Alverno College
Digital Signage Policy
9/10/2014

The Alverno College Digital Signage system provides a powerful way to visually communicate information about Alverno organizations and current events. This system is open for use by all student, academic and administrative organizations of Alverno College.   It is not intended for vendor promotion, political ads, personal use or classified ads. The form for submitting messages is found at https://alverno.wufoo.com/forms/alverno-college-digital-message-request-form/ And soon on the Media Hub Web Page.

The system may be used for the following:

1. Event information for upcoming activities
2. Emergency notification
3. Recognition of significant accomplishments
4. Information on upcoming deadlines for approved programs
5. Information on new programs, courses, or services available to students or faculty
6. Welcoming statements for special guests or groups visiting the campus

The digital signage system is controlled by a central server with the capability of managing message timing and location. Messages can be shown in all locations or selected locations depending upon the audience desired. Current locations of the digital signs are:

1. Student Programming area on FO 1
2. Café area on FO 1
3. Pitman theatre
    Future locations will be:
4. AX 1 lobby (target install Jan-15)
5. CH 2 lobby (target install Aug-15)
6. CO/CL lobby (target install open)

Several departments are responsible for the operations of the digital signage system. The Information Technology department is responsible for the installation and ongoing support of the digital signage system. Requests are routed through the Media Hub for creation, uploading, and scheduling. Marketing is responsible for ensuring the Alverno branding is maintained with the digital signage content. Student Activities and Leadership is responsible for approval of any student organization content. Deans and department heads are responsible for approval of any faculty or staff organization messages.

The Marketing and IT groups have developed several templates to use in creating digital signage messages. It is the responsibility of the requester to provide the content in the appropriate layout. Keep content concise and readable. Remember that the messages are a reflection of Alverno College.

Alverno College may replace any running messages with emergency notifications if it is in the best interest of the college community.

Any concerns or issues with the digital signage system should be submitted to the Service Desk.

Content

- Must have correct spelling and punctuation
- Must be submitted 2 full business days prior to the start of posting
- Must comply with any copyright requirements
- Must be free of libelous, questionable or obscene language and pictures
- Must comply with all college policies and government laws
- Should include date, time, and specific location of activity
- Should identify the sponsoring group or College department

Alverno College reserves the right to edit, accept or deny any submissions. All submitted items are subject to review by Web committee.

To keep consistent with Alverno branding, pre-approved templates will be used.

Messages will show on digital signage no more than 30 days in advance of the planned event.

Location

Content intended for a broad audience irrelevant to the location of the viewers, should be submitted for "General Distribution". These messages will appear on all campus digital media signs during the requested timeframe unless superseded by specific local display requirements.

If content is intended for viewers to see in a specific location, please indicate the locations on the request form.

Technical Specifications

Images

> **Acceptable formats:** JPEG, PNG, BMP, GIF, TIF, ~~Powerpoint~~
>
> **Unsupported formats:** Microsoft Office Products such as Word & Publisher, Keynote
>
> **Aspect Ratio:** 16:9 preferred (Wide Screen)

Videos **Supported Formats:** MPEG, MPEG2, MPEG4 (mp4), MOV,

> **Audio:** Audio may not be heard while presented so design message to be effective without audio   **Length:** Videos are limited to 30 seconds in length.

Alverno College
Digital Signage Message Request Form

Requesting Organization

- o Student Organization   _____
- o Academic Department   _____
- o Administrative Department   _____

Contact Information

Name: _____

Email: _____

Phone: _____

Event Information (if applicable)

Title: _____

Date: _____

Time: _____

Location: _____

Posting (request needs to be submitted a minimum of 5 business days prior to posting date)

Start date: _____

End date: _____ (If other than event. For events the message will end the
day of the event.)

Locations

- ☐ General distribution
- ☐ Student Programming area on FO 1
- ☐ Café area on FO 1
- ☐ AX 1 lobby
- ☐ CH 2 lobby
- ☐ CO/CL lobby

Agreement

☐   By checking this box, I am acknowledging my agreement with the above terms and
conditions.

Attach Message and email to