

# **BURRELL COLLEGE OF OSTEOPATHIC MEDICINE**

## **STANDARD OPERATING PROCEDURES**

<b>Digital Signage Approval</b>		<b>SOP #: SA.006.02</b>
Effective Date	02.01.2018	
Last Revision/Review	05.11.2023	

### **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**

Executive Director of Student Affairs, Associate Director of Student Affairs, 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), [bnewcomer@burrell.edu](mailto:bnewcomer@burrell.edu), [itaulbee@burrell.edu](mailto:itaulbee@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 to 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, 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

05.11.2023

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