



INFORMATION TECHNOLOGIES

UNM Learning Environments Digital Signage Administration, Service
Level Agreement (SLA)

By

Information Technologies (UNM IT)

For

University of New Mexico (Customer)

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Document Owner:	Alicia Garcia

Version	Date	Author	Revision Notes
1.0	2/25/2014	Tim Johnson	Initial version
2.0	4/20/2026	Alicia Garcia, Cristian Gonzalez, & Greg Blackwell	Significant revisions, including updated template

Related/Referenced Documents:

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1. General Overview

This is an SLA between the Customer and UNM IT to document the provision of:

- Digital Signage System campus wide;
- The general levels of response, availability, and maintenance associated with these services;
- The responsibilities of UNM IT as a provider of these services;
- The responsibilities of the End-Users and Customers receiving these services; and
- The financial arrangements associated with these services.

This SLA shall be effective as of the Effective Date set forth on the cover page and will continue until it is revised or terminated.

2. Service Description

2.1 Service Scope

Digital signage is a marketing and communication tool that is used to reach students/staff/faculty/guests by displaying information on large format displays strategically located in high traffic areas around campus. This service includes but is not limited to:

- Direct work with local AV vendors to quote displays, mounts, and labor for installing field hardware;
- Obtaining quotes for media player, network drop, and electrical outlets;
- Purchasing media player and license, which is then billed to the customer;
- Providing project management for installation of all field hardware on behalf of the customer;
- Configuring media player to operate and connect to the server and cloud services;
- Training end user on basic application functions and how to access further online training offered by the digital signage vendor;
- Serve as liaison between users and the vendor as needed;
- Providing Tier 2 and 3 support for customer owned field hardware;
- General systems administration and annual license management for digital signage; and
- Day-to-day monitoring for any service interruptions.

In addition, UNM IT provides infrastructure, staff, and processes including:

- Triage of equipment issues and failures;
- Prompt referral of any inquiries/complaints to the appropriate responsible team;
- System operations, administration, and network connections;
- Continuous effort to develop and improve services for all service users;
- Provide recommendations for routine maintenance;
- Provide recommendations on necessary equipment replacement;
- Assist in identifying temporary allocation of equipment; and
- Consultation on equipment replacements and upgrades.

2.1.2 Definitions

- End-User – Individuals and groups who view the digital sign, users of the space in which the sign is located, or responsible for approving/updating content.

- Customer – The department and its representatives who request and approve the digital sign. The customer can include multiple individuals such as departmental leadership, IT Officers, local IT staff, and support staff. Responsibilities are outlined in *Customer Responsibilities in Support of the Service* section.
- Field hardware – all hardware deployed at the location of a digital sign. Includes display, media player, wall mount, display casings, and cabling.
- Media bridge – network appliance hosted in UNM data center that serves as a secure link between the content management system and the digital signs.
- Content creator (*also called: signage administrator, departmental contact*) - UNM staff or faculty member who is identified as the day-to-day contact and support for this sign. Responsibilities are outlined in *Customer Responsibilities in Support of the Service* section.

2.1.2 End-User Requirements to Use the Service

In general, end-user requirements for digital signage are identified by the Customer. However, the following are core end-user requirements related to UNM IT's digital signage service:

- Impact of signage installation on day-to-day operations is minimized;
- Vendors follow UNM policies, wear appropriate identification, and know how to contact UNM IT Learning Environments staff with questions;
- Digital signs are installed within current UNM standards;
- Systems installed are supported by the department;
- Identify and provide the media and content to be displayed on digital signage in supported formats;
- Utilize the UNM IT approved signage system and publish the media in accordance with UCAM branding guidelines, in addition to copyright restrictions on posted content;
- Update the content to ensure timely messages to the UNM community;

2.1.3 Boundaries of Service Features and Functions

- Customer will only use infrastructure and equipment recommended by UNM IT;
- Use approved field hardware and audio-visual integrators;
- Ensure approval processes are in place for content review;
- Make a reasonable effort to determine where the problem lies, prior to contacting UNM IT; and
- The system provided is the only system that is approved by and supported by UNM IT. All other signage solutions are not supported under this SLA and are the responsibility of the owner.

2.2 Service Level Performance

2.2.1 General Service Levels

- Network services that enable digital signage are foundational for media and content distribution and playback;
- Access to digital signage system is accessible to the end user 24/7 and operates within their facility and individually chosen hours;
- Access to the signage software will be available 24/7, except during announced service maintenance or unplanned outage;
- The media bridge will be available for content caching 24/7, except during announced service maintenance or unplanned outage; and
- The UNM IT ticketing system is used for incidents and request intake and triage.

2.2.2 Specific Service Levels

- Academic Technologies is the single point of contact for support of the entire system;
- Media players, servers and cloud services are provided by a single vendor providing technical support; and
- Basic end-user introduction training, for new users is provided as requested.

3. Roles and Responsibilities

3.1 UNM IT Responsibilities in Support of the Service

UNM IT responsibilities and/or requirements in support of this SLA include:

- Purchase, install, configure and maintain the digital signage media bridge (equipment);
- Identify and approve displays for purchase that can be integrated with the campus infrastructure;
- Provide cost estimates to individuals and customer requesting quotes;
- Establish installation timeline and provide it to the customer;
- Arrange installation of digital signage components, including network and electrical;
- Identify staff training needs and arranging for training delivery;
- Meet response times associated with the priority assigned to incidents and Service Requests;
- Support system operations, administration and network connections;
- Provide friendly, courteous and efficient service;
- Respond to incidents and service requests received through the UNM IT Service Desk;
- Promptly refer any inquiries/complaints to the appropriate responsible team;
- Support continuous improvement efforts to develop and improve services for all service users;
- Meet response times associated with the priority assigned to incidents and service requests; and

UNM IT will bring to the customer's attention any situation in which extra time is required to support services due to lack of department staff knowledge, planning, or time to adequately fulfill the customer's digital signage responsibilities. In these situations, UNM IT reserves the right to bill, at our standard hourly rate or expedited service rate, for additional time spent in support of services being delivered to the customer.

