

## Summary

- The Boys & Girls Club of Greater Holyoke wanted to modernize communication with guests, corporate groups, and employees
- The digital signs display events, student achievements, information for parents and infotainment
- The project included Xhibit signage systems, content management software (CMS), and content integrations for the Winter Olympics
- The organization noted more engaged parents in club activities and was benchmarked for tech in other Boys & Girls Clubs

## Introduction

[The Boys & Girls Club of Greater Holyoke](#), one of the oldest affiliates of the greater Boys & Girls Clubs of America, implemented a digital signage network powered by Mvix. The goal is to engage parents and club members to increase participation in club events and activities.

The digital signage displays are strategically placed at entrances so that kids get about important updates as soon as they enter the building, and for parents to review updates when they arrive for pickup.

The displays, which are remotely managed by the IT Director, show schedules for club activities, club member's achievements in school via branded pictures and video, and other club announcements.

## | Boys & Girls Club of Greater Holyoke

**Boys & Girls Clubs of America help millions of kids and teens develop essential skills, make lasting connections and have fun in a safe, after-school environment.**

The first Boys Club was started in Hartford, Connecticut in 1860 and in 1906, Holyoke joined 52 other Boys Clubs to form The Federated Boys Clubs of America in Boston. This was the first affiliation of Boys Clubs. In 1990, the national organization changed its name to Boys & Girls Clubs of America.

Located just north of Springfield, Massachusetts, the Holyoke Club serves more than 350 youths daily and operates 3 satellite branches, including a teen mentorship program. The Club runs childcare services and several academic and recreational after-school programs for kindergarten through high school students. It also runs a Youth Violence Prevention program that aims to steer students towards academic success, healthy lifestyles, and character development.

The Holyoke Club prides itself on being one of the more tech savvy affiliates of the Boys & Girls Clubs. Their facility includes a media room for special events and announcements, and children have access to tablet devices donated to the organization by Samsung.

This emphasis on technology carries over to the club members, as children are able to [create multimedia content](#) like short videos in the media room and learn about the basics of coding on the Samsung tablets.

## | The Challenge

**The Holyoke Boys & Girls Club wanted a way to present important information for club members and visitors in a way that aligned with their technological profile**

The staff at Boys & Girls Club previously used cork boards with paper announcements pinned to them.

Although these announcements were placed at entrances, parents and children were not engaging with the boards enough for them to be useful. Staff were still getting tied up explaining schedules and activities, which took away time from their service-oriented responsibilities and created inefficient workflows.

The Club also wanted to showcase their club member skills in creating multimedia content, like video projects, photography, and digital art. They however did not have a communications system that was suitable to display these works.

The goal of the digital signage project was to further expand the technological capacities of the club, while simultaneously creating a better engagement channel with parents and the children they served.



### *What needed to be done:*

- *Upgrade communications to align with tech savvy profile*
- *Showcase multimedia content*
- *Provide automated event and activity info to parents and club members*

## | The Solution

**Mvix worked with the Boys & Girls Club to implement networked digital signs at entrances where there was a lot of foot traffic and high dwell times**

One display was installed at the check-in window of the main lobby where parents come to pick up their kids, and another was placed near the main offices.

The [Mvix platform](#) allowed for remote management. The IT Director manages the displays and content from his office.

The platform offered integrations with YouTube and the club's event. This enabled the team to easily share branded videos and schedules, as well as update them instantly.

The club also displayed curated content via the Mvix platform. With the 2018 Winter Olympics feed, the club displayed medal counts as well as news and fun tidbits from the games.

"We wanted a fun way for the kids to follow along with their favorite winter sports," said Victor Rojas, the IT Director. "The digital signs gave us the perfect channel to promote the events and get the kids excited."



### *Components used:*

- *Xhibit HD signage players*
- *Content management software - XhibitSignage*
- *Content integrations - event listings, YouTube, 2018 Winter Olympics, PowerPoint*
- *Special content for 2018 Winter Olympics*



