

DIGITAL SIGN PLAN

All digital signs must operate under a digital sign plan. The first step to initiating a digital sign project is to complete a project request form, found on FMD's website, and attaching this plan. 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) and 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: This sign will have three primary uses. To provide information and guidance to our students via the interactive touchscreen connected to our website. Second, it will help to advertise the programs and opportunities we have to offer. Third, it will help advertise to visitors from off campus to the possibilities of the CWU campus. Fourth, communicate time to conduct student club meetings, shows, workshops, special events (where, when, time, information). Many of these students do not frequent the SURC, and this would provide updated information and advertising. There are many students who take courses in the Purser Hall that are not our majors and allow to see advertisements. Communicate time to conduct student club meetings (where, when, time, information)

2. Interior and technical specifications: It will be mounted on the west wall of the atrium in Purser Hall. This area has the most traffic walk through. It is also on the way to the main office (visitors will notice it). It is highly visible from the atrium where students and faculty often gather (even more exposure). The technical experts came to Purser Hall and felt there was an Internet outlet and electrical outlets for placing the monitor.

3. Budget: We understand this may be a little expensive for installation, and the needed hardware. We are budgeting for no more than \$7,000.

4. Content plan: This will link directly to our HEAMS website, and have links to our faculty bios, course plans, and other program related variables. The touch screen should allow students to find information quickly about our programs. The other part of the screen would be dedicated to information concerning the rest of the campus activities and events. We want to use this to help students feel connected to various programs and events that are occurring across the campus and in our programs. This is a great place to study while staying connected, and increase awareness and visibility of our programs

5. External advertising plan and parameters if any: We are planning to expand our programs, and our connections to the community, and the university as a whole. At this moment, we do not have any sponsors, but we do feel this digital sign could be beneficial for future ventures.

6. Device Security: This will be anchored and secured to the wall. The building is locked during the night and weekend, but access could be granted easily by campus security.

7. Identified publishers: Heidi Henschel Pellett, Stefan Ward, Marni Fox

8. Strategic Alignment: This will link directly to our HEAMS website, and have links to our faculty bios, course plans, and other program related variables. The touch screen should allow students to find information quickly about our program. The other part of the screen should be dedicated to information concerning the rest of the campus. We want to use this to help students feel our building is a good place to study while staying connected, provide students service, and increase awareness and visibility of our programs.

The following CWU Strategic plan aligns with our purpose:


Objective 5.3: Ensure the University has human resources necessary to accomplish all university objectives.

Outcome 5.3.1: Provide consistently exemplary service.

Objective 5.4: Provide the facility and technology infrastructure and services appropriate to meet the university objectives, while maximizing sustainability and stewardship.

Outcome 5.4.1: Operate, preserve, and increase the functionality of state physical assets, buildings, and technology infrastructure.

APPROVALS (required)

Title	Name	Date
Sponsoring Department Head/Chair	Heidi Menochel Pelletti	2-8-16
Dean/Division Head		2.8.16