

CASE STUDY: LaGrange College

LaGrange College Uses Digital Signage to Improve Library Circulation and Double Attendance in Challenging Economic Climate

LaGrange College is a small, privately-funded institution located in LaGrange, Georgia, with a population of approximately 1000 students. Having recently constructed a new library building situated centrally on campus, LaGrange was looking to maximize its marketing communications budget, traditionally spread across both electronic and traditional, paper-based channels.

LaGrange was able to assemble a talented and dedicated content-production team, who understand the importance of relevant, contextual messaging, whether positioned above the circulation desk or within library stacks. “Anecdotal evidence and uplift in library attendance tell us that our digital signage deployments have been a successful and positive addition to campus-wide communication. Spring poll metrics will help us further gauge the effectiveness of this network,” says Loren Pinkerman, Library Director. “We have plans to expand digital signage in our campus cafeteria and dorms.”

With digital signage, LaGrange College has:

- Increased materials circulation by 20%
- Effectively doubled library utilization
- Enticed attendance to campus events, such as theater productions, with locally produced video advertisements
- Introduced staff to students with photos and bios

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- Loren Pinkerman
Library Director, LaGrange College

The Problem: LaGrange College needed a cost-effective means for promoting library resources and improving utilization, as well as campus-wide activities and events. With a newly-built, centrally located, state-of-the-art library structure, the time was right to introduce contextually-relevant digital signage messages, in various parts of the building.

The Solution: LaGrange College chose MediaTile’s flexible solution, which enabled them to install a network within their existing hard-wired infrastructure, without compromising security. The college plans to expand their signage deployment in the student cafeteria, in order to promote, among other resources, the campus’ 24-hour study area and adjacent coffee shop. Extending the network to common areas in dormitories can easily be accomplished using the cellular option, wi-fi or LAN.



LaGrange Facilities Management is particularly interested in taking advantage of MediaTile’s Emergency Response Alerts, which enable campuses to broadcast important messages network-wide, in an instant. The College already has experienced a need for such an alert-system, with incidences of tornado-warnings shutting down the campus.

The MediaTile Advantage:

- Cellular connectivity eliminates the need to connect to an on-site network, but wi-fi and LAN configurations are available as well.
- Simple, easy to deploy all-in-one solution
- Commercial-grade high-definition LCD displays that deliver high-impact messages with flash and video

Extremely easy to operate and manage using MediaTile’s web-based MediaCast SaaS Portal.

About MediaTile: The MediaTile Company is a worldwide supplier of award-winning, Cellular Digital Signage™ and web-based SaaS solutions that are remarkably easy-to-deploy and operate. Just add power to the all-in-one displays or media players and use the MediaCast system to manage and monitor your merchandising, informational or interactive communications network. MediaTile solutions support leading 3G and 4G wireless broadband networks including AT&T, Sprint, VerizonWireless, TELUS and others, and work with industry-standard displays to give you maximum business flexibility. Backed by our MediaServices team, a 99.9% uptime guarantee, and end-to-end service and support, your network will be up and running in record time, with record results. Visit: www.mediatile.com

