University Events Calendar System

1. POLICY STATEMENTS

1.1 This document directs the administration and usage of Texas State's events calendar system and its component calendars; it establishes a framework and related processes for publishing consistent, accurate, and timely information about events and activities of interest to university constituents and the broader community. The University Events Calendar System (UECS) provides a platform for the publication of events with an intended audience that extends beyond the calendar owner's own organizational unit, up to and including members of the general public. The UECS and its component calendars are tightly integrated with the official university homepage and the university's Gato content management system.

1.2 Compliance with the policies and procedure herein will:

    a. enhance ease of use in locating events of interest;

    b. promote consistency in calendar naming and functionality;

    c. maintain clarity and reduce ambiguity;

    d. facilitate a positive user experience;

    e. assure consistency with the university's marketing plan; and, in general,

    f. portray a consistently positive university image.

1.3 The UECS naming convention is designed to optimize usability by both internal and external constituents. To eliminate duplication, avoid conflicts, and minimize ambiguity, a calendar name should reflect the name of the responsible university organizational unit (e.g., College of Fine Arts Calendar, LBJ Student Center Calendar). Calendars that cannot be clearly associated with a single department or organizational unit may use a well-established, generally accepted, or traditional name (e.g., Academic Calendar, Common Experience Calendar). The Information Technology (IT) Division will follow this convention when working with organizational units to determine their calendar names.

1.4 Learning Applications Solutions (LAS) is responsible for user administration and setup procedures for the department level calendars. University Marketing owns the main university calendar and approves all events before they are published based on set standards. Both departments collaborate on the Gato template required to host the calendars and for the content types across the template related to the

calendar.

2. DEFINITIONS

2.1 <u>Administrative Head</u>: An individual responsible for one or more of the components that comprise the university's recognized organizational structure. Examples include vice presidents, deans, directors, chairs, and managers.

2.2 <u>Calendar Editor</u>: An individual identified and authorized by the calendar owner or calendar manager to create and modify events for the organization's calendar.

2.3 <u>Calendar Manager</u>: The individual designated as responsible for an organization calendar by the calendar's owner.

2.4 <u>Calendar Owner</u>: The administrative head of the organizational unit for which a calendar has been established in the UECS.

2.5 <u>University Events Calendar System (UECS)</u>: The set of calendars created and maintained in conjunction with the official university homepage and the Gato content management system.

2.6 <u>Main University Calendar</u>: The calendar that is presented as the main university calendar on the Texas State website. Event content is maintained by University Marketing.

2.7 <u>Department calendar</u>: The set of calendars that are managed by individual departments.

3. CALENDAR CREATION AND MANAGEMENT

3.1 Individual calendars must be sponsored by, and may only be established by, officially recognized organizational units (university, division, unit, department level only) of the university and chartered student organizations.

3.2 A request for an organizational unit calendar must be sponsored by or come from the administrative head responsible for that department or unit.

3.3 A request for a chartered student organization calendar must be sponsored by and come from the organization's official university sponsor, and the organization's university status must be validated by the Dean of Student's Office.

3.4 The UECS is not intended and shall not be used as:

a. a resource reservation or facility scheduling tool (i.e., to reserve a

room); or

b. a vehicle for communicating the time, place, or agendas of routine departmental meetings.

3.5 The organization requesting the calendar must designate an individual as its calendar manager.

3.6 Each calendar will be given up to two editors. Event submission forms will be used by additional staff members to add events.

3.7 LAS may deactivate any calendar and remove any associated editors that have not had an event posted for more than six consecutive months.

3.8 Some Texas State entities have been authorized to operate their events with a different calendaring system temporarily (ex. Athletics). The Information Technology (IT) division will approve these exceptions and manage the timeline to transition to the UEC.

4. EVENT CREATION AND MANAGEMENT

4.1 The entry for each published event on a department level calendar must include the event's title, description, date, time and location, as well as a contact name and email address.

4.2 Events are considered acceptable for inclusion in the main university calendar if they are directly related to or would benefit the university and if they are consistent with the mission of the university, the role of the sponsoring organization, and the purpose for which the calendar was established. They must be open to the public or multiple university departments or areas of study. The event purpose needs to be clear and of general interest to a broad audience.

Event entries for the main university calendar must include the event's title, description, event type, campus sponsor(s), date, time, fee (if any), intended audience and location, as well as a contact name and email address.

If an event is denied for inclusion in the main university calendar, editors may submit an appeal to umarketing@txstate.edu with details of the event and reason for request. Appeals will be reviewed by the director of University Marketing.

4.3 University Marketing will determine which events may be featured in a sidebar on the official university homepage.

4.4 Event postings must comply with Texas State's policy on the appropriate use of information resources (UPPS No. 04.01.07), guidelines provided in student, faculty, and staff handbooks, other relevant university policies, and state and federal laws and regulations.

4.5   Calendar managers and owners are responsible for the relevance, timeliness, accuracy, and appropriateness of all entries in their calendars.

4.6   LAS and University Marketing reserve the right to immediately delete or edit any event listing that, in their judgment, does not meet the above criteria.