

Digital Signage Policy

ROWAN UNIVERSITY POLICY

Title: Digital Signage Policy

Subject: Information Resources and Technology

Policy No: IRT:2020:01

Applies: University-Wide

Issuing Authority: Senior Vice President for Information Resources and Technology and Chief Information Officer

Responsible Officer: Director of Device Management

Date Adopted: 01/10/2020

Last Revision: 08/19/2022

Last Review: 08/19/2022

I. PURPOSE

The purpose of this policy is to establish equipment and process standards, create a consistent user experience, meet accessibility and safety standards, and display appropriate and properly branded content across all digital signs at Rowan University.

II. ACCOUNTABILITY

Under the direction of the President, the Chief Information Officer and Director of Device Management shall ensure compliance with this policy. The Vice Presidents, Deans, and other members of management will implement this policy in their respective areas.

III. APPLICABILITY

This policy applies to all members of the Rowan Community who acquire, manage or develop content for digital signs.

IV. DEFINITIONS

Refer to the [Rowan University Technology Terms and Definitions](#) for terms and definitions that are used in this policy.

V. POLICY

1. Acquisition and Installation

- a. Departments are responsible for the total cost of acquiring and installing a digital sign, which includes all hardware, power, permits, data connection, labor, and licensing, if applicable.
- b. Requests for new digital signs may be placed through the service catalog in the [Rowan Support Portal](#). For help making purchases in the portal, visit go.rowan.edu/GetTechnology.
- c. The location of a new digital sign must be approved by the campus department responsible for the channel and IRT.
 - i. Static signs displaying building directories should be located within view of the building's main entry doors.
 - ii. Campus and local channel signs should be located in high traffic areas.

- d. Digital signs must be mounted in compliance with the Americans with Disabilities Act, under the guidance from the Division of Facilities, Planning, and Operations, as outlined in the [Digital Sign Content & Display Standards](#).
- e. The Division of Facilities, Planning, and Operations will provide the permit estimate for mounting the signs and connect power to digital signs.
- f. IRT will provide network connectivity per the minimum standards outlined in the [Digital Sign Content & Display Standards](#).

2. Displaying Content

- a. Departments may choose one of the following options for displaying content on their digital sign:
 - i. Campus Channel: Content is displayed across digital signs in a geographical area like a campus or campuses with similar content needs. Content is displayed using a streaming device approved by Information Resources & Technology (IRT) per the [Digital Sign Content & Display Standards](#). The campus channel is the default channel for all new digital signage.
 - ii. Local Channel: Content is displayed on specific displays and managed by specific departments. Content is displayed using a streaming device approved by IRT.
 - iii. Static Content: Content rarely changes and may only be used to display directory information, such as staff member names and office locations. Content is displayed using a streaming device through Google Slides and is managed by the department that hosts the digital sign.
- b. Public Safety must be able to display emergency information on any network-connected digital sign.
- c. For information about submitting and managing content, see the [Digital Sign Content & Display Standards](#).

3. Exemptions

- a. Contracted signs, including the student center cafeteria and directories, classrooms, offices or meeting rooms, electronic paper signs, as well as displays used for cable TV, are exempt from this policy.
- b. Digital signs used as educational LED Ticker Displays such as stock quotes are exempt from this policy.

4. Digital Sign Management and Support

- a. All digital signs and associated hardware must be managed and operated by or under the supervision of IRT.
- b. For help with a digital sign, please contact the Technology Support Center at 856-256-4400, or log in to support.rowan.edu and click Get Help.

VI. POLICY COMPLIANCE

Violations of this policy may subject the violator to disciplinary actions up to or including termination of employment or dismissal from school, subject to applicable collective bargaining agreements and may subject the violator to penalties stipulated in applicable state and federal statutes. Students who fail to adhere to this Policy or the Procedures and Standards will be referred to the Office of Student Affairs and may be expelled. Sanctions shall be applied consistently to all violators regardless of job titles or level in the organization per the Acceptable Use Policy.

By Direction of the CIO:

Mira Lalovic-Hand,
SVP and Chief Information Officer