

## **Frequently Asked Questions** **Digital Display Network**

*March 20, 2025*

### **About the Digital Display Network**

**Q: What is the PFW Digital Display Network?**

A: The Digital Display Network is a robust, branded communications network that displays real-time information across a network of new video screens that are being placed in strategic locations across the PFW campus. Dynamic information on the screens is leveraged from the university's Drupal content management system and displayed through a platform powered by the Yodeck content management system.

**Q: Why are we implementing this system?**

A: The initial idea for this system evolved as a Quality of Place initiative during the university's strategic planning process in 2019–20 and is intended to serve all students, faculty, staff, and visitors.

The goals are to drive student engagement; increase student retention, achievement, and quality of life; assist in student recruitment; inform and engage faculty and staff; inform and engage campus visitors; contribute to campus safety and security; integrate content across the Drupal and Yodeck content management systems; and elevate PFW's campus aesthetics and security.

### **Implementation of the System**

**Q: How many screens are included on the network?**

A: The initial installation of screens will include approximately 50 screens in high-traffic, high-visibility locations. The full buildout will include approximately 100 screens.

**Q: Where will the screens be located?**

A: Screens will be located in all major buildings across campus, including student apartments and residence halls. Screens will also be incorporated into new construction on campus.

**Q: When will the system be installed and online?**

A: Installation of the first 50 or so screens began the week of March 24, 2025, and the first wave of screens will be activated and online the same week. The remaining screens will be installed and online through July 2025.

**Q: Will academic and administrative units be charged for displays that are in their areas?**

A: No, the system is being funded centrally. In some special cases, an academic or administrative unit may incur a charge, especially if a display is requested for a low-traffic location. Approval of additional screens is at the discretion of the Office of Communications and Marketing.

**Q: Doesn't the university already have a network of digital screens across campus? What will happen to that system?**

A: The current system, known as Reach, which has been managed and administered by Purdue Information Technology, is outdated and failing and will be deactivated. It will no longer be in place or supported once the new Digital Display Network is implemented. Existing screens will be replaced by the new screens.

**Q: Can I keep my current digital/video screens?**

A: All digital screens currently on the Reach network will be replaced with digital screens and related equipment that meet the specifications needed to operate on the new Digital Display Network. Additionally, certain other screens in public areas may be replaced depending on their location. Screens within offices, conference rooms, labs, classrooms, etc., will not be included on this network and will remain under the administration of their respective departments.

**Q: What are the format and characteristics of the system?**

A: The standard digital screen on the network is a 65-inch HD display. Sizes may vary slightly by location. All screens will be installed vertically, and all content will be displayed via templates in a vertical format.

### **Management of the System**

**Q: Who manages the system?**

A: The Digital Display Network is managed and administered by the Office of Communications and Marketing.

**Q: Who provides training on the system?**

A: Members of the web team in the Office of Communications and Marketing will provide training for Drupal publishers. An easy-to-follow [online training module](#) has also been developed. For users who are not currently Drupal publishers, additional training will be provided.

**Creating Content for the System**

**Q: Who creates content for the network?**

A: Content is created by staff in the Office of Communications and Marketing, as well as by the approximately 75 Drupal publishers in various academic and administrative units across campus.

**Q: How is content created and displayed?**

A: The Office of Communications and Marketing has created a wide variety of easy-to-use templates that integrate seamlessly with the Drupal content management system. The content is created and displayed on the network by administrative and academic unit publishers, who are responsible for their specific content.

**Q: Who determines what content is included on the network?**

The Office of Communications will create about 50 percent of content for all digital screens. Unit-based, “local” Drupal publishers will create the remaining 50 percent of content that will be displayed in their specific locations. This ratio may vary by location. For instance, in high-traffic, high-visibility locations, the Office of Communications and Marketing will produce up to 100 percent of the content.

**Q: Who makes final decisions regarding content displayed on the network.**

A: The Office of Communications and Marketing, as well as Drupal publishers across the university, will have access to create and deploy content on the network. As is the case with the university’s Drupal websites, individual publishers are responsible for the accuracy and integrity of all content they publish.

The Office of Communications and Marketing, at its discretion, may edit or remove questionable content from the network, either temporarily or permanently.

**Q: Can I post information outside the Drupal content management system?**

A: No. A large number of templates have been developed for use by the university community and are managed wholly within the Drupal content management system that interfaces with the Digital Display Network’s Yodeck content management system. These are the only templates that will work and are allowed on the system.

**Q: Is this system considered “digital signage”?**

A: Not really. This network is not intended to serve as wayfinding signage. However, templates have been developed to enable some units, especially academic departments, to include directory and course information.

**Q: Is advertising allowed on the network?**

A: No. In order to keep content focused on university-related information, news, and events, advertising is not allowed on the system. This is consistent with PFW’s procedures for other platforms, such as the university website, social media accounts, and email.

### **Features of the System**

**Q: What role will the displays play in campus safety and security?**

A: The displays will be connected to the university’s Rave emergency alerts—the system that pushes emergency information to your mobile devices, email, text messages, etc. In the event of an incident that necessitates activation of the Rave system, emergency information will be posted in real time to all campus screens simultaneously.

The displays will also be used to convey information related to inclement weather, campus closures, and other timely information, in addition to newsletter special editions, text messages, and social media posts from PFW’s primary channels.

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