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# Digital Signage Policies

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Broad College of Business  
MICHIGAN STATE UNIVERSITY

# Introduction

This document outlines the policies and procedures governing the use of digital signage within Broad College of Business facilities. It has been developed in partnership by a workgroup consisting of representatives from the Broad College Marketing and Communications Office, IT Services, and Facilities. Two principles guide the policies and procedures outlined hereafter:

**Sustainability.** With the Minskoff Pavilion coming online along with the renovation of Eppley Center, the number of screens in the Business College Complex alone has expanded from less than 10 to now more than 30. There are no dedicated staff for this endeavor; to ensure long-term success, a sustainable management system for both publishing content and handling related requests is paramount, with employees' adherence to that system being critical.

**Accountability.** In areas in which units have dedicated digital signage reserved for their use, those units are required to have trained staff embedded in their unit to manage the content on those displays. Units maintaining their own signage also are responsible for the quality of content displayed and its reflection on the Broad College.

## Screen Types

Screens in the Broad College digital signage ecosystem have been grouped into five (5) different types:

1. **Wayfinding.** These are touchscreens in portrait orientation, commonly by elevators, and are reserved exclusively for wayfinding and directory usage. These screens do *not* accept content submissions.
2. **Special Purpose.** These screens are assigned exclusively for a specific use, such as the touchscreens in the Business College Complex dedicated to exploring Education Abroad programs. These screens do *not* accept content submissions.
3. **Branding.** These screens are reserved for Dean's Office usage. They are used to display high-level branded content, such as rankings and other college pride points, social media handles, institutional messaging, etc. As a rule, these screens do *not* accept content submissions. Exceptions will only be made in rare circumstances with documented approval of the dean sent to the director of marketing and communications.
4. **Unit-Managed.** The content on these screens is managed by units within the Broad College for their own usage. Units are welcome to also include [branded content made available for downloading from the Dean's Office](#), but the unit is responsible for maintaining the content on their screens. Examples of these screens would be those located in the reception area of an office suite.
5. **Billboard.** These are screens managed by the Dean's Office that display branded content, but also *do* accept content submissions from Broad College units or organizations sponsored by or affiliated with the Broad College.

# Branding Screens

The table below outlines the Branding screens reserved for Dean's Office usage. As stated above, these screens do *not* accept content submissions, except in rare circumstances with documented approval of the dean sent to the director of marketing and communications.

Building	Floor	Location Description
Eppley Center	1st	Across from elevators
Eppley Center	1st	E101 right side (closest to window)
Eppley Center	4th	Across from elevators
Minskoff Pavilion	Ground	Hallway M018 Multi-Purpose Room
Minskoff Pavilion	1st	Hallway M117 Ternes Lounge
Minskoff Pavilion	2nd	Hallway N200 Staples Nook
North Business Building	1st	Hallway at North Bridge Intersection

# Billboard Screens

The table below outlines the Billboard screens made available to accept unit-submitted content. Any content properly submitted and accepted will be published across *all* listed displays.

Building	Floor	Location Description
Eppley Center	2nd	Across from elevators
Eppley Center	2nd	Outside computer lab South
Eppley Center	2nd	Outside computer lab North
Minskoff Pavilion	1st	Hallway M116 Barry Nook
Minskoff Pavilion	Ground	Hallway M039 Student Lounge
North Business Building	Ground	Hallway Starbucks
North Business Building	Ground	Hallway N12 Lab
North Business Building	1st	Hallway N100

## Billboard Content Submission

### Who Can Submit Billboard Content

Any employee of the Broad College can submit content to be included on Billboard screens.

For a student organization to submit content for Billboard screens, the group *must be registered* and have a direct affiliation (i.e. a faculty advisor) within the Broad College.

### How to Submit Billboard Content

Content submissions should be emailed as an attachment to [plasmascreeen@broad.msu.edu](mailto:plasmascreeen@broad.msu.edu). Content should be formatted as such:

- JPEG or PNG file type
- 3,840px wide x 2,160px high

When submitting, **please also include a requested start date/time as well as expiration date/time**. Content can remain on screens for a maximum length of three (3) weeks.

### When to Submit Billboard Content

Content will be prepared every Friday AM for the following week. As such, **only submissions received by EOD Thursday will be considered for publishing for the following week**.

