



Digital Display Network Administration and Management

Responsible Executive: Vice Chancellor for Communications and Marketing
Responsible Office: Communications and Marketing
Date Issued: 07/01/2024
Date Last Revised: 03/24/2025

TABLE OF CONTENTS

- Contacts
- Statement of Policy
- Reason for This Policy
- Individuals and Entities Affected by This Policy
- Exclusions
- Responsibilities
- Definitions (defined terms are capitalized throughout the document)
- Related Documents, Forms, and Tools
- Website Address for This Policy
- History and Updates
- Appendix

CONTACTS

Title/Office	Telephone	Email/Webpage
Policy Clarification		

Vice Chancellor for Communications and Marketing	260-481-6710	jerry.lewis@pfw.edu
Associate Vice Chancellor for Communications and Marketing and Chief Marketing Officer	260-481-6858	david.johnson@pfw.edu
Training and Support		
Communications and Marketing	260-481-6858	https://www.pfw.edu/cm
Digital Display Requests		
Communications and Marketing	260-481-6858	https://www.pfw.edu/cm
Incident Report		
Communications and Marketing	260-481-6858	https://www.pfw.edu/cm

STATEMENT OF POLICY

This service-level agreement (SLA) lists the various individuals and entities affected by this policy and outlines their responsibilities. This SLA begins July 1, 2024, or after completing a successful pilot project.

The Digital Display Network is a robust, branded digital experience for on-campus audiences. The vision for this system is like an “airport experience.” On-campus audiences are current students, prospective students and their families, faculty and staff, alumni, and visitors.

The objectives of this initiative are as follows:

- Drive student engagement
- Increase student achievement, retention, and quality of life
- Assist student recruitment
- Inform and engage visitors
- Contribute to campus safety and security
- Integrate content across platforms
- Elevate campus aesthetics and branding

Digital Signage consists of the display of various digital media such as images, web pages, web applications, Syndicated Content, live streams, and presentations. The Digital Display Network

is the campus-networked ecosystem of these displays. These networked displays tie into the university's emergency notification system.

To be part of this initiative, units must go through the request process outlined in this SLA. Campus units are no longer required to purchase displays to participate in the Digital Display Network. In consultation with Purdue Information Technology, Facilities Management, and outside vendors, the Office of Communications and Marketing will help acquire, procure, locate, and orient displays in the Digital Display Network.

Features of the Digital Display Network include but are not limited to the following:

- Centralized distribution of emergency notifications
- Wayfinding and directory information
- Broadcasting of centralized university announcements, notifications, deadlines, etc.
- Marketing of university and unit-level events
- Promotion of academic programs, courses, and services
- Connections to social media such as Twitter, Facebook, Instagram
- Syndicated Content from the university's web content management system (Drupal), including events, course information, People Directory
- University-approved templates for use by campus units.
- Support services, including training provided by the Office of Communications and Marketing
- System administration, monitoring, operations, and backup processes from the Office of Communications and Marketing
- Continual improvement of the Digital Display Network for all service users

Any individual or entity violating this SLA may have content and/or access removed from the digital display content management system (CMS).

REASON FOR THIS POLICY

This service-level agreement (SLA) significantly changes how the university procures and administers digital displays across campus. Individuals and units should familiarize themselves with this policy.

INDIVIDUALS AND ENTITIES AFFECTED BY THIS POLICY

- Office of Communications and Marketing

- Purdue Information Technology
- Facilities Management
- Vice chancellors and associate vice chancellors
- Deans, department chairs, and directors
- Content creators

EXCLUSIONS

None

RESPONSIBILITIES

Office of Communications and Marketing

- Identify optimal display locations and proper orientation of displays.
- Review and approve/decline unit requests for new displays and develop cost procedures for the Digital Display Network.
- Fund the costs of and procure the digital displays and players for the university.
- Fund the associated installation costs for digital displays (electrical and network drops).
- Fund the recurring software licensing costs for each year.
- Fund the repair, maintenance, and replacement costs of field hardware (displays and players).
- Handle hardware maintenance, repairs, and support.
- Verify wireless connectivity to any displays for which there cannot be a network drop.
- Apply operating system updates and security patches for digital displays.
- Administer the CMS, including system updates and security patches.
- Design and implement CMS template branding and design.
- Design and communicate university-wide content for broadcast across all digital displays (e.g., emergency notifications, registration deadlines, campus news, university announcements, university events).

