

## Campus Television and Video Monitor Signage Protocols

1. Purpose: The purpose of this protocol is to standardize television and monitor use and decision making in campus buildings.
2. Definitions
  - a. **Campus Monitor Team (CMT)** membership
    - i. Director, IIT
    - ii. Senior Director, communications
    - iii. Web Developer, communications
    - iv. Network Administrator, IIT
    - v. Executive Director, university relations
  - b. **Requestor** is the person, department, or office that is requesting the addition of a television or monitor.
  - c. **Responsible Party** is the individual, department, or office that assumes secondary responsibility for area-specific or optional content displayed on the monitor.
  - d. **Standard Use**
    - i. Digital signage use means the device is set up with a Digital Signage Device and connected to the network to allow it to function as a changeable digital sign.
    - ii. Television use means that the device is hooked up to cable and/or available for streaming services to be used.
    - iii. Devices may be approved for more than one of these functions.
  - e. **Specific Use Case** allows for the monitor usage to deviate from the standard use at the discretion of the director of IIT. If there is a specific use case as part of a request, the Requestor should clearly articulate that usage.
  - f. **Digital Signage Device** is the device that permits a monitor to function as a changeable digital sign. Cost for this hardware is the responsibility of the requestor.
  - g. **Required Content** is university communications content placed on digital signage. This content should not be removed by Responsible Parties. Generally, these provide information to support university messaging.
  - h. **Area-specific Content** is content provided by the Responsible Party. This content should reflect general announcements, event advertisements, or services offered and should not exceed 25% of the total messaging on the digital signage at any given time.
  - i. **Optional Content** is content added to a specific digital sign due to its placement and should not exceed 25% of the total messaging on the monitor at any given time. This content may include academic highlights to aid in student recruitment.
3. Requesting a television or monitor
  - a. Request for a television or monitor:
    - i. should be submitted through the Technology Request form as part of the annual budget process and should address the criterion outlined below.
    - ii. will be reviewed by the technology committee and must receive the committee's approval even if the television or monitor will be paid for with an alternate funding source.
    - iii. Ad-hoc or off-cycle requests should be submitted to the director of IIT.

- b. Criteria for requesting a television or monitor should include:
  - i. what is the planned usage—television viewing or digital signage?
  - ii. what will the television or monitor be used for and why is this important?
  - iii. why is a television or monitor needed now?
  - iv. where will the television or monitor be placed and why is that location the most appropriate?
    - 1. Placement criteria
      - a. Placement of digital signage should be in a high traffic area
      - b. Placement of television or monitor must be accessible for electrical and data connections
    - v. Digital signage use should be beyond simple sign replacement
    - vi. Requestor may cite a specific use case for a television or monitor
    - vii. Initial costs must include data and electrical installation as well as the monitor/television and all accessories required to make it fully functional (see section 5)
- 4. Control
  - a. All digital signs in hallways will have primary oversight by communications with secondary oversight by the Responsible Party.
  - b. Required Content will be uploaded to all digital signage by communications.
  - c. Area-specific and optional content should be contributed by the Responsible Party and be no more than 25% of total content presented on digital signage at any given time. Responsible Party is also responsible for monitoring functionality of the digital sign—verifying content is being displayed properly—and for reporting any problems to communications or IIT.
  - d. Guiding principles
    - i. Audio must remain turned on as the digital signs are part of the university’s emergency alert system which requires audio. Levels should not be changed, except by communications or IIT.
    - ii. Power should remain turned to the “on” position at all times.
    - iii. Responsible Party should report any problems with display or content to communications or IIT.
- 5. Installation
  - a. Coordination of work will be the responsibility of IIT
    - i. IIT will work with physical plant, communications, and any required outside vendors to complete the installation.
  - b. Network installation oversight will be completed by IIT.
  - c. Electrical and network infrastructure work will typically be completed by an outside vendor. This cost will be the responsibility of the Requesting Party.
- 6. Maintenance/Replacement
  - a. Hardware
    - i. Monitors or televisions that are faulty will be assessed by the Campus Monitor Team (IIT and communications representatives) to determine whether the monitor or television should be replaced.
    - ii. Replacement, if warranted, will be covered by available repair budgets in IIT.

- iii. Television/monitor replacement, if warranted, may need to be covered by another source.
- b. Software
  - i. Initial configuration of digital signage software will be completed by communications
  - ii. Digital Signage Device software will be updated regularly by communications.