



**yodeck**

# **Masterclass** in Intelligent Communications for the Modern Campus

September 2024

**yodeck**



# Your Speakers



**Laura Davis**

Owner  
Branded Ground



**Jonathan Lord**

Associate Director  
Classroom & Device Solutions  
Azusa Pacific University



**James Robins**

CMO  
Yodeck

# Not so long ago....



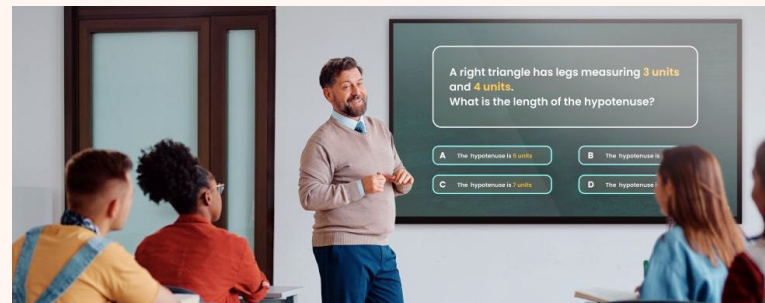


# Campus audience is evolving....

- Generation Me
- Digitally Addicted
- Socially Synched
- Brand-bassadors
- User Generated
- Seeking Status



# Tech like Yodeck solved this!



# With a fast to deploy, simple to use digital signage solution



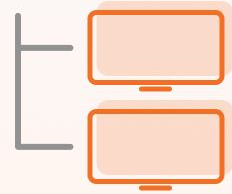
## Create

*Handy tools to easily create great,  
impactful content*



## Publish

*Seamlessly hook up your digital  
screens to media players*



## Manage

*Post different content to screen  
and schedule when needed*

# The Power of Digital Signage



# LIVEN UP YOUR SCHOOL

Your Logo Here

## BACK to SCHOOL

May your new journey be inspiring and your achievements plentiful.

Join us for a warm welcome ceremony and introductions. Discover exciting changes and

09:00 - 10:30	Introductions and team-building
09:00 - 10:30	Name games
09:00 - 10:30	Set class goals collaboratively
09:00 - 10:30	Introductions and team-building
09:00 - 10:30	Outdoor team games
09:00 - 10:30	Teacher Introduction
09:00 - 10:30	Introduction to Study Material

UNIVERSITY NAME HERE

11:34:04  
02/25/2024

**PLEASE RETURN BORROWED BOOKS ON TIME**

! Please remember to return borrowed books on time to ensure equal access for all library users.

London

	8°F	LIGHT RAIN
09:30 AM	8°F	LIGHT RAIN
09:30 AM	8°F	LIGHT RAIN
09:30 AM	8°F	LIGHT RAIN
03:00 PM	10°F	LIGHT RAIN
06:00 PM	8°F	SCATTERED CLOUDS
09:00 PM	7°F	SCATTERED CLOUDS

23 JUNE

**BASKETBALL GAMEDAY**

JOHN K. VS DAVE B.

VOTE FOR MVP

# Top Locations For Screens On Campus

57%

Common areas/spaces

14%

In Classroom areas

29%

In Administrative areas

# How Education uses Digital Signage

## Enhancing lectures & lessons:

Incorporate multimedia elements like videos, animations, and interactive presentations.

## Facilitating wayfinding:

Use interactive maps and directional guides on digital screens.

## Issuing alerts:

Notify about critical information during emergencies.

## Showcasing menus:

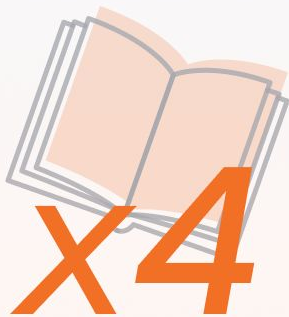
Display daily specials, nutritional information, and allergen alerts.

