

Santos Manuel Student Union
Associated Students, Incorporated
California State University, San Bernardino
5500 University Parkway
San Bernardino, CA 92407

Approved by the ASI Board of Directors per BD 34-08. March 4, 2008
Approved by the Santos Manuel Student Union Board of Directors PerSMSU35/07-08

4-Winds Digital Display System Policy

Purpose: The purpose of this policy is to standardize the procedures and pricing structure for placing material on the 4-Winds digital display system located throughout the Santos Manuel Student Union. This policy will describe and standardize the procedures for access and the charges for using the system.

Scope: This policy applies to all staff members of the Santos Manuel Student Union (SMSU) the Associated Students, Incorporated (ASI) and any member of the campus community who wishes to display material on the 4-Winds digital display system.

Description: The 4-Winds digital display system is a dynamic and graphic means of disseminating information within the SMSU. Because of the seven high definition screens located throughout the SMSU, it is a strong communication medium for the campus community because at some point during a week or month, virtually everyone on campus will visit the SMSU.

1. **System Management:** The day-to-day operation and management decisions will be made by a joint ASI/SMSU panel (ASI/SMSU JP) which will enforce this policy. It is the intention of this policy that issues which may arise that are not covered in this policy will be resolved by this panel or their designee. Since no policy can anticipate every contingency, issues that are not covered in this policy are expected to be resolved using good judgment. A requestor may appeal the decision of a ASI/SMSU JP designee to the entire panel at the requestor's discretion. There will be a 24 hour time limit (excluding weekends and holidays) for the requestor to appeal the decision to the ASI/SMSU JP (quorum will consist of at least three members of the ASI/SMSU JP). As issues surface and are resolved, they should be incorporated as necessary in this policy. Membership of this ASI/SMSU JP are as follows:
 - a. ASI Executive Director (or his/her designee).
 - b. SMSU Associate Directors (or his/her designee).
 - c. SMSU Office Manager for Programs and Marketing.
 - d. Graphic artist from ASI and SMSU based on availability.

The panel may designate individual members on a daily/weekly basis to deal with day-to-day operations, decisions and issues.

2. **System Access:** The SMSU and ASI have pooled their financial and graphics resources to provide this system to the SMSU; consequently, the SMSU and ASI will have first priority in placing materials on the 4-WDDDS. The Graphic Arts departments of both organizations

will have access to the 4-WDDS and control over material that is uploaded for display on the 4-WDDS.

3. **System Outage:** It is possible that the 4-WDDS may be inoperative for a period of time until maintenance can restore operations. Any system outages lasting longer than 24 hours will be prorated at \$2.00 per day.
4. **Who may use the 4-Winds Digital Display System (4-WDDS).**

The following campus areas may place materials on the 4-WDDS subject to the fee schedule attached to this policy:

- a. All departments of the SMSU.
- b. All departments of the ASI.
- c. All student clubs and organizations currently chartered with the Office of Student Leadership and Development and in good standing with the university.
- d. All campus administrative and academic departments.
- e. All departments of the Foundation.

5. **Procedures for placing material on the 4-WDDS.**

- a. All entities requesting to place material on the 4-WDDS will fill out a Job Request Form (JRF). JRF's are located at the SMSU and ASI Graphic Arts offices.
- b. Organizations must fill out a JRF a minimum of two weeks prior to the event being displayed on the 4-WDDS in order to permit the graphic artist to support their request.
- c. The graphic artist will log in the JRF and assign it a job number. The requestor and graphic artist will confer on the details of the materials to be placed on the 4-WDDS. Requestors may submit any graphics materials (e.g., photographs in JPEG format, printed materials in MS-Word or PDF format, etc.).
- d. The graphic artist will complete the design work necessary to place it on the 4-WDDS, generate a "proof", and then notify the requestor.
- e. The requestor will review the proof and make changes as necessary. This may require several meetings to get the proof the way the requestor would like to see it displayed, but must be within the parameters and limitations of the 4-WDDS. Once the proof meets the requirements of the requestor and the 4-WDDS, the requestor will approve the proof for uploading to the 4-WDDS by signing in the appropriate place on the JRF.
- f. The requestor will specify on the JRF the length of time (a day, week or month(s)) they wish to see the material displayed. The fee for the length of time the material is displayed will be based on the fee schedule (see attached) for the 4-WDDS. One week's worth of display is defined as 7 calendar days and any extensions to the posting time will be in calendar days.

