

Policies and Procedures

<i>SECTION:</i> Administration	<i>NO.</i> 2.4.52.		
<i>CHAPTER:</i> Information Technology	<i>ISSUED:</i> 05/20/2015	<i>REV. A</i>	<i>REV. B</i>
<i>POLICY:</i> Digital Signage	<i>PAGE 1 OF 5</i>		

PURPOSE

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

All digital signage installed on campus must be compatible with the University’s digital signage solution for which the University owns a campus-wide site license.

POLICY

General oversight and governance of the University’s digital signage system resides with the Digital Signage Committee. It is the policy of the University that departments, schools and colleges are ultimately responsible for the content on their digital displays. All content can be subject to review by Marketing and Communications and the following guidelines must be followed at all times:

- Be consistent with Creighton’s mission as a Jesuit, Catholic University;
- Follow the programming format, content/templates, and digital signage software set for University-owned displays to allow for University messages and communication; and
- All digital signs will be configured to receive CreightonAlert (formerly CUAlert) messages.

DEFINITIONS

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.

EXCLUSIONS

Digital signage that is an intrinsic component of an athletic event, theatrical production, work of art, or cultural event is beyond the scope of this policy. Scoreboards and set pieces, for example, are excluded, as are display devices in nonpublic spaces, such as classrooms, conference rooms or personal offices.

PROCEDURE

The University has a single campus-wide digital signage solution. This approach simplifies management and training, provides for a consistent user experience across campus, allows for

Policies and Procedures

<i>SECTION:</i> Administration	<i>NO.</i> 2.4.52.		
<i>CHAPTER:</i> Information Technology	<i>ISSUED:</i> 05/20/2015	<i>REV. A</i>	<i>REV. B</i>
<i>POLICY:</i> Digital Signage	<i>PAGE 2 OF 5</i>		

emergency notifications to be displayed on digital signs across campus and lowers the cost per sign for units looking to implement a signage solution.

All digital signage will...

- be aligned with University branding;
- apply campus-wide information architecture, visual style and terminology to provide a consistent user experience;
- display both local and available University-wide content;
- be consistent with the architectural setting in which it is placed;
- conform to ADA standards and other building codes; and
- be compatible with and utilize the enterprise system.

The Division of Information Technology (DoIT) sets standards for technical requirements for compatibility with the enterprise system.

Acquisition and Installation

Campus units are responsible for the total cost of installation of a digital sign, which includes all hardware and labor. Digital signs also require a nearby power source and a computer. A wired network connection is required for each sign location. Facilities Management will evaluate and provide costs for installation of these utility services.

The University owns a campus-wide site license for a University Digital Signage Solution, allowing unlimited digital signs to be deployed across campus.

The Division of Information Technology (DoIT) has outlined standard digital signage packages based on screen size. Digital signage installations may vary depending on location, audience and goals. Pricing guidelines are listed on the DoIT website.

The Division of Information Technology (DoIT) and Facilities Management will work collaboratively with campus offices & departments to develop an installation plan, to include:

- interior design (appropriate installation with hidden cabling)
- technical specifications
- target audiences
- device security
- identification of “content publishers” to receive mandatory training

Policies and Procedures

SECTION: Administration	NO. 2.4.52.		
CHAPTER: Information Technology	ISSUED: 05/20/2015	REV. A	REV. B
POLICY: Digital Signage	PAGE 3 OF 5		

Content

Each individual sign owner (office/department) is responsible for updating content on a regular basis. Sign owners should designate a content manager. Content managers should consult with Creighton's Editorial Style Guide ([link](#)) for the University style.

In order to receive "publisher" access the following steps must be followed:

1. Sign owners and content manager must receive training on the digital signage software from the Division of Information Technology (DoIT).
2. Identify two (2) staff members to serve as content managers to monitor and update the sign on a regular basis. (*At least one staff member must complete a mandatory training session, through DoIT, before being granted access.*)
3. Select a University-approved design template.

