Cultivating Shared Services

Four Winds Digital Signage
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Abstract

By establishing a partnership between a variety of units on the College Station campus, we successfully partnered with Four Winds Interactive, a leading provider of digital signage, to provide a shared service that leverages the buying power of multiple units, the technical power of a shared installation, and the collaborative power of an IT governance model. This presentation will detail the model used to create a successful shared service that benefits a variety of audiences, both internal and external.
How We Got Here

• Division of Student Affairs
• Outdated system needed replacing
• Committee formed
• Evaluated different systems
• Narrowed choices down
• Final decision made
Governance Structure

• Decision based on business needs despite higher cost
• Once DSA had established familiarity with product, explored adding other divisions and departments looking for similar product
• Using shared cost model & design collaboration, IT governance structure was established
Shared Cost

- Other divisions and departments fronted buy-in money
- Required number was reached for university license
- Project cost will continue to decline with each fiscal year based on buy-in
Benefits of the Governance Committee

• Much better cost model
• Better bargaining position
• More customers, more signs, even lower costs
• Shared ideas, expertise and experiences
• Coordinated deployment and maintenance
Benefits of Shared Service

- Central Support for service
- Reliable and predictable
- Backup for personnel
- Ability to expand
- Allowed departments to focus efforts on the sign
- Standardized protocols and services
- Shared the workload
Quick Wins

• Elected a leadership team
• Established effective subcommittees for technical issues and content
• Early, comprehensive training programs
• Common hardware configurations
• Installation experience and expertise
• Effective interaction with campus community
Quick Wins

• Engaged campus community
  • Work with Code Maroon
• More visibility for the project
• More training for a broad base of support staff
• Information exchange
How Signs are Used

• Video walls
• Schedules and event information
• Exhibits
• Way-finding and maps
• Donor opportunities
Evans Video Wall

- Picture from Evans
Evans Schedule

• Picture from Evans
Kotter’s Model

1. Create urgency
2. Create a coalition
3. Develop a vision and strategy
4. Communicate the vision
5. Empower action
6. Get quick wins
7. Leverage wins to drive change
8. Embed in culture

Creating a climate for change
Engaging and enabling the whole organization
Implementing and sustaining change

*The 8-Step Process for Leading Change – Dr. John Kotter*
Four Winds Interactive Digital Signage

- Multiple uses (wayfinding, event management, information, etc)
- Reach all target audiences
- Interactive capabilities
- Simple or complex programming
- Multiple users and programmers
- Ability to manage off site
- No single hardware requirement
Value Proposition

• Monthly meetings for the committee
• Agenda focused on common interests and goals
• Programs provide learning opportunities
• Educational and informative
• Keep the community informed
• Look for new opportunities
Where to Now

• Opportunities for new customers
  • Work with UPD
  • Continued work with Emergency Notification

• Opportunities to extend governance model
  • Emerging Digital Asset Management project

• Incorporate signage in new construction and renovations

• Campus-wide initiatives including maps and directions