



# California University of Pennsylvania

## POLICY: DIGITAL SIGNAGE POLICY

### A. Purpose & Scope:

Digital signage allows academic, administrative, and student groups within the California University of Pennsylvania community to reach and engage audiences by showcasing various aspects of academic programs, student life, or offerings. The signage can reflect the life and vibrancy of the University in a way that enhances the audience's experience and can improve communications about key information.

By virtue of their placement in locations frequented by a wide range of audiences, the signs also become a very visual and ever-changing part of what people identify as representative of California University of Pennsylvania.

The purpose of this policy is to articulate California University of Pennsylvania's technical, content and architectural specifications for how digital signage is chosen, designed, installed and managed. Digital signage has the potential to dramatically enhance the campus experience of California University of Pennsylvania's students, faculty, staff and visitors.

All digital signage installed on campus must be compatible with the University's digital signage solution.

### B. Definition(s):

*Digital Signage* - A "digital sign" is any permanent or semi-permanent electronic display device, interior or exterior, and that delivers content and messaging in any space on campus.

### C. Policy:

Digital signage managed by California University of Pennsylvania serves as a visual communication medium to inform students, faculty, staff, and visitors about the University, Departments, Cal U events, etc.

Information displayed includes (but is not limited to): programs, meetings and activities, weather information, campus news, television feeds, important current events, directories, campus facts and emergency messages.

Content displayed on screens is governed by the Acceptable Use Policy.

Only registered student organizations, academic units, and campus departments/offices are permitted to display content on the digital signage system.

**D. Related Policies:**

Acceptable Use Policy

**E. Procedure(s):**

**1. Equipment – Procurement/Installation**

Schools and Departments are responsible for the funding of equipment, licenses and installation costs. (License costs are recurring.) They are also responsible for replacement of equipment that is out of warranty that breaks. Digital signage requests must include their area Dean or Vice President's approval and a cost center for recurring billing.

Equipment purchases must be coordinated and approved through University Technology Services in order to maintain consistent technological and installation requirements.

UTech will work with Purchasing to procure equipment, licenses and coordinate installation of hardware and software.

UTech will maintain server and server software.

Equipment must be installed by the Facilities Department. Additionally, Facilities will approve digital signage locations within buildings to comply with fire code, ADA requirements, and historical building and structural standards.

Equipment that is presently in use can remain in place until updates are required so long as the system is compatible and can incorporate displayed content and was installed in a manner that complies with all applicable building codes.

**2. Submitting Content for Digital Signage**

Content must be submitted electronically to **digitalsignage@calu.edu** a minimum of five (5) business days prior to the first date the content is to be displayed on the digital signage system. Content submissions must include the first name, last name, and phone number of the submitter, the date the content should start running on the digital signage system, and the digital slide or digital video file as an attachment to the email. It should also include the particular areas on campus that the signage is requested for.

**3. Posting Priority**

Priority postings on signage will be given to content that is of importance to the entire university community and that relates to the university's mission and operations. Other content will be displayed when space or time slots are available.

**4. Screen Design / Layout**

Cal U will develop a standardized template for all campus monitors. User readability will be maintained between buildings and monitors.

**5. Exclusions or Special Circumstances**

Digital Signage equipment which was in use prior to the implementation of this policy will be permitted to remain in use. At the point in time in which these grandfathered systems must be replaced, departments will be required to purchase digital signage systems from the approved vendor.

**6. Consequences**

The University may remove digital signage if adherence to the guidelines in this policy are not followed. Departments that install displays in an unapproved location will be responsible for all costs associated with immediate removal and re-installation to an approved location. New installations must use the chosen vendor solution of campus. Departments must use the approved template for digital signage. Departments not using the template will be unable to display digital signage until the approved template is used.

**F. Effective date: April 24, 2018**

**Adopted: April 24, 2108 by: President's Cabinet**

**Amended Date:**