

# THE MANY BENEFITS OF A QUALITY SCHOOL SIGN

BY STACY STROM

**T**he advantages of having a quality outdoor sign at your school are immense. Not only can a sign reach out to parents, students and the community, but a sign can also contribute to your school's green efforts.

An outdoor sign is another form of communication that can help reduce the need for printed paper products to be sent home with students. Flyers are often used to inform parents of events, schedules, and upcoming community activities.

A quality outdoor sign can be used to display messages that would have normally been printed on these flyers and buried at the bottom of a backpack. Announcing events, fundraisers, and dates that grades will be available are just a few of the ways a sign can be used to communicate with parents. LED signs, especially, have the ability to increase outreach. Instead of having a limited area to post messages, as with a changeable letter marquee, a virtually unlimited amount of information can be stored and displayed on the sign along with text effects, graphics, videos, and animations.

## IMPROVING THE PUBLIC IMAGE

The outer appearance of your school does not only impact the school itself, but also the pub-

lic's opinion of the school and education provided to the children attending. The presentation and maintenance of the grounds is an important part of a productive, thriving school – this includes its signage. A sign is often the first impression that a passerby gathers of an institution; if it is inadequate or unkempt, this sends the impression to parents and the community that the school and therefore their child's education will follow suit. If a sign is of high quality and effective at delivering the desired message, your school will be more successful in communicating that those same qualities are present inside classrooms.

To achieve this, the appearance and longevity of a sign should be taken into consideration when deciding to purchase. An attractive school sign serves as a valuable recruitment tool, so request testimonials from the sign company proving that their product has improved the public image for other institutions such as yours.

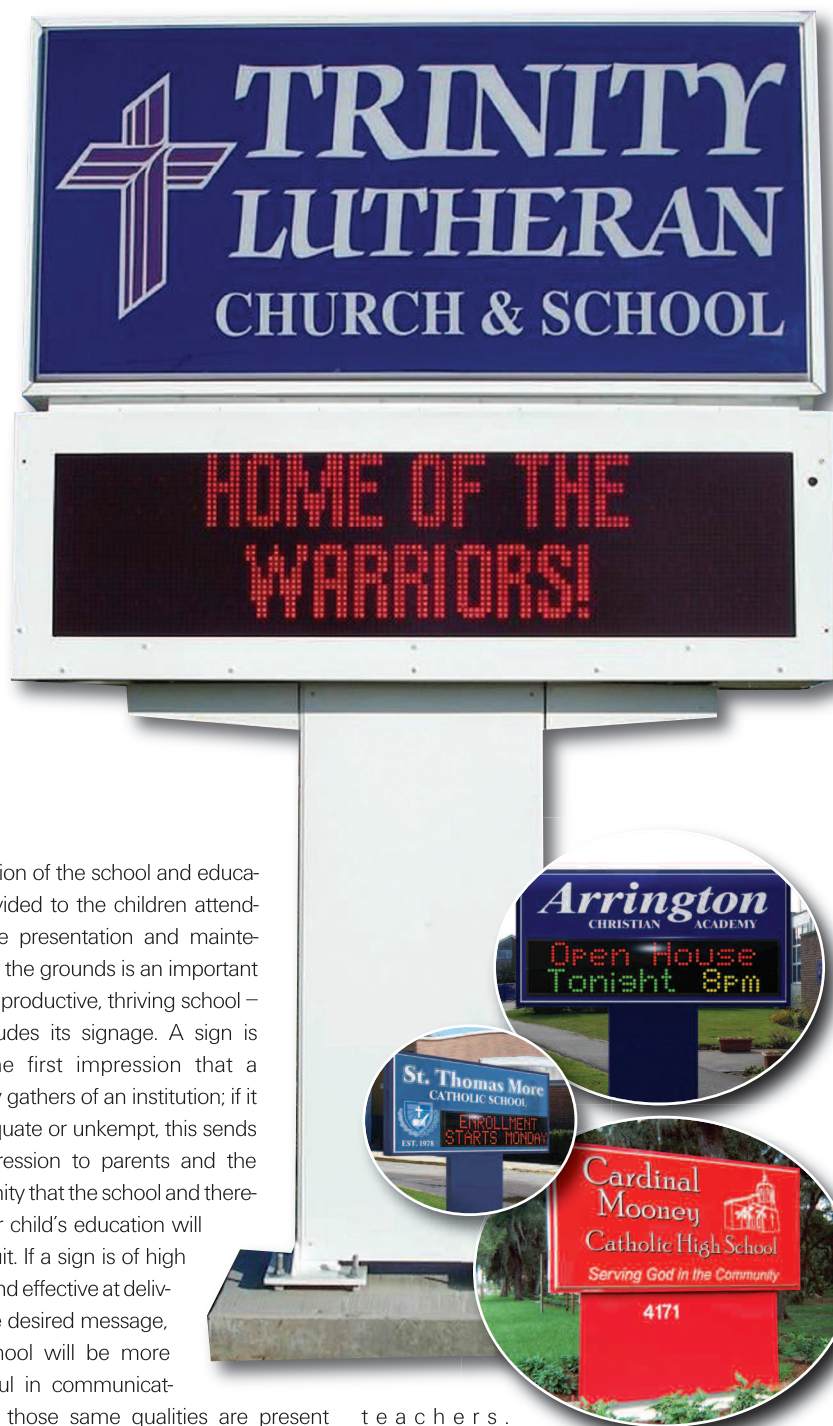
## CLOSING THE COMMUNICATION GAP

An outdoor sign helps eliminate the large gap in communication between parents and

teachers.

Because information given to students rarely reaches parents, teachers have felt the impact of the estranged relationships through lack of participation in events, awareness of the student's academic abilities, and general knowledge of the child's and school's performance.

School events, grade distributions, student or school achievements, or simple acknowledgments to a teacher's job well done are great messages to place on an outdoor sign to keep parents aware of the happenings at the school.



## ENCOURAGING COMMUNITY SUPPORT

A reliable and dynamic school sign also has the ability to positively affect the surrounding community by getting them involved. When you rally support from the community, you are helping to increase the camaraderie among citizens in your city or town. Local businesses may allow you to host a fundraiser at their establishment or may even donate some of their own profits to support the school or cause. Once your sign is in place, announcing activities and inviting the entire community to your school events can assist in future support.

Community involvement increases participation in local events and can help enhance the local economy through networking and building business relationships. Local businesses often donate funds towards a school's sign; most businesses appreciate a simple "thank you" message on the sign. However, using the sign to display a business' advertisements may be an option to repay the contribution and secure future revenue for a school.

## WHAT TO LOOK FOR IN A QUALITY SIGN

Choosing the right sign for your school is quite simple when you realize what constitutes a quality sign. For instance, you want to start by researching the potential companies from whom you will request quotes. Find out how long they have been in business, what their Better Business Bureau rating is, what kind of signs they specialize in, what parts of the country they serve, and what their price are.

Also, how will the company's sign withstand the environmental factors in your area? Of what type of material is the sign constructed? These two factors will make the difference in how your sign will hold up aesthetically in the years to come.

Also question if there is a warranty on the sign. Some companies will only cover particular parts and services, referring you the manufacturer instead of providing complete customer service. Quality companies selling quality signs will offer a Lifetime Warranty.

Whether your school's intentions are to continue their "green" efforts or simply increase the outreach to students, parents,

and the community, a quality sign will assist in both. **CSP**

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