

# Pacific University Digital Signage Policy

## 1.0 Overview

Pacific University has established Digital Signage standards to relay general or specific information to a defined university audience. This policy sets forth Pacific's approach to providing a universal framework for digital signage communication.

## 2.0 Purpose

The purpose of this policy is to provide a common experience for students, employees, patients, and guests when viewing digital signage to best represent the university, department or organization. Regardless of purpose, way-finding, general information or emergency notification, signage should serve the reader's needs.

## 3.0 Scope

This policy applies to all members, groups and organizations of Pacific University regarding the purchase, installation, use, and ongoing maintenance of digital signage. This includes signage in all university owned or leased spaces including common, public, clinical environments, or departmental areas.

## 4.0 Policy

Pacific University has adopted this Digital Signage Policy to ensure successful selection and implementation of technology to communicate efficiently and effectively to the desired audience. The policy ensures a common and sustainable digital signage environment for the university.

- Use the university approved digital signage software 'Rise Vision' software
- Rise Vision accounts must be created as sub companies by the Office of Marketing & Communications (MarCom) under the university's main company account
- Content provided on the displays must meet the standards appropriate for digital signage templates created by MarCom and hardware requirements defined by University Information Services (UIS).
- Displays will have Emergency Notification set up on the displays
- Requests for digital signage use within a department must receive approval from direct supervisor or department head
- Department is responsible for the one-time and ongoing cost of the digital signage including maintenance and replacement of damaged equipment
- Each department will identify a 'Digital Signage Coordinator' to lead implementation and ongoing use and support within the department
- Department is responsible for all content to ensure it complies with all university policies and copyright regulations

- The Departmental Coordinator is responsible to maintain all content to be displayed on departmental displays
- Requests to display content for other parties are at the discretion of the Department Coordinator
- Departments should follow the [university Digital Sign Brand Standards](#) for content that is displayed.
- Departments must use university default content templates provided by MarCom during idle times
- MarCom may choose to update content on departmental digital signage in the event that it does not adhere to university policies or due to the lack of current and relevant content, but does not take responsibility for managing or maintaining on an ongoing basis
- The departmental Digital Signage Coordinator is responsible for coordinating all aspects of implementation as outlined in the procedures section.
- The location and placement of digital signage must be approved by Facilities prior to installation
- The department must use appropriate commercial displays intended for 24x7 operation
- All construction and installation work must be performed by appropriately licensed individuals with proper permits to complete the work

## 5.0 Procedures

Procedures for requesting and deploying digital signage by a university department may be found on the UIS Knowledge Base site under [Digital Signage Procedures](#).

Procedures will be updated from time to time and departments should review the Knowledge Base article before starting each new digital signage project.

## 6.0 Definitions

- 6.1 Commercial Displays: Displays intended for continuous 24x7x365 usage. (not consumer grade televisions)
- 6.2 Digital Coordinator: Departmental coordinator who will be responsible for managing digital signage content
- 6.3 Emergency Notification: Connectivity to Boxer Alerts to notify the community in the event of a campus emergency
- 6.4 Low-voltage wiring: Limited energy wiring used for network data, video, and analog or digital signaling

## 7.0 Revision History

**Approved:** UIS/MarCom 2/15/2015

**Reviewed:**

**Revised:**

**Owner:** UIS/MarCom

**Attachment:**

**References:** UIS Purchasing Policy,