

Bobcat Vision Management and Use Policy

- I. Purpose
 - a. Bobcat Vision is a student-funded, digital signage system giving the University community an easy and effective way to discover and promote student-centered information regarding upcoming events, activities, and campus opportunities. This policy is designed to provide for effective and efficient management for Bobcat Vision's long-term success, sustainability and alignment with a cohesive internal University Communications plan.
- II. History
 - a. Bobcat Vision was installed in summer 2008, in response to the 2007-2008 SGA Senate's call to improve how student opportunities on campus were communicated. In spring 2009, the Student Senate voted to adopt the predecessor to this policy, which is replaced by this policy's implementation.
- III. Policy Implementation
 - a. This policy will be implemented beginning on July 1, 2011, coinciding with the new fiscal year, following passage by the Student Activity Budget Committee, Student Senate, Student Affairs Policy Committee, and University Senate respectively.
- IV. Management
 - a. Department of University Communications
 - i. In an effort to improve efficiencies and cohesiveness of on-campus communication, the Department of University Communication is responsible for:
 1. The implementation of this policy
 2. Approval and rejection of content and design
 - a. Appeals on decisions of suitable content can me made on a case by case basis to the Student Activities Budget Committee
 3. Management of system functions and all day-to-day operations of the Bobcat Vision System.
 4. Management of RSO & SABC Funded Content Creation Position(s)
 - b. Department of Campus Life
 - i. The Department of Campus Life is responsible for the maintenance and planned expansion of Bobcat Vision through SABC requests for funding, or departmental funds. This includes:
 1. Managing the replacement of screens
 2. Managing server maintenance
 3. Managing system upgrades
 4. Funding of RSO & SABC Funded Content Creation Position(s)
 5. Other maintenance responsibilities as determined by the oversight body.
 - c. Student Activities Budget Committee
 - i. As the principal funding body of the Bobcat Vision System, SABC will be responsible for providing:
 1. Adequate funding for the system maintenance and continued expansion and improvement;
 2. Timely responses to requests for interpretation of this policy and decisions for suitable content to requesting parties.
- V. Oversight
 - a. Recognizing that Bobcat Vision is a student-funded system and its primary purpose is to promote student-centered information, the Student Activities Budget Committee reserves the authority to interpret this policy and make necessary changes. The committee also shall serve as the principal body for the oversight of the system, using tools at its disposal, to periodically conduct audits that ensure this policy is being fully implemented and the system is being used and managed appropriately.
- VI. Content Requests and Specifications
 - a. Creation of Graphics and Content
 - i. University Departments, Divisions, and Units
 1. All University departments will be required to submit their own graphics under the guidelines outlined in the "Content Format" section of this policy.

2. The following tools are available for University departments, divisions, and units to use to create content for Bobcat Vision:
 - a. In-house creation by the respective department, division or unit subject to meeting acceptable design standards.
 - b. Pay-for-creation at the University Print Shop
 - c. Pay-for-creation from a professional graphic designer subject to meeting acceptable design standards.
 - i. Outside designers must ensure the university's graphic identity standards are met.
 - ii. Registered Student Organizations and recipients of Student Activities Budgets (with the exception of university departments, divisions, and units receiving these funds)
 1. All Registered Student Organizations and recipients of Student Activities Budgets (with the exception of university departments, divisions, and units receiving these funds) have the option to submit their own graphics under the guidelines outlined in the "Content Format" section of this policy or have their graphics created for them.
 2. The following tools are available for Registered Student Organizations and recipients of Student Activities Budgets (with the exception of university departments, divisions, and units receiving these funds) to use to create content for Bobcat Vision:
 - a. In-house creation by the respective Registered Student Organizations and recipients of Student Activities Budgets subject to meeting acceptable design standards.
 - b. In-house creation by a RSO & SABC Funded Content Creation Position
 - c. Pay-for-creation from a professional graphic designer subject to meeting acceptable design standards.
 - i. Outside designers must ensure the university's graphic identity standards are met in the creation of suitable content.
- b. Content Format
 - i. All content must comply with Georgia College Graphic Identity Standards and the Bobcat Vision Style Guide.
 - ii. Content must be 1920 pixels by 1080 pixels and in a .jpg, .gif, .bmp, .png, .tif, file format for images, and .avi, .mov, .mpg, .wmv, .mp4 for videos..
 - iii. No other format or size is appropriate and will not be permitted to air on the system without special permission from the oversight body.
 1. Pre-Approved alternative formats are:
 - a. Broadcast videos from University Television not to exceed 2 minutes in length and in compliance with the "Acceptable" and "Unacceptable" content provided for in this policy
 - b. Live broadcast feeds of Georgia College events.
 - c. Acceptable Content
 - i. Events (For All Players/Buildings)
 1. Any University, Athletic, Music & Theatre, Greek, or RSO-sponsored "event" with a definitive single start and finish, that has a "direct impact" on the student-body.
 - a. Where "event" is defined as any forum, meeting, reading, speech, game, performance, recital, concert, fair, exhibition or party.
 - b. Where "direct impact" is defined as content [of an event] that will have a positive impact on student development, or is of interest in fostering an enjoyable campus environment.
 - c. Where "direct impact" does not include events indirectly affecting students in regard to faculty/staff development, or University research.
 - d. Where exact events reoccurring would require separate requests per event.

- e. Where events may be submitted up to 30 days prior, but will only be aired for the 14 days until the event.
 - ii. Announcements (For all Players/Buildings)
 - 1. Any University, Athletic, Music & Theatre, Greek, or RSO-sponsored announcement affecting a significant portion of the student-body on campus, as determined by the Department of University Communications.
 - a. Where announcement is defined as any measurable accomplishment by a student or student group, University recognition in regional or national publication, or any change to academic, organization, or University policy.
 - b. Where announcements may be submitted up to 30 days prior, but will only be aired for 14 days as defined by submitter.
 - iii. Announcements (For Building-Specific Player)
 - 1. Any University, Athletic, Music & Theatre, Greek, or RSO-sponsored announcement affecting a significant portion of the student-body normally trafficking in a specified building as determined by the Department of University Communications.
 - a. Where announcement is defined as any measurable accomplishment by a student or student group, University recognition in a reputable publication, Prowl of the Green Towel, or any change to academic or University policy.
 - b. Where announcements may be submitted up to 30 days prior, but will only be aired for 14 days as defined by submitter.
 - iv. Featured Student Media
 - 1. Any student created “visual media” may be submitted for feature consideration.
 - a. Where “visual media” includes pictures, graphics, and video.
 - v. Paid for Advertisements
 - 1. Paid for advertisements will be permitted based on a pricing and rotation structure set forth by the Department of Campus Life and approved by the Oversight body.
 - a. Only for-profit promotions by University departments or partners, including Auxiliary Services and University Housing will be permitted to participate in paid for advertisement.
 - b. Paid for advertisement shall not exceed one-eighth of the Bobcat Vision content.
 - c. Paid for advertisement will be subject to meeting acceptable design standards.
- d. Unacceptable Content
- i. Request for student involvement in survey research.
 - ii. Events, programs or services not officially sanctioned by the University
 - iii. For-profit promotions by University departments or partners except in cases of paid for advertisement.
 - iv. Other unacceptable content as deemed by the Oversight Body