

University Of Wisconsin-Superior

Policy Subject: Digital Signage
Cabinet Division: Administration and Finance
Policy History: February 2017 (draft)
Effective Date: October 1, 2017

I. Background and Purpose

This policy was developed to better outline and define the use of digital signage on the UW-Superior campus and to ensure that messages are not in conflict with the University mission and vision statements.

This policy applies to the installation of digital signage systems and the content displayed on those systems for any group or individual associated with the campus community.

II. Constraints

This policy is in compliance with Wisconsin State Statutes and the Wisconsin Administrative Code. The policy excludes digital signage used by third party vendors in contracted space.

III. Definitions

“Dedicated displays” are funded and managed by specific departments to display specific internal content.

“Public displays” are funded and managed by Technology Services and located in various buildings on campus

IV. Policy Statement

Digital signage devices and the content displayed on them is governed by existing Technology Services Appropriate Use of Information Technology Resources, existing University Marketing and Communications Office (UMC) processes including the Marketing brand review process and all applicable UW-System policies. Additionally, content displayed cannot be in conflict with the University’s mission and values statements.

V. Policy Procedures

Every digital display connected to the central network is required to be integrated with the University emergency notification system to automatically display emergency messages when they are issued except as exempted in policy guideline 1.2.d.

The UMC is the governing authority for digital signage. UMC is responsible for ensuring compliance with this policy and will maintain a webpage to define content standards and to identify the procedures for accessing the campus digital signage network.

If adherence to the guidelines in this policy are not followed, UMC reserves the right to remove digital signage displays or require removal of any content deemed out of compliance. If a determination is made

that a digital signage device should be removed, the unit that installed the device shall be responsible for the costs associated with removal and re-installation.

The following guidelines provide the baseline in support of the policy. Requests for exemptions from, or changes to these guidelines should be made to the UMC.

1. Digital signage types and locations:

UW-Superior's digital signage displays are categorized as "dedicated" or "public" and are purposefully located throughout campus.

Dedicated displays:

- Are funded and managed by specific departments to display specific internal content.
- Will be charged an annual technology fee at ½ the rate charged for the PC chargeback.
- Are required to be connected to the central network.
- Are required to be integrated with the campus emergency notification system except where granted an exemption by the Director of Marketing and Communications (e.g. a small "rooms schedule" display).
- Are required to meet all equipment and installation standards.
- Are required to meet marketing content standards.
- Content managers will have control over content that is displayed on their own dedicated displays.
- May consume public content feeds at the discretion of content managers.

Public displays:

- Are funded and managed by Technology Services and located in various buildings on campus.
- Will display broadcast announcements and publicized events that are of interest to the campus community as a whole as well as building specific content.
- Will be assigned a content manager if needed.
- Will to the extent possible, display dynamically generated content.
- Are required to be connected to the central network

2. Equipment/Software and Installation

- All digital signage equipment must be purchased through Technology Services and must be integrated with the central network.
- Equipment installations are to be completed by the Campus Facilities unit or its designee and must meet all applicable codes and structural and security standards.
- Technology Services will maintain equipment, licenses, installation and maintenance of the central system including servers and software. It will also manage all public display installations.
- Each department or unit will be responsible for the funding of equipment, licenses and installation costs relevant to a dedicated installation and is responsible for submitting a ticket to the helpdesk if a system becomes non-operational.
- Each department is responsible for defining a person or persons to act as the content manager for dedicated displays and arrange for their training.
- Digital signage installed prior to September of 2017 is considered "grandfathered" to the extent that the equipment can be used through its end of life. Replacement systems must meet the policy guidelines as defined by IT. Content displayed on grandfathered systems are required to meet the policy guidelines as defined in this policy.

3. Content Managers

Content managers include UMC staff and their designees charged with managing public displays. Content managers also include those assigned to manage content on dedicated displays. Content managers are expected to follow content standards and to consult with UMC staff for clarifications.

4. Content Standards

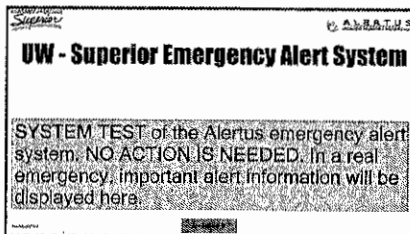
UMC maintains a [webpage](#) to provide content managers with content guidelines and with information related to the [brand review process](#). A baseline of the concepts found on the website is described in this section, however content managers are expected to review and follow all standards found on the UMC website.

Baseline standards for content creation

- Content should be time sensitive.
- Content must only promote university activities, events and educational opportunities.
- Content should be informative and of interest to students, faculty, or staff.
- Content should clearly identify the targeted audience. Remember, content on digital signage is viewable to the public. If it states that everyone can attend, consider that visitors may attend as well.
- Content must comply with appropriate copyright laws.
 - a. Content submitters are responsible for ensuring that any words, images or videos used are royalty-free, or media royalty has been paid for, or written permission has been obtained from the original creator (e.g. writer, illustrator, designer, photographer, or videographer).
 - b. Content managers must have signed consent forms from individuals in photos who are not employees or students of UW Superior.

Screen design/layout guidelines:

- Design of digital signage slides should be clean, simple, attractive, brief and approved by UMC via the brand review process.
- Digital signage should be dynamic and fast-paced.
- Ensure typography, color and images are clear and legible.
- Use of standard headers and footers is required for all displays.
- Colors and typography cannot mimic those used for Emergency notification messages



Acceptable content category examples on either public or dedicated displays:

- Campus news

- “Welcome to Campus” (visitors prospective students, etc.)
- Congratulations (awards, honors, achievements, grants, accolades, retirements)
- Campus Events (upcoming events, conferences, meetings, seminars, town hall, etc.; anything that is relevant to a large number of people on campus)
- Get involved (volunteer events and opportunities, fundraising, etc.)
- Emergency notifications (Safe alerts, campus emergencies and emergency reminders. This category is reserved for Emergency Management, Campus Safety and the UMC)
 - Admissions may use a “slide presentation” format for special events on campus (i.e. SOAR)
 - Messages for private events/rentals (which may not necessarily be subject to UMC brand review)


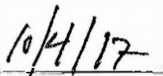
Unacceptable content category examples:

- No classified ads.
- No personal messages.
- No political statements.
- No third-party/external advertising except as defined in 5 (below).
- No promotion of commercial (for-profit) individuals or institutions except as defined in 4.5
- No corporate logos can be used except as defined in 5 (below).
- No images, content, videos that have not received written permission from the original creators.
- Course advertising on public displays is prohibited. Content must not specify or promote a particular faculty member, class or section of a class.
- Recurring event calendars (Content needs to fresh and timely)

5. Revenue Advertising

The Administration and Finance department is responsible for managing advertising on digital signage and all contracts with vendors. External/third party advertising may be allowed by non-university affiliated groups and be approved on a case by case basis. No advertisements for drinking establishments or tobacco products will be allowed. Revenue generated will be used to offset the ongoing costs associated with maintaining the central system and the public display installations.

VI. Attachment Appendix A – Message Submission Request

Renée Wachter, Chancellor Date