

CASE STUDY

*Kapaun Mt. Carmel High School
Wichita, KS*



Overview

Kapaun Catholic School in Wichita, Kansas, is a community-centered institution that prides itself on providing a nurturing educational environment. To further enhance communication with students, parents, and the community, the school decided to invest in a digital sign from **Next LED Signs**. This decision was part of their broader effort to modernize their outreach and keep their community informed with real-time information.

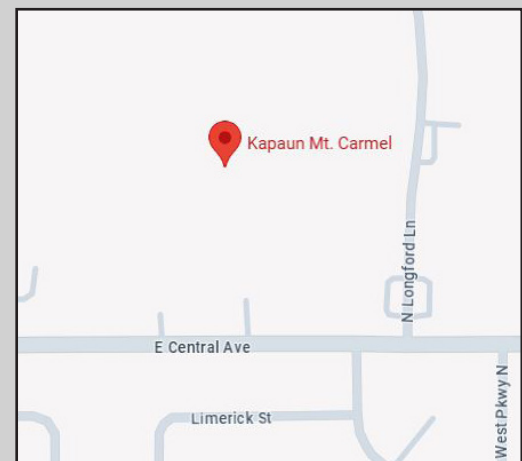
Before the installation, the school relied on traditional signage and word-of-mouth to communicate events, announcements, and general information. However, as the school's events and communication needs grew, the limitations of static signs became more apparent. Kapaun Catholic School needed a solution that was dynamic, engaging, and capable of reaching a broad audience effectively.



CLIENT : Kapaun Mt. Carmel High School

PITCH : ONYX 10MM

PIXEL MATRIX : 270px x 120px



Challenge

Kapaun Catholic School faced several challenges before installing their **Next LED** sign:

○ **Static Sign Limitations**

The school's existing physical sign lacked flexibility, with limited space for information and a lengthy process required to update content. This made it difficult to keep messages current, especially for time-sensitive events.

○ **Community Engagement**

The school wanted a way to better engage with the broader Mt. Carmel community, many of whom passed by the school on a daily basis. They needed a solution to make their presence more noticeable and accessible.

○ **Event Communication**

With frequent school events, fundraisers, athletic games, and important announcements, the school found it challenging to communicate timely updates to parents, students, and the wider community.

Solution

To address these challenges, Kapaun Catholic School partnered with **Next LED Signs** to implement a dynamic and modern solution. Below are the key aspects of the solution that transformed how the school communicates:

● **Strategic Placement for Maximum Visibility**

The new LED sign was carefully positioned at the front of the school, ensuring it would capture the attention of both pedestrian and vehicular traffic. This placement allowed the school to maximize exposure and effectively reach not only the student body and their families but also the wider Mt. Carmel community.

● **Effortless Content Management**

The digital sign was equipped with intuitive software, allowing school staff to update content in real time. This streamlined process eliminated the lengthy and labor-intensive task of updating a static sign and enabled quick communication of time-sensitive information such as weather alerts, event changes, and reminders.

● **Enhanced Engagement with the Community**

The dynamic content capabilities of the LED sign allowed the school to showcase a variety of information, from school achievements and fundraisers to invitations to community events. This not only improved engagement with parents and students but also fostered a stronger connection with the surrounding community.



"Our sign has proven to be a consistently reliable and an invaluable asset to our organization. It has served as a vital communication tool, delivering important information and updates to our students, parents, and community with clarity and efficiency. Next LED has shown a strong commitment to both product quality and customer satisfaction."

Over the years, their team has been highly responsive whenever we've needed service support. On the rare occasions when parts required attention, Next has honored their warranty without hesitation, ensuring that any issues were resolved promptly and professionally."

*— Julie Valliere Arnold
Kapaun Catholic School*

Results

The addition of the Next LED sign brought significant positive changes to Kapaun Catholic School:

Enhanced Communication

The school now has the ability to instantly update messages about upcoming events, school closures, important dates, and community news. Parents and students are better informed, and the school can now communicate with the entire community efficiently.

Messages can be scheduled in advance or updated in real-time to address changes, such as weather-related closures or emergency alerts.

Increased Community Engagement

The sign's visibility has greatly increased the school's presence in the community. Locals who pass by the school daily now receive important updates, which has increased community involvement in school events.

The school has noticed an uptick in attendance at school events, fundraisers, and sporting games, as people in the area are more aware of what's happening at the school.

Improved Event Promotion

The sign allows the school to highlight specific events with vibrant, engaging content. It can display graphics, photos, and videos, giving more life to announcements and creating a sense of excitement about upcoming events.

LED sign advertising for sports events and fundraising campaigns has been especially effective, helping boost attendance and participation.

Time & Cost Efficiency

Updating the sign has become a quick and easy process. Gone are the days of manually changing static letters on a sign board. The school can now update messages in minutes, whether it's a simple text announcement or a more complex graphic.

This efficiency has saved the school both time and money that would otherwise be spent on maintaining and updating traditional signage.

Aesthetic Appeal

The sleek and modern design of the Next LED sign fits seamlessly with the school's campus, providing a professional and polished look. The high-quality LED displays make the school's signage stand out, even from a distance, ensuring that it grabs attention.



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