3.2 Customer Responsibilities in Support of the Service

Customer (Department) responsibilities and/or requirements in support of this SLA include:

- Assign a Digital Signage Administrator;
- Complete content creation training within signage software, before receiving access to the system;
- Function as Tier 1 support for customer-owned field hardware for the end-user, which include: ensuring display is on, cables are connected and rebooting of media player;
- Utilize UNM IT Service Desk for reporting incidents;
- Contact UNM IT Service Manager for additions or changes in established service levels;
- Ensure staff members are familiar with the provisions of this SLA;
- Fund the field hardware costs and annual licenses;
- Fund the electrical and networking drops needed for signage;
- Provide a Banner Index for billing;
- Obtain appropriate departmental approvals for purchase and installation;

- Fund the recurring digital signage software license;
- Fund the costs of repair, maintenance, and replacement for field hardware;
- Initial requests for acquisition of digital signage shall be made through the UNM Help system;
- Notify UNM IT, via <https://unm.service-now.com/esc>, with any modifications to the number of player licenses for subsequent years by March 31st of each year. This will allow UNM IT to have an accurate count of licenses and leverage cost savings and volume discounts to be passed on to the customers; and
- Comply with the following UNM Business Policies:
 - UAP 2500: Acceptable Information and Information System Use
(<https://unmpolicy.policystat.com/policy/17085007/latest>)
 - UAP 2520: Access and Safeguarding Personally Identifiable and Controlled Information
(<https://unmpolicy.policystat.com/policy/17084753/latest>)
 - UAP 2550: Information Security
(<https://unmpolicy.policystat.com/policy/17084746/latest/>)
 - UAP 7710 Property Management and Control
(<https://unmpolicy.policystat.com/policy/17221634/latest>)

4. Hours of Coverage and Escalation

4.1 Hours of Coverage

Support for Digital Signage is provided Monday through Friday, 8:00 a.m. to 4:30 p.m.

4.2 Service Exceptions to Coverage

There are no exceptions for this service. Services and Service Levels that have been outlined in the previous sections.

4.3 Escalation

If you are not satisfied with the level of service on a request, please contact the Service Owner and if necessary, the UNM IT Service Manager.

UNM IT Contact	
Service Owner	Elisha Allen Director of Online Strategies and IT Academic Technologies elisha@unm.edu
Service Manager	Sally Bowler-Hill Associate Director of Academic Technologies, IT Learning Environments sabh@unm.edu

5. Service Requests

A Service Request is defined as a request for information, advice, or for access to a service.

5.1 Service Request Submission

Service Requests can be submitted by visiting <https://unm.service-now.com/esc>.

5.2 Service Request Response

For all requests, UNM IT's objective is to acknowledge and assign requests within twelve (12) business hours of receipt. Requests will be fulfilled within seven (7) days.

Campus priorities may require exceptions during certain times of the Academic year.

6. Incidents

An incident is defined as any interruption in the normal functioning of a service or system.

6.1 Incident Report

Incidents can be reported using Help.UNM at <https://unm.service-now.com/esc>.

There are no after-hours service provisions for this service.

6.2 Incident Response

Response time objectives for incidents reported to UNM IT are as follows:

Priority 1 (P1) is acknowledged, accepted and resolved within four (4) clock hours.

Priority 2 (P2) is acknowledged, accepted and resolved within one (1) business day.

Priority 3 (P3) is acknowledged, accepted and resolved within four (4) business days.

Priority 4 (P4) is acknowledged, accepted and resolved within four (9) business days.

6.3 Prioritization

All reported incidents receive a priority number based on the impact and urgency of the service interruption.

Impact is determined based on the number of people/departments/buildings that are affected by the interruption or outage. Life-Safety issues are taken into consideration for assessing and assigning priorities.

Urgency is based on the acceptable delay to restore the service. Urgency can be critical or high and is determined based on the nature of the service outage.

UNM IT may prioritize incoming incident requests as P1 or P2 priority if it meets one or more of the following criteria:

- Significant number of people affected;
- The level to which work is impaired for individuals;
- Academic and Administrative Calendar deadlines;
- Significant impact on the delivery of instruction; and
- Significant risk to safety, law, rule, or policy compliance.

7. Maintenance and Service Changes

There is no specified maintenance window for this service.

8. Pricing and Billing

Charges for Digital Signage are billed at initial deployment and license fees annually. Monthly bill details for UNM IT charges can be accessed using the UNM IT Billing Portal at <http://it.unm.edu>.

9. Reviewing and Reporting

9.1 SLA Reviews

UNM IT is responsible for facilitating reviews of this document. Contents of this document may be amended as required, provided mutual agreement is obtained from the primary stakeholders and communicated to all parties affected.

This SLA contains the complete agreement between the parties and shall not be changed, amended or altered except in writing and signed by each party.

10. Approvals

UNM IT: University of New Mexico CIO

By: Duane Arruti

Title: Chief Information Officer

Signature: 
Duane Arruti (May 4, 2026 10:24:51 MDT)

Date: 05/04/2026





Digital Signage SLA_20260420

Final Audit Report

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