Durham College Policy and Procedure

TYPE: Administrative
TITLE: Digital Signage
NO.: ADMIN-263
RESPONSIBILITY: Associate Vice-President, Communications and Marketing + Chief Administrative Officer
APPROVED BY: Durham College Leadership Team
EFFECTIVE DATE: September 2023
REVISED DATE(S):
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1. Introduction

Durham College's (DC) digital signage network is a highly visible broadcast medium that displays a wide variety of content. The content supports the values of DC and is appropriate to the specific program, service, event or product that is being communicated for the purpose of internal promotional and emergency communications.

2. Purpose

The purpose of this policy and procedure is to establish a framework for a strong and positive brand to reinforce DC's mission, vision and values; and to proactively reflect through messaging on internal digital signage.

3. Definitions

Refer to [Durham College's Standard Definitions](#).

4. Policy statements

4.1. The Communications and Marketing (C&M) department collaborates with DC employees to ensure quality, consistency, and accuracy on our digital signage to engage and inform the campus community.

4.2. DC's digital signage is primarily used to inform students and employees on campus about DC's core business functions, to promote and support initiatives occurring on campus, and for emergency communications.

4.3. DC's digital signage is a key communication tool to enhance brand recognition and promote the College's programs and services to an internal audience.

5. Procedure

5.1. Content supported using digital signage

- Campus announcements, updates, and news
- Campus events (student and institutional)
- Promotion of full-time and part-time programs and courses
- Unique content (student work, athletics, social media, success stories)
- Essential student services (deadlines, requirements)
- Emergency communication
- DC core values and brand

5.1.1. All displayed content must be submitted using the digital signage submission request form.

5.1.2. Based on the information received, C&M will design AODA-compliant content and deploy it to the selected screens, ensuring a unified and consistent visual representation of the DC brand and messaging.

5.2. Content not supported using digital signage

- Schedules for events
- Private event information
- Faculty/staff absences
- External advertisements
- Ontario Tech University-specific content (except when it is a shared notification)
- Events or information only applicable to a specific audience (exclusive student groups, employee-specific information, etc.).

5.3. Public digital signage installations

5.3.1. Public digital signage screen installations are initiated by C&M. For suggestions on possible install locations, please submit to digitalsignage@durhamcollege.ca.

5.3.2. The Digital screen location is based on budget and the below guidelines:

a) The intended use of the screen must comply with the organizational goals of DC.

b) The hardware requires DC's digital signage software system to be installed.

c) All digital screens in hallways and lobbies available for public viewing must have the required software installed to enable emergency communications.

d) The placement of a screen must be in consultation with IT Services

(ITS), Facilities, and C&M. It must also be in a visible area to allow for maximum viewability.

e) Screens must be mounted so they do not interfere with traffic flow or violate any fire codes or accessibility standards.

f) The installation location must be in an area where power and data can be installed or exists.

g) Once installed, requests for information to be displayed on the screen can be submitted online using the digital signage submission request form. C&M will design content based on the information submitted.

h) Approved digital screens are supported by ITS (hardware) and C&M (software and content).

5.4. Departmental digital signage installations

5.4.1. Hardware requests for digital screens, located inside a space that is non-public facing, must be in consultation with C&M. Requests can be sent to digitalsignage@durhamcollege.ca.

5.4.2. Once the digital signage screen location has been approved, the installation must follow these guidelines:

a) The intended use of the screen, including the intended content, must comply with the organizational goals of DC.

b) The department requesting the screen must have the available funds to purchase the required hardware. The requestor must also coordinate the creation of a purchase order and consult with Facilities and ITS for power and data installations (if necessary).

c) The digital screen must be mounted so it does not interfere with traffic flow or violate any fire codes or accessibility standards.

d) Once installed, requests for information to be displayed on the screen are the responsibility of the department/Faculty. C&M will provide branded templates if needed.

e) Hardware, software, and content-related issues are the responsibility of the department/Faculty.

6. Roles and responsibilities

6.1. Communications and Marketing

6.1.1. The associate vice-president, Communications and Marketing is responsible for overseeing the strategic development and execution of the digital signage policy and procedure.

6.1.2. It is the role of the manager, Digital Media, to approve (and ensure) messaging displayed on DC digital signage adheres to the guidelines in this policy. This role also provides screen installation guidance for both public and departmental digital signage installations, which can include advising on the coordination required to install digital signage screen(s).

6.1.3. The assigned employees in C&M are responsible for the design and publishing of submitted content to the official DC digital signage network on each campus. This role also assists with any software issues related to the digital signage system.

6.2. IT Services

6.2.1. IT Services - IT User Support Services is responsible for providing support and onboarding the client-side computers used to run content on official DC digital signage network screens. IT Services – Audio-Visual Services provides post-installation technical support (when required) regarding any hardware-related issues of the official DC digital signage network. Required support from IT Services is initiated through creation of a service ticket via the service desk.

7. Accessibility for Ontarians with Disabilities Act considerations

Accessibility for Ontarians with Disabilities Act (AODA) standards have been considered in the development of this policy and procedure and it adheres to the principles outlined in the College's commitment to accessibility as demonstrated by the Multi-Year Accessibility Plan.

8. Non-compliance implications

Identify the possible consequences of non-compliance with this policy and procedure and any timelines associated with compliance. These implications could include financial, reputational and human rights challenges, or potential legal or other sanctions against the college.

9. Related forms, legislation or external resources

- [Digital signage submission request form](#)