

U.S. DEPARTMENT OF AGRICULTURE
WASHINGTON, D.C. 20250

DEPARTMENTAL REGULATION	NUMBER: DR 3460-001
SUBJECT: Digital Signage Policy and Procedures within USDA Headquarters Facilities	DATE: April 7, 2021
OPI: Office of the Chief Information Officer, Client Experience Center (CEC)	EXPIRATION DATE: April 7, 2026

<u>Section</u>	<u>Page</u>
1. Purpose	1
2. Special Instructions/Cancellations	1
3. Scope	2
4. Background	2
5. Policy	2
6. Roles and Responsibilities	4
7. Procedures	5
8. Inquiries	7
Appendix A – Acronyms and Abbreviations	A-1
Appendix B – Authorities and References	B-1
Appendix C – Process Flow	C-1

1. PURPOSE

This Departmental Regulation (DR) establishes the United States Department of Agriculture (USDA) policy for the use of Department-controlled digital signage within USDA headquarters facilities displaying in the National Capital Region at the Whitten, South, and Patriots Plaza III Buildings in Washington, D.C.

2. SPECIAL INSTRUCTIONS/CANCELLATIONS

This policy supersedes DR 3460-001, *Digital Signage Policy and Procedures within USDA HQ Facilities*, dated November 12, 2013, in its entirety.

3. SCOPE

- a. The scope of this policy applies to the Digital Signage Team (DST) and any Mission Area, agency, or staff office that would like to publish digital content to the Digital Signage Broadcast (DSB) system in the USDA South, Whitten, and Patriots Plaza III Buildings in Washington, DC.
- b. This directive also covers specialty monitors, such as directory boards that list the names and room numbers of USDA personnel and cafeteria boards that list cafeteria events and specials.

4. BACKGROUND

Digital signage provides an opportunity for USDA personnel to deliver targeted messages with a common goal at specific locations at specific times. Digital signage is a communication medium that informs staff and visitors about events occurring in a specific USDA location as well as other information through digital means. It is intended to replace paper-based signs, thus reducing waste, and complying with the *Paperwork Reduction Act*, [44 United States Code \(U.S.C.\) § 3501, et seq.](#) Standard information displayed will build interest in events and activities of general interest to all USDA employees or defined organizational segments of the Department.

5. POLICY

- a. The USDA Office of the Chief Information Officer (OCIO) is responsible for the oversight of digital signage policy. Given the need to control and balance the content and flow of such information to employees, the use of these messages should be limited to only those messages that are most effectively conveyed through such a medium to the targeted employee population. To be broadcast as an electronic message, messages must meet the criteria established below (Section 5c) and be approved in accordance with the procedures in Section 7.
- b. All content must be approved through an appropriate point of contact (POC) from the [Agency Points of Contact List](#) to ensure compliance with USDA policies before distribution. The POC can contact the DST if they have questions regarding the submitter's request. In addition, all digital signage messages will remain on the display-monitor until the Mission Area, agency, or staff office-provided end date. If the total message duration will be more than 30 business days, on the 25th business day the DST team will email the submitter to determine whether or not the end date should be extended. The message will be automatically cancelled on the 30th business day if no response is received.
- c. For authorization to communicate via the digital signage medium, messages must meet the following digital message criteria:

- (1) The message must directly pertain to the targeted audience. For example, common types of information are:
 - (a) Scheduled events – onsite activities sponsored by the Department.
 - (b) General interest – open to all USDA personnel.
 - (c) Staff announcements – significant awards or achievements.
 - (d) Welcoming statements – welcome special guests and visitors.
 - (e) Departmental notices – messages from the USDA Secretary (Channel 6) or Mission Area, agency, or staff office directors.
 - (f) Emergency notifications – building closings, fire, or other safety notifications.
 - (g) Notices of missing persons and children.
 - (h) Official business notices of the occupant Mission Area, agency, or staff office.
 - (i) Department-approved campaigns (e.g., charity, blood drive, safety).
 - (j) National news – USDA may use national and local news feeds; however, no other non-news programming will be allowed.
 - (k) Weather alerts.
- (2) Content must comply with all relevant telecommunications, ethics and conduct, and civil rights regulations pertaining to such matters as fund raising, terminology, and visual appearance. Prohibited content is specified in [DR 3300-026](#), *Planning and Managing Wireless Technologies*.
- (3) If Uniform Resource Locator (URL) links appear in messages, only website addresses of Federal, state, and local government agencies; transit authorities; or related USDA associations and organizations (e.g., Agriculture Federal Credit Union, USDA Employee Services and Recreation Association (ESRA), and their approved vendors) are permitted.
- (4) The DST must receive message requests at least 5 business days before the requested distribution date.
- (5) This message may only use USDA logo or imply USDA sponsorship if conveying official USDA information or it pertains to a USDA-sponsored event, and complies with [DR 1430-002](#), *Use of Logos/Marks at the United States Department of Agriculture*.

