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, bnewcomer@burrell.edu, jtaulbee@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.
6. Reports/Charts/Forms/Attachments/Cross References

7. Maintenance
Office of Student Affairs

8. Signature

Approved by: Department Head of Student Affairs
Date: 05.06.2024

9. Distribution List
Internal/External

10. Revision History

<table>
<thead>
<tr>
<th>Revision Date</th>
<th>Subsection #</th>
<th>Summary of Changes</th>
<th>New/Cancellation/Replacement Procedure? (if applicable)</th>
<th>Approval Date</th>
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<tbody>
<tr>
<td>05.11.2023</td>
<td>1.1</td>
<td>Added submission emails</td>
<td></td>
<td>05.11.2023</td>
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<tr>
<td>05.11.2023</td>
<td>3.1</td>
<td>Modified language of third party vendors</td>
<td></td>
<td>05.11.2023</td>
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