

# BLINN COLLEGE ADMINISTRATIVE REGULATIONS MANUAL

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**SUBJECT:** *Display Screen Guidelines*

**EFFECTIVE DATE:** March 31, 2015; amended June 30, 2021

**BOARD POLICY REFERENCE:** CR

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## PURPOSE

Digital signage serves as a visual communication medium to share information concerning the Blinn College District with students, faculty, staff, and visitors. These guidelines were created to help ensure the most professional, effective, and efficient use of the display screens throughout all Blinn College District campuses.

## CONTENT

The standard for acceptance will be whether the information submitted is timely and beneficial to students, guests and visitors of the Blinn College District.

### *Examples of Acceptable Content*

- Emergency notices
- Public service notices (flooding, parking/building closures, etc.)
- Academic notices (registration and payment deadlines)
- Special events (plays, concerts, sporting events, etc.)
- Student activities and events
- Program registration information (not specific courses)

Because of the large number of faculty and staff requesting space on these screens and the limited attention time of the audience, *the following content cannot be displayed:*

- Individual class announcements or advertising
- Personal messages and messages that are considered inappropriate
- Advertisement of commercial products or services
- Messages that include the copyrighted or trademarked works of others
- Political statements relating to local, statewide or national elections
- Items not directly related to the College or directly beneficial to students.

## AUTHORITY

The Marketing and Communications Department will determine what content will be displayed and aspects of appropriateness, number of slides, scheduling, and all other pertinent considerations for content.

## SUBMISSIONS

All slides for the College District's display screens will be created or approved by the Marketing and Communications Department. To submit a request, complete a [Marketing Request Form](https://my.blinn.edu/marketing) available at <https://my.blinn.edu/marketing>.

For more information about utilizing display screens, contact the Marketing and Communications Department.