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## Policy AD008: Entrance Digital Sign

Recommended for Approval by:

James Geiger

James Geiger, Vice President for University Advancement

Approved by:

Dale-Elizabeth Pehrsson

Dr. Dale-Elizabeth Pehrsson, President

**Effective Date:** 2/24/2023

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### A. Intent

The Entrance Digital Sign Policy provides certain restrictions and the process that members of the campus community must follow to use this display. This policy addresses content that will be permitted for display and who may authorize any changes.

### B. Definition(s)

The Entrance Digital Sign refers to the Stewart Digital Display sign located at the intersection of Third and East streets in California Borough at the main entrance to the California campus.

### C. Policy

University Technology Services, in consultation with University Marketing or Communications, will grant requests based upon availability of space, with consideration of anticipated event attendance. Prior to contacting UTS, you should have approval from the Director of Parking and Transportation as to where attendees will be directed to park, event name and location (facility). (Complete the *Main Entrance Digital Sign Usage* form.)

UTS, in consultation with marketing, will decide what events are displayed on the sign based on attendance history.

The main purpose of this sign is to provide directional assistance to visitors wanting to attend campus events, not for promotional or advertising purposes, although exceptions may be made.

### D. Procedure(s)

The following steps should be taken to have an event displayed:

1. Submit to UTS, the *Main Entrance Digital Sign Usage* form. Will this form continue?
  - a. It is the requesting individual/organization's responsibility to:

- Provide the title of the event (keeping in mind there is limited space);
  - Provide parking lot assignment that has been approved by the Parking Office;
  - Provide the dates the event will take place; and,
  - Provide the start and end time for the event.
- a. Sign content will be displayed daily from 6 a.m. until 10 p.m. (The sign will still be powered on but will appear to be off.)
    - i. Directive to completely power off will only occur if instructed by the Vice President for Administration and Finance, the University Police Chief, Facilities, or power company.
  - b. Main Priority is Event Parking
    - i. External clientele and attendee events only. (*i.e.*, not for student events that are only open to Cal U students).
    - ii. 5-8 events to be displayed, at most.
    - iii. Parking graphic to stay stagnate on screen.
    - iv. Cross communication between Gloria Stone, Event Manager Staff, and Parking and Transportation Office to confirm parking info for events on campus.
  - c. Move-In Weekend
    - i. Graphic to display directions for unloading areas.
    - ii. Graphic to stay stagnate on screen.
  - d. First Week of Classes
    - i. Graphic to have parking with arrow to Loop Road and will state: Pay by Hour Parking, Lots 11 & 17.
  - e. Non-Event Days
    - i. “Welcome to Cal U” graphic to be displayed.
    - ii. Advertising for large events open to public: only to include name of event(s) and dates (*i.e.*, Homecoming, Family Day, Open House).
    - iii. Well wishes dependent on time of year (*i.e.*, Congrats Graduates, Happy Holidays, Thank You Veterans, etc.).
    - iv. Requests to come from President & VP Offices for other content.

## Main Entrance Digital Sign Usage Form

### Event Information

Event Title: \_\_\_\_\_  
Event Start Date: \_\_\_\_\_  
Event Start Time: \_\_\_\_\_  
Event End Date: \_\_\_\_\_  
Event End Time: \_\_\_\_\_  
Event Location: \_\_\_\_\_ Building/Room: \_\_\_\_\_  
Expected Attendance: \_\_\_\_\_

### Event Contact

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Office Phone: \_\_\_\_\_ Alt Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

### Parking Lot Assignment

Lot Assigned: \_\_\_\_\_  
Expected number of cars: \_\_\_\_\_  
Approved by: \_\_\_\_\_ Date: \_\_\_\_\_  
Is traffic control needed? \_\_\_\_\_

### Digital Sign Display Details

Text to appear on sign: \_\_\_\_\_  
Dates to display: \_\_\_\_\_  
Received by University  
Technical Director: \_\_\_\_\_ Date: \_\_\_\_\_

Signage **not** to be used for promotional or advertising purposes. The University President, Vice President for Administration and Finance or their designee, can approve items for promotions or advertising.

#### E. Contact Information

Kristine Hall, Administrative Assistant Office of Finance [hall\\_k@pennwest.edu](mailto:hall_k@pennwest.edu)

#### F. Policy Review Schedule

All policies will be reviewed every two years or on an as needed basis if a change in BOG, PASSHE or Pennsylvania law would create the need for an immediate change.