

# **BURRELL COLLEGE OF OSTEOPATHIC MEDICINE**

## **STANDARD OPERATING PROCEDURES**

<b>Digital Signage Approval</b>		<b>SOP #: SA.006.03</b>
Effective Date	02.01.2018	
Last Revision/Review	09.05.2024	

### **1. Purpose**

To outline and define the processes by which students, and student organizations are able to advertise fundraisers, events and other relevant information on Burrell's Digital Signage system.

### **2. Related Policy/Authority**

Include a link to the organization's authority (its policy and/or federal citation).

### **3. Faculty/Staff Responsibilities**

Director of Student Life, Associate Director of Student Engagement and Outreach, IT

### **4. Definitions/Abbreviations**

### **5. Procedural Steps**

- 1.1 When a student, student organization, faculty, or staff member would like to advertise on Burrell digital signage, they can send the following information via email to [studentaffairs@burrell.edu](mailto:studentaffairs@burrell.edu), [jtaulbee@burrell.edu](mailto:jtaulbee@burrell.edu), [alujan@burrell.edu](mailto:alujan@burrell.edu):
  - a. Name of event/fundraiser/resource
  - b. Date and Time of event (if applicable)
  - c. Description and relevant details (who is invited, who can participate, cost, etc.)
  - d. PNG or JPEG file of a self-made digital sign (optional)
- 2.1 Student Affairs will approve digital signage requests using the following criteria:
  - a. Is the event sponsored by student government or student organization(s)?
  - b. Is it a fundraiser that will directly benefit student government or student organizations?
  - c. Is the resource relevant to support the well-being of the student body?
- 3.1 Student Affairs will not approve any digital signage requests for:
  - a. Events sponsored/hosted by individual students, faculty members, staff (get-togethers, parties, dinners, etc.)
  - b. Advertisements for third-party products/services not approved by the Office of Student Affairs
- 4.1 If digital signage is approved, Student Affairs will forward the request to IT to add to the digital signage loop.
  - a. If submitted, Student Affairs will forward any usable image files to IT;
  - b. If no images are submitted, the requestor can request that IT create a sign using the details provided.

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### **6. Reports/Charts/Forms/Attachments/Cross References**

### **7. Maintenance**

Office of Student Affairs

### **8. Signature**

Approved by

09.05.2024

Department Head of Student Affairs

Date

### **9. Distribution List**

Internal/External

### **10. Revision History**

Revision Date	Subsection #	Summary of Changes	New/Cancellation/ Replacement Procedure? (if applicable)	Approval Date
05.11.2023	1.1	Added submission emails		05.11.2023
05.11.2023	3.1	Modified language of third party vendors		05.11.2023
09.05.2024	All	Updated Executive Director of Student Affairs to Director of Student Life. Removed bnewcomer@burrell.edu		10.8.2024
09.05.2024	All	Updated Associate Director of Student Affairs to Associate Director of Student Engagement and Outreach. Added alujan@burrell.edu		10.8.2024