Project | **University Calendar**

**Initiated**
February 20th 2015, Melissa Edwards and Campus Communicators

**Meetings and Dates**
2/20/2015: Initial discussion
3/13/2015: Initial requirements and concept wireframes

**Project Team**

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**Overview**

Webtools Calendars have excelled at providing units and department with tools to create custom calendars and extend their own through shared event calendars, however, there is not a single location that connects university events with web audiences at illinois.edu. Attempts by Communicators to help client events gain exposure has uncovered some specific areas of need that Webtools can provide.

**Solution**

This project suggests a redesign for the campus calendars page that would leverage a proposed Webtools event categorization option. These updates would allow visitors of Illinois.edu to experience a new unified University of Illinois campus calendar in addition to workflow improvements for Webtools users.

**Key Improvements:**

- Users can find any event based on the type of event without having to know which special calendar to visit.
- Calendar Events are organized under a single university-guided taxonomy for categorization, which is user-oriented.
- Units/Departments can get illinois.edu-exposure while managing their Calendars however they choose, without having to requesting permission for sharing to other special calendars or needing to create new workflows for managing separate sharing-calendars.
- An automated subscription process adds the ability for users to subscribe to categories, sending them automated weekly emails of university events that match their interests.
Advantages
This calendar system presents numerous advantages that address both internal and external communication challenges. This solution connects audiences to the brand. From an internal perspective we’ll be empowering campus units to more effectively reach their constituent audiences, while creating opportunities for those audiences to engage more deeply with the Illinois brand in ways that are most meaningful to them.

Challenges
Adoption of the categorization system has been a challenge in the past. A tagging system was originally implemented in the first version of the Calendar Tool and users did not see the value in marking an appropriate category. “Other” was most often assigned. Additionally, this solution must present low-time costs on development, so any opportunity to leverage current functionality is of primary interest.

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Initial User Requirements Notes

CATEGORIES
Users would be able to filter calendar events by category in the interface for more manageable viewing. Categories are also used as subscription options in automated subscription emailing.

● Categories will be pre-defined campus-approved.
● An event can be categorized as belonging to multiple categories.

EVENT APPROVAL
● Event-level approval will be required? and granted by __________.
● A shared event can be removed/unpublished at any time by __________.

SUBSCRIPTION EMAIL
● Users can choose to subscribe to specific categories from the Campus Calendar.
● A weekly email is send that includes new entries for the upcoming week’s date-range.
● If no events are in the upcoming week, no email is sent
● If a user subscribes to multiple categories of interest and the same event is included under multiple categories, the user will only receive 1 instance of the event in the weekly email.
Current Calendars Page on Illinois.edu

CAMPUS CALENDARS

Browse or Search
Choose a campus calendar to browse or search:
- Listing of department and unit calendars
- Search all Toolkit calendars
- Calendar process and policies
- Set up your unit calendar

Featured Events
- Mon., Oct 14 - 08:30 am: "Many Voices: The Great War in America's Song"
- Thu., Mar 15 - 10:00 am: "Threats Against EU: Implications for the European Union: Advice for EU"
- Thu., Mar 15 - 07:30 pm: "Cassandria Wilson: "Combining Print and Digital: A Celebration of Interdisciplinary"
- Wed., Mar 15 - 09:00 am: "All Campus Career Fair"
- Sat., Mar 15 - 01:00 pm: "Spring Vacation Reservations"

General Interest Calendars
- General events:
Events of interest to the widest campus-community audience.
- Academic dates:
The official academic calendar set by the Urbana Campus Senate.
- Ten-year academic calendar:
A decade-long view of the academic calendar for long-term planning.
- Advising and placement:
Resources for students to further their careers.
- State Farm Center:
Venue for many of the largest performance events on campus, as well as Fighting Illini basketball.
- Big 10 Athletics

Current Featured Calendars

General events (Illinois.edu Calendar)
http://illinois.edu/calendar/list/7
Includes: 62 Event Calendars
Academic dates (Illinois.edu Calendar)
http://illinois.edu/calendar/list/557

