

# Digital Signage

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Effective June 9, 2022 and superseded the July 18, 2014 release and subsequent revisions.

## Statement of Purpose

The LSU Health Sciences Center New Orleans (LSUHSC-NO) Digital Signage System delivers visual content targeted to specific audiences in specific locations throughout the campus for emergency, educational, public service, research, and administrative purposes.

For this policy, a digital sign is a flat panel computer display (usually a liquid crystal display, or LCD) used to replace and enhance traditional signs. Digital signs can be updated quickly and may contain text, images, and video.

Each LSUHSC-NO digital sign consists of common areas that display on all digital signs for LSUHSC-NO-wide communications, emergency notifications, and video content.

In the event of a declared emergency, all content will be replaced immediately with news and appropriate action advisories.

## Scope

This policy applies to all LSUHSC-NO schools and divisions, and their students, staff, and faculty.

## Policy Statement

The LSUHSC-NO Digital Signage System is the only authorized digital signage system. Because the Digital Signage System is an integral part of the LSUHSC-NO emergency notification strategy, all schools or divisions shall coordinate digital signage planning and implementation with both the Property and Facilities and the Department of Information Technology Digital Signage teams to ensure compatibility.

All schools and divisions may participate in the LSUHSC-NO Digital Signage System, subject to the guidelines of this policy. Use of the LSUHSC-NO Digital Signage System is a revocable privilege granted to those with an official affiliation with LSUHSC-NO. Authorization to submit content to be displayed on the digital signs

shall be based on an LSUHSC-NO related need and must be in a manner consistent with disseminating content to be used for accomplishing the education, research, and public service through direct patient care and community outreach objectives and programs of LSUHSC-NO.

Digital Signage shall not be used for personal or political purposes or for solicitations for any individual or organization unaffiliated with LSUHSC-NO. Moreover, content infringing on the safety, health, and welfare of the LSUHSC- NO community, or the order of campus operations, or deemed inappropriate by LSUHSC-NO shall not be approved.

## **Procedure**

The layout and format of each digital sign shall be a joint effort between the school or the division where the digital sign is located and the Department of Information Technology Digital Signage team. For Digital Signage placed in areas serving one or more schools and/or divisions, the IT Digital Signage team will attempt to involve stakeholder schools and/or divisions to the maximum practical extent.

Each school or division is responsible for the creation and approval of their digital signage content. Schools and divisions place content on the Digital Signage System by submitting requests through an online submission form at <https://intranet.lsuhscc.edu/alerts/digitalsignage/request.aspx>. Content shall adhere to the guidelines listed below. Upon submission, the dean of the school or vice chancellor of the division, or their designated senior staff member, must approve all content requests scheduled for viewing. Review and approval may be requested from the Vice Chancellor of Academic Affairs in cases where policy and guidelines are in question. Once final approval is received, content will be displayed in the appropriate designated area on the digital signs.

Each division and school shall establish a review procedure to ensure content is accurate and error free. All signage shall have an expiration date reasonable and appropriate for the content.

Submitted approved content in the standard templates will be handled by the IT Digital Signage team within two (2) working days.

## Content Guidelines

The following are guidelines to assist content creators with developing professional, consistent content:

1. To ensure unified consistency and formatting, approved templates are available at: <https://911.lsuhscc.edu/eas/templates.aspx> See “Signage Types” guideline below for more information on appropriate use of templates.
2. The signage system displays each individual posting for a period of 20 seconds. For effective dissemination of information, it is advised that content be as brief and concise as possible. For example, including an address for events held on campus is not advised.
3. The signs are intended to promote only events that benefit the institution and promote LSUHSC-NO campus entities.
4. As a public entity, we should not use public resources to promote private or for-profit products, services, or activities.
5. Signage should refrain from selling items or services that do not benefit the institution.
6. Use official logos and symbols without alteration. Care should be taken to ensure aspect ratio is maintained and appropriate spacing and contrast is provided to separate the logo/symbol from other objects. High quality official logos for use in digital signage are available for download at <https://www.lsuhscc.edu/administration/cs/webstandards/dslogos.aspx>
7. Photographs and images should be professional, clear, and maintain proper aspect ratio.
8. Text should be clearly displayed and easy to read with sufficient size, contrast, and separation from other text, images, and backgrounds. Event titles should be displayed in title case format.
9. It is preferred that the use of red content, including backgrounds and text colors, be reserved for emergency alerting.
10. Please verify accuracy of data including event date, time, and location.
11. Because many signs exist near study areas, refrain from including audio in your post.

