Multi-Year View:** Show costs across fiscal years to match how campuses budget.
- ☐ **Funding Sources:** Help clients identify central, departmental, donor, or grant funding.
- ☐ **Easy to Attach:** Deliver pricing in a format the client can attach directly to their request.

8. Lock In the Summer Window

- ☐ **Reserve Crews:** Pencil in summer install time while budgets are still in review.
- ☐ **Construction Conflicts:** Coordinate with facilities on other summer projects competing for the same window.
- ☐ **Lead Times:** Order long-lead hardware, such as LED video walls, as soon as funding is approved.
- ☐ **Move-In Deadline:** Schedule content, testing, and training to finish before students arrive.

9. Deliver and Expand

- **Pre-Launch Testing:** Test emergency messaging and every screen before the fall semester.
- **Training:** Train content owners in each building before handoff.
- **Reference Site:** Turn the first building into the reference that sells the next phase.
- **Annual Check-In:** Meet each fall to plan expansion for the next budget cycle.

Bring 22Miles into your next higher ed conversation

22Miles partners with integrators to scope, price, and justify campus-wide digital signage on one platform. Talk to our partner team at www.22Miles.com.