

Enhancing learning about school opportunities with digital signs

The Opportunity

FASTSIGNS® received a customer referral for signage at the Franklin County Career and Technology Center in Chambersburg, Pennsylvania. The vocational school recently rebranded and changed their name to Career Tech.

The Challenge

The Career Tech Center wanted to create a cutting-edge learning environment and needed to communicate various messages to students and staff. The school wanted to point visitors in the right direction with visible signage, day and night.

The Solution

FASTSIGNS' Jay Sensenig met with the school's Co-Op Coordinator to discuss plans for implementing indoor and outdoor digital signage and static directional signs to help the Career Tech Center reach their goals.

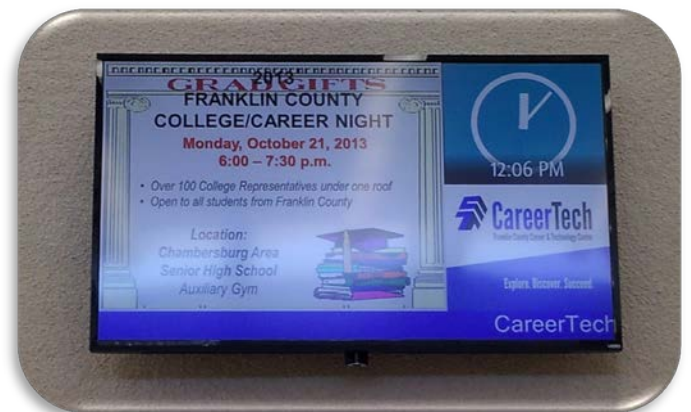
The FASTSIGNS team provided an outdoor digital sign with continuous 24/7 content. Highly visible from the road, this two-sided, LED digital sign features a 42" x 60" digital display mounted below a 46" x 60" lighted school identification sign.

The digital sign helps the school share announcements, schedules and event promotions intended for their student, staff and visitor audiences. The information on this outdoor digital



sign can be updated as often as needed. FASTSIGNS created content templates for the digital sign to help the school make updates and last-minute changes to their announcements. The FASTSIGNS team provided training on how to update the digital display remotely. Since the vocational school is focused on hand-on learning, the marketing class designs graphics for the digital signs as part of their coursework.

Inside the cafeteria of the Career Tech Center, FASTSIGNS added two 70" digital signs to display high quality images and daily announcements.



“The digital signs made it easy to communicate announcements daily and get noticed by more students,” Sensenig explained.

Sensenig’s team suggested rotating sponsorship advertising with event reminders on the largest of the multi-zone screens to reach a captive audience at lunchtime.



In addition to outfitting the school with digital signs, FASTSIGNS added custom flags to identify career programs, classrooms and offices. With custom brackets mounted to the block walls, FASTSIGNS displayed over 30

flags and color coded each zone within the school.

Wall identification signs were refreshed near the entrance to classrooms to reflect sponsoring company names.

FASTSIGNS created three outdoor directional signs to guide people throughout the campus and a lighted exterior sign to point out the main entrance. “The school holds a lot of night classes and wanted the entrance lit from the parking lot so it’s visible,” Sensenig said.



The Result

Working with FASTSIGNS, the Career Tech Center is on the cutting edge of technology. The enhancements to signage around campus are exciting and provide the school with an opportunity to extend their messages with digital signs. FASTSIGNS continues to consult with the vocational school on more ways to use directional and parking signs to make navigating the campus easier.



*FASTSIGNS® of Greencastle, Pennsylvania is owned and operated by Jay Sensenig.