- (6) All messages must comply with [DR 4030-001](#), *Section 508 Program*, which addresses the *Rehabilitation Act of 1973*, [29 U.S.C. § 794d](#).
- (7) All announcements and messages are to be concise, having no more than 35 words.
- (8) All message requests must be submitted to the DST, sm.ocio.emscs.servicedesk@usda.gov, electronically using Form Agriculture Department [\(AD\)-3111](#), *Digital Signage Request Form*.
- (9) Digital signage monitors should be placed where most USDA personnel within the facility will pass, such as building entrances, elevator lobbies, and cafeterias.

6. ROLES AND RESPONSIBILITIES

- a. The USDA Chief Information Officer (CIO) will provide leadership and direction for Departmentwide digital signage initiatives.
- b. The OCIO, Client Experience Center (CEC) Associate Chief Information Officer (ACIO) will provide advice and assistance to Mission Areas, agencies, and staff offices regarding digital signage services.
- c. The OCIO, CEC, Infrastructure Operations Division (IOD) Director will:
 - (1) Establish procedures for monitoring, measuring, reporting, and enforcing compliance with this DR; and
 - (2) Oversee Mission Area, agency, and staff office compliance with this policy.
- d. The OCIO, CEC, IOD Client Services Branch (CSB) Chief will establish and ensure compliance with policies, standards, and procedures for digital signage within USDA.
- e. The OCIO, CEC, IOD CSB staff or Client Delivery Subject Matter Expert will:
 - (1) Resolve problems encountered by USDA Mission Areas, agencies, and staff offices when such problems are caused and cannot be resolved by the DST;
 - (2) Be familiar with digital signage policies and standard operating procedures; and
 - (3) Serve as the issue escalation point for the DST.
- f. Mission Area, Agency, and Staff Office Requestors will:
 - (1) Contact the appropriate POC (see *Agency Points of Contact List*) to obtain approval for the digital signage;

- (2) Prepare the content to be displayed as digital signage; and
 - (3) Complete Form [AD-3111](#), save it to their local hard drive, and then email it and the digital content to their respective POC. Other communications regarding the request can be sent via email to sm.ocio.emscs.servicedesk@usda.gov.
- g. Mission Area, Agency, and Staff Office POCs will:
- (1) Approve all digital signage requests; and
 - (2) Email the completed form to the DST.

7. PROCEDURES

- a. The requester accesses the [USDA Digital Signage Broadcast](#) SharePoint site; uses the *Agency Points of Contact List* for their Mission Area, agency, or staff office; and obtains approval for the digital signage. When developing content for the signage, consider the brevity in a billboard so that the message can be communicated quickly.
- b. The requester creates content based on guidance within the digital signage policy (see Section 5). Once completed, requester sends Form AD-3111 and the completed content to their Mission Area, agency, or staff office POC.
- c. The requester downloads and fills out form AD-3111. A link to DR 3460-001 and the [Digital Signage Quick Tips](#) are available on the [USDA Digital Signage Broadcast](#) SharePoint site.
 - (1) Requester contacts POC and obtains approval of Digital Signage content.
 - (2) Requester completes submission form and emails to POC.
 - (3) POC reviews submission form for completeness, then forwards it to the DST team.
 - (4) DST sends acknowledgment to POC.
 - (5) If more information is required, DST will contact POC.
 - (6) If more information is not required, DST uploads content and confirms it is displayed correctly.
 - (7) If content is still up after 25 business days, DST sends reminder about content expiration.
 - (8) If Extension is required, POC emails extension request to DST.