6. **Displayed Material:**

- a. The SMSU/ASI graphic artist will upload the display material into the 4-WDDS content manager. All material will queue up and SMSU and ASI material will display in rotation for approximately 15 – 30 seconds each time the item rotates through the queue.

- b. Items of great importance, such as a public service announcement (PSA), e.g., “High Wind” advisories, “Campus Closed” advisories, “Campus Evacuation” advisories, etc. will be displayed for the length of time necessary to ensure safety.
- c. Registration and financial aid information will be considered PSAs.
- d. All material displayed must be in good taste and must not offend a reasonable person. Graphic artists will not accept, create, or upload, any material(s) which are offensive in nature. “Offensive” is defined as material(s) which encourage violence; are prejudicial in nature; encourage, support or advertise the use of alcohol and/or drugs; or, which are contrary to the educational purposes of the university.
- e. Clubs may not post announcements for meetings. These announcements are accommodated in the SMSU’s Event Management System.
- f. One of the main goals of the 4-WDDS is to enhance on-campus life; therefore, only on-campus events will be eligible for posting on the 4-WDDS.
- g. The requestor will state the date they wish to see the material removed from the 4-WDDS on the JRF. Should no date be specified, then the graphic artist will automatically remove the material from the 4-WDDS on the day after the activity/event took place or the expiration date based on the fee schedule, whichever occurs first.
- h. No personal ads will be displayed, e.g., “roommate wanted”, “apartment for rent”, “carpooling”, etc.

7. Charges, Invoicing, and Distribution of Funds:

- a. Charges for graphics support and displaying material(s) on the 4-WDDS will be set jointly by the SMSU and the ASI with approval of the Boards of Directors (BoD) of each organization (see the attached fee schedule). The purpose of charging for the use of the 4-WDDS is to offset the cost of the graphic artists’ wages, and the maintenance and upkeep of the hardware and software associated with the system.
- b. Charges will not be assessed against any of the departments of the SMSU or the ASI for use of the 4-WDDS inasmuch as these two organizations have borne the expense of procuring, setting up and maintaining the 4-WDDS.
- c. It is possible that a graphic artist may devote time and effort to support and design an organization’s display, only to have the organization decline to post the display. In the event that this, or a similar situation were to occur, then the organization will not be liable for the posting fee, but will be liable for the hourly graphic artist rate and will be invoiced for those charges.
- d. Once a group’s materials have gone on display, the graphic artist will turn in the JRF to the SMSU Administrative Offices. The SMSU Administrative Office staff will then review the JRF and invoice the requestor’s group for payment. Once payment is received the funds will go into two separate holding accounts and will be broken down such that 80% will go toward graphic artist wages and 20% will go toward system maintenance.

Santos Manuel Student Union Display Monitors Tentative Pricing Spring 2008

On Campus Chartered Clubs and Organizations	
Full Screen posting fee for 14 days (First design hour is included in posting fee)	\$30.00
Design Hourly Rates (Rate will go into effect after first hour expires)	\$13.00
Additional 7 days	\$15.00
Hard Copy of Digital display 11x17 (Limited to 5 copies)	\$3.00

On Campus Entities	
Full Screen posting fee for up to 30 days (First design hour is included in posting fee)	\$95.00
Design Hourly Rates (Rate will go into effect after first hour expires)	\$20.00
Additional 30 days	\$72.00
Hard Copy of Digital display 11x17 (Limited to 5 copies)	\$5.00