This Memorandum of Understanding serves as the formal agreement between Learning and Technology Services, the Student Senate Information Technology Commission and University Centers at the University of Wisconsin – Eau Claire regarding the administration of digital signage.

Over the course of the last several years, several departments/units have expressed interest in deploying digital signage. Digital signage provides a more aesthetically pleasing venue for student organizations and departments to disseminate information to the campus community. Davies Student Center currently has 96 digital displays throughout the building, in addition to 12 in Centennial Hall. The software provider that has been identified as the best fit for UW-Eau Claire is Visix.

University Centers has been managing digital signage with Visix since Davies Student Center opened during academic year 2012-2013. During this time, University Centers has learned a great deal about the system and has served as a resource for Centennial Hall’s digital signage deployment. It has now come time that it is appropriate for the campus to pursue implementing a digital signage standard on campus in order to increase efficiencies.

Individual departments/units wishing to deploy digital signage will be responsible for the initial costs in addition to the ongoing maintenance costs. Initial costs for digital signage include the hardware including the display and computer. Ongoing costs to consider are the annual maintenance fees to Visix for technical support.

University Centers in coordination with Learning and Technology Services and the Student Senate Information Technology Commission has developed an agreement for how digital signage will be administered. Any future changes to digital signage administration requires coordination and agreement between the Directors of University Centers, Learning and Technology Services and the Information Technology Commission.
Learning and Technology Services agrees to:

1. Serve as the contact point for departments/units wishing to implement digital signage compliant with the campus standard.
2. Provide consultation regarding hardware (PC, digital display, etc) for departments/units wishing to implement digital signage.
3. Serve as technical support for academic units and departments wishing to implement digital signage using Visix content management.

University Centers agrees to:

1. Continue maintaining the server running the Visix management software.
2. Serve as a resource for LTS to contact regarding questions with Visix software.
3. Continue to pay maintenance costs for digital displays deployed within University Centers.

The Student Senate Information Technology Commission agrees to:

1. Pay a one-time lump sum for the purchase of a Visix site license.
2. Ensure that departments utilizing Visix software are in compliance with the digital signage guidelines as described in attachment "A."

Charles Farrell, University Centers
Craig Mey, Learning and Technology Services
Christian Paese, Student Senate Information Technology Commission