



ROMEO COMMUNITY SCHOOLS

# TECHNOLOGY FOR THE NEXT GENERATION



## SUMMARY



Romeo Community Schools pride themselves on keeping up with the times, specifically in this digital age. They are also known for their technological innovations.



They needed a versatile yet reliable software solution that could accommodate all their needs. Romeo needed displays to work as digital menu boards, and to showcase announcement content. They also wanted the ability to customize their content to suit their changing needs.



Romeo needed **digital signage solutions** that could be managed remotely as they have so many physical locations. Currently they have 30 displays across 9 buildings.

## FUN FACT:

Did you know that **Romeo, MI** and **Juliette, GA** share a special pictorial cancellation postmark on all their mail? This happens every year around Valentine's Day. A nod to William Shakespeare's Romeo and Juliette!

## INTRODUCTION



Romeo Community Schools include:

- Romeo High School
- 9th Grade Academy
- Romeo Middle School
- Washington Elementary
- Indian Hills Elementary
- Hevel Elementary
- Hamilton-Parsons Elementary
- Amanda Moore Elementary
- Croswell Early Childhood Center

Romeo Community Schools have been in their district for over 150 years.

Romeo offers a wide range of academic, athletic and collaborative resources to their students. Each school has their own principal, counselor and support staff.

Experiential learning opportunities are embedded in all academies and across all academic disciplines and years. Real-world career and work experiences add context to the curriculum for all students. There is something for everyone at Romeo.



# OPPORTUNITY FOR DIGITAL SIGNAGE

## How did **Romeo** communicate to their students and teachers before **implementing digital signage**?

Before Romeo community schools implemented digital signage, they had relied on static communication such as static signs and posters. They also used paper menus before switching to digital menu boards.

This was a time and resource consuming communication process. School staff has to type up the correct menus and then print them on paper. Thus, switching to digital signage has saved Romeo costs, in terms of stationary as well as staff time.

They are now able to update their menus electronically and instantly post them to their digital menu boards. This has made it a more efficient process for staff, giving them more time to focus on other school related work.

Aside from digital menu boards, Romeo has come to rely on digital signage as informational displays. They use their displays to make announcements and inform students about school events. For example, upcoming sports events as well as extracurricular activities such as talent shows and groups that are open for students to join.

### What needed to be done

- Choose a specific digital signage solution to improve communications with staff and students at Romeo.
- Determine the locations for the digital signage displays as well as the quantity needed.
- Get a technical installer to install all of their digital displays.
- Once installed, Romeo needed to assign a digital signage champion (DSC) to manage the content on their displays.



When the content becomes outdated, we immediately get a call. That tells me they are very popular and people have come to rely on them for pertinent information.”

- Mark Nelson,  
Executive Director of Technology  
Romeo Community Schools

YOU ARE **FABULOUS**  
YOU ARE **POWERFUL**  
YOU ARE **CAPABLE**  
YOU ARE **TALENTED**  
YOU ARE **SPECIAL**  
YOU ARE **IMPORTANT**  
YOU ARE **VALUED**  
YOU ARE **EMPOWERED**  
YOU ARE **RESPECTED**  
YOU ARE **DESERVING**  
YOU ARE **BRAVE**  
YOU ARE **LOVED**



## THE OPPOSITION

The biggest challenge for **Romeo** was the initial adjustment.

Change can be hard. Luckily, Romeo assigned several of their staff members the job of being their digital signage champion (DSC). They are the ones responsible for managing the content on their displays. One of their DSC's has worked in technology for over 8 years!

They couldn't have selected more perfect individuals for this role. Romeo's DSCs really enjoy the freedom to design, create and personalize content for their digital displays.



### Remote Management

Mvix offers full service digital signage. This means there is support after the software is purchased. Another feature Romeo likes is the ability to remotely manage content in all their buildings.

It's useful that they can see all of their digital displays from one account in Xhibit. Although they do have individual schools creating their own content, there is one overarching account.



### Wayfinding

Wayfinding can help students and visitors navigate the school building. This tool helps enhance the experiences for everyone stepping foot inside the school. It helps better understand the layout of the physical building.

It's a great tool to use for parent teacher conferences as parents aren't as familiar with the school building as their children are. Not only can Romeo use displays for classroom locations but also who is meeting there as well as the different times they are meeting.

## Components used:



**Content management software**  
Xhibit Signage.



**Digital display**  
Romeo has over 30 displays across 9 school buildings.



**Content integrations**  
Digital menu boards, CDC Guidelines, reports, school awards and projects, weather and more.



**Professional services**  
Education & training, design and managed services.

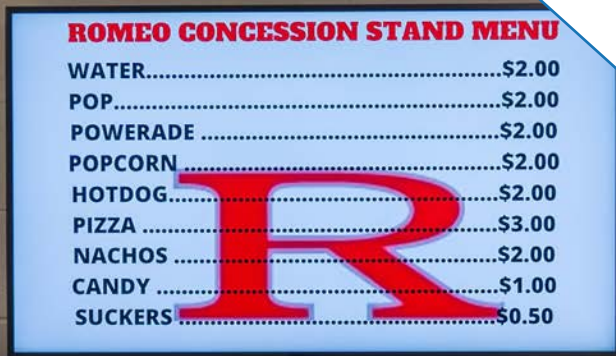
## WHY IT WORKED

Implementing **digital signage** has helped Romeo engage and inform their students in a fresh new way.

Staff have come to realize that students rely on these screens for important information. Research shows that 96% of students notice these digital signs and more importantly remember the messages on these displays.

Aside from communication and information, displays can also be used to entertain students. For example, students' artwork and posters can be displayed.

The ways in which Romeo can use these displays are virutally endless. They are only limited by their creativity and by the sound of it there are no limits!



ROMEO CONCESSION STAND MENU	
WATER.....	\$2.00
POP.....	\$2.00
POWERADE .....	\$2.00
POPCORN .....	\$2.00
HOTDOG.....	\$2.00
PIZZA .....	\$3.00
NACHOS .....	\$2.00
CANDY .....	\$1.00
SUCKERS .....	\$0.50



### Digital Menu Baords

One of the main ways Romeo utilizes their digital displays is in the form of digital menu boards. Romeo High School has a large cafeteria, and each food area has a digital display screen. These screens show featured menu items, prices and weekly specials.



### Student Communication

Their digital display screens act as noticeboards for students. The best part is they can immediately update them if there is a "misprint" or incorrect information. It also allows them to display multiple announcements from one screen.

Romeo's staff also makes use of Canva to come up with creative visuals for their displays and keep their content new and engaging.

## FUN FACT:

Did you know that **Romeo Community Schools** has over 5,100 students? The district is located 40 miles north of Detroit, Michigan.

# ABOUT THE COMPANIES



**ROMEO  
COMMUNITY  
SCHOOLS**

## About Romeo Community Schools

Romeo Community Schools began over 150 years ago and has transformed into a well-known, dynamic district that promotes inspiration, exploration and achievement in their students, staff and community.

Transformation is the key word for their district. Currently they have over 5100 students, over 500 employees and 10 buildings.

For more information contact Romeo Community Schools at +1 586.752.0200 or visit [romeok12.org](http://romeok12.org)



Content Rich Digital Signage

## 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 solutions that create memorable digital experiences in corporate offices, healthcare facilities, school campuses, restaurants and more.

Our focus is on cost-effective, feature-rich, and cloud-hosted solutions that, coupled with our engineers and creative team, build digital signage networks that turn browsers into customers and employees into brand ambassadors, all while enhancing brand awareness.



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More Content.  
Better Engagement.