



# California University of Pennsylvania

## **POLICY: Entrance Digital Sign Policy**

### **A. Purpose & Scope:**

The Entrance Digital Sign Policy has been developed to provide certain restrictions and the process that members of the campus community need to follow to utilize this display. The purpose of this policy is to address content that will be permitted to display on the sign and who may authorize any changes.

### **B. Definition(s):**

The Entrance Digital Sign refers to the Stewart Digital Display sign located at the intersection of Third and East Street, at the main entrance to campus.

### **C. General Guidelines**

The University's Technical Director will grant requests based upon availability of space, with consideration to the size of the requested event attendance. Prior to contacting the Technical Director, you should have approval from the Director of Parking and Transportation as to what lot the attending patrons will be directed to park in, the name of the event and the facility that will house the event. (Complete the *Main Entrance Digital Sign Usage* form.)

The Technical Director will decide what events are displayed on the sign based on attendance history. The main purpose of this sign is to provide directional assistance to visitors wanting to attend campus events, not for promotional or advertising purposes. However, the University President, Vice President for Administration and Finance or their designee, can approve items for promotions or advertising.

The following steps should be taken to have an event displayed:

1. Submit to the University Technical Director, the *Main Entrance Digital Sign Usage* form.
  - a. It is the requesting individual/organization's responsibility to:
    - Provide the title of the event (keeping in mind there is limited space);
    - Provide parking lot assignment that has been approved by the Parking Office;
    - Provide the dates the event will take place; and,
    - Provide the start and end time for the event.

## **D. Operating Parameters**

1. Sign content will be displayed daily from 6 a.m. until 10 p.m. (The sign will still be powered on but will appear to be off.)
  - a. Directive to completely power off will only occur if instructed by the Vice President for Administration and Finance, the University Police Chief, Facilities, or power company.
2. Main Priority is Event Parking
  - a. External clientele and attendee events only. (*i.e.*, not for student events that are only open to Cal U students).
  - b. 5-8 events to be displayed, at most.
  - c. Parking graphic to stay stagnate on screen.
  - d. Cross communication between Gloria Stone, Event Manager Staff, and Parking and Transportation Office to confirm parking info for events on campus.
3. Move-In Weekend
  - a. Graphic to display directions for unloading areas.
  - b. Graphic to stay stagnate on screen.
4. First Week of Classes
  - a. Graphic to have parking with arrow to Loop Road and will state: Pay by Hour Parking, Lots 11 & 17.
5. Non-Event Days
  - a. "Welcome to Cal U" graphic to be displayed.
  - b. Advertising for large events open to public: only to include name of event(s) and dates (*i.e.*, Homecoming, Family Day, Open House).
  - c. Well wishes dependent on time of year (*i.e.*, Congrats Graduates, Happy Holidays, Thank You Veterans, etc.).
  - d. Requests to come from President & VP Offices for other content.

## **E. Effective date: September 4, 2018**

**Adopted: September 4, 2018**

**by: Cabinet**

**Amended Date:**

## Main Entrance Digital Sign Usage Form

### Event Information

Event Title: \_\_\_\_\_  
Event Start Date: \_\_\_\_\_  
Event Start Time: \_\_\_\_\_  
Event End Date: \_\_\_\_\_  
Event End Time: \_\_\_\_\_  
Event Location: \_\_\_\_\_ Building/Room: \_\_\_\_\_  
Expected Attendance: \_\_\_\_\_

### Event Contact

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Office Phone: \_\_\_\_\_ Alt Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

### Parking Lot Assignment

Lot Assigned: \_\_\_\_\_  
Expected number of cars: \_\_\_\_\_  
Approved by: \_\_\_\_\_ Date: \_\_\_\_\_  
Is traffic control needed? \_\_\_\_\_

### Digital Sign Display Details

Text to appear on sign: \_\_\_\_\_  
Dates to display: \_\_\_\_\_  
Received by University  
Technical Director: \_\_\_\_\_ Date: \_\_\_\_\_

Signage **not** to be used for promotional or advertising purposes. The University President, Vice President for Administration and Finance or their designee, can approve items for promotions or advertising.

Submit to: Gloria Minutello, University Technical  
Director Box 110  
[Minutello@calu.edu](mailto:Minutello@calu.edu)