**Bobcat Digital Signs** **UPPS No. 06.05.06**

**Issue No. 1  
 Effective Date: 03/03/2023  
 Next Review Date: 03/01/2026 (E3Y)**

**Sr. Reviewer: Vice President for Information Technology**

**POLICY STATEMENT**

*Texas State University is committed to providing a reliable digital signage program that enhances the ability to share information to a wider audience and extends the emergency notification system.*

**01. BACKGROUND INFORMATION**

* 1. This policy outlines the use and governance of Bobcat Digital Signs (BDS) at Texas State University. BDS was established to:

1. extend the university’s ability to reach the campus community through marketing and communication via a unified, standards-based service platform;
2. extend the university’s ability to reach the campus community in case of emergency by utilizing digital signage across the campuses;
3. provide a platform for university entities who do not own digital signs to leverage BDS for marketing and communications needs; and
4. create a financially self-sustaining service, removing licensing and equipment lifecycle burdens.
   1. BDS is governed by a committee with faculty and staff representation from multiple areas of the university. The BDS Governance Committee establishes university policy and procedure statements (UPPSs) governing advertiser content, participation requirements, service expectations, and sets advertising rates and allocations.
   2. Final approval of all advertising media resides with Auxiliary Services.

**02. DEFINITIONS**

* 1. Departmental Displays – digital signage displays installed in departmental suites and offices with medium to low traffic.
  2. Private or Special Purpose Displays – digital signage displays installed in private spaces or for purposes outside BDS. Examples include interactive displays, wayfinding, and displays associated with art galleries and exhibits.
  3. Public Displays – digital signage displays installed in areas where a significant number of people are present in a public space or pause for some period. Examples include waiting for an elevator, sitting in a high traffic waiting area, or waiting for a large class change to occur.

**03. DISPLAY CATEGORIES AND RESTRICTIONS**

* 1. Public displays are required to be part of BDS where:
     1. Regardless of whether a display was installed before the BDS policy was instituted and at which department’s expense, if an existing display falls into the category of a public display it is subject to being converted to a BDS sign and follow the guidelines set forth by this UPPS.
     2. Once an existing public display is converted to BDS, it cannot be removed from the BDS service unless approved by the vice president for Information Technology.
     3. Public displays must support the standard emergency notification system.
     4. Public display conversions to BDS service are subject to resource availability as determined by the BDS Governance Committee.
     5. All funding for public display conversions is paid for by BDS.

03.02 Departmental displays shall

1. support the emergency notifications system if capable of doing so;
2. be replaced by the department with standard hardware should replacement be required and become part of the emergency notification system; and
3. be supported, replaced, and funded by the owning department.

03.03 Private or special purpose displays

* + 1. are not required to run any specific display software; and
    2. are the responsibility of the owning department.

**04. ADVERTISER PARTICIPATION**

04.01 All advertising content must abide by the university’s Advertising Conflicts and Restrictions Guidelines. Advertising content decisions are at the discretion of Auxiliary Services.

04.02 The university reserves the right to adjust fees, policies, and rates at any time and without notice.

04.03 Auxiliary Services reserves the right to deny any advertisements or content deemed inappropriate. The following items constitute inappropriate content:

1. advertisements that are detrimental or damaging to the university;
2. advertisements that harass or promote discrimination based on an individual’s race, color, national origin, age, sex, religion, disability, veterans’ status, sexual orientation, gender identity, or gender expression;
3. advertisements containing personal, biased, slanderous, or discriminatory content;
4. advertisements containing the university’s logos or trademarks without the permission of the Office of University Marketing;
5. advertisements for the sale of alcohol, tobacco, or firearms;
6. advertisements for casinos, lottery, or adult-oriented businesses;
7. advertisements that are gratuitously sexual or violent in nature;
8. advertisements that promote any illegal activity;
9. advertisements relating to political campaigns or issues; and
10. advertisements for competing brands where the university has contracts with category-exclusive sponsorships.

04.04 All paid advertising must be processed through Auxiliary Services.

**05. REVIEWERS OF THIS PPS**

05.01 Reviewers of this UPPS include the following:

Position Date

Vice President for Information May 1 E3Y

Technology

Associate Vice President for Information May 1 E3Y  
Technology Assistance Center

Director, Auxiliary Services May 1 E3Y

**06. CERTIFICATION STATEMENT**

This UPPS has been approved by the following individuals in their official capacity and represents Texas State policy and procedures from the date of this document until superseded.

Vice President for Information Technology; senior reviewer of this UPPS

President