- Oversee application development and support.
- Ensure system integration with the emergency notification system, including testing emergency notifications.
- Provide CMS training and support.
- Create and post Digital Display Content Standards in support of brand standardization.
- Provide application support for Syndicated Content hosted in Drupal (e.g., Events Calendar, People Directory, Course Information).
- Serve as the first point of contact for incident support and acquisition requests.

Purdue Information Technology

- Provide network drop support for PFW digital signage platforms.
- Provide Single Sign-on (SSO) for PFW's Yodeck platform.

Facilities Management

- Provide electrical drops, using outside vendors, if needed.
- Mount digital displays and players.

Vice Chancellors, Associate Vice Chancellors, Deans, Department Chairs, and Directors

- Assign a content creator (including a backup person, if possible).
- Maintain appropriate staff expertise through the Yodeck CMS and Drupal training and support.
- Ensure that staff adhere to the Digital Signage Content Standards, university policies, and US copyright law.
- Assign a Drupal Events Calendar Publisher and/or Drupal Publisher (including a backup person, if possible). (This is for Syndicated Content such as events, news, People Directory hosted in Drupal.)
- Contact the Office of Communications and Marketing for any additions or changes to established service levels.
- Department heads should ensure that unit-level faculty and staff are aware of the provisions of this service-level agreement.

- Submit any requests for new signage locations to the Office of Communications and Marketing, describing (1) the need for and usage of digital signage, (2) how it will support the objectives and goals of this initiative, and (3) proposed locations for digital signage.
- Develop an internal unit-level content approval process and identify content creators.
- Do not use other screens in unit-level areas that compete with the university's Digital Display Network.

Content Creators

- Develop unit-level content for display in the unit's respective area.
- Attend training for content creation before receiving access to the Yodeck CMS.
- Publish media in compliance with the Digital Signage Content Standards, university policies, and US copyright law.
- Use only university-approved display templates in the Yodeck CMS and use Syndicated Content from Drupal (e.g., Events Calendar, News Center, People Directory)
- Do not delete centralized university content from the unit-level playlist.
- Do not use sponsor logos. Do not use the Digital Display Network for advertising.
- Update content to ensure timely delivery to university audiences.
- Contact the Office of Communications and Marketing for any technical issues.

Drupal Events Calendar Publishers and Drupal Publishers

- Publish content in Drupal for syndication to digital displays. This Syndicated Content includes but is not limited to events, news, People Directory, etc., published in Drupal.

DEFINITIONS

All defined terms are capitalized throughout the document.

CMS

CMS refers to the content management system for the university's Digital Display Network, which allows content contributors to publish slides on displays.

Digital Display Network

The Digital Display Network is an array of on-campus displays that show university- and department-level content. The Office of Communications and Marketing administers the network.

Drupal

Drupal is the content management system for the university's website.

Syndicated Content

Content is hosted in one system but sent to multiple other systems. For instance, event information in Drupal may be published on the university's website and sent for publication to the university's digital displays.

RELATED DOCUMENTS, FORMS, AND TOOLS

- Purdue University Fort Wayne Brand Guidelines
- Digital Signage Content Standards
- Digital Signage Content Strategy
- CMS Training and Support
- Drupal Training and Support
- Digital Display Request Form

WEBSITE ADDRESS FOR THIS POLICY

<https://www.pfw.edu/yodeck-support>

HISTORY AND UPDATES

This is the first version of this service-level agreement.

APPENDIX

There are no appendices to this policy.