

GTYPE: Administrative
TITLE: Digital Signage
NO.: ADMIN-263
RESPONSIBILITY: Associate Vice-President, Communications, Marketing + Student Recruitment
Chief Administrative Officer
APPROVED BY: Durham College Leadership Team
EFFECTIVE DATE: October 2020
REVISED DATE(S):
REVIEW DATE: October 2023

1. Introduction

Durham College's (DC) digital signage network is a highly visible broadcast medium that displays a wide variety of content. 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 ensuring that a strong, positive brand image, which is consistent with DC's mission, vision and values, is proactively reflected through our messaging on internal digital signage.

3. Definitions

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

4. Policy statements

- 4.1. The Communications, Marketing + Student Recruitment (CMR) department collaborates with DC employees to ensure quality, consistency and accuracy on our digital signage to engage and inform people on campus.
- 4.2. DC's digital signage is primarily used to inform students and employees on campus about DC's core business functions and to promote and support initiatives occurring on campus.
- 4.3. DC's digital signage is considered a key communication tool to enhance brand recognition and promote the College's programs and services to students and other target audiences.

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, QNomy queue strategy)
- Emergency broadcasts
- DC core values and brand
- Partnering organizations offering multiple job opportunities to DC students

5.1.1. All displayed content must be submitted using the digital signage submission request form found on the Information Centre for Employees (ICE).

5.1.2. Based on the information received, CMR will place content into a template to be deployed to the appropriate 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 (exception when it is a shared notification)
- Events or information only applicable to a specific audience (exclusive groups, employee only, etc.).

5.3. Public digital signage installations

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

5.3.2. Once the digital screen has been approved, and budget has been allocated, the installation must follow these guidelines:

- a) The intended use of the screen must fit into 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 required software installed to enable emergency communications.
- d) Placement of a screen must be in consultation with IT Services (ITS), Facilities, and CMR. It must also be in a visible area to allow for maximum exposure.
- e) It must be mounted so it does not interfere with traffic flow or violate fire codes or AODA standards.
- f) It 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 on ICE. CMR will design the required content based on the information submitted.
- h) Approved digital screens are fully supported by ITS (hardware) and CMR (software and content).

5.4. Departmental digital signage installations

- 5.4.1. Hardware requests for digital screens, located inside an area that is non-public facing, must be in consultation with CMR. 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 content posted, must fit into 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 with 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 fire codes or AODA standards.
 - d) Once installed, requests for information to be displayed on the screen are the responsibility of the department/school. CMR can provide content templates, if needed.
 - e) Hardware, software, and content issues are the responsibility of the department/school.

6. Roles and responsibilities

6.1. Communications, Marketing + Student Recruitment

- 6.1.1. The associate vice-president, Communications, Marketing + Student Recruitment is responsible for overseeing the strategic development and execution of all DC internal communications that require broad institutional messaging.
- 6.1.2. It is the role of the manager, Digital Media, to ensure that the messaging on the digital signage system is consistent with the guidelines set out in this procedure.
- 6.1.3. The assigned employee in CMR will work with other dedicated departments/schools to ensure that the messaging tool is operational and maintained to the standards set out in this procedure. This work will include design/content and software support if needed. CMR is responsible for the design, approval, software support, and posting content to the screens.

6.2. IT Services

- 6.2.1. IT Services – Audio-Visual Services is responsible for installation, maintenance and technical support, regarding the hardware of the digital signage system.

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 Accessibility Plan (ADMIN-203).

8. Non-compliance implications

Non-compliance with this policy and procedure could negatively impact the current and prospective College community with both external stakeholders and the media, which could lead to significant financial loss and damage to the College's reputation.

9. Communications plan

A message will be posted on ICE alerting employees when new or revised policies and procedures are added to ICE. A message will be posted on MyCampus alerting students when new or revised policies and procedures are added.

10. Related forms, legislation or external resources

- [Digital signage submission request form](#)