TCNJ
THE COLLEGE OF NEW JERSEY

To: John Donohue, VP for College Advancement
         Curt Heuring, VP for Administration

From: Dave Muha, AVP for Communications, Marketing & Brand Management
         Jerry Waldron, Chief Information Officer

Re: Digital Signage Proposal

Date: January 30, 2014

Several years ago, the College undertook a "Multi-Modal Access & Mobility Study," which resulted in the creation of a campus signage master plan for TCNJ. In recognition of the need for the institution to present a consistent visual identity, the plan standardized the design and fabrication of all parking, directional and building signage.

In recent years, the use of digital signage on campus has grown. (Appendix A) Because these flat screen displays fall outside the scope of the master plan, there are no standards for content or how it appears on screen. The result is a patchwork of monitors that look different from building to building and present content of varying quality on a local basis only. (Appendix B)

A best practice for displays of this type is for information to be available campus-wide and presented in a consistent format. We've prepared this proposal in hopes that cabinet might be willing to adopt a campus wide digital signage policy that IT and Communications would be responsible for implementing. A discussion of the pertinent issues follows.

Infrastructure Needs & Maintenance: All digital signage on campus is already connected to the network and a content server capable of handling the data content demands of this proposal. For this reason, this plan can be implemented without any initial technology costs. Over time, however, the College would likely add displays in buildings that don't already have them. (Appendix C itemizes some of the costs involved with the purchase of additional units.) In addition, as that happened, the data demands of the system would surpass the abilities of the server and an upgrade would be required.

Visual Appearance & Content: Communications, Marketing and Brand Management will work with Information Technology to develop a template that would be deployed on all flat screen displays on campus. It would contain different

regions that would accommodate the display of content from different sources. In our preliminary conversations, we envisioned a scroll across the bottom that would contain campus headlines and announcements, while the top right side of the screen might be reserved for campus events. This content would be consistent across all screens. The top left side of the screen, however, would be reserved for location-specific information that would only display locally.

The template would be consistent with the new TCNJ visual identity standards.

Content Management: Our digital signage system is powered by AxisTV from Visix Systems. This enterprise software solution allows schools/departments to manage display content via the internet. It can be published or updated by authorized users via an easy-to-use web interface. Account permissions are assigned so that users only have write access to the displays for which they are responsible within their school or department.

We envision that CMBM would be responsible for maintaining the news and alerts scroll. Daily events would be managed by CMBM and/or Conferences & Events. Location-specific content would be managed locally, giving the current "owners" of each screen the continued ability to share information with their constituencies.

Training: Buildings with existing displays already have someone on staff trained in managing content via AxisTV. When the new campuswide template is rolled out, IT and CMBM will collaborate to provide these local users with the additional training necessary to manage their content in this new environment. When new displays are added in the future, training will be provided by the manufacturer. (One year of online training is included in the initial purchase.) IT and CMBM can provide additional support as necessary.

Exceptions: There are two possible exceptions to this policy to consider:

1. The Sodexo displays in Eickoff and elsewhere, which are used to display menu and nutrition information.
2. The Art & Interactive Multimedia displays during a gallery exhibit, when they are needed for that exhibit.

Appendix A: Location and Quantity of Existing Displays

Building	Location	Quantity	Contact	Install Date
Art & IMM	1st & 2nd Floor Hallways	3	Rich Kroth	12/1/09
Eickhoff Hall	Dining Hall	12	Joanna Brunell	8/1/10
School of Education	1st, 2nd & 3rd Floor Hallways	4	Melisa Velez	6/1/12
Brower Student Center	Zebi Station	2	Joanna Brunell	6/1/13
Library	Library Café	1	Joanna Brunell	6/1/13
Loser Hall	Lobby	1	Rob Buonocore	1/1/14
Library	All Floors	7	Taras Pavlovsky	1/15/15
T-Dubs Dining	Dining Hall	8	Joanna Brunell	1/15/15
Science Complex	1st Floor Hallways	3	Jeff Osborne	5/1/15
Residence Halls	Centennial, New Res, Cromwell, Decker Hall, Travers, Wolfe, Phelps & Hausdoerfer	8	Sean Stallings	9/1/15

Appendix B: Sample Screen Shots of Existing Displays

Art & IMM

School of Education

Library Cafe

Eickhoff Dining Entrance

Appendix C: Digital Signage and Audio/Video Cost

Below is an itemized list of costs associated with acquiring and installing a digital sign, players and managing data content. Cost estimates are included, where available. In order to provide an accurate estimate, Media & Technology Support Services must complete a walk-through of the environment with the client to ensure their needs are met. The budgetary estimate that would then be created would include the following items:

Display (Digital Sign): Our current standard model is the NEC P553. Estimated cost is $2,100.

Player: One-time cost of $2,300 plus an annual maintenance cost of $179, which includes one year of online training for the end user.

Miscellaneous Hardware: Cables, connectors, hardware & mounts. Estimated cost is $250.

Training: As noted above, one year of online training sessions provided by the manufacturer is included in the initial purchase.

Facilities: This cost includes any electrical and pathway costs, which may vary depending upon the location selected for the display.

IT: This cost will include installation of new data outlets that is needed for digital signage to work.

All requests for digital signage systems should be put into the annual budget request system to be reviewed. The offices of Information Technology and Communications, Marketing and Brand Management do not approve or disapprove of the project requests.