- (9) If Extension is not required, DST removes content from the Digital Signage system.
- d. The Mission Area, agency, or staff office POC emails the completed Form AD-3111 and the digital content to the DST (sm.ocio.emscs.servicedesk@usda.gov).
- e. The Mission Area, agency, or staff office POC will contact the requester for request status.
- f. Technical Instructions:
- (1) All announcements and messages must be concise, having no more than 35 words (see Form AD-3111).
 - (2) Announcement text must have no grammatical or spelling errors.
 - (3) All related photos for messages must be submitted along with Form AD-3111 detailing the message.
 - (4) The DST will accept still images in Joint Photographic Experts Group (JPEG) or portable network graphics (PNG) format. The required size is 1910 x 880 at 72 dots-per-inch (DPI) and no smaller than 500 x 500 pixels. The file should be displayed in a landscape page orientation. Contact the DST at SM.OCIO.CTS.IOD.DSB@usda.gov with questions regarding text and illustration guidelines.
 - (5) Digital slide content must be in PowerPoint format (original graphics or permission provided for copyright-protected graphics are allowed). Slides are displayed for 15 seconds. Note that PowerPoint animation does not work on displays.
 - (6) The CEC ACIO reserves the right to make any changes to submitted digital signage requests.
 - (7) The DST does not provide any content creation services.
 - (8) The use of solid blue backgrounds on screens is reserved for emergency communications. Digital signage submitted with a solid blue background will not be scheduled for display and will be returned to the requester.
 - (9) If the content relates to an event that is later cancelled, please cancel the digital signage request by sending a notification to: SM.OCIO.CTS.IOD.DSB@usda.gov, or if necessary, submit a new digital signage request form advertising the cancellation.

8. INQUIRIES

Inquiries regarding this DM should be directed to the DST at SM.OCIO.CTS.IOD.DSB@usda.gov.

-END-

APPENDIX A

ACRONYMS AND ABBREVIATIONS

ACIO	Associate Chief Information Officer
AD	Agricultural Department
CEC	Client Experience Center
CIO	Chief Information Officer
CSB	Client Services Branch
DPI	Dots Per Inch
DR	Departmental Regulation
DSB	Digital Signage Broadcast
DST	Digital Signage Team
ESRA	Employee Services and Recreation Association
IOD	Infrastructure Operations Division
JPEG	Joint Photographic Experts Group
OCIO	Office of the Chief Information Officer
PNG	Portable Network Graphics
POC	Point of Contact
URL	Uniform Resource Locator
U.S.C.	United States Code
USDA	United States Department of Agriculture

APPENDIX B

AUTHORITIES AND REFERENCES

Paperwork Reduction Act, [44 U.S.C. § 3501](#) *et seq.*, December 11, 1980, as amended

Rehabilitation Act of 1973, [29 U.S.C. § 794d](#), September 26, 1973, as amended

USDA, [AD-3111](#), *Digital Signage Request Form*, June 2020

USDA, [DR-3300-026](#), *Planning and Managing Wireless Technologies*, January 23, 2020.

USDA, [DR 1410-001](#), *Publications Review and Clearance Policy*, January 14, 2021

USDA, [DR 1430-002](#), *Use of Logos/Marks at the United States Department of Agriculture*, January 8, 2013

USDA, [DR 1440-002](#), *Press Operations*, September, 7, 2016

USDA, [DR 1600-002](#), *Posting of Notices and Information Bulletins*, April 4, 2002

USDA, [DR 3080-001](#), *Records Management*, August 16, 2016

USDA, [DR 3090-001](#), *Litigation Retention Policy for Documentary Materials Including Electronically Stored Information*, May 28, 2008

USDA, [DR 3450-002](#), *Freedom of Information Act Implementing Regulations*, February 7, 2003

USDA, [DR 4030-001](#), *Section 508 Program*, September 8, 2014

USDA, OCIO, CEC, [Agency Points of Contact List](#) SharePoint site

USDA, OCIO, CEC, [Digital Signage Quick Tips](#) SharePoint site

USDA, OCIO, CEC, [USDA Digital Signage Broadcast](#) SharePoint site

APPENDIX C
PROCESS FLOW

