

# CAIFE 2.0

## Comprehensive Campus Calendar

### Background

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The idea of proposing a Comprehensive Campus Calendar was suggested by Dr. Dvera Saxton, a faculty member at Fresno State.

### Objective

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The Comprehensive Campus Calendar CAIFE committee was charged with the following: To create a campus calendar that highlights extracurricular programs, workshops, performances, etc. that are open to students, faculty, staff and community members.

### Team Members

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Yvette Angeles  
Team Lead (Advancement Services)  
Gerry Elizondo  
(Student Involvement)  
Erin Kent  
(University Student Union/Reservation Cntr)  
Angel Langridge  
(University Communications)  
Kim Morin  
(Theater Arts)  
Athena Niayesh  
(Student, USU Board of Directors)  
Francine Oputa  
(Cross Cultural and Gender Center)  
Pawn Sayphengsy  
(Technology Services)  
Dawn Truelsen  
(Technology Services)  
Paula Castadio  
(Executive Sponsor)

### Project Milestones

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1. The Committee researched the current calendaring system (25Live).
2. Conducted a series of focus groups. They included two staff focus groups (total of fifteen individuals); two student leader focus groups (total of three individuals) and one faculty focus group (total of five individuals).
3. Conducted on-line survey. Target audience included faculty, staff and student organization leaders. A total of 343 students and 2,342 faculty/staff were surveyed with a response rate of 63% staff/MPP/administrators, 30% faculty, and 5% student organization leaders.
4. The Committee gained first-hand knowledge of the capabilities and challenges of 25Live.

### Findings

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- Based on the focus groups and the on-line survey the committee discovered the following:
- 25Live is a space management program, not intended as an event promotion tool.
  - Students rarely utilize the current campus calendar to research campus events or to promote student events.
  - Those who reserve space on 25Live have not received any type of formal training on how to use the application, therefore events are not entered consistently.
  - Certain campus colleges/departments utilize the following resources:
    - internal academic/event calendars
    - department website
    - printed flyers and invitations
    - social media
  - Benefits of a Comprehensive Campus Calendar:
    - one centralized calendar
    - to make event planners aware of other events.
    - assist with promoting on campus events.

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## Comprehensive Campus Calendar

- Concerns of a Comprehensive Campus Calendar:
  - of those surveyed or participated in focus groups, most would continue to utilize their current form of promotion.
  - too many events could make it difficult to navigate.
  - scheduling/event support is needed to oversee events posted on calendar.
  - an approval process needs to be developed to ensure events are entered appropriately and accurately.
- Must Haves:
  - user friendly
  - simple to use
  - visually appealing
  - sync to other calendaring programs (i.e. Google calendars, mobile apps, etc.)

- Create a culture of collecting data on marketing tools to determine effectiveness.
- Research the current 25Live contract to find out what the contract included (i.e. 25Live representatives coming to campus, software updates, etc).

### Focus Groups

#### FACULTY

- One calendar would be of great benefit.
- Too many events make it hard to read.

#### STUDENTS

- More likely to use social media; today it is Twitter...
- Email not very effective.

#### STAFF

- Social media promotes same content many ways.
- Seeing all events would help with planning.

#### EVERYONE AGREES

- Must be simple to use
- Must be visually appealing

### Recommendations

- Develop education campaign for 25Live:
  - Scheduling Office to develop detailed instructions on how to use 25Live.
  - Educate and promote 25Live calendar features.
  - Request that Human Resources (State and Foundation) include training guides in the New Employee Orientation packets.
  - Provide quarterly training for employees or student assistants who utilize 25Live.
- Utilize calendar feature on the Fresno State mobile app.
- Assign and/or hire additional staff members to manage an events calendar
- Evaluate event calendars from other campuses for cost and ease of use.
- Pilot using Google Calendar for campus events.

### Current ways events are being promoted

