

# School Digital Signage: 30-Day Rollout

## A four-week implementation plan

Begin with three to five representative screens, one accountable project owner, and acceptance evidence that can be reused for every building wave.

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### BEFORE DAY ONE

#### Choose the pilot

- ☐ Name the executive sponsor, project owner, and operational owner.
- ☐ Select a front office, hallway, cafeteria or commons, and a difficult network location.
- ☐ Record success measures, support contacts, scope, and rollback authority.

### DAYS 1–7

#### Inventory and design

- ☐ Map screens to audiences, viewing conditions, purpose, power, mount, network, and player.
- ☐ Define district templates, building contributions, approvers, and alert authority.
- ☐ Choose representative announcements, menus, recognition, events, and an alert exercise.

### DAYS 8–14

#### Configure and connect

- ☐ Update devices and configure startup, sleep, browser, power, and remote support.
- ☐ Validate DNS, time, HTTPS access, filtering, bandwidth, and recovery.
- ☐ Enroll displays with a district, building, space, and display naming standard.

**DAYS 15–21**

## **Publish and exercise**

- ☐ Create accessible templates and schedule real pilot content.
- ☐ Test recurrence, priority, expiration, fallback, time zones, and alert restoration.
- ☐ Restart players and interrupt network and power to confirm remote recovery.

**DAYS 22–30**

## **Train, accept, and launch**

- ☐ Train contributors, approvers, and operators by role.
- ☐ Record display health, content accuracy, accessibility, scheduling, support, and rollback.
- ☐ Review after one week and one month before expanding in building waves.