

SENATE BILL #2391



TITLE: ASUW Digital Signage

DATE: February 21, 2013

AUTHOR: Senators Dinneen and Nedved

SPONSORS: Senators Darrow, Igo, McNamee, Messer, Powell, and Sheehan; and Vice President Kahler

1. WHEREAS, the Student Government of the Associated Students of the University of
2. Wyoming (ASUW) is committed to transparency, student outreach, and exposure; and,
3. WHEREAS, digital signage is an updatable medium for information regarding the ASUW,
4. RSO events, the Emergency Alert System, and other relevant student information; and,
5. WHEREAS, new digital signage creates avenues for collaboration with other University of
6. Wyoming entities and establishes a technological precedent for future campus renovations;
7. and,
8. WHEREAS, an indoor sign which faces outward in the COE Library's east window facing
9. north would provide the greatest visibility; and,
10. WHEREAS, the Dean of Libraries has agreed to this location, as shown in Addendum D;
11. and,
12. WHEREAS, this particular location has the greatest potential for utilization of bus schedules,
13. library hours, and weather that would increase student attention; and,
14. WHEREAS, the ASUW has gained support for digital signage from the Campus
15. Sustainability Committee, Information Technology, the Office
16. of Administrative Affairs, the Office of Student Affairs, and Physical Plant; and,
17. WHEREAS, the ASUW's financial support for this digital signage would allow the ASUW

18. to evaluate and modify the content as needed; and,
19. WHEREAS, it is the job of the ASUW to allocate student fee dollars to be used in such a
20. manner that the money goes back to enhancing campus life and safety for students; and,
21. WHEREAS, the balance of the ASUW Facilities Endowment is \$152,549.26 of expendable
22. funds and will gain an additional \$66,607.09 at the end of Fiscal Year 2013.
23. THEREFORE, be it enacted by the Student Government of the Associated Students of the
24. University of Wyoming ASUW that \$7,328.20 be taken from the ASUW Facilities
25. Endowment in support of the digital signage initiative to be completed by the end of Spring
26. 2013, as outlined in Addendum A, B, C, and D.

Referred to: Budget and Planning Committee

Date of Passage: 03/12/13

Signed: *Bruce Kalle*

(ASUW Chairperson)

“Being enacted on 3/15/2013, I do hereby sign my name hereto and
approve this Senate action.”

Justin R. DeFoebaugh
ASUW President

Addendum A

The itemized reports below depict estimated expenses required for the digital signage project.

Budgeted Series, Budgeted Item, Item Expense, Total Requested respectively

Physical Goods:

Digital Screen	\$3,540.00
Computer	800.00
Anti-Glare Film	\$2,000
	\$6,340.00

Labor:

Physical Plant	\$988.20
	\$988.20

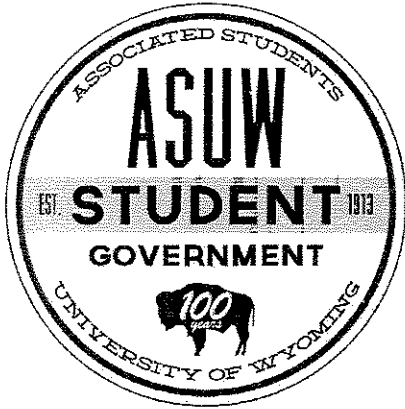
\$7,328.20



Addendum B

UNIVERSITY OF WYOMING		Physical Plant 1000 E. University Ave Dept 3227 Laramie, WY 82071-3227	Phone: (307) 766-8225 Fax: (307) 766-4010	Project # 13-04781					
Customer Information		CONTACT INFO							
Location: Coe Library	Room(s): Northeast corner ground level	Estimated By							
Department: ASUW	Description: Replace existing power and data floor box for use with new inion the window LCD display facing north.	Name: John M. Harrison	Phone: 766-2083						
Originator: Claire Dimmigh		E-Mail: jharrison@uwyo.edu							
Phone: 307-421-1666		Date: 1/31/2013							
ESTIMATE									
Line #	Task/Trade Description	Cost/Unit Contractor	Cost/Unit Material	Cost/Unit Labor	Unit of Measure	Quantity	Contractor Total	Material Total	Labor Total
1	Remove carpet squares to open floor system			\$45.00	hours	4			\$180.00
2	Electrician labor to relocate power			\$54.00	hours	4			\$216.00
3	Reinstall floor & carpet squares, mount LCD screen			\$45.00	hours	5		\$150.00	\$270.00
4	Misc. materials for screen mounting, etc.		\$150.00		lump	1			
5									
6									
7									
8									
9									
10									
							Subtotal:	\$40.00	\$645.00
								\$150.00	\$895.00
									\$816.00
									\$0.00
									\$9.00
									\$81.60
									\$81.60
									\$988.20
Approved By		Notes							
Student Engineer Supervisor		LCD display and computer not included in this estimate.							
Initials and Date									

Addendum C



Project Title: ASUW Digital Signage Project

Start Date: October 2012

Organization Information: The ASUW
Senator Dinneen - pdinneen@uwyo.edu
Senator Nedved - mnedved@uwyo.edu

Mission Statement:

As an integral part of the ASUW's mission and goals, the Academics, Technology, and Sustainability Committee works to find and accomplish initiatives for the benefit of University of Wyoming students. We provide services and innovations on campus for the ease and betterment of everyday learning.

