

Digital Signage Guidelines



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Digital Signage Networks Overview

Clackamas Community College's digital signs are powered by BrightSign players. The content on the players is managed through BrightAuthor.

BrightSign players are not media streaming devices that use apps to display TV content. They are also not sources for live TV. Output for live TV, for example, must come from a different source—such as a cable box—where certain BrightSign player models can add content overlays to the live TV feed. This setup is not used at CCC.

Overall, the BrightSign players run presentations containing JPEG and PNG files—and occasionally MP4s. For more information on video usage, see page 5.

Most of the networks are overseen and administered by College Relations and Marketing (CRM) with support from Information Technology Services (ITS) and Campus Services.

Signage content is administered by CRM and other designated content managers depending on the digital signage network in question:

- **High School Network:** administered by the High School Connections Enrollment Specialist in the Office of Education Partnerships (OEP) and overseen by the Director of OEP
- **Tutoring Network:** administered and overseen by the Tutoring and Academic Computer Lab Coordinator
- **Exterior Signage Network:** administered by CRM and overseen by CRM
- **Harmony Campus Network:** administered by CRM and overseen by CRM
- **Wilsonville Campus Network:** administered by CRM and overseen by CRM
- **Oregon City Campus Network:** administered by CRM overseen by CRM
- **Wilsonville 25Live Network:** administered by Applied Information Technology (AIT) and overseen by AIT

Standalone Units

Standalone units are not managed or overseen by CRM. The content on these digital signs varies.

- **Standalone units:** the standalone units are listed on page 8

Definitions

Digital signage is defined as public-facing TV monitors and external Samsung Smart LED signage that is installed in a public space.

Excluded from this definition are monitors or projectors installed in classrooms and offices, monitors that have been established and approved for student use, or monitors that are not public facing.

Purpose and Usage

CCC's digital signage networks are meant to inform students and the public of upcoming events, available services, important deadlines, resources and emergency notifications.

- **Primary audience:** Students
- **Secondary audiences:** General public, faculty and staff

Overall Content Guidelines

The college will only promote its own events, activities and services on the signage networks. Third-party messages are not permitted.

Content Exclusions

The digital signage networks may not be used to promote individual classes or individual academic programs.

Exceptions are considered on a per-case basis after a use case consultation with CRM. Approval for exceptions will be made by the Director of CRM.

- **Exceptions:**
 - Individual classes or academic programs may be promoted when they're new (or a promotional free offering) and/or there is grant funding outlined to promote enrollment

Scheduling

For non-evergreen slides, the aim is to add content that applies within a two-week window.

Rotation Numbers

Evergreen slides and time-specific slides can cause the rotation to become large—and take a considerable amount of time to complete an entire rotation cycle.

Evergreen slides are periodically removed when the rotation volume becomes too high.

CRM is working on a plan to keep the General Presentation rotation runtime at four minutes or less. This is approximately sixteen slides running at fifteen seconds per slide. **Final determinations for this process will be outlined in this document at a later date—and reviewed on a routine basis.**

Content Requests

Content requests should be submitted to Creative Services through the [TeamDynamix ticketing system](#).

Follow the prompts on the form (selecting “Interior digital reader board” under *Type of Job*) and be sure to include the who, what, where, when and pertinent contact information.

If your slide includes an image, be sure to attach a copyright-free image you would like to use—or indicate the type of image you’re looking for and Creative Services can find one.

- **Multiple language requests:**
 - The college is currently working to determine what content should be in other languages. If you’d like your content in multiple languages, please consult with the Director of CRM

Video Content Guidelines

Video usage is rare. Occasionally, MP4 files are added to the players’ rotations. These videos should be 15 seconds or less. Videos run silently. If videos contain people speaking, captions must be hard-coded into the video file.

Exceptions are considered on a case-by-case basis after consultations with CRM.

Exterior Signage Content Guidelines

Oregon City signage regulations stipulate that the exterior signs can only display three unique message rotations per day. Currently, three messages run in eight-hour blocks.

