

# COLLEGE OF PUBLIC HEALTH & HEALTH PROFESSIONS, NURSING, AND PHARMACY (HPNP) COMPLEX

## HPNP DIGITAL SIGNAGE POLICY

### **POLICY NAME: USE AND MAINTENANCE OF HPNP DIGITAL SIGNAGE**

**PURPOSE:** To establish clear parameters for requesting, posting, and maintaining digital signage shared by the Colleges housed in the HPNP Complex. This policy is intended to ensure fair use and smooth operation of the HPNP digital signage located on the ground floor.

**EFFECTIVE DATE:** October 1, 2017

### **GENERAL INFORMATION/ASSUMPTIONS**

1. All digital signs located on the ground floor of the HPNP Complex are shared by the colleges housed in the HPNP complex. These signs are intended for use by college employees and students as a communication tool for specific events and announcements and are managed under the umbrella of this HPNP Digital Signage policy.
2. Given that occupants and guests of the HPNP Complex access and participate in events at different locations in the building, all ground floor digital signs have identical postings to maximize delivery of content to all consumers.
3. Consumers are not expected to view the monitors for very long time periods. Therefore, the parameters for sign content reflect to-the-point, brief communications.
3. Each college assigns an employee to serve as its Digital Signage Content Manager. The Content Manager manages all college-specific requests, including determining request compliance with this Digital Signage Policy and posting appropriate content. Each college is responsible for arranging appropriate back up when the college Content Manager is out of the office.

In addition, the staff person providing primary support to the HPNP building committee has rights to post UF or building announcements requiring attention and/or action, such as weather updates and emergency and evacuation information. This latter individual is designated as the HPNP UF Content Manager.

### **PROCEDURE:**

1. *SIGNAGE USE REQUESTS*

a. Any PPHP, Pharmacy, or Nursing faculty member, staff, or student may request that information be posted on the HPNP digital signs. It is also anticipated that UF administrators (e.g. Vice Presidents, Provost) occasionally may require posting of time-sensitive material. Finally, there may be individuals outside the college who want to post material relevant to employees and students in the HPNP Complex. Requests from each of these groups are handled slightly differently, as noted below.

- PPHP, Nursing, and Pharmacy faculty, staff, students: Eligible college personnel must complete the electronic Digital Signage Form located on the HPNP building site. This form must be submitted for review to the respective college in which the individual is primarily employed or enrolled. Individuals making posting requests are given a choice of college on the signage request site. Once submitted, request forms are automatically routed to the Content Manager of the relevant college selected. (For reference, current Content Managers are noted on the signage web site. Incomplete forms will not be reviewed.
- UF Administrative Requests: It is assumed UF administrative requests will be triaged via the deans or HR managers, depending on topic. These requests go directly to the associated college Content Manager or HPNP UF Content Manager for review and posting. A submission form is not required from UF administration given the appropriate Content Manager ensures appropriate posting.
- Individuals outside HPNP: Individuals who are not from one of the colleges housed in HPNP and who want to request a posting must complete the Digital Signage Form located on the HPNP building site. If the requestor has already spoken with a specific college representative within HPNP, then the requestor selects that college when completing the Digital Signage Form. If there has been no communication, then the requestor selects UF when completing the Digital Signage Form. Incomplete forms will not be reviewed.

b. All requests must follow the applicable rules of the university and this policy in order to be considered for posting. Each college's Content Manager has oversight of compliance with digital signage for requests made by faculty, staff, and students in his or her college. Please note that each college reserves the right to reject individual posts requested by their faculty, staff, and students based on additional established rules allowable by UF and specific to that college. The respective Content Manager or designee has responsibility for reviewing each submission for compliance with this HPNP Digital Signage Policy and any additional college regulations.

c. Other than time-sensitive event location or time changes and emergency information, requests must be received 5 or greater business days prior to event occurrence to guarantee review for posting. Requests submitted fewer than 5 business days prior to the event may or may not be considered depending upon reviewer availability.

d. Regardless of when posting requests are received, Content Managers will typically review requests beginning one month prior to the event (and up to 5 days prior to the event as noted in 1d).

e. After review, the Content Manager or designee will notify the requesting agent of the decision regarding the posting only if there is a concern.

## 2. ELIGIBLE CONTENT

Eligible content includes the following:

- PPHP, Nursing, or Pharmacy sponsored seminar announcements
- Seminar announcements by other organizations scheduled in the HPNP Complex
- Events sponsored by PPHP, Nursing, and Pharmacy student organizations
- Major college events (e.g. research fairs, orientations, etc.)
- Emergency notifications
- Changes in time and/or location of classes or events
- Major personnel award announcements (e.g. Superior Accomplishment Award, National Student Competitions, etc.)
- Upcoming deadlines for major surveys, competitions, etc. (e.g. SERU, UF Climate Survey)
- Other requests will be considered on a case-by-case basis

When crafting language to post, remember your audience. Keep your message brief, clear, concrete, and to the point for quick viewing. The amount of content allowed is limited by the space provided on the submission form.

Ineligible content includes the following:

- Political events or statements
- Personal messages
- Classified advertisements
- Commercial endorsements
- Fundraising requests
- Research participation requests
- Content violating UF, HSC, or College policy on distribution of material
- Poorly constructed material (e.g., poor punctuation, spelling, grammar, readability)
- Libelous or obscene language or images
- Copyrighted material without proof of permission to post

## 3. ORGANIZING AND POSTING CONTENT

a. An agreed upon software template is being used for content management. There are 4 sections that are visually represented on each monitor, which are listed below. Each section is shared by the colleges. In addition, time and temperature and the UF logo appear on each sign.

1. Seminar announcements – for one-time or short-term presentations
2. Features – major events and recognitions/awards colleges want to highlight (e.g., Research Days, Convocation, Superior Accomplishment award recipients)
3. Student organization activities
4. Urgent warnings/notices and time sensitive changes (room location/time) – weather warnings, evacuation notices, emergency-related trainings, last minute location and time changes affecting classes or events

- b. Each type of post is subject to specific posting rules as follows:
1. Seminar announcements – posted for up to 2 weeks (10 business days) prior to the event
  2. Features
    - a. Major events - posted for up to 1 month prior to the event
    - b. Awards/Recognitions – posted for up to 1 week
  3. Student organization activities – posted for up to 1 week prior to the event
  4. Urgent warnings/notices and time-sensitive changes (room location/time) - posted for up to 1 week prior to expected activities/changes unless otherwise required by UF administration
- c. Events are pre-programmed to be deleted once completed. As part of their responsibilities, Content Managers set a start and stop time and date for every posted entry (except for unpredictable emergencies).
- d. The colleges have agreed upon governing rules for content speed, font, etc, consistent with UF's guidelines. These have been incorporated into the software set up or included in Content Manager training.

#### *4. DIGITAL SIGN MAINTENANCE*

- a. Content Managers are responsible for meeting annually to receive needed or desired training updates and to discuss issues related to use of the digital signs. Any substantive issues will be directed to the HPNP Building Committee, who has general oversight of use of the Digital Signs.
- b. Colleges housed in the HPNP Complex are responsible for sharing the cost of technical and operational maintenance not covered by any warranty of the ground floor digital monitors. These services can be contracted out or managed internally.
- c. If concerns arise regarding the functionality of the HPNP ground floor digital signage or if the colleges are interested in changes to the sign locations, software company, or maintenance agreement, they must initiate a discussion with UF Health IT – Educational Technologies in an attempt to address concerns.