## 12. Signage Types

- a. Event Signage:
  - Signage pertaining to an upcoming event or presentation are considered event signage. Event signage shall use a “Portrait Format 960x1003” template and may be posted for up to two weeks leading to event dates.
- b. Recurring Signage:
  - Signage requiring greater exposure are considered recurring. Recurring signage shall use a “Landscape (16:9) Format 891x501” template and may be shown for up to three months. If additional time is needed then a refreshed version must be submitted. Each area/school shall display one recurring post at a time.
- c. Congratulatory Signage:
  - Signage related to prestigious honors and awards for internal faculty, staff, and students are considered congratulatory. Congratulatory signage shall use a “Landscape (16:9) Format 891x501” template and may be shown for up to two weeks. Each area/school may display up to three congratulatory posts at a time. Congratulatory signs must be approved by both the respective Dean or Vice Chancellor and the Vice Chancellor of Academic Affairs.

## Emergency Declarations

Upon emergency declaration by the Chancellor or his/her designee, all normally scheduled content will be suspended and replaced by an emergency notice appropriate for the situation. Emergency notices shall take precedence over normal non-emergency content.

## Support

During the course of developing a renovation plan, Property and Facilities shall include proposed digital signs when presenting the renovation project to the Facilities Project Review Committee. As a part of the renovation project Facilities will be responsible for ordering and installing the institutional standard for Digital Signage hardware. After the completion of the project Facilities will be responsible for repairs needed for the installed Digital Signage hardware. Any school or division desiring to implement a digital sign should submit a work request to Property and Facilities.

The IT Digital Signage team shall be responsible for specifying, supporting, and maintaining the Digital Signage System software, servers, and clients. They shall determine the equipment needs suitable for the venue. Any school or division having questions about or experiencing problems with an existing digital sign should contact the IT Help Desk.

Telephone: (504) 568-HELP (4357); Email: [Helpdesk@lsuhsc.edu](mailto:Helpdesk@lsuhsc.edu)

## **Content Complaint Process**

Any person viewing content they feel is inaccurate, contains an error, is unreasonable or inappropriate may ask the dean of a school or the vice chancellor of an area for a review. The request for said review shall be submitted in writing or by email. Should the dean find no fault with the content, the objector may appeal to the Vice Chancellor for Academic Affairs, whose decision shall be final. Should the dean or vice chancellor be unavailable, the Assistant Vice Chancellor for Information Technology will review the complaint.

## **Positions and Responsibilities for Digital Signage**

### *Information Technology (IT) Digital Signage Team*

1. Web Group
  - a. Manage and support the web server where sign content is stored.
  - b. Configure and maintain the hosted signage application software.
  - c. Design screen layouts.
  - d. Provide templates for content to be displayed on the digital signs.
  - e. Receive and display approved content.
  - f. Coordinate approval for all enterprise-wide alerts and emergency content.
  - g. Coordinate cable television programming on the digital signs.
  - h. Create online documentation.
2. Vice Chancellor of Administration and Finance (VCAF) PC Support Group
  - a. Support, maintain, and update the Digital Signage content players and device controllers.
  - b. Triage all Digital Signage hardware problems to assign the problem to the appropriate group for resolution.
3. Help Desk
  - a. Accept calls and create Help Desk tickets. Any questionable Digital Signage issue will be assigned to VCAF Support for triage.
  - b. Accept calls for requests for training and assign to the Web Group.
4. Audio Visual Group
  - a. Assessment, configuration, and installation oversight of signage monitors, mount, and video devices.
  - b. Support for signage monitors and other video devices as needed.

*Property and Facilities Digital Signage Team*

1. Facilities Construction Group
  - a. Needs assessment in conjunction with the Facilities Project Review Committee
  - b. System purchase
  - c. System installation
  - d. Cox cable television

*Schools/Divisions/Departments*

1. Each participating school or division shall designate a Content Creator(s) to create and manage information to be displayed on digital signs.
2. The dean of a school or the vice chancellor of the division or designee shall serve as a Content Approver(s) for content submitted for display on digital signs.
  - a. It is recommended to have more than one designee for coverage purposes.