UCCS CAMPUS POLICY

Policy Title: Campus Digital Signage

Policy Number: 700-007   **Policy Functional Area:** Information Technology

Effective:	April 10, 2020
Approved by:	Venkat Reddy, Chancellor
Responsible Vice Chancellor:	Vice Chancellor for Administration and Finance.
Office of Primary Responsibility:	Associate Vice Chancellor for Student Success and Auxiliary Services, and Assistant Vice Chancellor for Information Technology
Policy Primary Contact:	719-255-3210 (AVCSSAS) and 719-255-3594 (AVCIT/CIO)
Supersedes:	N/A
Last Reviewed/Updated:	N/A
Applies to:	UCCS Faculty, Staff, and Students.

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Reason for Policy: This policy establishes the requirements for implementing and operating digital signs at the University of Colorado Colorado Springs.

I.   INTRODUCTION

The purpose of this policy is to ensure consistency and quality of images and messages placed on digital mediums across all properties owned, operated, and controlled by the University of Colorado Colorado Springs ("University").

II.   POLICY STATEMENT

A. <u>General</u>.
  1. The University shall have a single campus-wide digital signage process.
  2. General oversight and governance of the University's digital signage process shall reside with the Vice Chancellor of Administration and Finance ("VCAF"), who shall establish a Digital Signage Committee comprised of representatives from each shared governance group and each Vice Chancellor Division.
  3. All campus entities choosing to install and use digital signs and shall adhere to this policy and associated standards and procedures in the installation and use of such equipment and practices.
  4. Equipment includes the digital sign, software box, and associated accessories.
B. <u>Equipment</u>.
  1. Each entity is responsible for the funding of equipment, installation costs and ongoing maintenance. Non-auxiliary units will have the software license funded through the Office of

Information Technology ("OIT") and will not be responsible for any costs associated with the license. Auxiliary units will be responsible for the cost of annual licenses.

2. The decision to install or implement a digital sign in any area must have the approval of the Dean or Director of the entity for both the location and funding of the digital sign.

3. Equipment purchases shall be coordinated with OIT to maintain consistent technological and installation requirements.

4. Equipment must be installed by UCCS Facilities, who will approve digital signage locations within buildings to comply with fire code and building and structural standards.

5. All equipment must comply with physical and digital ADA requirements. For digital accessibility technical requirements, please see UCCS Campus Digital Signage procedures.

6. Each digital sign must use University-approved hardware and software, in accordance with the Digital Signage Committee Procedures.

7. Every digital sign is required to be connected to the University emergency notification system, unless the sign is exempt pursuant to this Policy. In the event of an emergency, important information will be displayed on all applicable digital sign screens. At the end of the emergency, normal content will resume.

C. Content.
1. Units must use an approved template for digital signage content.
2. All content must adhere to UCCS Marketing and Campaign Standards and Brand Standards, available at https://www.uccs.edu/brand.
3. Screen time will be shared between the entity who funded and manages the screen, and the general campus via management by Auxiliary Services Marketing and/or University Marketing & Communications. Content shall be displayed in the following order of priority:
   a. General campus management has full control over their "playlist" of content, which will comprise roughly 30% of the announcement screen time. Each sponsoring department or unit has full control over their own playlist of content, which will comprise roughly 70% of the announcement screen time. The unit or unit(s) who installed the screen will be completely responsible for generating and curating their own content within brand standards
   b. Emergency information, as needed—initiated by Public Safety or University Communications.
   c. Campus and/or building utility outages, drills, etc. as initiated via Facility Services or Department of Public Safety ("DPS").
   d. Organization / department / unit information and activities.
   e. Campus-wide events and student club or organization activities.

D. Exemptions.
1. Automatic. The following digital signs are automatically exempt from the requirements of this Policy:
   a. Food Service retail menu boards
   b. Ent Center Box office screens
   c. North Nevada billboard / Ent Monument Sign
   d. Campus directory kiosks
   e. Classroom or lab instructional screens
   f. Conference room displays
   g. Select monitors streaming television, identified by the Digital Signage Committee
   h. Fitness equipment screens

2. Requested. Additional exemptions may be requested from the Digital Signage Committee in accordance with its procedures.

E. Audit and Non-Compliance.

1. All screens will be subject to a periodic audit by the Digital Signage Committee of content to ensure content and brand standards are in compliance. A unit has two weeks to rectify any findings of non-compliance.
2. In the case of installation of use of a screen in an unapproved location, the unit or organization will be responsible for all costs associated with immediate removal and re-installation to an approved location.

III.   KEY WORDS

Digital Sign: any permanent or semi-permanent electronic display device, interior or exterior, that delivers content and messaging in any space on campus.

IV.   RELATED POLICIES, PROCEDURES, FORMS, GUIDELINES, AND OTHER RESOURCES

A.   Administrative Policy Statements (APS) and Other Policies
1.   APS 6011: Digital Accessibility

B.   Procedures (link the departments published procedures)
1.   Digital Signage Committee Procedures

C.   Forms
1.   Digital Signage Appeal and Compliant Form
2.   Digital Signage Exemption Request Form

D.   Guidelines
1.   Digital accessibility technical requirements.
2.   Marketing / Campaign and Brand Standards.

E.   Other Resources (i.e. training, secondary contact information)

F.   Frequently Asked Questions (FAQs)

V.   HISTORY

Approved and implemented; April 10, 2020

VI.   APPENDICES