

LIBRARY DIGITAL SIGNAGE POLICIES AND PROCEDURES

The El Camino College Schauerman Library uses its digital sign to publicize library events, services, resources and announcements pertaining to the Learning Resources Unit, which includes the Library, Learning Resources Center and Media Services. Signs provide an additional tool for the dissemination of information to support the program's Service Area Outcome (SAO), "students will demonstrate knowledge of the various Learning Resources Unit services, including Basic Skills, Bibliographic Instruction, Book Collections, Periodicals, and Public Services."

The primary purpose of the digital sign is to promote Library and Learning Resources Unit area programs and service and is not intended to serve as a general campus announcement venue. In select circumstances, announcements may be accepted from sanctioned and recognized El Camino departments or student clubs, if considered academic or educational in nature, or if the publicized program is located within the library building.

The sign is not available for the promotion of private businesses or for advertising commercial products and services. Announcements or advertisements reflecting religious or political views will be rejected.

Content that infringes on another's intellectual property, copyrighted, or trademarked materials will not be approved for display. These materials include, but are not limited to, logos, digital images, photographs, paintings, videos, and written works.

The submitting individual or group is responsible for the creation of displayed content using Microsoft Powerpoint slides. Slides should be emailed to the Public Access Librarian at mmcmillan@elcamino.edu no later than one (1) week prior to date(s) being promoted. This will allow proper time for uploading and enough time for exposure to our audiences. Content will be displayed for a maximum of three (3) weeks prior to the program or event date and then deleted. No master files or documents will be retained by the Library.