Content submissions must meet the following criteria:

- Be of broad interest to the campus and public
- Ideally, be campus-sponsored versus campus-hosted events
- Not endorse a political issue or candidate
- Not feature commercial or other for-profit messages
- Be 32 characters or less (including spaces)

Acceptable content includes:

- Marketing messages (slogans, etc.)
- General public events
- Athletic events
- Concerts
- Art exhibits
- Plays or theater performances
- Admissions events
- Enrollment promotions
- Scholarship promotions

Content priority:

- Priority will be given to emergency messages and events with academic applications vs. purely entertainment-based events

Wacheno “Video Wall” Content Guidelines

The “Video Wall” currently doesn’t leverage all the slides found in the General Presentation running at the Oregon City campus.

- **Slides largely unique to “Video Wall”:**
 - Honoring of Chief Dan Wacheno (*on Wacheno Front Desk as well*)
 - Flags of the World
 - Intersex Progress Pride Flag
 - Oregon State Flag
 - Student Work
- **“Video Wall” Student Work Content**
 - As of winter term 2023, CRM has decided to leverage the “Video Wall” for showcasing student work. The aim is to showcase work across disciplines
 - Starting in spring 2023, CRM will send a request once per term to instructors asking for student work submissions
 - Selected submissions will become part of mosaic slides that will run for the given term

Requests for Signage Installation

Though not encouraged, departments may request the installation of a digital sign at their own expense. To initiate digital signage requests on campus, departments should contact CRM for a use case consultation. Before digital signage can be purchased, departments must receive approval from CRM, ITS, Campus Services and the Signage Committee.

Signage Count Restrictions

On April 1, 2019, the Signage Committee determined there should be a maximum of one digital sign per floor, per building.

Network Monitors/Exterior Signs

High School Network

- Oregon City
- Gladstone
- Molalla
- Canby
- Colton

- Estacada
- CAIS
- OCSLA

Tutoring Network

- Harmony West (Room 345)
- Dye Front Hallway

Exterior Signage Network

- Harmony Exterior | Harmony campus
- Main Entrance (HWY 213) | Oregon City campus
- Beaver Creek Entrance | Oregon City campus

Harmony Campus Network

- Harmony East Front Desk
- Harmony East 1st Floor Elevator
- Harmony East 1st Floor (Campus Safety)
- Harmony East 2nd Floor Hallway
- Harmony East 2nd Floor Elevator
- Harmony East 3rd Floor Hallway
- Harmony East 3rd Floor Elevator
- Harmony West 1st Floor East End
- Harmony West 1st Floor West End
- Harmony West (Room 325)
- Harmony West 2nd Floor (Room 215)

Wilsonville Campus Network

- Wilsonville Marketing East
- Wilsonville Marketing West

Wilsonville 25Live Network

- Wilsonville 25Live East (PGE class locations)
- Wilsonville 25Live West (PGE class locations)

Oregon City Campus Network

- Bookstore
- Wacheno Welcome Center Front Desk
- Wacheno Welcome Center “Video Wall”
- CCC TV Feed
- Foundation Player Roger Rook 1st Floor
- Roger Rook 1st Floor (Lobby)
- Roger Rook 2nd Floor (R205)
- Admissions Office
- McLoughlin 1st Floor (M130)

- McLoughlin 2nd Floor (M249)
- Randall (1st Floor Athletics)
- ITC 1st Floor (Student Area)
- ITC 2nd Floor (Student Area)
- ITC 2nd Floor (I203B)
- Marketing (B229)
- Clairmont Hall
- Barlow 2nd Floor (study Area)
- Dejardin 1st Floor East
- Dejardin 1st Floor West
- Dejardin 2nd Floor West

Standalone Units – Not Managed by CRM

- Disability Resource Center
- VET Center
- Weight Room
- Art Center
- Cougar Café
- Resource Center – Wilsonville (151)
- Resource Center – Harmony West (140)
 - *Coming Soon*