

Signage Committee 2/2/17

Attendance: Josh, Jill, Doni, Jason H., Olivia, Ty, Phil

1. Notes

1. Rogien interviewing, will connect on digital signage next time.
2. Rose interviewing as well, hoping to join next time.
3. Ty sent SDPS feedback.
4. Rose, Olivia, Tim, Bridgette, and Monica invited to join.

2. Kiosk brochure review:

1. Move “which option” to the inside, so it’s clear that the options are choices, not that you get one of each.
2. Template designs good to go, good size for overview.

3. Map update review:

1. Split in “Gather” between “services” and “meeting rooms”
2. SDPS under “Learn”
3. Working on new “Play” icon, lots of positive feedback for triangle (minus the bar). Like the idea of people but very similar to “gather”, don’t want to confuse.
4. Names added to Food Court & Bookstore
5. Change to “Operations, Lory Student Center” on level 300
6. Keeping Duhesa under “Play” but new icon should better showcase the nuance of spaces.
7. Researched stacking on one side per previous meeting, still have an issue of one map being at the top and hard to see. Push more on digital as add’l way to see maps?
8. “Today in the Lory Student Center” strip, Add “Use Touch Screen:” above, then two bullets

4. Review dead zone options: tall portrait screen and short angled screen as possibilities for dead spaces, have to address different generational preferences, all working together to ensure all have what they need.

1. Maybe add floor navigation to digital signage? Not allowed due to building mandate.
2. ACTION: Need someone to scout dead zones, Olivia & Josh. Bring list of dead spaces to next meeting, discuss print vs digital.

5. ADA Maps:

1. More contrast on un-clicked state of buttons, visibility from farther away? Maybe bigger?
2. Need more clarification from SDPS on if more push for digital will be a good solution.

6. Campus Communicators Feedback:

1. Good feedback, liking the system. 80ish marketers from around campus, like what’s offered and interest in using.

7. Suggestion to better highlight of games in commons, believes students would use it more if it was better known. May run a campaign for it, and might include in Guidebook app w/ OTP.

1. Feature kiosks prominently, use throughout year/school years. Potential launch FA ‘18