Content should promote University activities, events and educational opportunities in a time-sensitive manner. Material should be informative and of interest to students, faculty, staff and visitors. Content must comply with local, state and federal laws and any applicable policies, rules and regulations of Creighton University.

Acceptable content includes:

- Announcements relating to significant student or faculty/staff achievements, awards or accomplishments
- Event information for upcoming activities sponsored or coordinated by Creighton University
- Event information for upcoming activities sponsored or coordinated by the Alumni Office
- Event information for upcoming activities sponsored or coordinated by student organizations/clubs as approved by the Student Leadership & Involvement Center, Division of Student Life
- Results of academic competitions (congratulatory listing of winners)
- Upcoming deadline information for nominations, scholarship applications, class registration (other academic deadlines), for approved programs
- Information on new programs, courses, or services available to students or faculty/staff
- Emergency notifications from Marketing and Communications or Public Safety
- School, departmental or building directories
- Slide shows of campus photos
- University news provided by Marketing and Communications

Policies and Procedures

<i>SECTION:</i> Administration	<i>NO.</i> 2.4.52.		
<i>CHAPTER:</i> Information Technology	<i>ISSUED:</i> 05/20/2015	<i>REV. A</i>	<i>REV. B</i>
<i>POLICY:</i> Digital Signage	<i>PAGE 4 OF 5</i>		

Unacceptable content includes:

- No classified ads (cars/apartments/bicycles, computers, etc.)
- No personal messages or group messages
- No commercial products or services
- No political statements relating to campus, local, statewide or national elections
- Content that infringes on the copyrights or trademarked works of others. Copyrighted or trademarked material may include, but are not limited to, logos, digital images, photographs, paintings, movies, videos and written works.
- Any content incongruent with Creighton’s Mission and/or University Policies

Post-Installation and Activation

The sign owner and/or content manager(s) are responsible for:

- Maintaining local sign content in accordance with this policy and the approved digital signage plan. The sign owner (office or department) is responsible for all posted content.
- Costs associated with the maintenance, expansion, modification, or replacement.

The Division of Information Technology (DoIT) is responsible for:

- Monitoring all digital signage installations for proper operation;
- Training content managers; and
- Providing software assistance via the DoIT Service Desk.

Pre-existing campus digital signage is subject to this policy. A good-faith effort should be made to bring such installations into compliance.

SCOPE/ELIGIBILITY

This policy applies to all University-owned digital signs and displays.

DIGITAL SIGNAGE COMMITTEE (DSC)

The Digital Signage Committee will meet as necessary and shall be composed of representatives from the following administrative units: University Marketing and Communications, the Division of Information Technology (DoIT), Facilities Planning and Management, and the Division of Student Life (as needed). Members shall be appointed by the vice presidents responsible for those units.

University Marketing and Communications: Manages campus-wide content and determines a standardized approach to user interface, terminology and information architecture. Marketing and

Policies and Procedures

<i>SECTION:</i> Administration	<i>NO.</i> 2.4.52.		
<i>CHAPTER:</i> Information Technology	<i>ISSUED:</i> 05/20/2015	<i>REV. A</i>	<i>REV. B</i>
<i>POLICY:</i> Digital Signage	<i>PAGE 5 OF 5</i>		

Communications is responsible for ensuring that all digital signage conforms to the University's image and brand.

Information Technology: Sets hardware standards, approves hardware purchases, and manages the installation process; manages campus-wide resources required for digital signage, including servers and network infrastructure. DoIT is responsible for monitoring ongoing performance and troubleshooting of hardware problems.

Facilities Planning and Management: Approves architecturally appropriate physical installation and placement of digital signage devices. The size and related budget of the implementation will be considered.

Student Life: Approves student organization posts on University-owned digital signage.

ADMINISTRATION AND INTERPRETATIONS

This policy shall be administered by the Digital Signage Committee. Questions regarding this policy should be directed to Chuck Lenosky.

AMENDMENTS OR TERMINATION OF POLICY

The University reserves the right to modify, amend or terminate this policy at any time. This policy does not constitute a contract between the University and its faculty or employees.