

## College Libraries Digital Signs Working Group Recommendation (DRAFT)

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### **Our Charge:**

Specifically, the group will recommend:

- guidelines for library content (in the context of whatever College guidelines are developed);
- an initial display;
- administrative procedures and responsibility for creating and implementing content;
- a "go live" date.

1. **Purpose of the Digital Signs:** The primary purpose of the College Library Digital Signs is for Emergency Notification Services. The College Library's digital signs are intended to showcase Library events, services, and collections. The digital signs are also intended to inform campus community and the general public of library events, library news, policies and services. The signs can also serve to inform library users of campus events and campus news, general information and humor and breaking news and world events. The digital signage is a working tool for the College Libraries, not a service.
2. **Target Audience:** SUNY Potsdam students, faculty, staff and visitors to the campus using the College Libraries.
3. **Channels:** Initially there will be one shared channel for the College Libraries. If separate content is preferred for Crumb and Crane Libraries, two separate channels may be created at a later date.
4. **Guidelines for content:** College Guidelines are not yet available...
  - College Libraries will observe the SUNY Potsdam College Digital Signs Policy. In addition, the following guidelines apply:
  - Content must observe copyright and fair use guidelines
  - Content should adhere to visual standards recommendations (TBD)
  - Content should come from authoritative sources (i.e. published sources, Weather Channel, not Wikipedia or general web sites)
  - **Requests from users to post content on College Libraries Digital Signs:**  
The College Libraries digital sign may at times display college events pulled from the campus events web page. Users who wish to post events to the library digital sign should do so via the campus events web site. Requests to display information unrelated to the Library are not accepted.

[Policies for external requests/recommendations will be considered after the digital signs have been implemented and potential issues have been identified: Requests by student organizations and campus offices will be entertained if time and space allows. All external requests will be reviewed and considered by the Coordinator/Library Director or his/her designee/PALs? External content (wording, length, and appearance) are under the discretion of the College Libraries. We will need a web form and approval process. Web form to go to coordinator? Director? and director's secretary? Requests must be submitted well in advance (e.g. 2 weeks?)

## 5. Administrative Procedures and Responsibility

**5.1 Content Coordinator:** A Content Coordinator will be appointed to create and solicit content from library staff. He/she will coordinate the upload of files to the digital sign management area and manage the timing of displays. The Content Coordinator manages the acquisition of content and makes stylistic changes to the format of content. The Content Coordinator has the authority to reject content (or he/she may offer to revise content) that does not meet established policies or visual standards. A designated backup to the Content Coordinator will be appointed. Additional library staff may be appointed to have administrative privileges to upload and manage content. If two separate channels are established for Crumb and Crane Libraries, a separate Content Coordinator should be appointed for each channel.

**5.2 Calendar:** The Content Coordinator will be responsible for setting up the digital sign calendar, i.e. the timing of content displays. [Public Affairs recommends we do this well in advance (nn months)]. It is suggested that content be developed in conjunction with the academic calendar, e.g. timely FAQs and helpful hints such as computer access tips early in the semester, ILL and consultations later in September, return or renew materials before breaks, etc.

### 5.3 Sharing of content:

- College Libraries agree to share content with other campus offices. Method TBD.
- The Content Coordinator will have the discretion to utilize campus content, as appropriate either by subscribing to a campus channel or uploading content.
- The CollegeLibraries share folder on HELIOS, will serve as a dropbox for library staff who serve as content developers.

## 6. Implementation Timeline:

- Go Live Date: Feb. ???
- While there was general consensus that an ongoing digital sign committee would not be needed, the Working Group will reconvene at the end of Spring semester to identify and resolve issues and to make a final recommendation on the Working Group charge.

## 6. Phased approach

It is recommended that we use a phased approach to the implementation:

**Phase 1** (~1-3 weeks): Library hours, Weather, Welcome, .rss to campus events, other campus content

**Phase 2** (~2-8 weeks): Powerpoint presentations developed by library faculty and staff (tutorials on library services, etc.)

**Phase 3** (~TBA): Podcasts and videos created by library faculty. Sound.