# Digital Signage Management Policy

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I. POLICY STATEMENT
A. ITS will approve and manage the acquisition, servicing and replacement of university-wide digital signs, including screens which may later become digital signs.
B. ITS and Facilities Management, in consultation with Web Communications and Services and all other appropriate campus units, will collaborate to develop a strategic plan that identifies priority locations for the installation of all digital signs in public places. This plan should be reviewed and approved by the Cabinet.
C. Web Communications is charged with managing the content for campus digital signs.
D. The responsibilities of the existing Web Steering Committee will include oversight of digital signage content and design.

II. REASON FOR POLICY
A. Digital signage is referred to as narrowcasting, retail TV, captive audience networks, out-of-home television, or electronic billboards. Whatever the terminology, digital signage dynamically delivers information, including live and produced video, graphics, animations, emergency broadcasts, text, and other Web content on a high-quality display to a targeted audience at a targeted time.
B. In the last few years, many signs using flat screens have been installed across the campus. These signs have varying capabilities:
   1. Signs linked to Cisco software display dynamic content as well as conference room/meeting space schedules. (“digital signs”)
   2. Screens that are televisions, some of which can be adapted for video games, etc.
C. In addition, many campuses use signs with this additional capability:
   1. Touch screen kiosks that allow users to call up information such as directions to a campus department or building.

III. SCOPE
A. This policy applies to digital signage in “public spaces” such as building entrances, foyers, and dining spaces. This policy does not address digital signs or televisions in classrooms or on the floors of residence halls.
IV. AUDIENCE

A. This policy applies to the entire USF community.

V. POLICY TEXT

A. Acquisition, servicing and replacement of digital signs

ITS will approve and manage the acquisition, servicing and replacement of university-wide digital signs, including screens that may later become digital signs.

1. Software. ITS is responsible for the acquisition of software used by digital signage.

2. Criteria for acquisition. All digital signs must have executive sponsorship from the local college or division and approval by Facilities and ITS in consultation with Web Communications and Services.

3. Funding. ITS, in collaboration with Facilities Management and the Office of Budget and Planning, is charged with recommending funding procedures for the purchase, servicing and replacement of digital signs, DMPs (digital media players) and DMM (digital media management) licenses.

B. Digital signage strategic location plan

ITS and Facilities Management, in consultation with Web Communications and Services and all other appropriate campus units, will collaborate to develop a strategic plan that identifies priority locations for the installation of all digital signs in public places. This plan should be reviewed and approved by the Cabinet.

1. Plan description. The plan should:
   - Identify locations of strategic importance to university-wide communications as well as locations for schools and administrative units should these units request digital signs (see recommendation 2.2)
   - Designate locations for both digital signs and televisions and identify current televisions that should be converted to digital signs.
   - Recommend an ideal number of total signs to be installed.
   - Address future needs, including interactive touch screen locations in concert with the Institutional Master Plan.

2. Requests for “local” digital signs. Units can request the installation of a digital sign upon submission of a written communication plan. This plan, to be reviewed and approved by Web Communications and ITS, will include the plan
for keeping content fresh and identify the full-time staff member assigned this task. Training of this staff member will also be required.

3. **Installation.** Facilities Management is charged with university-wide installation of digital signage, relying on ITS for the technology infrastructure.

**C. Content**

Web Communications is charged with managing the content for campus digital signs.

1. **University-wide content.** Web Communications is responsible for posting university-wide content on digital signs. The existing Homepage Committee, whose members provide campus-wide input, should also advise Web Communications on university-wide content and the balance between university-wide and local content, where applicable.

2. **Local content.** School and administrative unit staff charged with digital signage responsibilities should submit fresh content to Web Communications as specified in their approved plan (see recommendation 2.2). As they do now for web-site interior pages, Web Communications should assist local signage staff with design services.

3. **Event scheduling.** Certain digital signs should be dedicated for event scheduling content. Events Management manages the content for these signs.

4. **Emergency/priority messages.** Emergency messages and other priority messages should take precedence over other university-wide content and local content. However, emergency messages should not be sent ONLY to digital signs.

**D. Oversight**

The responsibilities of the existing Web Steering Committee will include oversight of digital signage content and design.

1. **Assessment of effectiveness.** The Committee should request and review reports on the effectiveness of digital signage policies and practices including communication effectiveness and cost effectiveness.

2. **Priority message criteria.** The Committee should establish criteria for designation of emergency and other priority messages that would take precedence over all other content.
VI. PROCEDURES
A. (None)

VII. RELATED INFORMATION
A. (None)

VIII. DEFINITIONS
A. (None)

IX. FREQUENTLY ASKED QUESTIONS
A. (None)

X. REVISION HISTORY
A. 4/1/2012 – First publication of policy.
B. 3/1/2015 – Updated format.

XI. COMPLIANCE
A. Failure to follow this policy can result in disciplinary action in accordance with Human Resources Employment Handbook and Office of General Counsel employee and labor relations. Disciplinary action for not following this policy may include termination, as provided in the applicable handbook or employment guide.

XII. POLICY EXCEPTION PROCESS
A. A proposed exception request to ITS Policy requires a formal e-mail explanation related and in support of job function.
B. A proposed exception request to ITS Policy, mentioned in 'XII.A', must be approved via email by respective department or division supervisor, Dean, or VP, before submittal to ITS for review.
C. Forward approved email as stated in 'XII.B' to itshelp@usfca.edu for processing.
D. Evaluation of ITS Policy Exception will escalate internally, and as applicable may include further review by: UITC subcommittee(s), the Information Security Officer, and others as appropriate at the request of the VP of ITS.

XIII. APPENDICIES
A. (None)