Policy Type: Administrative
Applies to: Faculty, staff, student employees, students, and volunteers

POLICY DATES

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Reviewed:

In 2012, the University of Mount Union launched a new digital signage initiative as a means of enhancing communication and promotion of the University's events, news and accomplishments in high-trafficked facilities and student gathering spaces. To commence the effort, the institution evaluated the digital signage systems of numerous companies prior to partnering with Four Winds Interactive (FWi).

Located in Denver, CO, FWi is a digital signage company with thousands of signs deployed in business, schools and organizations throughout the country. FWi is a well-known name in the industry and has deployed some of the largest digital signage installations in the world. The company was recently named one of the Top 50 Colorado Companies to Watch and #16 on Forbes's list of the most promising companies in 2011.

The effort began in 2011 with the installation of five large-format flat screen monitors in the Hoover-Price Campus Center (HPCC). On a day-to-day basis, the digital signage system is used to display campus-wide information such as events, activities, meetings, programs and services, with members of the Mount Union community and others who visit the University facilities. The Office of Marketing coordinates messages.

In addition to providing an outlet for promotional messages, the signage also enhances the University's emergency communication efforts as the system will work in conjunction with Blackboard Connect, Mount Union's mass notification system. In the event of an emergency or during tests of the emergency notification system, all the digital signage monitors are used for the immediate posting of the emergency messages.

In addition, the effort supports the institution's commitment to sustainability by reducing the use of paper, thus creating a more ecologically-friendly environment.

These guidelines were drafted after significant research including the collection and analysis of digital signage guidelines from other educational institutions. Guidelines reviewed include those instituted at the University of Iowa, Syracuse University, University of Wollongong, Pepperdine University, Western Washington University, Northern Virginia Community College, Western Kentucky University and Utah Valley University. These guidelines which include elements that were modeled after a number of the aforementioned, have been reviewed by the President's council.

The Office of Marketing manages the use and content of all monitors in the digital signage system, and the Office of Information Technology handles the purchasing, installation and maintenance of equipment. If you have any questions about digital signage or the content of these guidelines, please contact the Office of Marketing at (330) 823-6062 (ext. 6063 from a campus phone) or information@mountunion.edu. To submit campus information, please utilize the online submission form found on iRaider.

Table of Contents

Policy type: Administrative
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Definitions

Term	Definition
Digital Signage	This is the industry term for using digital display technology such as LCD, Plasma, and LED displays to communicate with a target audience. Digital signage can be non-interactive and interactive through the use of touch screen, barcode scanner, card swipe, RFID, and other input devices.

Policy Details

A. Purchasing of Digital Signage

Mount Union's digital signage strategy is a University-wide initiative, and the selection of FWi as the digital signage provider was made in an effort to provide an enterprise solution for the campus. Therefore, individual offices, departments and facilities are not permitted to purchase signage that is not a part of the institution's overall signage strategy. This includes the purchase of any type of television, screen or monitor for the purpose of displaying promotional or informational material. Additional facilities may be brought into the program in the years to come, 2 but will be prioritized according to facility traffic, student use and need and approved by President's Council.

The purchasing of digital signage should only be initiated through the joint efforts of the Office of Marketing and Office of Information Technology. Individual offices and departments will not be permitted to purchase signage from their respective budgets unless the purchase is approved by President's Council as part of the institution's overall signage strategy.

B. Location of Monitors

Monitors are located within the following campus facilities

- Hoover-Price Campus Center: displays can be found in various locations
- Kolenbrander-Harter Information Center (KHIC): displays can be found in various locations
- Outside KHIC: this display is an interactive wayfinding sign.

The Office of Marketing and Office of Information Technology choose the location of monitors with input from the Physical Plant and representatives of the facility in which signs are being installed. President's Council approves locations.

C. Hours of Operation

The hours of operation for digital signage screens coincide with facility hours of operation.

Hours of operation for the digital screens will be adjusted as hours of operation for the facility are adjusted, specifically during holiday breaks and the summer months.

NOTE: Power to the Digital Media Players (DMPs) and monitors must not be turned off at individual locations during the stated hours of operation.

