



Discussion Item

Date: August 04, 2025

Division: Technology

Subject: Digital Signage Solution

Background Information:

- In the past, the District used a service called Yokel to provide visual communication through digital signage on campus TVs/displays. Within the past 2 years, Yokel was acquired by Scholastic Network, and they started charging a fee for the solution. This was a change from Yokel, as Yokel provided the service for free in exchange for advertising to higher education institutions.
- Many secondary campuses have requested digital signage options to communicate information to students, staff, and visitors. Currently, there are 10 locations using the currently approved digital signage vendor.
- In February of 2025, a group of secondary campus administrators and Technology, Digital Learning, Communications and Procurement and Contracts departments came together to discuss digital signage needs.
- An RFP #3316-25 was issued on May 30, 2025, and the response deadline was July 31.

Administrative Consideration:

- Funds for this project will come from campus and district budgets.
- The estimated budget for this project \$30,000
- Anticipated expenditures are not expected to exceed approved budgets.
- The Technology Department anticipates bringing a recommendation to the Board for consent at a future Board of Trustees Meeting