1.0 PURPOSE AND OVERSIGHT

1.1 The digital sign is located in the reception area of the Student Government Complex and Organizations Complex (SGOC), Student Union Room 212.

1.2 SGOC digital signage is primarily intended to inform visitors of events and activities sponsored by officially registered student organizations.

1.3 Secondarily the digital sign offers limited opportunity for UNC Charlotte campus departments to broadcast events or announcements taking place on campus.

1.4 Events or announcements must be of student interest or student-oriented in nature, and must be open to the public or a broad segment of the campus community.

1.5 The SGOC digital signage will be administered by the Student Organizations and Niners on the Weekend Administrative Assistant.

2.0 SECTIONS

The digital sign flat-screen display is divided into two areas.

2.1 Right Side Bar

2.1.1 This space is dedicated for the Student Government Association (SGA) and Student Organizations administrative offices.

2.2 Main Screen

2.2.1 Registered student organizations are given priority for this space.

2.2.2 The administrator of the screen has the ability to contact the SUAR Marketing Department during times of “slower” use to incorporate relevant content from other screens throughout the Student Union.

3.0 CONTENT

3.1 The SGOC screen broadcasts content related to events and activities of registered student organizations.

3.2 The SGOC screen display a maximum of thirty (30) slides per rotation cycle. A student organization may request no more than three (3) slides TOTAL to display in rotation concurrently.

3.2.1 In the case the content is event-based, public content is posted no more than two weeks prior to the event date and is removed automatically one hour after the start of the event or at midnight the day of the event.

3.3 Student Government Association candidate submissions must comply with the approved Elections Act.
3.4 Requests for exceptions or extensions are subject to approval by the Student Union Executive Director and/or the Student Government and Organizations Governance Committee.

3.5 The Student Union Executive Director and/or Student Government and Organizations Complex Governance Committee reserves the right to refuse, edit, or remove digital signage content for any reason. Appeals should be directed to the Student Union Advisory Board.

4.0 TECHNICAL SPECIFICATIONS

4.1 Submitting organizations are responsible for design, production and timely submission of slides.

4.2 Slides must be submitted broadcast-ready in accordance with the following technical specifications:
   • Acceptable file formats: jpeg, powerpoint slide, pdf
   • Size: 1280x900 pixels (horizontal orientation)
   • Resolution: 72dpi

5.0 SUBMISSION

5.1 Broadcast-ready slides should be submitted via email to the studentorgs@uncc.edu at least one week prior to broadcast date for public screen. Slides are posted on a first-come, first-served basis. If slides are submitted within a week of the broadcast date, the administrator of the process reserves the right to post based on space availability.

5.2 The request should indicate if the group requesting digital signage wishes for their advertisement to be sent to the SUAR Marketing Department to be displayed on other digital signage throughout the Student Union.

6.0 QUESTIONS OR COMMENTS

Questions or comments should be referred to the Student Government and Organizations Complex in Room 212 of the Student Union or emailed to studentorgs@uncc.edu.