

Digital Signage Project

Project Goals

- Provide a single solution digital signage system that serves the informational, promotional, branding, entertainment and emergency broadcast needs of the university as a whole as well as individual schools and departments.
- Provide a low cost of operation solution that delivers a variety of fresh, relevant content by utilizing and adapting content generation, distribution and approval methods already being used in existing systems and processes.

Project Status

- A digital signage account has been created and \$32,000 has been deposited into it. (\$8,000 from each of the Vice Presidents). This initial one-time funding has been used for the following:
 - The purchase of Scala's InfoChannel digital signage server software
 - HP server to host InfoChannel Scala software
 - 20 InfoChannel player licenses
 - Hiring of a part-time system administrator for the first year
- A commitment has been made by the Vice Presidents to provide \$4,500 each for a total of \$18,000 in ongoing funding for the part-time position.
- Digital signs:
 - Currently deployed & operating with InfoChannel
 - Library -12
 - Currently deployed, but needing computer hardware (\$1,650 each) to integrate into InfoChannel
 - Computer Science Bldg S - 3
 - Gunther Trades Bldg - 2
 - Student Center - 4
 - Business Bldg - 2
 - Money allocated for digital signage purchase but needing Space Committee approval
 - College of Science & Health - 2
 - Human Resources -1
 - Multicultural -1
 - Requested, but not funded
 - School of Business -4
 - Wasatch Campus -2

Project "Next Steps"

- Develop policies, procedures, & standards (Hallways subcommittee)
- Establish process and interface for users to submit content (part-time system administrator)

Stakeholders

- Content Consumers (audiences)
 - Students
 - Faculty & staff
 - Public & guests (visitors)
- Content Providers
 - Schools, departments & campus organizations (same as web and poster content)
- Content Administrators
 - Space Committee (Approve content policy & standards)
 - College Marketing (Oversee content quality)
 - Student Center (Content approval)
 - Information Technology (Oversee technology)

Project Responsibilities

The models for the distribution of responsibilities that are being used for the web should be adopted for digital signage. This model is as follows:

- **School & Departments:** Content generation, submission and maintenance
- **College Marketing :** Content review - Overall look and feel of content presentation, University branding and image for digital signage
- **Office of Information Technology** (including Media services): System administration, technical implementation, automating content integration with other systems
- **Space Committee & Hallway Subcommittee:** Establish and oversee digital signage policies, procedures & standards