

DIGITAL SIGNAGE POLICY

PURPOSE:

To articulate the requirements for the use of digital signage on the Independence Community College Main and West Campus.

POLICY STATEMENT:

Digital signage managed by Independence Community College serves as a visual communication medium to inform students, faculty, staff, and visitors about the college, specific departments, or ICC sponsored events.

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.

Content displayed on screens must abide by [ICC's Core Values](#) and is monitored by the Marketing Department. Every screen is required to be connected to the digital signage software.

Equipment - Installation

- Equipment purchases must be coordinated and approved through the Vice President of Administration and Finance in order to maintain consistent technological and installation requirements.
- ICC Marketing in collaboration with IT will maintain server and server software.
- Equipment must be installed by Facilities, additionally, facilities 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– Initiated by the ICC Marketing Department, Student Affairs or IT.
- Campus Wide Events
- Building / Department Information
- Announcements

- Student Organization / Department Activities

Screen Design / Layout

- ICC Marketing will develop a standardized template for all campus monitors. User readability will be maintained between buildings and monitors.
- No corporate logos can be used on any digital signage except for college and/or athletics contracts, i.e. Adidas. Events, lectures, or sponsored activities. Exceptions can be made and must be approved through the ICC Marketing Department.
- Videos produced to be shown on monitors must be captioned.

Submitting Information to be Posted

Requests to create and/or post onto the Digital Signage should be submitted through a [Marketing Request](#) Form. Any premade slides need to be attached to the request and formatted in 1920 pixels x 1080 pixels and in RGB color mode. Marketing will not reformat premade slides to meet these requirements.

EXCLUSIONS OR SPECIAL CIRCUMSTANCES:

Digital Signage equipment which was in use prior to the promulgation of this policy will be permitted to remain in use.

CONSEQUENCES:

The college may remove digital signage if adherence to the guidelines in this policy are not followed. Units that install displays in an unapproved location will be responsible for all costs associated with immediate removal and re-installation to an approved location.

CONTACT:

Marketing Department
marketing@indycc.edu

EFFECTIVE ON:

January 20, 2023