

Electronic Signboard

The electronic signboard has tremendous potential to display written messages as well as graphic images (such as the Ramapo College logo and the Roadrunner). However, the number of listings that can be read while waiting at the traffic light or driving past the sign is limited to four or five.

Procedure

Campus members wishing to request information be reviewed for posting on the electronic signboard must submit their request in writing by e-mailing brief information (the name of the event and/or name of performer/speaker, date, time and location) to Assistant VP/Communications and Public Affairs at bfrankli@ramapo.edu with a copy to Public Relations Specialist, cyburns@ramapo.edu and the Assistant VP/Institutional Relations & Special Projects, rmulryan@ramapo.edu, in the Office of Marketing and Communications. A re-writable PDF form is available for this purpose at <http://guide.ramapo.edu/mac>.

The following criteria will be applied in determining listings for posting:

- be of interest to the external community
- support community, partnership or other constituency relationships
- advance the reputation and positive perception of Ramapo College

The possible listings will be reviewed on a weekly basis and, using the criteria above, four to five items will be chosen to be included on the signboard.

In the event of an emergency, the signboard will be used to communicate critical information, requiring the temporary removal of all other postings.

Responsible Unit: Institutional Advancement
Date Approved: April 17, 2007