

TITLE: **Digital Signage Usage and Guidelines**

EFFECTIVE: **June 27, 2012**

LAST REVISION: **November 10, 2017**

Policy No: **7.009.2**

Policy Statement

Digital signage serves as a visual communication medium to inform students, faculty, staff, and visitors about events occurring at SOWELA Technical Community College (SOWELA). Standard information displayed includes (but is not limited to): programs, meetings and students activities; up-to-date weather information; campus news; television feeds; important current events; campus facts and emergency messages. Using digital signage to achieve the objectives above requires attentiveness to details of events, dates, and times.

Therefore, the purpose of this policy is to address the management of messages that are published on SOWELA digital signage.

1. Categories

- a. All messages must be related to SOWELA Technical Community College (SOWELA).
- b. Events - Campus activities sponsored by SOWELA, jointly sponsored or outside events.
- c. Campus News – Department notices, facility news, college-wide meetings.
- d. Student News/Events – Student Government Association, Student Clubs, Student Alumni Associations, Student Intramural events.
- e. Faculty/Staff News – Faculty Senate, Academic news, achievements.
- f. Other- Congratulatory, professional achievements or welcome messages; class or program changes; administration notices.

2. Submissions

- a. Each executive team member shall appoint one or two persons (signage coordinators) in their division to be the initial contact to coordinate scheduling of a digital signage message.
- b. Requests from student organizations must be made by their faculty advisors or by the Director of Student Support Services.
- c. Requests to schedule a digital signage message must be submitted to the Institutional Advancement Coordinator using the “Marketing Service Request Form” found on the SharePoint/Shared Documents/Institutional Advancement/Forms.
- d. Download the form and complete then email to the Institutional Advancement Coordinator.
- e. General messages will be posted while timely. Messages should be submitted at least **two weeks** prior to the proposed start date.
- f. Revisions or additions to previously posted messages must be submitted via the same form.


3. Criteria

To be featured on the digital signage, messages must meet the following criteria:

- a. All messages must be related to the categories enumerated above and must be kept brief.
- b. Message information should answer “*who, what, where and when*” in order to be published.
- c. Submissions with text that is in all caps will not be accepted.
- d. All messages must receive supervisor approval prior to being sent to the Advancement Office.
- e. Messages of personal nature or that promote a religious and/or political point of views or messages that are considered inappropriate will not be posted.
- f. Messages not affiliated with SOWELA will not be published even if they have the sponsorship of an SOWELA unit. If there is a question about the appropriateness of a message, the Chief Information Resources and Technology Officer in conjunction with the Executive Director of Institutional Advancement will make a final determination.
- g. If a message submission has content that is questionable or needs further information, an e-mail will be sent to the person submitting the news for clarification.
- h. Messages of an urgent nature that require immediate posting, such as closings, power outages, and loss of services must be approved by Chief Information Resources and Technology Officer or his/her designee.
- i. The Institutional Advancement Coordinator reserves the right to edit items for brevity and style. All submissions are reviewed for appropriateness.

Source of Policy: Information Resources & Technology Division
Responsible Administrator: Chief Information Resources & Technology Officer

LCTCS Policy Reference: N/A
LCTCS Guideline Reference:

Approved by: 
Chancellor

Date: 2-5-18