

SIGNAGE COMMITTEE

Meeting date | time 1/19/2018 3:00 PM

Type of meeting Information Sharing / Discussion
Facilitator Mickey Yeager
Note taker Laura Smith

Attendees:

Mickey Yeager, Kevin Anspach, Dustin Bare, Lori Hall, Lloyd Helm, Deby McDowell, Student Representative, Justin Montgomery, Laura Smith

Review Minutes from last meeting

Committee will review minutes and will email changes

Justin Montgomery – presenting on digital signage

Digital signage (reader boards) are expanding on campus and the demand is high for digital signage. Currently, Marketing is monitoring six different feeds to target different audiences/campuses.

Current processes in place:

- Submit a request to Justin to display their content (or Kevin)
- Marketing reviews what content goes on the boards

There have been requests to add them to:

- New buildings and designated spaces
- Existing buildings
- Satellite campuses - two more to Wilsonville 2nd floor
- Potentially add monitor for the community center – touch screen – for students to access

Concerns/problems

- Currently there are no guidelines to getting monitors and what quantity is allowed per building
- Concerns for over saturation points
- There are no guidelines in place for standardized content
 - Each department wants specific content for their department
 - How does new content or current events get vetted/approved
 - Rules for each building regarding individualized content
- How to effectively utilize reader boards to eliminate paper/posters being posted everywhere

Potential spots for new monitors

- Cougar café
- Randall area
- Niemeyer

- Rook lobby
- DeJardin lobby

CCC Entrance Digital Reader Boards

Justin indicated that CCC received funding to acquire/install digital readers at the main entrances at CCC (Beavercreek Road and Hwy 213). He noted that the work is to be completed within a three year window.

City of Oregon City requires a monument to anchor the monitors and CCC is currently waiting for the architect to design monuments to tie in the brickwork and monitors.

Current signage committee questions regarding entrance digital readers:

- Can we add pictures into the digital signage to keep the CCC brand and feel
- What types of messages can go on the front reader boards?
- Concerns of the aesthetics of the digital signage at the front of CCC
- Content/Process
- Monitor threshold
- Marketing department monitors content with the priority being students and visitors

CCC's existing entrance banners are in need of repair. These have been grandfathered in by the City of Oregon City and we cannot perform major repairs as they are no longer allowed per the current City code.

The question was raised do we rip out the large banners now or wait until the digital signage gets installed? It is the committee's opinion to wait to rip out the banners.

Justin offered to reach out to Oregon City and explain that we have a plan to replace the banner signage at the entrances and ask for permission to paint the poles.

Review New and Ongoing Signage Projects

- Posting Boards – some boards have been painted and have these have been well received
- One large board at the end of the hallway in Barlow adjacent to Tara's office. Will be managed by ASG. The other two blank boards should be removed.
- Building Directories – The grey blue color scheme has been submitted
- Harmony Site Signage – RFP going out for site signage, and the building ID will be installed first
- OC Campus Signage will be modeled after the new Harmony site signage

Action Plan

Justin will create content guidelines for the digital signage and bring it back to the Signage Committee for review before going to CUDC.

Justin will reach out to Oregon City and explain that we have a plan to replace the banner signage at the entrances and ask for permission to paint the poles and update the banners in the meantime to prevent them from becoming eye-sores.

Around the room

No additional comments

Next meeting will be in March.