Ten-year academic calendar
http://senate.illinois.edu/a_calendar.asp

Advising and placement (Illinois.edu Calendar)
http://illinois.edu/calendar/list/594

State Farm Center
http://www.fightingillini.com/statefarmcenter/

Big 10 Athletics
http://www.fightingillini.com/calendar/ill-calendar.html

Chicago area events (Illinois.edu Calendar)
http://illinois.edu/calendar/list/4756

Cultural and international exhibits (Illinois.edu Calendar)
http://illinois.edu/calendar/list/596

Extension programs
http://web.extension.illinois.edu/state/calendar.cfm

Facility hours (Illinois.edu Calendar)
http://illinois.edu/calendar/list/63

Holidays (Illinois.edu Calendar)
http://illinois.edu/calendar/list/468

Performances (Illinois.edu Calendar)
http://illinois.edu/calendar/list/597

Public Engagement
http://engage.illinois.edu/

Recreation (Illinois.edu Calendar)
http://illinois.edu/calendar/list/637

Registered Student Organizations (Illinois.edu Calendar)
http://illinois.edu/calendar/list/219
Research (Illinois.edu Calendar)
http://illinois.edu/calendar/list/4757

Speakers (Illinois.edu Calendar)
http://illinois.edu/calendar/list/598

Staff Training (Illinois.edu Calendar)
http://illinois.edu/calendar/list/642

Other Calendar Examples

University of Michigan - Events Calendar  http://events.umich.edu/
This Calendar informally invites users to explore areas of interest inside the university, and imagery and features highlight key areas of interest that I am quickly able to digest. Multiple view-styles allow me to just glean highlights or investigate the details, which is nice depending on my reason for looking.
Different View Styles

Event - Preview Style

Event - List Style

Columns
Cornell - Events Calendar http://events.cornell.edu/
Cornell’s Calendar is straight-forward and does not present events with as much showiness, but more utilitarian. Events are still featured, categorized and indexed as were with Michigan. I am able to dig into what I need, however I feel less invited to explore.
Featured Events

CU Music: guest clarinetist with faculty
3/12 8:00PM
Guest artist: EunKyung Kim, clarinet, with Cornell and Ithaca College faculty members. Features works by Poulenc, Stravinsky, and Mozart. Funded in part by a grant from the Cornell Council for the

Ability to view events by Type and Department

EVENT TYPES

Seminar (11)
Exhibit (7)
Lecture (7)
Exhibition (5)
Special Event (5)
Class/ Workshop (3)
Show More ↓

DEPARTMENTS

Johnson Museum of Art (6)
Alumni (5)
Cornell University Library (4)
American Indian Program (2)
CCE Schuyler (2)
City and Regional Planning (2)
Show More ↓

PLACES
Northwestern Events Calendar [http://planitpurple.northwestern.edu/](http://planitpurple.northwestern.edu/)

Northwestern’s Calendar offers the Categories as standard as well. The display is a straight-forward look at what is happening. I can find things easily. Nothing stands out, but I can find what I need.

Users can view Campus-wide events by keyword, audience and location.
Possible Design Updates

... scroll for images below...
Calendar Home Page could present events as features...
Categories available in the navigation let you choose what to explore...

While important calendars that need to remain separate are immediately available, like Academic Dates...
Once Categories are chosen, users continue to the Results Screen where they could refine and search within their Categories and Subscribe to them...
Users can choose to Subscribe to their Category selections

Admin Updates

To accommodate the shared calendar, events in Webtools would need to have Categories assigned to them. Once assigned, the event would then available via the University Calendar under that categorization. Added approval processes could be in place to publish or appropriate events as they are seen on the University Calendar.

CURRENT VIEW (Adding an Event)
Currently users can share a single event with the the Chicago Area Events Calendar, Research Calendar, or the Speakers Calendar…
NEW OPTIONS
The University Calendar Design proposes we use a single Calendar where no sharing needs to be requested. Users would categorize the event using these options below.

To gain use, all Calendars throughout the university would be required to “identify” their event, by School or College and then by event category.

There would be no “other” catch-all category. Users are prompted to “contact us” if they feel no categories match their event. A category, “internal event” could be used for events that should not be viewable public.