Policy Statement

Digital signage (TV screens/monitors mounted for public viewing) provides a platform for Walla Walla University to:

- Communicate our core values and key initiatives.
- Disseminate emergency information in public spaces.
- Share a cohesive, visible brand in public spaces.
- Keep campuses informed about upcoming events and deadlines.

Thus the university maintains a coordinated digital signage system managed in partnership with Marketing and University Relations (MUR), Information Technology (IT), and university departments.

Purpose

The goal of this digital signage system is to go beyond serving as a bulletin board and to tell our best stories and communicate the core values and key initiatives of the university so they are seen by both our internal and external audiences throughout our campuses. Because the primary function of WWU digital signage is to communicate the core values and key initiatives of the university to our internal and external audiences, content should emphasize our story, reinforce our values, and share about the things that make us uniquely WWU.

Definitions

- Digital signage refers to TV screens, monitors, and/or display walls in common areas displaying information.
- User group A is comprised of president/vice president-level administrative assistants and MUR and IT personnel.
- User group B is comprised of all other digital signage contributors.

Procedures

Equipment

- Departments with existing digital signage will use players provided and maintained by IT and the online application for posting content. Walla Walla University will cover the costs of software licensing. (Existing locations are listed in Appendix A.)
- Departments looking to add digital signage must:
  - Submit a request to Marketing and University Relations. Requests will be reviewed by an ad hoc group convened by MUR.
  - Departments whose requests are approved will pay a $1,800 setup fee per screen to cover the cost of the screen and player hardware and installation. IT will cover annual software fees.
  - Departments must coordinate, purchase, installation, and maintenance with IT.
Users

- User group A is comprised of president/vice president-level administrative assistants and MUR and IT personnel.
  - Contributors in user group A may upload general content into the general institutional feed for contributors in user group B to pull from. In addition, for high-priority content only, contributors in user group A may directly place such content onto all digital signage screens.
- User group B is comprised of all other digital signage contributors.
  - Contributors in user group B should only upload content to their own department’s screens and should not post content to other departments’ screens. They should also pull sufficient content from the institutional feed to their screen(s) in order to meet the 20-30% institutional content goal (see below). They may also pull content from other department screens to display on theirs as they see fit.

Content guidelines

Because the primary function of WWU digital signage is to communicate the core values and key initiatives of the university to our internal and external audiences, content should emphasize our story, reinforce our values, and share about the things that make us uniquely WWU.

Content on digital signage must follow these practices:

- Advertised opportunities and events should be aligned with our posting policy, which only allows the posting of events and activities officially sponsored by WWU, local SDA schools/churches, and/or other academic entities that align with WWU and SDA values.
- Content must be aligned with our values and policies (e.g. Employee Handbook and Student Code of Conduct).
- Content must be kept up-to-date.
- Departments are to use existing templates created by MUR in ScreenScape. Specialized art for an event/program it should be added into these templates appropriately. If departments have needs beyond these templates they should contact MUR.
- Departments should refer to wallawalla.edu/logo and follow university identity and style guide standards including date/time/location, capitalization standards, etc. Clarity and aesthetics should be kept in mind, and the signs should include all pertinent information such as date, time, and location of an event, and sponsoring/host departmental name. Less content is better for digital signage, as viewers are typically on the move and there are many screens in rotation at any given time.
- Departments must ensure they have appropriate permissions to use art/images in any promotional items to respect copyright law.
- Screens should not be used exclusively as a primary communication tool, particularly to our external audience. If departments are posting a public event on their screen it should first be listed on the university’s calendar. If event information changes, be sure to change it on the digital sign as well as the university calendar. Similarly, if there are updates regarding the department as a whole (e.g. faculty changes, colloquium events, new programs) departments should ensure the webpage is updated with this information before posting it to a digital sign.
- At least 20–30% of the display time on digital signage should be pulled from the general university content feed, with department content occupying 70–80% of screen display time.
- Description of procedures directly related to compliance with this policy. The official policy document should describe higher-level aspects of procedures, e.g., approval chain and responsibilities, with detail regarding implementation linked to website or similar resource. The procedures section should clearly indicate mandatory or voluntary compliance. The procedure detailed in the policy document should not be dependent on a particular technology.

Known existing signage locations

- Library (1)
- Rigby Hall (1)
- Foreman Hall (1)
- Sittner Hall (2)
- Kretschmar Hall (1)
- Winter Educational Complex (1) (2nd floor)
- Bowers Hall (1)
- Student Development Center (1)
- Portland campus
- Missoula/Billings campuses

**Known additional/requested locations**
- Center for Humanitarian Engagement (1)
- Smith Hall (1)

**Training/Education Communication**
- MUR and IT provide training and education for departments with existing digital signage or departments seeking to obtain digital signage.

**Reprisal**
The university reserves the right to edit or remove content that does not reflect these standards.

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Signature of Responsible Director/Chair/Dean  Signature of President or Vice President