

## **SMHS BUILDING DISTRIBUTION OF INFORMATION USING DIGITAL SIGNAGE AND OTHER METHODS**

### **PURPOSE:**

This policy is an extension of the University of North Dakota's policies for *Events, Demonstrations, Fixed Exhibits, and Short-Term Rentals* and *Distribution of Information through Posters, Fixed Exhibits or Chalking*. This policy clarifies the process for approval and distribution of advertisements and notifications inside University of North Dakota (UND) School of Medicine & Health Sciences (SMHS) buildings in Grand Forks or elsewhere that use digital signage or postings in designated areas (e.g. bulletin boards, tack strips, stand up signs).

### **POLICY:**

The UND SMHS may establish reasonable regulations regarding the time, place and manner for distribution of information through digital signage, posters, bulletin boards, stand up signs and other methods within the building. Postings are prohibited on glass entrance doors, bathroom doors, bathroom mirrors, windows, light fixtures, fire alarm & emergency equipment, permanent structures (pillars, walls, etc.) and any other area not specifically designated for posting or approved by the building safety and security representative.

All commercial posting by off-campus businesses, organizations, and individuals is prohibited unless sponsored by a recognized student organization (RSO) or a UND department, school, division, or office. The content of the postings may not contain any material that violates SMHS, UND, and state board policies or local, state, or federal laws.

Posted materials that fail to comply with this SMHS policy and UND policies may be removed, and the expense associated with removal may be charged to the responsible department, business unit, student organization or individual(s). Any damage associated with posted materials or its removal may also be charged to the responsible department, business unit, student organization or individual(s).

Employees or students who violate this policy may face disciplinary action up to and including suspension, termination or dismissal.

### **GUIDELINES/PROCESS:**

All items posted inside the SMHS must be pre-approved by the Office of Alumni and Community Relations and/or the Information Resources team, and must be posted using either the digital signage options or in designated areas (e.g. bulletin boards, tack strips, stand up signs). Postings are NOT permitted in any other areas of the building and are subject to removal.

### **DIGITAL SIGNAGE AND POSTING REQUIREMENTS:**

For UND and SMHS focused events, contact SMHS Information Resources at [undSMHSgraphics@und.edu](mailto:undSMHSgraphics@und.edu) for planning and assistance in developing the digital display.

Non-digital displays must also be approved and dated prior to posting: please contact SMHS Alumni and Community Relations or SMHS Information Resources.

**APPROVAL PROCESS:**

All digital and non-digital signage requests specific to the SMHS must be submitted to SMHS Information Resources and/or Office of Alumni & Community Relations for review and approval. Submissions must include the following: Name of person submitting request, campus role (student, staff, faculty, other), Department/Organization, email address, phone number, display start date, display end date, description of what is being promoted and how it will benefit students/staff/faculty within the SMHS building. Digital signage requests received fewer than five days prior to the event will be considered but public display prior to the event cannot be guaranteed.

All digital signage requests specific to the SMHS must be submitted to SMHS Information Resources for review and approval. Please contact SMHS Information Resources at [undSMHSgraphics@und.edu](mailto:undSMHSgraphics@und.edu) for planning and assistance in developing the digital ad. Digital signage and posting requirements will be reviewed for consistency with UND and SMHS specifications. (Horizontal Displays: Format for submission, all files should be in widescreen format, saved as a .jpg or .png file type. This is an aspect ratio of 16:9 or 1920 x 1080.)

Non-digital (stand up signs, fliers, etc.) signage requests must be submitted to Information Resources and/or the Office of Alumni & Community Relations for review and approval. The SMHS Information Resources team may be able to assist with stand up signs, contact them at [undSMHSgraphics@und.edu](mailto:undSMHSgraphics@und.edu) for planning and assistance.

If approved, digital signs will run for up to 10 business days prior to the event. Recurring events will be reviewed for renewal every 30 days. Approved, dated non-digital displays may be posted on bulletin boards by the elevators and learning communities.

**REMOVAL OF DIGITAL SIGNAGE AND POSTINGS:**

Approved digital signs will be posted for 10 business days prior to the event. The digital sign will be displayed through the day of the event and removed from the display stream within one business day after the event. Information Resources will manage removal of stand up signs and rolling sign holders. Non-digital postings should be removed from bulletin boards by the event organizer the day after the event. SMHS representatives may remove outdated postings after any event and/or when content of the postings may contain material that violates SMHS, university, and state board policies or local, state, or federal laws. Any cost or damage associated with posted materials or its removal may also be charged to the responsible department, business unit, student organization or individual(s).