

## University Events Calendar System

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### 01. POLICY STATEMENTS

- 01.01 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 home page and the university's Gato content management system.
- 01.02 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.
- 01.03 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, LBJ Lecture Series Calendar). The university webmaster will follow this convention when working with organizational units to determine their calendar names.
- 01.04 The university webmaster is responsible for assigning calendar names and establishing procedures to facilitate compliance with this policy. Requests for specific names or calendar system features that are denied

by the university webmaster may be appealed to the director of the Educational Technology Center, whose decision is final.

## **02. DEFINITIONS**

- 02.01 Administrative Head: 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.
- 02.02 Calendar Editor: An individual identified and authorized by the calendar owner or calendar manager to create and modify events for the organization's calendar.
- 02.03 Calendar Manager: The individual designated as responsible for an organization calendar by the calendar's owner.
- 02.04 Calendar Owner: The administrative head of the organizational unit for which a calendar has been established in the UECS.
- 02.05 University Events Calendar System (UECS): The set of calendars created and maintained in conjunction with the official university home page and the Gato content management system.
- 02.06 University Webmaster: The individual designated by the director of the Educational Technology Center to administer and oversee the technical design, development, maintenance, and operation of the official university website, the university's Web content management system known as Gato, and the UECS.

## **03. CALENDAR CREATION AND MANAGEMENT**

- 03.01 Individual calendars must be sponsored by, and may only be established by, officially-recognized organizational units of the university and chartered student organizations.
- 03.02 A request for an organizational unit calendar must be sponsored by or come from the administrative head responsible for that department or unit.
- 03.03 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 office of Campus Activities and Student Organizations (CASO).
- 03.04 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.

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

03.06 The calendar owner or manager shall designate themselves or other individuals as calendar editors with the authority to create and modify events in the organization's calendar.

03.07 The university webmaster may deactivate any calendar that has not had an event posted to it for more than six consecutive months.

#### **04. EVENT CREATION AND MANAGEMENT**

04.01 The entry for each published event must include the event's title, description, campus sponsors, date, time, participation fee (if any), categories, intended audience, and location, as well as a contact name and phone number or e-mail address.

04.02 Events are considered acceptable for inclusion in the 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.

04.03 University Marketing will determine which events may be featured in a sidebar on the official university home page. Calendar managers may request "featured event" treatment for events that have significant public interest.

04.04 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.

04.05 Calendar managers and owners are responsible for the relevance, timeliness, accuracy, and appropriateness of all entries in their calendars. The university webmaster may remove an event one semester after the event's end date.

04.06 The university webmaster reserves the right to immediately delete or edit any event listing that, in the webmaster's judgment, does not meet the above criteria.