SCHOOL COMMUNICATION

From manual marquees to connected school communication



One district message with room for each school

For Sedalia School District, replacing aging marquees meant changing how school announcements reach families. Staff had been taking letters outside and updating signs by hand. The district wanted a modern way to share district-wide information while allowing each school to promote its own activities.

NEXT LED displays, installed by Impact Signs, gave the district a network of visible communication points around the community. Superintendent **Dr. Todd Fraley** described the value in everyday terms: control from the district office, flexibility at each building, and fewer trips outside to change a message.

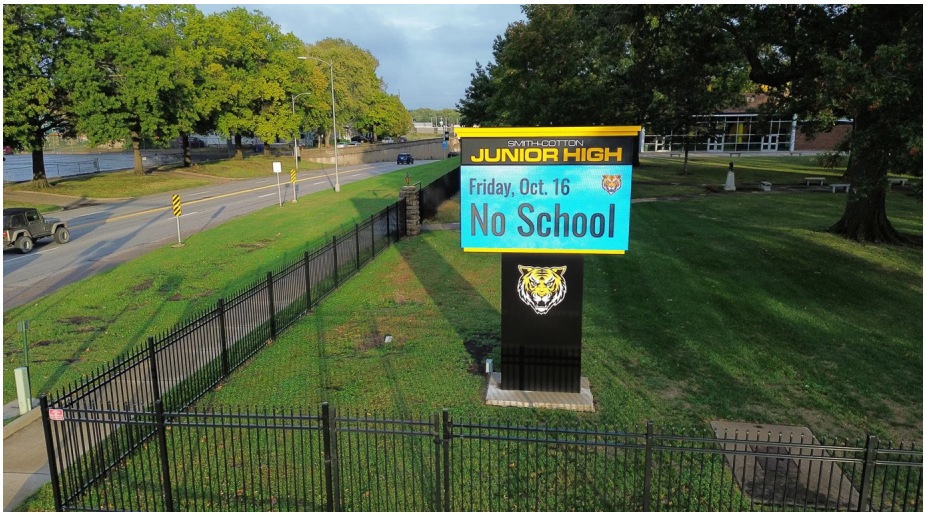
> **"We can control all of it from this office and also give each building permissions to do their own thing as well."**
>
> **Dr. Todd Fraley** | Superintendent
> Sedalia School District

THE CHALLENGE AND THE CHANGE

Making school updates easier to manage



Washington Elementary School



Smith-Cotton Junior High School

Leaving the letters behind

Some of the district's old marquees had been in place for decades. **Fraley** recalled administrative assistants holding up plexiglass while trying to change letters in the wind. Digital updates removed that physical task from an already busy school day.

Giving each school a voice

District announcements could appear across locations, while individual buildings could promote a basketball game, a show choir concert, or other school events. The district's communications director managed the system, with permissions available for school-level updates.

Making content manageable for staff

Fraley said the communications director had praised the programming, available templates, and ease of use. That ease of use mattered for administrative assistants who answered phones and doors throughout the day without being expected to be graphic designers.

Adding a visual way to communicate

Sedalia serves families who speak several languages. **Fraley** saw opportunities to combine multilingual messages with graphics that communicate visually. This opened possibilities beyond a traditional letter board.

> **"They're not outside in the rain and snow and wind changing letters."**
>
> **Dr. Todd Fraley** | Superintendent
> Sedalia School District

> **"Graphics will tell the story without words."**
>
> **Dr. Todd Fraley** | Superintendent
> Sedalia School District

THE PROJECT TEAM

A local partner for the work on site



Parkview Elementary School



Smith-Cotton High School

Building on an existing relationship

Sedalia selected Impact Signs after an RFP process. **Fraley** pointed to an established local relationship and responsive service as important reasons for that choice. His example of help with a soccer scoreboard illustrates why access to a nearby service team mattered to the district.