Brief Project History:

The primary goal of installing a digital sign is to utilize a central and visible location in order to promote campus-wide student information; these include, but not limited to, ASUW's programs and funded events, implement UW safety alert system, UW's Tzolkin online calendar (newly re-named WyoCal), and the Transit and Parking bus schedule. With proper data programming, the sign's content will be attractive and eye-opening to students in a high-foot traffic location. We have outlined the project's past efforts, possible draw-backs and future planning priorities in order to ensure this is a sustainable and justifiable step towards bettering campus-wide involvement.

Primary Discipline of Project:

Provide a technological medium for RSOs, the ASUW, and UW Administration to inform students of upcoming campus events and connect to relevant safety alert systems.

Participants:

This past fall semester we met with a wide-range of groups and facilities including: Student Affairs Vice President Sara Axelson, Information Technology manager Jesse Ballard, Physical Plant engineer, John Harrison, UW Campus Sustainability Committee, Interim Vice President for Administrative Operations Mark Collins, ResLife and Dining associate Ben Tonak, Dean of Library Facilities Maggie Farrell, and COE Library executive Kajsa. These contacts generated a successful support and constructive feedback.

Current Goal:

To purchase, install, and program a new digital sign in the East window facing North in the COE Library before the end of the spring 2013 academic semester.

Planning:

Initial Feasibility- This project requires a great deal of collaboration between the ASUW, Information Technology, Physical Plant, the Office of the Vice Presidents, and COE Library Facilities. We formed strong communication with each entity on an individual, then collaborative scale. With their support and future aid, we are confident that this initiative is extraordinarily achievable.

Location- Starting the project this fall, we considered two primary outdoor locations for a physical, standalone kiosk. The locations were outside of the Classroom Building and between the Student Union and COE Library. After discussion of energy lines, capital construction, weatherization, barriers, and the risk of the equipment being vandalized, we decided to take a new approach. Rather than having to create a physical structure, we believe that utilizing existing foundations and power and data connections within COE Library will create the same effectiveness of material for a fraction of the cost. Ultimately, the digital screen would be inside facing outward, see addendum A.

Funding- With support from our established contacts and the ASUW, there are different avenues to explore for financial support. The first two options from ASUW would include legislation allocating funds from the Reserve in the spring 2013 semester and the second would be to apply for the Special Projects Fund in the fall 2013 semester. Next, we would like to consider options outside of our own entity. For estimated costs, please look in addendum A.

Evaluation- Once the digital signage project has been completed and running for at least one month, we would like to see if there is anywhere for improvement. If the students benefit from the sign and new software as much as we are anticipating, we would like to further our project to other locations on campus.

Limitations- We have addressed the concern of possible visible limitations due to glare from the outer tinted window and sunlight at the location. Physical Plant and IT representatives have addressed the possible issue and are confident we won't encounter major limitations. The purchase of the screen will include ultra-bright screen capabilities and an anti-glare coating. We will continue to consider this limitation in order to optimize the visibility of the sign.

Addendum D



University Libraries
Dept. 3334
1000 E. University Avenue
Laramie, WY 82071

William N. Coe Library
Administrative Office:
(307) 766-3279
wncoe@uwyo.edu

Brinkerhoff Geology Library
(307) 766-3374
georef@uwyo.edu

Learning Resource Center
(307) 766-2527
lrc@uwyo.edu

Library Annex
(307) 766-8325
liba@uwyo.edu

Rocky Mountain
Mechanics Library
(307) 766-4390
rmth@uwyo.edu

UW National Book
Service Center Library
(307) 766-4072
nbs@uwyo.edu

Lawrence D. Chisman
Special Collections
(307) 766-3027
chisman@uwyo.edu

www-lib.uwyo.edu

March 1, 2013

Brett Kahler
Vice President
Associated Students of the University of Wyoming

Dear Mr. Kahler,

I am writing in support of the ASUW Digital Signage proposal and funding. Senators Claire Dinneen and Mitchell Nedved have worked closely with UW Libraries in selecting a prominent location, addressing library concerns, and seeking ways to incorporate library information with ASUW and university news. In addition, Senators Dinneen and Nedved have worked closely with UW Physical Plant and my administrative office in outlining specifics of installing and maintaining a digital sign. I appreciate their diligence in developing a detailed proposal and bringing together a number of stakeholders for the project.

We believe an outward facing digital sign in one of Coe Library's front window will be an effective marketing and news feature. I fully support this project and look forward to working with ASUW in implementing this new service for UW students.

Sincerely,

Maggie Farrell

Maggie Farrell
Dean of Libraries

cc: Joel DeFebaugh, ASUW President