## Promoting sports events:

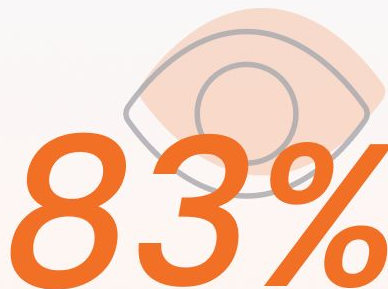
Boost school spirit by promoting sports events, team schedules, and highlights.



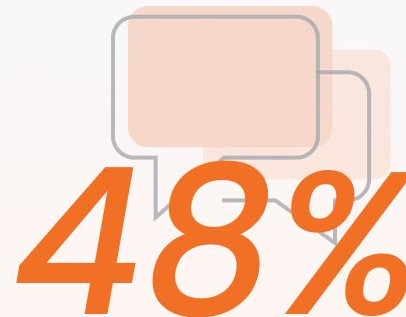




*Improvement in Classroom  
learning*



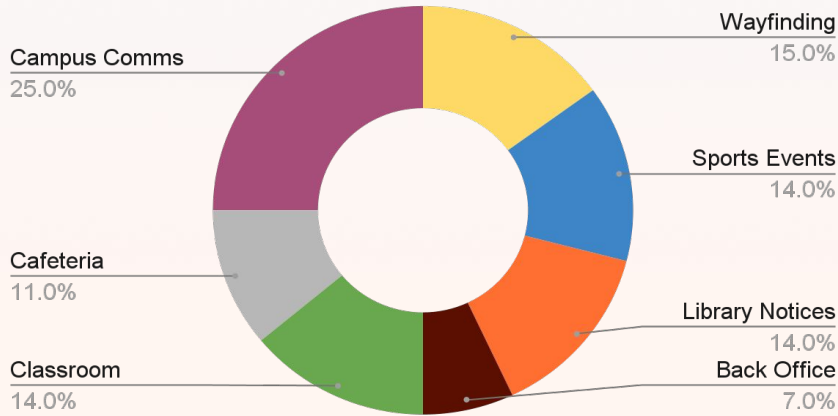
*Of students recall screen  
messages*



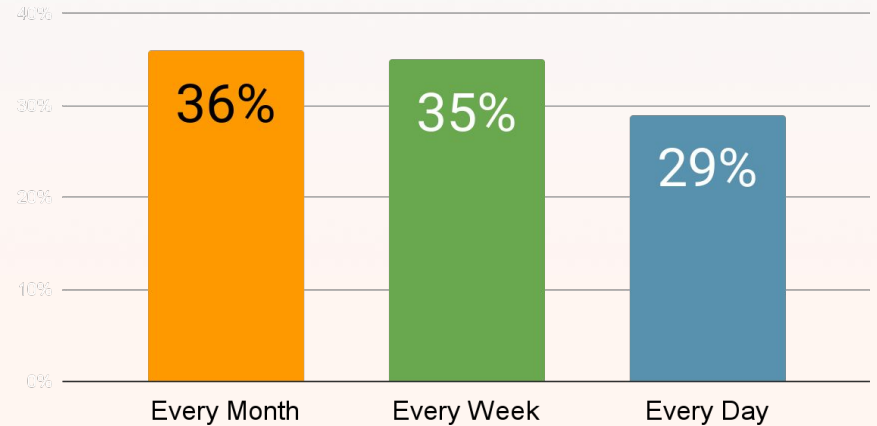
*Better engagement across  
the Campus*

# What Our Customers Are Telling Us

## Digital Screen Use Cases



## How Often is Screen Content Updated



**48% believe digital screens are important or very important to their Campus Communications Strategy**



- 6,500+ students
- 7 locations throughout So. California.
- 66 bachelor's & 40 master's degrees
- 24 certificates, 8 credentials
- 9 doctoral programs
- Learn more at [apu.edu](https://www.apu.edu)



# Digital Signage at APU

- Student living areas
- Classrooms
- Administrative areas
- Campus store
- Menu boards

