

# **Policy for Digital and Other Signage in Mell Classroom Building @ RBD Library**

## **I. POLICY STATEMENT**

Auburn University's (the University's) "Policy on Use of Digital Signage in the Mell Classroom Building @RBD Library" describes the process for requesting, approving, and displaying items on digital signage in the Mell Classroom Building @RBD Library (Mell).

## **II. POLICY PRINCIPLES**

- A. Mell was built in 2017 as a classroom facility that focuses on Engaged and Active Student Learning (EASL) in collaboration with the RBD Library; empowering students and faculty to increase their learning and teaching potential.
- B. Digital signage in Mell is installed throughout the building to allow for distribution of information relevant to the building, its mission of student learning, and/or to the University's mission and strategic plan.
- C. Digital signage content is approved and managed by the Learning Spaces and Faculty Development Coordinator office.
- D. Digital signage content is shared with the RBD Library digital signage coordinator when content is also appropriate for the library; digital signage content created by the library can only be displayed in Mell if it is relevant to Mell and/or to the University's mission and strategic plan.
- E. Digital signage switches to emergency notifications when needed.
- F. No paper-based signage, including handouts, is allowed anywhere in Mell.

## **III. EFFECTIVE DATE**

August 15, 2017

## **IV. APPLICABILITY**

This policy applies to any content displayed on the digital installed in Mell and newly built RBD Library spaces associated with Mell.

## **V. POLICY MANAGEMENT**

**Responsible Office:** Provost's Office

**Responsible Executive:** Provost

**Responsible Officer:** Learning Spaces and Faculty Development Coordinator

## **VI. DEFINITIONS**

Digital Signage: Monitors throughout Mell that are connected to a central system that organizes the display of content

Mell: Also known as the Mell Classroom Building @ RBD Library refers to the spaces built in 2017 adjacent to the RBD Library including outside spaces.

## **VII. POLICY PROCEDURES**

Digital Signage content is received, organized and deployed by the Learning Spaces and Faculty Development Coordinator Office.

1. Student and Faculty work (e.g., copies of art work, illustrations of completed projects) can be submitted at least once a year through a call for participation from the Learning Spaces and Faculty Development Coordinator.
  - a. All submissions will contain the owners' names.
  - b. All submissions will follow size and file format guidelines specified by the Learning Spaces and Faculty Development Coordinator.
  - c. Call for submissions will be during the Spring term of the academic year for the following academic year's digital signage. Additional calls for submissions may be initiated.
  - d. The Learning Spaces and Faculty Development Coordinator may decide not to display a student or faculty submission.
2. Informational content supporting the Mell building and its associated units housed in the RBD Library may be displayed.
3. University-related content needs to be approved by the Office of Communication and Marketing or the Provost's Office and needs to be directly connected to the University's strategic plan.
4. Time-sensitive content needs to be submitted at least one week ahead of an event that is featured.
5. The University's emergency alert system will push appropriate campus-wide content in case of emergencies, such as weather and other high alert situations (however, fire alarms will not be part of the digital signage).
6. All paper-based signage will be removed immediately.
7. No solicitation is allowed in the building.

## **VIII. SANCTIONS**

Inappropriate content will be removed as soon as it is discovered.

## **IX. EXCLUSIONS**

No exclusions.

## **X. INTERPRETATION**

Learning Spaces and Faculty Development Coordinator