

Mvix | Case Study: YMCA of the Rockies

Summary

- The YMCA needed to share program & activity information with guests at two conference center campuses.
- The screens display event listings, videos of activities, and emergency alerts at 13 buildings.
- Project included Xhibit signage systems, content management software (CMS), content integrations and professional services.
- YMCA streamlined their communications efforts and saw increased participation in programs & activities.

Introduction

The [YMCA of the Rockies](#) implemented a digital signage network powered by Mvix at their conference centers (campuses) in Estes Park and Winter Park, Colorado.

The 13 displays at the two centers enable administrators to create rich, engaging experiences for their visitors by providing information about unique activities and events in the lodging spaces and activity buildings.

The screens are remotely managed by the program staff, and show information about available activities, event listings, curated YMCA of the Rockies YouTube videos, slideshows of previous events, and other supplemental information such as weather, time and emergency alerts.

| The YMCA of the Rockies

The mission of the YMCA of the Rockies puts Christian Principles into practice through programs, staff and facilities in an environment that builds healthy spirit, mind and body for all.

The YMCA accomplishes this by hosting conferences and retreats of religious, educational, and recreational nature, as well as family retreats, traditional summer camp experiences for children, and leadership courses for their staff.

The Estes Park Center and Snow Mountain Ranch in Winter Park are both located alongside the picturesque Rocky Mountain National Park in Colorado. Together, the centers see more than 300,000 guests annually. They offer 6,000 acres of activity space and more than 6,500 beds for visitors. Both locations have also acted as training sites for YMCA staff nationwide over the course of their 110-year history.

The YMCA of the Rockies offers dozens of activities and programs for visitors to participate in, including archery, hiking, camping, horseback riding, mini-golf, fishing, rock climbing, swimming, yoga, zip lining, and much more. The facilities are also available for weddings, family reunions, conferences, and corporate retreats.



| The Challenge

The YMCA needed a networked communications system that would provide both general organizational messaging as well as unique, location-specific information.

The two conference centers had previously used USB drives loaded with PowerPoint slideshows to display content about their activities and programs. While this solution met the bare necessities of their communications efforts, the staff wanted a professional system that could be automatically scheduled or instantly updated via the internet.

The USB drives also limited the type of content the YMCA could display. Although they had automated program calendars and YouTube videos showcasing different activities, they had no effective method of delivery or platform for displaying them.

As there is no centralized administration building, the YMCA also required a solution that could immediately and remotely distribute multimedia content to both locations, despite being 100 miles apart. The system needed to support multi-user access to enable collaboration between the YMCA staff.



What needed to be done:

- *Ability to share real-time multimedia content*
- *Manage branded content in 13 buildings across 2 campuses that were 100 miles apart*
- *Multi-user access and remote control*

| The Solution

Mvix installed a digital signage network consisting of 13 touch points across the two locations.

The [Mvix platform](#) offered remote management and integration with content apps such as YouTube, dynamic weather, automated event listings, emergency alerts and other infotainment options. The platform also offered advanced scheduling and multi-user access to enable collaboration between the YMCA staff at Estes Park Center and Snow Mountain Ranch.

Each of the lodges and activity buildings has a networked display that shares information about available programs and activities, branded YMCA YouTube videos, pictures of previous retreats, and other supplemental information such as weather, time and emergency alerts.



Manu Saini, a Senior Solutions Consultant at Mvix, worked with the YMCA to coordinate the unique implementation needs.

"Working with Manu was great," said Mary Ann Degginger, the Program Director at Snow Mountain Ranch. "Each of our locations needed custom Implementation and Manu and his project team executed seamlessly. They were very knowledgeable about digital signage and how it plays into the user experience, something we drew on a lot when crafting our digital signage strategy."

The screens are located in every visitor lodge and activity building where guests can easily view daily schedules and local information. YMCA chose to repurpose their own displays for use with the Mvix devices.

All screens are remotely managed by the YMCA program staff at Estes Park Center and Snow Mountain Ranch. Administrators can push out relevant, localized information about activities at their own location, or they can collaborate with the staff at the other location to promote shared content.

Components used:

- *13 Xhibit HD content players*
- *Content management software - XhibitSignage*
- *Content integrations - event listings, YouTube, emergency alerts, scrolling RSS feeds*
- *Professional services - education & training, implementation assistance*





| The Results

The YMCA has built a comprehensive communications network throughout both of their centers and are planning to expand further.

The YMCA program directors have noticed increases across the board in the number of inquiries regarding their events and activities at Estes Park Center and Snow Mountain Ranch.

Subsequently, they have recorded improved enrollment in offered programs. The YouTube integration allows visitors to see videos about the activities they can partake in, and often follow up with staff members about things they found on the signs.

The signage has also streamlined the communications efforts of the YMCA staff. Basic information and event listings are automatically scheduled to display on the screens as information cards or RSS feed. This allows the staff to dedicate their time and efforts to creating memorable experiences for their guests, instead of having to explain daily schedules throughout the day.

“Communicating fun activities to our visitors across many spaces can be difficult,” added Mary Ann, “but the Mvix solution has done this, and everything else we’ve wanted from it, very easily. It’s been great for managing our branding at both centers.”

The digital signs can also be utilized in emergency events. Forest fires are not uncommon in neighboring Rocky Mountain National Park, and in the past, it has been difficult to communicate with all of the guests on property. This solution is a great tool for the YMCA notifying guests in case of danger.

The new network impeccably fulfills the branding and visitor information needs of the YMCA of the Rockies, giving the organization a platform to create powerful, memorable experiences for all who visit.

“Communicating with our guests across many buildings can be difficult, but the Mvix solution has done this, and everything we’ve wanted from it, very easily. It’s been great for managing our brand at both centers”

Mary Ann Degginger, Program Director at Snow Mountain Ranch



About the Companies



About Mvix

At Mvix, our love for technology drives who we are and what we do. For over a decade, we have been a leading provider of content-rich digital signage software solutions that connect brands with people.

To date, our platform [XhibitSignage](#), powers over 50,000 active screens for clients including Virginia Tech, NASA, Sodexo, Discovery Channel, TravelCenters of America and the University of Washington in a variety of applications that include employee communication, wayfinding, emergency messaging and customer communications.



About the YMCA of the Rockies

[YMCA of the Rockies](#) puts Christian principles into practice through programs, staff and facilities in an environment that builds healthy spirit, mind and body for all. They accomplish this by serving conferences of a religious, educational, or recreational nature; providing unifying experiences for families; offering traditional summer camping experiences for boys and girls; and serving staff with leadership opportunities and productive work experiences.

