

UNIVERSITY OF LOUISIANA AT LAFAYETTE

STEP Committee

Technology Fee Application

Continued Expansion of Digital Signage

Title

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Scott LeBleu, Graduate Student

Name (Submitter)

Office of STEP Support

Organization

Title: Continued Expansion of Digital Signage

Date: July 15, 2016

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Department/College/Org: Office of STEP Support

Abstract:

This grant seeks to expand the existing network of digital signage in strategic locations across campus through the addition of ten 70" 1080p LED displays. Digital signage has become the evolving technology nationwide for campus-wide information dissemination. Continuing the expansion and implementation of a unified approach to digital signage across campus will provide the university a medium capable of saturating the student population with what is deemed to be the most pertinent and time-specific information. Furthermore, an expansion of the advertising function of digital signage over time should account for previously undeveloped revenue streams that will go toward further enhancing the STEP program, under the direction of the STEP coordinator.

Purpose of Grant:

The Office of STEP Support would like to continue to expand the digital signage program. Growing this attractive service opportunity, and emerging form of media management, has many identified and unidentified implications for expansion. This will keep the university technologically competitive in relation to its peer institutions. This grant intends to add ten 70-inch LED 1080p displays for digital signage to the existing network of displays in strategic locations campus-wide, implementing a unified approach to digital signage across campus. The intent is to grow attractive service opportunities for students, faculty, and staff. This transitions the university away from antiquated approaches, such as the usage of a hallway corkboard to spread information, and moves toward an efficient, greener and cleaner solution benefiting the campus community.

The implementation, maintenance, and generation of unique content will be moderated by the Office of STEP Support. The content will be determined under branding guidelines set forth by the Department of Communications and Marketing. The Office of STEP Support is continually working toward the development of a business plan, including the hardware and software necessary for optimal functionality, as well as a pricing model with the intention of continually refining our approach upon large scale implementation.

Benefits to the Community:

Increasing the volume of the campus community receiving messages succinctly has numerous beneficial applications, including but not limited to:

- a) Campus-wide applications:
 1. campus events
 2. student organization meetings
 3. bus transportation times
 4. daily menus and promotions
 5. campus job listings
 6. campus housing advertisements
 7. dynamic computer lab utilization statistics
- b) Community applications:
 1. off-campus job listings
 2. off-campus housing listings
 3. promotions for food and beverage services
 4. community events calendar
 5. breaking news
- c) Emergency Management System (EMS)
- d) Enterprise Resource Planning (ERP) Alerts
- e) Transportation Notification Systems

Timeline:

Once grant funding is determined, implementation will begin the following semester.

Narrative of Budget Proposal:

Hardware: Ten Sharp 70-inch LCD 1080p LED displays will be purchased at a price of \$2,747.76 per unit. This cost includes the purchase of a tilting wall mount, media player brackets, HDMI cables, mounting hardware and patch cables.

Budget Proposal

	Units	Cost
Equipment	(10) Sharp 70" 1080p LED displays	\$23,853.30
	(10) Tilting wall mounts	\$2,816.00
	(10) Media Player Brackets	\$165.60
	(10) HDMI cables at 3'	\$333.30
	(10) Mounting hardware & connectors	\$266.67
	(10) Cat 6 patch cables at 3'	\$42.70
Software		
Supplies		
Maintenance	Labor for installation	\$3,570.00
Personnel		
Other		
Total		\$31,047.57

Projected Lifetime of Enhancement:

The Office of STEP Support continually audits the campus digital signage service it delivers. These audits will let us keep up with ever-changing technology while delivering an innovative product to our campus. Technology should function appropriately for 2-3 years.

Person(s) Responsible for Implementation, Installation, Operation:

The Office of STEP Support will be responsible for implementation and operation. Installation and maintenance by a state contracted vendor.

Qualifications:

Mr. D. Keith Guillory is the Coordinator for the Student Technology Enhancement Program. Mr. Guillory worked as the College Business' IT manager from 2011-2014. He earned his degree from UL Lafayette in Liberal Arts.

Previously Funded STEP Grants:

Spring 2006 – EDCI Computer Lab Operating Fund (Student)

Spring 2006 – COE Materials Center Computer Enhancement (Student)

Spring 2007 – EDCI Computer Lab Summer Operating Fund (Student)

Spring 2007 – EDFL Dell Memory Upgrade (Student)

Spring 2007 – Maxim Doucet Instructional Computer Lab Replacement (Student)

Spring 2013 – FGM 101 Interactive Classroom Enhancement (COBA ISM Manager)

Fall 2013 – COBA Instructional Lab Replacement for FGM 111 (COBA ISM Manager)

Spring 2015 – Cajun Village Wireless Connectivity (STEP Coordinator)