



# INDIANA UNIVERSITY NORTHWEST

## Requesting a Public IU Northwest Event Calendar

*This form is to be used to inform the Indiana University Northwest Office of Marketing and Communications (OMC) and University Information Technology Services – Northwest (UITS-NW) of your interest in developing a public calendar for your department or office. It's important to note that all calendars affiliated with the IU Northwest campus are representative and reflective of IU, and of the overall university brand.*

### Criteria for Owning A Public Calendar:

1. Your calendar must have a home on your department/organization web page.
2. Your calendar must have a significant number of entries that do not fit in with any of the existing calendar categories. Inactivity for 4+ months may result in your calendar being removed.
3. Your calendar must have at least one designated staff member (and one back-up) whose responsibility it is to monitor / maintain the calendar daily.
4. Your calendar must have a significant number of events that do NOT fit into an already existing calendar. (diversity, alumni, student activities/athletics, meetings, academic dates)

*In order to ensure all university calendars are adequately populated and maintained and therefore useful to the campus and community, and also to prevent proliferation of calendars that eventually fall out of use, certain criteria have been established before a public calendar will be granted by UITS-NW and OMC. As such, we reserve the right to remove calendars that are not properly maintained or adequately populated.*

Name, Title, Department: \_\_\_\_\_

Name of calendar to create: \_\_\_\_\_

URL for department home page where the calendar will be located: \_\_\_\_\_

### Strategy:

Please define the purpose and/or strategy of the calendar. (i.e., Why do you believe your calendar is necessary?)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Who is (are) your audience(s)?

\_\_\_\_\_  
\_\_\_\_\_

How do you feel the campus and/or the community will benefit from your calendar?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please explain why one of the existing public calendars does not meet your needs.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please provide a description, or examples, of the types of events that you would post to your calendar.

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**Implementation:**

How often do you plan to add events to your calendar?

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Who will be the day-to-day administrator(s), and the back-up? *Please provide off-campus contact information in the event OMC would need to reach the administrator outside of business hours.*

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What will be your approach to monitoring the calendar on a regular basis?

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What will be your approach to accepting/rejecting submissions to your calendar from the campus community?

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**Process to Request a Public Calendar:**

1. Fill out the One.IU Calendar Request Form. Please note, this form must be filled out for every type of public calendar that you plan to create.
2. Return the form to OMC. The form will be reviewed and evaluated. Your requested page will be approved or denied by OMC.
3. If your calendar has been approved, you may request that your calendar be developed by UITS-NW.
4. Prior to making your calendar live, a one-on-one training session will be arranged to ensure you can effectively maintain your calendar. This will be followed by a one-week trial period before the calendar is made public.
5. A member of the calendar implementation team will also be listed as an “approver” of the calendar. We reserve the right to monitor, edit for content etc.
6. Continue to update and monitor your page on a regular basis. It is the responsibility of the calendar owners to keep the calendar updated, as well as to monitor and respond to items submitted by the campus community. This is not a responsibility of OMC.

Completed form(s) should be sent to the Office of Marketing and Communications at [marcom@iun.edu](mailto:marcom@iun.edu). Please call the OMC office (219-980-6800) with any questions. We appreciate your assistance.