D. Communication Purposes

Policy type: Administrative
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The overall goal of the Mount Union Digital Signage System is to enhance promotion and awareness of University sponsored events and programs, institutional accomplishments and news and campus-wide notifications and emergencies. The signage will visually communicate the following.
- University-sponsored events including lectures, student life events, athletic events, festivals and special celebrations, entertainment, etc.
- Special campaigns such as sustainability efforts, community-service initiatives, fund-raisers, etc.
- Campus announcements and notifications such as registration, CoursEval, University Store promotions, etc.
- Institutional news and accomplishments regarding programs, facilities, community members, etc.

E. Intended Audiences
The fundamental audiences for the Mount Union Digital Signage System are current students, faculty and staff as well as other visitors to campus. With this large audience in mind, all promotion must be directed toward the University community and public at large. Content directed only toward a small target group will not be posted as digital signage is a mass communication medium. The digital signage system is not intended for personal or classified announcements (items for sale, etc.) that do not support the mission of the institution.

F. Content Specifications
The content must be submitted to the Office of Marketing through the online submission form found in iRaider. All content is subject to the review of the Office of Marketing before posted, and the content manager reserves the right to edit messages for spelling, grammar, structure, brevity and style. However, it is the responsibility of the person submitting the form to ensure that the content provided is accurate.

Acceptable Content
Acceptable content for Mount Union Digital Signage System includes the following.
- Campus-wide emergency information
- University-sponsored events (those that are open to the entire campus community or the public) Note that there is a calendar of events display that automatically pulls data from the EMS calendaring system.
- Academic announcements (registration, deadlines, etc.)
- University accomplishments and news
- Promotion of academic departments and programs
- Student services information and promotions
- Facility updates • Student organization announcements
- Admission messages • Regional weather updates
- University-approved sponsor promotions (facilitated by the Office of Marketing)

Restricted Content
Content restricted from display on the Mount Union Digital Signage Systems includes the following.
- Content that violates University policies or local, state or federal law
- Content that infringes on copyright law, intellectual property standards or trademarks including, but not limited to, logos, images, photographs, paintings, movies, videos and written works (For additional information on copyright and fair use, consult Mount Union's Non-Infringing Uses of Copyrighted Material statement.)
- Content the refers to the sale or consumption of alcohol or other drugs
- Content that is illegal or offensive (drugs, sex, language, etc.)
- Content not related to a University-sponsored event or University news
- Endorsements of any opinion, product, cause, religion, political party or political candidate unless related to an officially-approved institutional effort
- Personal messages or classified announcements (items for sale, etc.)
- Advertisements or commercial products or services not facilitated by the Office of Marketing
- Other events or announcements that do not support the mission of the institution
- Messages considered by the Office of Marketing to be inappropriate
- Content directed only toward a small target group as digital signage is a mass communication medium

The digital signage content manager will not post any messaging of the above nature.

Policy type: Administrative
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G. Images

Individuals submitting photographs to accompany their content must provide images that are high-quality EPS, TIF, PNG or JPG files. The content manager may request new images or decline to utilize images if those submitted do not meet quality requirements. Clip art will be avoided unless it is highly professional in nature and valuable to the communication of the intended message. The individual submitting images are responsible for assuring that they adhere to copyright law or fair use.

H. Emergency Notifications

In the event of a campus-wide emergency, Mount Union Digital Signage System will initiate emergency messaging as the system is tied into Blackboard Connect, the institution's mass communication system that allows University officials to reach all members of the campus community with information during unforeseen events or emergencies within minutes. The emergency messaging will override any previously scheduled messaging. For this reason, it is extremely important that all displays remain on at individual locations during the stated hours of operation (see Hours of Operation above).

Note that the use of a solid red background on digital slides is reserved for emergency communication only. No other display slide will be permitted to use such a background.

I. Sponsor Promotions

Any sponsorship promotions appearing on the monitors will be coordinated by the Office of Marketing, in conjunction with other relevant offices on campus.

J. Standard Feeds

Information on some displays is pulled automatically from a number of sources. Campus calendar information is pulled directly from the EMS calendar, and changes to such content can only be made through this calendaring system. RSS feeds are pulled from a number of sources, including campus news feeds and athletic news feeds. Weather information is pulled directly from www.weather.gov. Emergency notifications are pushed to the digital displays directly from Blackboard Connect, Mount Union's mass emergency notification system.

