

KATHMANDU UNIVERSITY GUIDELINES FOR THE USAGE AND MANAGEMENT OF DISPLAY BOARDS

Approved by Executive Council Meeting no. 703, dated 7 November 2023 (2080-07-21)

Kathmandu University (KU) Display Boards serve as an official digital platform for disseminating information related to university events and activities, replacing the traditional flex used for promotional purposes. This guideline outlines the rules and procedures for the use and management of the Display Board set up at the Central Campus and to be set up at the premises of other schools or at the locations selected by KU.

1. SHORT TITLE AND COMMENCEMENT

- a. These guidelines are named “KU Display Board Guidelines 2023”.
- b. The guidelines will be effective from the day of approval by the Executive Council.
- c. All university faculties, staff, students, and event organizers must comply with these guidelines for content submission, scheduling, and display on the Display Board.

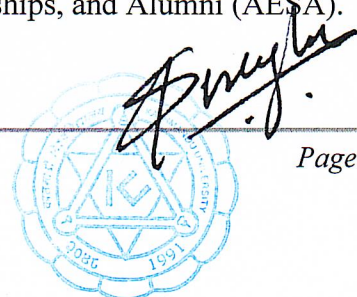
2. DISPLAY BOARD COMMITTEE

The Display Board committee shall comprise of the designated personnels from following Offices/Divisions:

- Coordination and Communication Division, Office of the Vice-Chancellor
- Office of the Registrar
- Management Service Division
- Information System Management Section (ISMS).

3. CONTENT APPROVAL

- a. Competent Authorities for Approval
 - i. For promotional activities of the University, the content must be approved by the Spokesperson.
 - ii. For promotional activities of the School, the content must be approved by the Dean, with recommendation of the concerned Head of Department, as required.
 - iii. For Admission-related events and notices, the content shall be approved by the Directorate of Admissions, Equivalence, Scholarships, and Alumni (AESA).



- iv. For events of departmental clubs and students, the content must be approved by the Student Welfare Directorate (SWD).
- v. For project related events and notices, the content must be approved by the Directorate of Research Development and Innovation (RDI).
- b. All other content approval or denial rests with the **Display Board Committee**.
- c. In case of content denial or disputes, event organizers may request a review with the **Display Board Committee**. All decisions will be communicated with detailed reasons for any denials.

4. OPERATIONS

- a. The Display board shall be active from 6 AM to 6 PM every day.
- b. Management Service Division shall be responsible for the management, operation and maintenance of the Display Board.
- c. The Display Board committee reserves the right to remove content if it violates the guidelines or if the event is canceled or rescheduled.
- d. Event organizers may request edits or updates to their content, subject to availability and schedule. Any content changes must be re-approved by the concerned Competent Authority.
- e. Provisions for advertisement shall be provided to Affiliated/Partner colleges at a rate decided by the Display Board Committee.

5. CONTENT CRITERIA

- a. *Display duration:*
 - i. Video contents must not exceed 3 minutes. The length of the video content may vary according to the need and context subject to prior approval.
 - ii. Each image displayed on the board will change every 30 seconds.
 - iii. Each event advertisement will be displayed for at least three days and a maximum of one week, depending on the event's date and importance. Adjustments may occur based on event significance.
- b. *Sound:* The sound of the video content will not be enabled on the display board.
- c. *Content:* Content displayed on the board at the KU central campus, including videos, should maintain a square format with a preferred aspect ratio of 1:1. The recommended

dimensions are 480x480 pixels or relevant depending on the display board setups. For the contents to be displayed at other School premises and locations, the dimensions should be as per the decisions of the assigning authority, as per the requirement and locations of the board.

- d. *Language*: Content must use appropriate and respectful language. The accepted languages are English and Nepali.
- e. *Image Content*: Images should be non-offensive, non-discriminatory, and free from explicit or harmful material and have proper usage rights.
- f. *Event Types*: The Display Board is primarily for promoting university-related events, activities, and announcements. It shall not be used for personal, political or commercial purposes.

6. CONTENT SUBMISSION AND APPROVAL

- a. Content submissions for the Display Board should be made to the Display Board Committee via the provided online submission form, which must be recommended by the Competent Authority.
- b. Events displayed on the Display Board shall also be posted on the Kathmandu University website or the respective department/school's website under the Events section if relevant.
- c. The submission portal will include a field for a shared drive link, and the link submitted must be public and shared from KU-issued email addresses.
- d. Content submissions should be made at least 5 working days in advance from the date of display to allow proper review and scheduling.

7. DISPLAY MANAGEMENT

- a. ISMS will be responsible for managing the network infrastructure to enable the Media Technician, who will be responsible for content display.
- b. The Media Technician will be responsible for uploading the content to the Display Board. In the absence of Media Technician, the responsibility will be taken by ISMS.
- c. Approved content shall be scheduled for display on the Display Board and posted through the Official Website and official Social Media Platforms.
- d. Event prioritization will be based on the event's date and significance.

8. TRANSPARENCY AND FEEDBACK

All decisions regarding content approval or denial will be communicated to event organizers, with detailed reasons provided for any denials.

9. AMENDMENTS

These guidelines may be subject to periodic modifications by the Display Board committee to adapt to changing circumstances or requirements. Any updates will be communicated to stakeholders through official notice.



2020/10/23