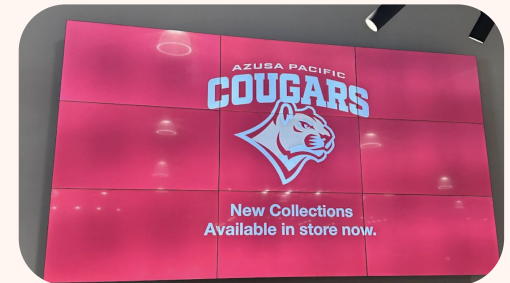


  
**AZUSA PACIFIC**  
UNIVERSITY

**31 registered users**  
(21 non-IT users)



**66 screens across**  
**all Campuses**



# Have you considered...



**Network implications? VLANs? WiFi vs. Wired?**



**Content Generation?**



**Individual player management / Ease of Use?**



**Screen control/Power scheduling?**

# **Gamification making an impact in Education**

# Why Integrate Gamification Into Educational Digital Signage

01.



## Boost knowledge and engagement

By recognizing the potential benefits of incorporating game-like features in educational content.

02.



## Enrich learning experiences

By creating gamified challenges, collaborative projects, and interactive quizzes.

03.



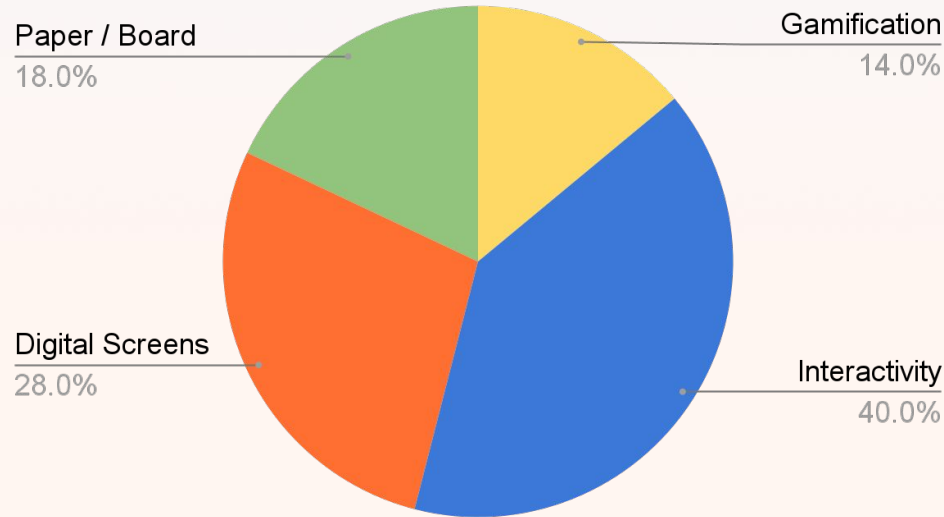
## Engage students

By prioritizing dynamic, responsive content.

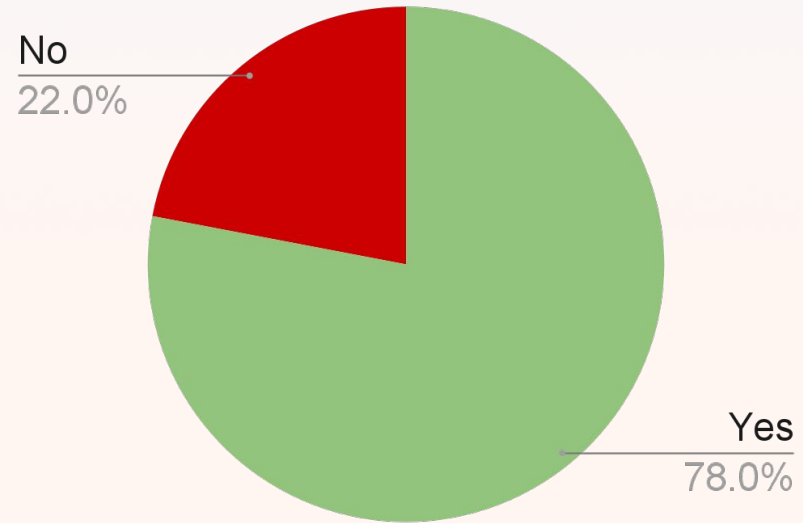


# Gamification has a bigger role to play

What type of content is most effective to engage students?



