

# BURRELL COLLEGE OF OSTEOPATHIC MEDICINE

## STANDARD OPERATING PROCEDURES

<b>Digital Signage Approval</b>		<b>SOP #: SA.006.01</b>
Effective Date	02/01/2018	
Last Revision/Review	12/01/21	

### 1. Purpose

To describe the process wherein 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, Assistant 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):
  - 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
- 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

Signature on File

12/01/21

Executive Director 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
1	[e.g., 3.1]			