All digital signs must operate under a digital sign plan. To initiate a digital sign project complete a project request form found on FMD’s website, attach this plan to it and submit it. The plan will be reviewed first by FMD and IS to verify interior and technical specifications, then by Public Affairs to confirm content plan and training needs. Once the final draft is available, the plan will be reviewed by the Enterprise Communication sub-committee (ECC). If there are no further questions, the plan will be forwarded to the Enterprise Facilities Committee for recommendation to the Vice President of Operations.

1. Digital sign purpose: Briefly describe the purpose for the digital sign, why it is needed and how it will be used. Include target audiences (students, visitors, etc.) and the information to be conveyed (news and events, way finding, brand experience, etc.)

2. Interior and technical specifications: Describe where you wish to install the digital sign and if any alternate locations have been considered. Include the type and number of screens proposed.

3. Budget: Include the total funds committed to the project, including hardware, installation, content design, content management system and required use of university infrastructure such as network bandwidth.

4. Content plan: Include any advertising for students groups or campus units. Most signage will have a wireframe that includes both “local” and university-wide content. University-wide content will inherently promote news and events from across campus.

5. External advertising plan and parameters if any: Include defined parameters and purpose of advertising in detail—for example, advertising for sponsors of conferences or events.

6. Device Security: Describe how the device will be secured. In facilities where signage is visible and expected to be active 24/7, appropriate IS employees will require 24/7 access to the display hardware for support purposes.

7. Identified publishers: Identify who will receive training on how to publish and maintain the digital sign plan.

8. Strategic Alignment: Describe how this request ties to CWU’s Strategic Plan. Specific references should be cited. Identify how this plan benefits students.

**APPROVALS (required)**

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