Preparing the electrical infrastructure

Existing power at some sign locations needed attention. **Fraley** said inadequate or nonworking electrical service delayed parts of the project and required another electrical contractor to run the appropriate infrastructure. He distinguished that site issue from the work of NEXT and Impact.

Coordinating the installation

Once the electrical work was ready, Impact completed the sign installation work. **Fraley** described a process involving board approval, utility marking, electrical preparation, and coordination with the local sign company.

Matching displays to their locations

District onboarding records list STAX outdoor displays in two configurations: 3 feet high by 6 feet wide at 9 mm, and 5 feet high by 10 feet wide at 6 mm. Impact Signs is listed as the dealer for each matching district record.

> **“If there’s any way, shape, or form they can send a maintenance truck over and check things out, at any moment’s notice they’ll do so. It’s really hard to put a price tag on that kind of service.”**
>
> **Dr. Todd Fraley** | Superintendent
> Sedalia School District

BEYOND THE DAILY ANNOUNCEMENT

More ways to put the signs to work

The district used its displays to promote sporting events and music activities, especially at the high school and junior high. **Fraley** also saw room to expand how the signs support communication, student learning, and community partnerships.

Reaching families with timely information

Fraley described families arriving on snow days without realizing school was closed, sometimes including families who did not speak English. Remote access offered staff a way to post a closure message from home, providing another place for families to find that information.

He also saw a role for on-site messages during other disruptions, alongside the district's existing communication channels. These were potential uses he described, rather than a report of a tested emergency-alert program.

Creating room for student experience

Sedalia's high school CAPS program gave students experience on real projects for local companies, with digital marketing among its areas. **Fraley** saw the signs as another opportunity to connect students with practical work in that field and apply their learning to the district's communication needs.

> **"This enables us also to enhance our high schoolers' experience and give them real hands-on experience in that field."**
>
> **Dr. Todd Fraley** | Superintendent
> Sedalia School District

Exploring sponsorships as a next step

Fraley's longer-term vision included sponsorships and advertising on signs in high-traffic locations. At the time of the interview, the district had not launched that effort. Developing it would require staff time to approach businesses and manage those relationships. Revenue remained an opportunity to pursue, rather than an achieved result.

> **"Part of my vision with the digital signage is to afford the district an opportunity to raise revenue through sponsorships and ads on those signs that are located around the community."**
>
> **Dr. Todd Fraley** | Superintendent
> Sedalia School District

Reaching parents at pickup and drop-off

Fraley pointed to everyday visibility at elementary schools. Parents waiting to collect their children were already near the signs, parked along the sidewalk or standing in the schoolyard.

The displays put information in that setting, adding another route beyond a notice sent home in a backpack. Staff could update the message from their desks, while families could see it at a place they already visited.

For Sedalia, the change was practical: school staff could update information digitally, and the district could coordinate messages while giving individual buildings their own voice. The system also created room to develop additional uses over time.

DISTRICT DISPLAYS | SITE SPECIFICATIONS | PROJECT TEAM

Project specifications overview

Seven site records list outdoor STAX displays supplied by NEXT LED through Impact Signs.

SITE / ADDRESS	PLATFORM	SIZE (H × W)	PITCH	MATRIX (H × W)
600 S Warren Ave	STAX	3' × 6'	9 mm	96 × 192 px
312 E Broadway Blvd	STAX	5' × 10'	6 mm	240 × 480 px
2205 S Ingram Ave	STAX	3' × 6'	9 mm	96 × 192 px
610 S Engineer Ave	STAX	3' × 6'	9 mm	96 × 192 px
1901 S New York Ave	STAX	3' × 6'	9 mm	96 × 192 px
West 16th Street	STAX	3' × 6'	9 mm	96 × 192 px
Skyline · 2505 W 32nd St	STAX	3' × 6'	9 mm	96 × 192 px

PROJECT TEAM

Display manufacturer	NEXT LED
Sign company	Impact Signs
Location	Sedalia School District · Sedalia, Missouri

Source: NEXT LED district onboarding records, September 16, 2026 export.

The table covers the seven matched site records.