Digital Signage Policy

PURPOSE:

To articulate the requirements for the use of digital signage at McKendree University.

APPLIES TO:

All units on McKendree University.

CAMPUS:

All

POLICY STATEMENT:

Digital signage managed by McKendree University serves as a visual communication medium to inform students, faculty, staff, and visitors about the University, specific departments, and McKendree sponsored events, etc.

Information displayed includes (but is not limited to): programs, meetings and activities; up-to-date weather information; campus news; important current events; campus facts and emergency messages.

Every screen is required to be connected to McKendree's emergency notification system. In the event of an emergency, important information will automatically be displayed on applicable screens. At the end of the emergency, normal content will resume.

This policy

- ensures we are presenting McKendree University in a consistent and high-quality way,
- provides flexibility in managing content to areas displaying signs,
- makes the process of updating content easy and efficient,
- allows inclusion of University-wide content, such as news and events,
- displays emergency information on all signs as needed, and
- ensures the right equipment is purchased to meet the goals of each digital sign.

Equipment - Installation

Equipment purchases must be coordinated and approved through McK IT in order to maintain consistent technology and installation requirements.

McK IT will purchase equipment, licenses and coordinate installation of hardware.

McK IT will maintain server and any server software.

Equipment must be installed by McK IT / Operations. Additionally, McK IT / Operations will approve digital signage locations within buildings to comply with fire code, ADA requirements, and historical building and structural standards.

Information / Content to be displayed (in order of priority):

- Communicate emergency information
- University events
- Hett events

- Announcements (weekly / monthly)
- Student Organization / Department Activities

Digital Signage is a partnership between McK Information Technology and the University Communications and Marketing Office. McK IT is hosting and managing the system that supports and feeds the display equipment, and University Communications and Marketing has responsibility for the cross campus use of the system, including oversight of shared content and developing policies and guidelines.

McK University Communications and Marketing will develop a standardized template for all campus screens. User readability will be maintained between buildings and monitors.

No corporate logos can be used on any digital signage except for University contracts, i.e. Pepsi, UnderArmor. The use of these logos must be approved by University Communications and Marketing. Events, lectures, activities sponsored and/or hosted by donors, corporate sponsors and/or non-profit agencies can be listed with prior consent of the University and other party.

Digital Signage Ad Guidelines:

For University Departments and Student Organizations: A copy of your artwork must be submitted to and approved by University Communications and Marketing by completing the online form and uploading your art work.

Ads may only feature events occurring on the McKendree University campuses for student organizations and University departments. Requests from organizations outside the University will be reviewed by and approved by University Communications and Marketing on a case by case basis.

Organizations and University departments should submit their signage requests no more than two weeks in advance and should only have one active sign at a time. Please be considerate of the public and shared nature of this very useful advertising space.

Approval must be completed two business days prior to the starting run date. If the design is not approved your group's ad will not appear.

You must submit your image as a gif, jpeg, png, or bmp. Other formats (such as pdf) will not be approved.

Your art work should be landscape oriented (the width should be greater than the height) and be 1440 x 918, for an exact fit. Those not appearing in this format will be modified and may appear to be stretched or disproportional.

Consult the Digital Signage Design Tips document on the McK website for best results.