Introduction
Digital Signage has been used at Siena College since 2004. The use of digital signage was limited to displays in the financial trading lab to display market data, news, event announcements and as a way to welcome visitors to admissions and donor events. Expansion was initially limited to a single display in the lobby of the college's signature building. In 2013 the Student Senate championed a pilot project providing funding for six displays in three buildings. They saw the value in being able to publicize campus events in a neat and dynamic manner.

Digital Signage Platforms Evaluated
In 2013 the Student Senate proposed the use of Raspberry Pi devices for media players and WordPress for content management. Information Technology Services (ITS), had earlier internally evaluated three digital signages, Concerto, Xibo and the updated Rise Vision platform. Rise Vision was selected for the pilot because of its features, cost, hardware and OS support (Figure 2), and the familiarity ITS had with the platform.

The Rise Vision Platform
Rise Vision is a cloud hosted digital signage platform hosted on the Google Cloud. The free to use platform is accessed via any web browser, but Google Chrome is recommended. HTML5 presentations can be created using the included visual editor and can include the same types of content that you would see on any web site. Content is shown on physical displays using internet connected devices that run the Rise Vision Player. Rise Vision refers to the hardware/player combination as a display (Figure 3).

Student Driven Pilot
The students were able to fund 6 consumer grade Sharp LCD TVs and 6 Raspberry Pi's to be used as the player hardware for the Rise Vision platform. The locations selected for the displays were a Student lounge in the Science Center, outside the post office, inside the sub shop, outside the campus store, and one in each of the two campus dining halls.

The Raspberry Pi was configured as described in online notes, which included installation of the Rise Vision Player. We tried to run presentations that had multiple content areas, and we found that the player would work well for a time, but would then crash. We needed to find alternate hardware and used a combination of older laptops running Windows and Chrome Boxes provided by Rise Vision.

Several students became familiar enough with the platform and began to create presentations. Content was at first limited to announcements and events from student organizations and the Office of Student Life. These presentations were created and managed entirely under the direction of the Student Senate without interference from professional staff.

During this time the digital signs were noticed by many on campus and other departments expressed interest in using digital signage. Enrollment developed a presentation for its visitor waiting room, the School of Science developed presentations for the Science Center, and Public Safety presentations were created and managed entirely under the direction of the Officer of Student Life. These events from student organizations and the Office of Student Life. These presentations were created and managed entirely under the direction of the Student Senate without interference from professional staff.

Post Pilot
The pilot increased the awareness of digital signage and also demonstrated the value over the traditional bulletin board. The students managing the signs told me they have seen an increase in attendance at student sponsored events since the installation of the digital signs.

With the increased usage of digital signs comes increased reliance on them. While we continue to investigate new types of player hardware and use a mix of Chrome Boxes and laptops running Windows and Linux, we have standardized on a preconfigured Linux player from Rise Vision.

We currently provide informal, ad-hoc training on the use of the Rise Vision platform but realize in order to better leverage the platform and our displays that we need to formalize this training with a focus on industry and Siena best practices.

Recommended Digital Signage Resources
5th Screen Blog: http://5thscreens.info/blog/
Golden Ratio: http://bit.ly/1RzQ9d0

Acknowledgements
Thank you Rise Vision for the use of the Chrome Boxes and images. Thanks to Patrick Madden for his assistance with the pilot project.