Objective

The objective of this practice directive and related procedure is to create a unified and visually appealing communication platform that effectively conveys information, fosters engagement, and enhances campus-wide awareness.

Statement

Outdoor digital signage offers invaluable opportunities for effective communication and engagement. Dynamic displays can enhance campus-wide communication by providing real-time updates and information, ensuring students, faculty, staff, and visitors stay informed about important announcements, events, and safety protocols. Furthermore, the interactive nature of digital signage fosters a sense of community involvement, reinforcing UW-Eau Claire's commitment to transparent and accessible communication.

Procedure

UWEC 860.A, Outdoor Digital Signage Guidelines