## Billboard Content Creation

PowerPoint templates for various purposes such as event promotion and visiting guests are provided on the [Broad College internal website](#). Properly formatted files can be exported from PowerPoint with very little technical knowledge required, and instructions for such are included in the templates provided. Users can also create content in the design application of their choosing, provided the file submitted complies with the guidelines outlined above.

All content submitted for use on a digital sign should follow the MSU [Digital Accessibility Policy](#). Designers who regularly create content for digital signs should take [digital accessibility training](#). The [Digital Accessibility](#) website contains a [Basic Accessibility Checklist](#) as well as [tutorials](#) to support the creation of accessible digital materials. The [evaluation protocol](#) can be useful as a comprehensive list of accessibility tests before content is released. Designers should also consider practical aspects of digital signs such as font size due to viewing distance.

## Billboard Content Restrictions

The following content is restricted and will not be accepted for inclusion on Billboard screens:

- Low quality and/or improperly formatted content. This includes, but is not limited to:
  - Typographical errors
  - Incorrect aspect ratio or dimensions
  - Low resolution or improperly scaled images
- Inappropriate material. This includes, but is not limited to:
  - Bar crawl and/or party announcements
  - Photos depicting inappropriate behavior (e.g., drinking)
  - Classifieds (roommate wanted, car for sale, etc.)
- Job postings for external positions. Only Broad College of Business positions will be permitted.
- Copyrighted material (unless written permission from holder is provided)

**It is the responsibility of the submitting individual to properly format and verify adherence to these guidelines *before submission*.**

# Unit-Managed Screens

The table below outlines the Unit-Managed screens in the digital signage ecosystem:

Building	Floor	Location Description	Owner
Eppley Center	1st	E101 left side	UAS
Eppley Center	3rd	Across from elevators	Finance
Eppley Center	4th	Right side off elevator	Hospitality Business
Kellogg Center	Ground	Hallway Left	Hospitality Business
Kellogg Center	Ground	Hallway Right	Hospitality Business
Kellogg Center	Ground	L71 Waiting area (Seating)	Hospitality Business
Kellogg Center	Ground	Kitchen	Hospitality Business
Minskoff Pavilion	1st	M120 - Left	Palmer Center
Minskoff Pavilion	1st	M120 - Center	Palmer Center
Minskoff Pavilion	1st	M120 - Right	Palmer Center
Minskoff Pavilion	1st	M130	Palmer Center
Minskoff Pavilion	1st	M100 - Left	Full-Time MBA
Minskoff Pavilion	1st	M100 - Center	Full-Time MBA
Minskoff Pavilion	1st	M100 - Right	Full-Time MBA
Minskoff Pavilion	2nd	M225 MBA Lounge	Full-Time MBA

## Unit-Managed Access

To request access to manage content on their respective Unit-Managed screens, the “Owner” unit listed in the table above must designate a Broad College employee as a Signage Liaison. The Signage Liaison must complete a required [User Training Course](#) provided by our digital signage platform provider, Carousel, at a cost of \$179 to the unit. Purchasing can be facilitated by emailing [sales@carouselsignage.com](mailto:sales@carouselsignage.com) and requesting version **7.5.5.117**.

Once the Signage Liaison has completed their training, they can submit an access request to [itsupport@broad.msu.edu](mailto:itsupport@broad.msu.edu) and Broad’s IT Services will provide them with access to manage the content on their Unit-Managed screens.

Should a unit want additional Liaisons, they must also complete the Carousel User Training Course (\$179 for each user).

Until a unit has at least one Signage Liaison, its Unit-Managed screens will be considered as Branded screens with content managed at the discretion of the Dean’s Office.

# Rights Reserved and Special Circumstances

The Dean's Office reserves the right to remove content from any screen, at any time, without notification, if it deems it to be harmful to the reputation of the Broad College.

The Dean's Office also reserves the right to do special, infrequent screen "takeovers" for high-level events, such as Fall Welcome, the Warrington Lecture, or Homecoming.

## Support

Technical support of the digital signage ecosystem is provided by Broad IT Services in conjunction with MSU IT. Content support is provided by the Broad College Marketing and Communications Office.