

Malachowsky Hall Digital Signage Policy and Procedure

POLICY

Purpose

Malachowsky Hall for Data Science and Information Technology serves as the University of Florida's hub for interdisciplinary research, innovation, and industry engagement in artificial intelligence, data science, information technology, cybersecurity, and related fields.

The purpose of the digital signage system is to support this mission by communicating information that is relevant to the research, educational, operational, and collaborative activities occurring within Malachowsky Hall.

Digital signage is a limited shared resource intended to inform, educate, and engage building occupants and visitors while highlighting activities that advance the mission of the building.

Mission Alignment Requirement

All content displayed on Malachowsky Hall digital signage must support or be directly related to one or more of the following:

- Artificial intelligence
- Data science
- Information technology
- Cybersecurity
- Digital technologies
- Computational and data-enabled research
- Interdisciplinary research collaborations pertaining to the mission of the building
- Innovation and entrepreneurship related to the mission of the building
- Educational programs and workforce development in related fields to the mission of the building
- Building operations and activities supporting the research mission of Malachowsky Hall

Content that does not demonstrate a clear connection to the mission of Malachowsky Hall will be denied.

Eligible Content

Examples of approved content include:

Research and Scholarly Activities

- Research seminars
- Distinguished lectures
- Research symposiums
- Workshops and training programs

- Grant and research opportunities
- Technology demonstrations
- Research center announcements
- Visiting scholar presentations

Academic Programs

- AI- and data science-related courses
- Student research opportunities
- Fellowship and internship programs
- Career development activities
- Research-focused student organizations

Industry and External Partnerships

- Industry engagement events
- Corporate partnership announcements
- Research collaboration opportunities
- Innovation challenges
- Entrepreneurship programming

Building Communications

- Building operational announcements
- Safety and emergency communications
- Facility notices
- Wayfinding information
- Information for visitors and event attendees

Recognition and Achievement

- Research awards
- Major grant awards
- Faculty and student accomplishments
- Publications receiving significant recognition
- Research milestones and breakthroughs

Ineligible Content

The following content generally will not be approved for display:

- Content unrelated to artificial intelligence, data science, information technology, or the research mission of Malachowsky Hall
- General college-wide announcements lacking a direct connection to building activities or mission areas
- Events occurring elsewhere on campus that are unrelated to Malachowsky Hall programs, occupants, or mission
- Commercial advertising
- Political or lobbying activities

- Personal announcements
- Classified advertisements
- Content inconsistent with university regulations or policies

Approval Authority

The Office of the Vice President for Research shall administer the Malachowsky Hall digital signage system.

All submissions will be reviewed for:

- Relevance to the mission of Malachowsky Hall
- Value to building occupants and visitors
- Compliance with university branding standards
- Appropriate content quality and readability
- Availability of display space

Approval of content is at the discretion of the designated Malachowsky Hall Digital Signage Administrator.

Content Priority

When display capacity is limited, content will generally be prioritized as follows:

1. Emergency and life-safety communications
2. Building operations and facility notifications
3. Malachowsky Hall research and academic activities
4. Artificial intelligence, data science, and information technology initiatives
5. Industry partnerships and innovation programs
6. Mission-aligned college, center, and department announcements
7. Other approved content

PROCEDURE

Content Submission

Individuals wishing to display content on Malachowsky Hall digital signage must submit their request through the Digital Signage Submission Form available on the UF Research website (research.ufl.edu/Malachowsky-hall)

The submission form shall require:

- Requestor name
- College, Department or unit
- Email address
- Requested display dates
- Digital file upload

Submission of content does not guarantee approval or display.

Submission Deadlines

Requests should be submitted at least five (5) business days before the requested display date.

Requests requiring modifications or additional review may require additional processing time.

Emergency communications may be accommodated outside of the standard submission timeline when authorized by the Office of the Vice President for Research.

Content Requirements

Submitted content should:

- **Sized at 1920x1080 pixels or 16x9 aspect ratio** for widescreen displays
- Be directly related to the mission of Malachowsky Hall.
- Support activities involving artificial intelligence, data science, information technology, cybersecurity, digital technologies, or related research and educational initiatives.
- Be concise and easily readable.
- Use high-quality graphics and images.
- Comply with University of Florida policies
- Include event date, time, location, and registration information when applicable.

Content that does not meet these standards may be returned for revision or denied.

Review and Approval Process

All submitted content will be reviewed by the Office of the Vice President for Research.

Content will be evaluated based on:

- Alignment with the mission of Malachowsky Hall
- Relevance to building occupants and visitors
- Compliance with university policies
- Readability and visual quality
- Availability of display space

The Office of the Vice President for Research reserves the right to:

- Approve content
- Request revisions
- Modify formatting to meet display requirements
- Determine display duration and scheduling
- Deny requests that do not support the mission of the building or otherwise fail to meet policy requirements

Approval decisions are final.

Display Scheduling

Approved content will be added to the digital signage rotation based on available display space and content priority.

When display capacity is limited, priority will generally be given to:

1. Emergency and life safety communications
2. Building operations announcements
3. Malachowsky Hall events and activities
4. Artificial intelligence, data science, and information technology research initiatives
5. Academic and industry partnership activities supporting the building mission
6. Other approved mission-related content

Display Duration

Unless otherwise approved:

- Event announcements may be displayed for up to 30 days prior to an event.
- Event announcements will generally be removed within one week following the event.
- Building notices will remain active as determined by the Office of the Vice President for Research.
- Recognition announcements will be displayed for a limited period based on available space.

Emergency Messages

Emergency communications may immediately replace or override scheduled content.

Emergency messages may be authorized by:

- University authorities
- Emergency management personnel
- Building administration
- The Office of the Vice President for Research

Questions

Questions regarding Malachowsky Hall digital signage, content eligibility, submission requirements, or display scheduling should be directed to:

vpr-scheduler@research.ufl.edu