PROCEDURE

A. Display Design

Display slides will be designed at the discretion of the Office of Marketing and in accordance with the institution's Identity Program. The following guidelines will be applied to the design of slides.
- Established flyers, posters or ads will not be re-used for digital slides. The content may be acceptable, but slides should be designed with the digital display medium in mind.
- Display slides will focus on the basics – who, what, where, when and how. Since passerby will only have approximately eight seconds to review a slide, simplicity is important.
- Information in narrative form (paragraphs) will not be posted. Best practice indicates that bulleted information or short sentences are the most effective.
- The content manager will utilize fonts at his or her discretion and in compliance with the institution's identity program. The ultimate goal is to increase readability and avoid allowing the font selection to interfere with the communication of the message. All efforts will be made to maintain a minimum font size 4 of 36 pt.
- The use of contrasting colors for backgrounds and text will be applied to ensure readability.
- Patterns and pictures will not be utilized if they interfere with readability or cause aesthetic issues. Imagery will only be used if it is in accordance with copyright law and fair use.
- A call to action will be incorporated whenever possible.

B. Display Scheduling

Display Duration

Submitted content will be displayed at the discretion of the content manager with reference to the beginning and ending date provided at the time of submission. Typically, date-dependent content will be displayed for a period of up to one week prior to the event, dependent upon scheduling needs and event priority. All events will be removed immediately following the event's start. Special circumstances will apply to major institutional events. Content promoting recurring

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events will be scheduled as appropriate. Non-dated content will be displayed for a maximum of one week, dependent upon scheduling demands and at the discretion of the content manager. Individual offices, departments, governance units, committees and registered student organizations may be limited to having only one post displayed at a time to ensure equal access to the digital signage system.

Timing of Slides
The slide featuring the event calendar, weather and RSS feeds will appear for two minutes (events and images will rotate during this duration). All other slides will appear for eight seconds. Exceptions will be made at the discretion of the content manager. These time frames will ensure that passerby will view rotating slides for a duration that will provide for maximum readability and exposure.

Number of Rotating Slides
No more than 16 slides (including the standard slide featuring the event calendar, weather and RSS feeds) will be scheduled to run on any one player at one time. This means that a maximum of 45 slides will appear on the five screens in the Hoover-Price Campus Center through the use of the three installed players. This scheduling will provide for the utmost exposure of posted content.

    C. Content Submissions
Users
Only University offices, departments, governance units, committees and registered student organizations are permitted to submit content for digital signage.

Content Submissions
The content must be submitted to the Office of Marketing through the online submission form found on iRaider. All content is subject to the review of the Office of Marketing before posted, and the content manager reserves the right to edit messages for spelling, grammar, structure, brevity and style. However, it is the responsibility of the person submitting the form to ensure that the content provided is accurate. The content manager may also decline to display any portion or an entire message on the Mount Union Digital Signage System at his or her discretion. It is the responsibility of the content manager to determine the appropriate locations at which a particular message will be run and modify the requested start and or end date of a particular message at any time for any reason. Individuals submitting content must meet the following requirements.
- Material must be submitted at least five business days prior to the first display date. Failure to submit in accordance with this requirement may result in the content not being approved for display. All submission approvals are based on schedule availability and, in most cases, will be accepted on a first-come, first-served basis. However, priority may be assigned to certain postings at the discretion of the content manager.
- When submitting a request, a date and time indicating when the message should begin and end will be required in an effort to prevent dated material from appearing on screens. Beginning and ending dates may be adjusted at the discretion of the content manager in an effort to maximize scheduling opportunities.
- Material must be submitted through the online submission form found on iRaider. Submissions will not be accepted via e-mail, telephone or fax or through personal request.

Responsibilities

Position or Office	Responsibilities
Marketing Office	Permission for use of digital signs and handle all content

Resources

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Contacts

Subject	Office	Telephone	E-mail/URL
Executive Assistant Office of Marketing	Marketing Office	(330) 823-6063	marketing@mountunion.edu
VP for Marketing	Marketing Office	(330) 823-6092	marketing@mountunion.edu

History

All changes must be listed sequentially, including edits and reviews. Note when the policy name or number changes.
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