INTRODUCTION
Event Notification System for Campus-Wide Information
Ramon Casares and Lari Young

PURPOSE
TO GATHER VALUED INPUT ON THE BEST WAY TO CREATE A "ONE-STOP-SHOP" FORMAT FOR CAMPUS-WIDE EVENT NOTIFICATION.
PROBLEM STATEMENT

TO DETERMINE THE BEST WAY TO EFFECTIVELY COMMUNICATE EVENTS OCCURRING ON CAMPUS TO ALL CONSTITUENTS AND STAKEHOLDERS IN A TIMELY MANNER FOR SAFETY AND EFFICIENCY.

RECOMMENDATION

We recommend a single calendar for events contributed to on a regular basis by all campus event planners.

OUTLINE

- BACKGROUND INFORMATION
- ASSUMPTIONS
- DISCUSSION
- FACTS BEARING ON THE PROBLEM
- COURSES OF ACTION
- EVALUATION CRITERIA
- ANALYSIS OF COAs
- SURVIVING COAs
- CONCLUSION
- RESTATEd RECOMMENDATION
- PRIOR COORDINATION
- QUESTIONS RAISED BY PEERS
- DECISION
BACKGROUND

• Need to find a way to keep all event planners accountable for participating in the communication system.
• Currently staff is reactive to event needs when campus stakeholders (services) are not informed in a timely manner.
• Man hours are being abused in planning shifts and time is taken away from scheduled assigned work to facilitate unpublished events.
• Community at large is confused as to what events are scheduled on campus since there is not one master event calendar for them to see.

ASSUMPTIONS

• Assumed all stakeholders will look on various calendars on Master Calendar to see what events are occurring.
• Assumed that staffing for police, catering, etc. are always available to facilitate events whenever and wherever they occur without prior information or awareness from event planners.
• Assumed that one event will take precedence over others without looking at the “big picture.”

FACTS BEARING ON THE PROBLEM

• Too many individual calendars.
• No central communication system for all stakeholders.
• Need a central calendar.
• Accounting for man-hours, overtime pay.
• The EMS/Master Calendar system is a reservation calendar system for booking rooms etc. so all public events are mingled in with other room reservations for non-public meetings etc.
• Campus growth is creating more events and more participants and patrons so more planning is needed to facilitate the communicating of these events to stakeholders and to campus service providers for events.
FACTS BEARING ON THE PROBLEM
SPECIFIC RECENT EXAMPLES

• May 5, 2012 March of Dimes – A large event that disturbed traffic flow in and out of campus. UPD was notified, but other venues on campus were not.
• Saturday April 28, 2012 Kare to Excel Charity Run 2nd year in a row this was scheduled without campus-wide notification with other large simultaneous events on campus at the same time.
• September 21, 2011 Conquer the Coast – Even though this was not a university-sponsored event the event did disrupt traffic flow on campus and other venues on campus were not notified.
• Saturday April 16 2011 Kare to Excel Charity Run The event was held on campus but event was not on any calendar.

COURSES OF ACTION

COA 1 - Create a new single event calendar linking existing ASTRA (classrooms) and EMS (events) programs.
COA 2 - Link fewer event calendars into one central location.
COA 3 – Keep existing event notification system in place but with more participation from event planners.

EVALUATION CRITERIA

CALENDAR MUST BE:
• ACCESSIBLE TO ALL ENTITIES.
• CONCISE AND VETTED FOR ACCURACY.
• COMPLETE WITH ALL EVENTS LISTED.
• EASY TO READ AND COMPREHEND.

CALENDAR MUST NOT BE:
• OPEN TO REVISIONS BY UNAUTHORIZED PERSONS.
• FULL OF UNNECESSARY INFORMATION.
ANALYSIS OF COA 1
Create a new single event calendar.

COA 1

ADVANTAGES
• Simplicity.
• Using familiar and existing programs.
• No or minimal cost or training for new start-up programs.

DISADVANTAGES
• Existing programs are not compatible.
• Existing programs are not user friendly.
• Existing programs do not communicate with each other.

ANALYSIS OF COA 2
Link fewer calendars.

COA 2

ADVANTAGES
• Familiarity with all existing software being used.
• Departments continue using familiar individual calendars to maintain accountability.
• Stakeholders have fewer calendars to wade through when looking for information.

DISADVANTAGES
• Individual calendars are not easily located by stakeholders.
• Formatting is different with each calendar rendition.
• Information is not consistent for events listed on various calendars.

