

**Install outdoor LED displays on strategic areas on campus that students can view from a short distance as they are navigating to their next destination. These can broadcast information which can be overlooked in other communication sources.**

**CURRENT CHALLENGE:**

Communication plays an important role to the campus community. Most of these are short and simple. There are many forms of communication that Fresno State has reached out to our students but not everyone is viewing them. Forms of communication can be through student email, Twitter, Facebook, Fresno State web pages, Blackboard, etc. but not all students use these services on a day to day basis. Even if they do, the message can be overlooked as students are navigating through their busy schedule.

**PROPOSED SOLUTION:**

Install outdoor LED displays on strategic areas on campus that students can view from a short distance as they are navigating to their next destination. These can broadcast information in which can be overlooked in other communication sources.

**BENEFITS TO FRESNO STATE:**

Information can be displayed to the campus community as they navigate by it.

**ADDITIONAL INFORMATION:**