EDINBORO UNIVERSITY OF PENNSYLVANIA

EDINBORO UNIVERSITY DIGITAL SIGNAGE – 3/7/2017

Recommended for Approval By: William A. Edmonds, D.Sc.
Vice President for Enrollment Management

Approved By: H. Fred Walker, Ph.D., President on 3/7/2017 Effective Date

Review Date: As Required

PURPOSE
The purpose of the Edinboro University digital signage policy is to provide guidelines for displaying content on the digital signage monitors. Academic, administrative units (including staff), and SGA acknowledged student organizations are permitted to reserve digital signage space. Students, faculty and staff acting as individuals are not permitted to reserve University digital signage space. External organizations may display content if sponsored by an administrative or academic unit. External individuals may not reserve digital signage space. Edinboro University (EU), Digital Signage Policy is to ensure accuracy, consistency, integrity, and protection of the official brand and identity of the University by utilizing and implementing a set of minimum standards and guidelines for Digital Signage content.

SCOPE
This policy applies to all users of the Digital Signage monitors. Use of the University’s Digital Signage resources signifies agreement to comply with this policy.

POLICY
A. Intended Use of University Digital Signage:
1. Information displayed includes (but is not limited to): programs, meetings and activities; up-to-date weather information; campus news; television feeds; important current events; campus facts and emergency messages.
2. In the event of an emergency, important information provided by the Communications Department will automatically be displayed on applicable monitors. At the end of the emergency, normal content will resume. Please be advised that not all monitors are connected to the digital signage system.
3. All digital signage content shall adhere to the brand guidelines of the Edinboro University Graphics Standards Manual, located at (edinboro.edu/standardsmanual).

B. Procedures for Use of University Digital Signage content displayed:
1. Academic departments, administrative units (including staff), and SGA acknowledged student organizations placing content on the monitors in their respective locations are not required to send their messages for approval by the Marketing Department, provided that they adhere to the guidelines outlined in this policy.
2. Requests for messaging to be placed on any monitor that is not managed by their respective Department making the request, must be sent to the Marketing Department for approval. Requests should include the content to be displayed and be of the appropriate length. Each request must describe expected outcomes.

3. Administrative and academic unit-generated content to be displayed on any monitor that is not managed by the department making the request, must submit a helpdesk ticket with all of the required information and reviewed for approval by the Marketing Department. Student organization-generated content will be submitted to and approved by the Division of Student Affairs. Upon the dean of students or delegate’s approval, the content will be submitted using a helpdesk ticket with all of the required information. The Marketing Department will review the content for final approval before being displayed on any monitor.

4. Helpdesk tickets must be submitted at least 10 business days prior to the dates of publication on any of the Digital Signage monitors. If content is not received by the deadline in order to be publicized, it is possible that your content may not run.

5. The goal of the Marketing Department will be to respond to the request within 3 business days.

6. The Marketing Department may, in cases where message requests involve more of a University communication and less of a marketing promotion, consult the Communications Department for their review of such messages.

7. The Marketing Department reserves the right to set limits on a user through quotas, time limits and length of content to be displayed.

C. Inappropriate Uses of University Digital Signage Resources:
1. All contents of Digital Signage are under University jurisdiction (i.e., housed on University servers or on other servers supported by University budgets) must be permissible for purposes permitted by federal, state and local laws as well as Board of Governor, PASSHE and EU policies, rules and regulations. To that end, the image and reputation of EU is determined, in part, by the quality of information published electronically.

2. Submitting or providing false or misleading information to display;

3. Unauthorized use of another user’s account;

4. Attempting to gain or gaining unauthorized access to University Digital Signage content or Information, or to the files of another;

5. Interfering with the normal operation, proper functioning, or integrity of the University’s Digital Signage resources;

6. Using the University Digital Signage resources to transmit chain letters, spam, threatening, vulgar or harassing content, and other communications prohibited by state law;

7. Infringing copyright, including illegal file sharing of video, audio, software or data;

8. Excessively using the Digital Signage resources to the exclusion of other users (including activities which unfairly deprives other users of access to the Digital Signage resources or which imposes a burden on the University; and

9. Intentionally or knowingly installing, executing, or providing to another, a program or file, on any of the Digital Signage monitors information/content that could result in the damage to any file, system, or network (including, but is not limited to computer viruses, Trojan horses, worms, spyware or other malicious program or file).
D. Enforcement:
The University may remove digital signage if adherence to the guidelines in this policy are not followed. Users must use the approved templates for digital signage; failure to use the template will result in an incomplete request.
A University employee or student who violates this policy risks a range of sanctions imposed by relevant University disciplinary processes, ranging from denial of access to any or all Digital Signage resources up to and including termination (for an employee) or dismissal (for a student). He or she also risks referral for prosecution under applicable local, state or federal laws.

E. Appeal Process:
In the event that the content you have submitted has been denied use, or access to the Digital Signage monitors, you have an opportunity to submit an appeal for reconsideration or to provide revisions. Please submit written or e-mail documentation of your appeal to the Vice President for Enrollment Management. The documentation that is requested for the appeal are, the original content that was submitted for display on the Digital Signage monitors, the revised content (if applicable), with the dates the content is to be displayed. The decisions of the Vice President for Enrollment Management is final.

CONTACT INFORMATION:
Vice President for Enrollment Management
200 East Normal Street
Edinboro, PA 16444
814-732-2761
wedmonds@edinboro.edu