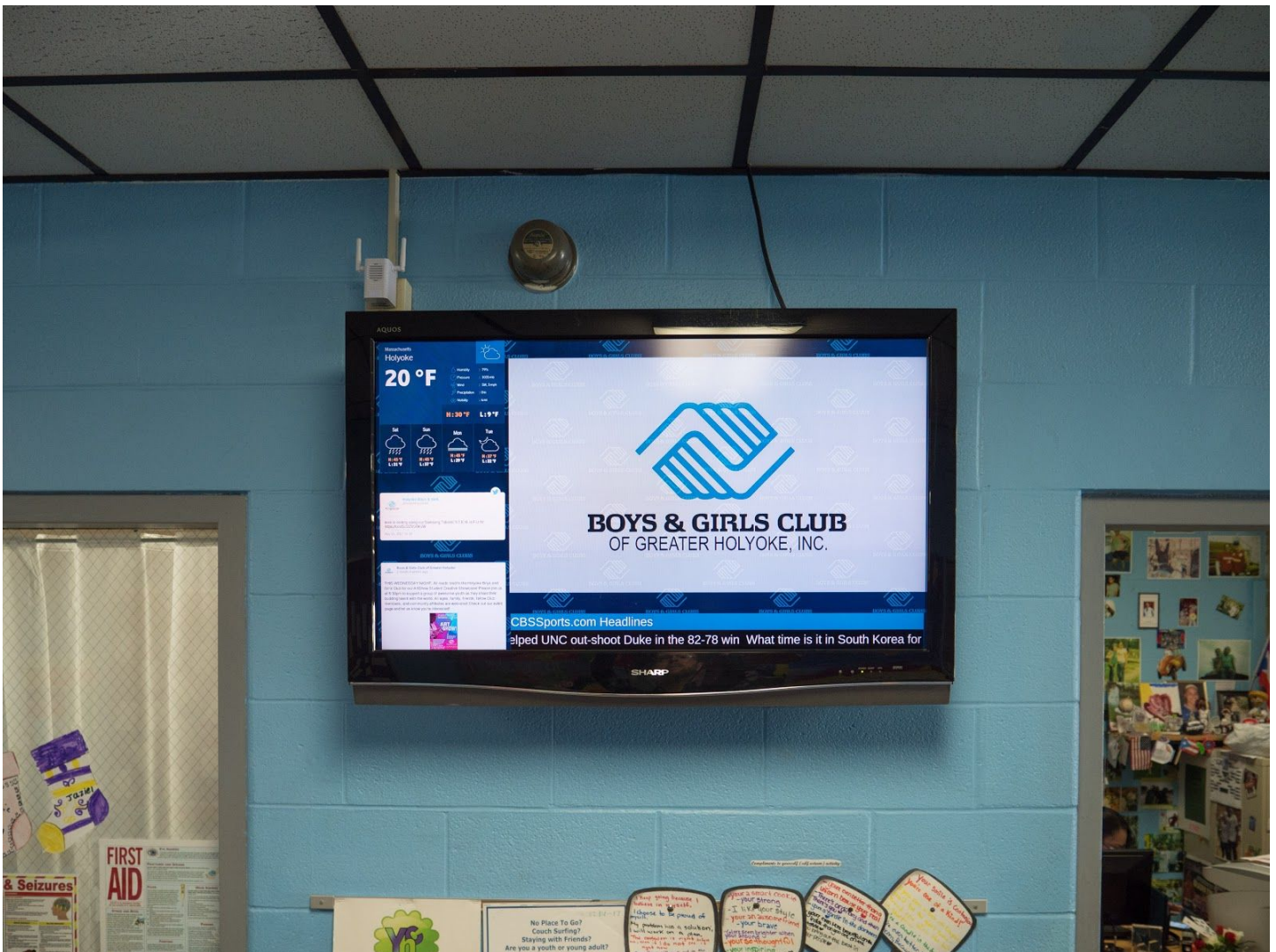
## | The Results


**The digital signs improved engagement from parents and gave the staff a channel to display and celebrate their members' achievements.**

"The ease of use and features of the Mvix digital signage software were very compelling" said Victor.  
"It made it easy to update and add content on our own."

Announcements are much easier to share. The content is aesthetically pleasing and stands out more in the check-in room. This is actively increasing participation from parents in volunteering for activities or chaperoning field trips.

"We see people hanging out around the digital signs more and we can tell that they retain that information longer," said Ann Mann, Director of Operations at the club. "We're also getting much higher engagement from parents than we've seen before."





Staff at the Boys & Girls Club report that the children enjoy seeing themselves and their peers in pictures and custom video projects that are regularly displayed on the signs.

Prominently displaying the children's' work and honors like "Kid of the Month" also increases interest in various club activities and makes the club feel more like a cohesive group of friends.

Students, parents and staff alike have both noticed an improvement in club communications and morale as a result of implementing a digital signage network.

*"Because of how well the digital signs communicate, we've seen increased participation from parents in volunteering for activities or chaperoning field trips. A lot more people are hanging out around the digital signs and we can tell that they retain that information longer."*

*Ann Mann, Director of Operations at Boys & Girls Club of Greater Holyoke*

# About the Companies



## Mvix

At [Mvix](#), love for technology drives who they are and what they do. For over a decade, they have been a leading provider of content-rich digital signage software and solutions.

To date, their platform powers over 50,000 active screens for clients including Virginia Tech, NASA, Sodexo, Discovery Channel, Nike and the University of Washington. The use cases include employee communication, wayfinding, emergency messaging and customer communications.

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**BOYS & GIRLS CLUB**  
of Greater Holyoke INC

## Boys & Girls Club of Greater Holyoke

[The Boys & Girls Club of Greater Holyoke](#) was chartered in 1892, as the sixteenth Boys Club in the nation. Today, the Boys & Girls Club of Greater Holyoke serves approximately 3,000 young people.



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