ANALYSIS OF COA 3
Keep existing calendars but with more participation.

COA 3

ADVANTAGES
• Familiarity with all existing software being used.
• Calendars are designated for specific areas where events are taking place.
• Stakeholders are finding the filtering being done with EMS is improving locating events but still not user friendly.

DISADVANTAGES
• Individual event planners are slow to participate and need to be held accountable for posting.
• Too many calendars for stakeholders to have to wade through.
• EMS Enterprise is not web-based so cannot be populated off campus.
SURVIVING COA’S

• COA 1 Single Calendar.
• COA 2 Link Fewer Calendars.
• COA 3 Keep existing calendars but with more participation.

COA 2 was screened out because it was still not going to be concise enough for stakeholder clarity.

COA 3 was screened out because, based on current participation rates, it will be difficult to ensure broad-based participation from all calendar managers.

CONCLUSION

A new single event calendar linking existing ASTRA (classrooms) and EMS (events) programs seems to be the best way to communicate to all stakeholders. Reasons being:
• Cost: Won’t have to purchase a new software program from an outsourced company.
• Training: Only minimal training would need to be provided by the in-house department creating the link that populates the calendar.
• Usage: One easy to use place for all stakeholders to find event information.

RESTATED RECOMMENDATION

COA 1 – It is recommended that the Innovation in Computing Research Labs (iCORE) department be asked to link existing ASTRA (classrooms) and EMS (events) programs to populate a single event calendar.
"Our ASTRA software doesn't communicate with our EMS software so all the academic events that are scheduled do not get populated on the Master Calendar. Neither the ASTRA generated Event Calendar nor the EMS generated Master Calendar are complete and are not user friendly to non-campus community."

"Conclusion/solution is to find a way for the software to communicate with each other or create a central information calendar, if a master event scheduling calendar would be created and maintained then events for the same facility would not be double booked."

"Campus communication is a nightmare now – the right hand does not know what the left hand is doing. A central calendar would help ‘awesomely’ with a publicity specialist maintaining it with input from all campus event planners."

"The central event calendar would help the catering to know when we can pre-set up events in the room and can adjust our timing to bring over tables, equipment and china glassware to haul across campus. Some special events take several trips to put everything in place before the food or beverages can be brought over."

"When customer place orders we can check the rooms they provide us that was reserved. Rooms reserved time is adequate between clean up from one event to set up time of next event."

"A central University calendar needs to be established and maintained. If this calendar existed then we got special building and classroom openings could be completed immediately."

Questions Raised by L.E.A.D Participants at initial briefing 10/26/12

• Do other universities have a single event calendar model?

• Would Blackboard work for the collating of calendars and is it a healthy company?

• Will there be a possibility for a mobile app?
Questions Raised by L.E.A.D Participants FOLLOW UP

• Do other universities have a single event calendar model? Yes!

University of Michigan

is adopting a one-calendar option for the campus as detailed in the following article: http://www.ur.umich.edu/update/archives/100908/events

"The goal is to establish a single, complete general campus events calendar. "We’ve heard from many on campus who want a single, complete listing of U-M events," says Rick Fitzgerald, associate director of public affairs and internal communications. "This change will make that easier by focusing on one, comprehensive calendar website for the entire university community."

Questions Raised by L.E.A.D Participants FOLLOW UP

• Do other universities have a single event calendar model? Yes!

Texas A&M University–Commerce

It is the next generation of EMS with ASTRAA Capabilities.

Questions Raised by L.E.A.D Participants FOLLOW UP

• Do other universities have a single event calendar model? Yes!

Baylor University

http://www.baylor.edu/calendar/index.php
Questions Raised by L.E.A.D Participants FOLLOW UP

- **WILL THERE BE A POSSIBILITY FOR A MOBILE APP?** Yes!

Texas A&M University-Corpus Christi

Islander Mobile helps you stay connected with the Island University wherever you are!

Questions Raised by L.E.A.D Participants FOLLOW UP

- **COULD THERE BE ELECTRONIC KIOSKS ACROSS CAMPUS?** Yes!

Campus bldgs. could have them as well as at the main entrances to campus with drive-up capability.

Additional Questions?
1) Task existing Calendar Committee with researching feasibility.

2) If feasible – invite major stakeholders to gather valuable input on accomplishing goals.

3) Calendar Committee would then compile necessary components and campus resource personnel to implement the project and create a timeline for completion.

4) If this process were started in Summer 2013 a reasonable time to roll out the new calendar would be Spring 2014.