Do you think that Gamifications aids in knowledge retention & understanding?



# Making Gamification Work

- 1 Interactive Content:** quizzes, touch screens, augmented reality
- 2 Rewards:** points, badges...milestones, achievements etc
- 3 Competition & Collaboration:** leaderboards, teamwork, incentives
- 4 Story Telling:** narratives, plot solving, stimulate creativity
- 5 Adaptive:** personalized learning experiences, remote / present

# Examples of Gamification

1	Ethan	23%
2	Mia	20%
3	Lucas	18%
4	Ava	17%
5	Noah	16%
6	Sophia	15%
7	Liam	14%
8	Olivia	13%
9	Emma	10%

A right triangle has legs measuring **3 units** and **4 units**.  
What is the length of the hypotenuse?

A The hypotenuse is 5 units

B The hypotenuse is 5 units

C The hypotenuse is 5 units

■ LOGO

## Create your Super Hero Persona

Think you've got the most creative superheros?  
Compare your imaginative persona with your classmates' and cast your vote for the ultimate hero!

Press Here!

HISTORY ECONOMICS SPORTS

Play Now! Play Now! Play Now!

Pick a topic and play! Logo Here

Student Name Student Name Student Name

Student Name Student Name Student Name

Student Name Student Name Student Name

School Name Here

## THE FUTURE LOOKS BRIGHT.

Vote for this year's class president!

VOTE HERE

## Interesting Facts

The spacing effect suggests that spacing out study sessions enhances understanding and memory. This method is more effective than cramming, especially for exams or complex subjects.

- All 1st Year: introductions and team-building 09:00 - 10:30
- All 1st Year: Name games 09:00 - 10:30
- All 1st Year: Set class goals collaboratively 09:00 - 10:30
- All 1st Year: introductions and team-building 09:00 - 10:30
- All 1st Year: Outdoor team games 09:00 - 10:30
- All 1st Year: Teacher Introduction 09:00 - 10:30
- All 1st Year: Introduction to Study Material 09:00 - 10:30

# **Artificial Intelligence Friend or Foe?**

# AI in Education



- Teaching Aid
- Assistance Speed
- Context / Adaptability
- Targeted Support
- Personalization

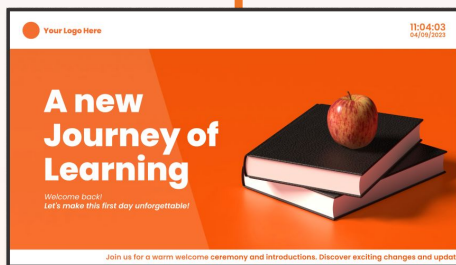


- Potential Bias (AI Training)
- Errors (No Checks)
- Student Isolation
- Teacher Substitute
- Cheating!

# Digital Screens & AI

## Easier & Quicker to Deploy

Automatically generate new templates for Campus use case



## Personalized Messages

Targeted comms to individuals and/or groups

## Dynamic Content

Based on environment, e.g. hot weather, so wear sunscreen / hat

# Why Yodeck



# 7,000

**Educational Institutions**  
Across the world **use Yodeck!**

*"I would definitely recommend Yodeck to anyone, it's a cost-effective and scalable solution for digital signage."*

– New York University

*"Digital signage expands our public safety outreach. Yodeck allows us to reach more students, staff, and visitors in public areas in seconds."*

– Oregon State University



# More Information

DO MORE  
WITH **YOUR**  
DIGITAL  
SCREENS

DOWNLOAD EBOOK



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DO MORE  
WITH **YOUR**  
DIGITAL  
SCREENS

GET FITNESS SCORE



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*See the latest Digital Signage insight  
from across the EDU Sector*



*How does your approach to Digital  
Signage stack up?*

# Getting started with us



## Demo

Have a no-commit 30-minute chat with our expert EDU team



## Free account

Try us out for no-cost.  
Have a screen on us, free forever!!

# Special Offer for IHE members



*Offer ends 31st October 2024*



THANK  
YOU

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