Lehman College: Digital Signage Policy and Guidelines

As of June 2011, Lehman College maintains two Digital Signage Boards. The purpose of these boards is to provide a consistent, current, and interactive capability to communicate relevant and timely information regarding campus events and activities.

Off-Campus Signage
A sign that is intended for an “off-campus” audience is located near the Student Parking lot exit on Goulden Avenue and Bedford Park Blvd. West, directed toward the pedestrian and vehicles that pass that point. The Office of Media Relations and Publications is responsible for content and scheduling on this “off-campus” Digital Signage Board.

The Office of Media Relations will ONLY consider event information for this board that is listed in the Lehman College Web calendar. Each department, program, or other sponsor is responsible for adding the event to this calendar. To ensure a place on this digital sign, events must be entered into the calendar one month prior to the date of the event.

On-Campus Signage
An “on-campus” board, intended primarily for students, faculty, staff, and visitors, is located in front of Shuster Hall. As such, the messages appearing on the two boards often will differ. The Office of Student Affairs is responsible for content and scheduling on the “on-campus” Digital Signage Board. It will draw content for this board from the Web calendar, academic calendar, departments, and programs. To ensure a place on this digital sign, events must be submitted by the 1st and 15th of each month.

Design and Placement
The Division of Information Technology is responsible for the design and placement of all messages on both boards. Boards will generally be updated on an established schedule, to be determined.

All events and announcements submitted for either board will be reviewed for grammatical and spelling errors. The accuracy of posted information is the responsibility of the person, group, or office submitting content. Items will be shortened to conform to the display's graphics requirements. To the extent possible, text will maintain the vendor's recommendation of a maximum of 3 lines, 13 characters per line.

Both the Office of Media Relations and Publications and the Office of the Vice President for Student Affairs reserve the right to reject or cancel content at any time for any reason, including appropriateness of content, length, and availability of space or time on the display system.
Samples of Acceptable Types of Messages

• Announcements about Lehman College activities and events
• Important dates and deadlines related to the academic calendar
• Congratulations to organizations and/or individuals for awards and honors (please send this information directly to the liaison for each board)
• Important bulletins about weather and national news updates, as needed
• Marketing messages
• Welcomes to visitors and prospective students

In case of an emergency, one or both boards may be used for messaging as directed by the Office of Public Safety.

Contacts:

Please direct questions or comments on the boards to each of the liaisons:

Off-Campus Digital Signage Board:
Yeara Milton, Office of Media Relations & Publications (718-960-7963 / yeara.milton@lehman.cuny.edu).
Items intended to appear on the off-campus board should be submitted directly to the ADC Calendar at http://events.lehman.edu/Calendar/oePublicForm.aspx. Please be sure to check the box titled "Campus Events."

On-Campus Digital Signage Board:
Jerilyn Day, Office of Student Affairs (718-960-8241/ studentaffairs.sign@lehman.cuny.edu)

Athletic Scoreboard

In August 2011, a new digital scoreboard was purchased with non-College funds and installed in the South Field for the Athletic Department, principally to display schedules, scores, and player information. The sign also highlights major campus events, such as Convocation and Commencement. Use of this scoreboard for information other than athletic-related events is determined by the Office of the Vice President of Student Affairs.