

Comprehensive Campus Calendar

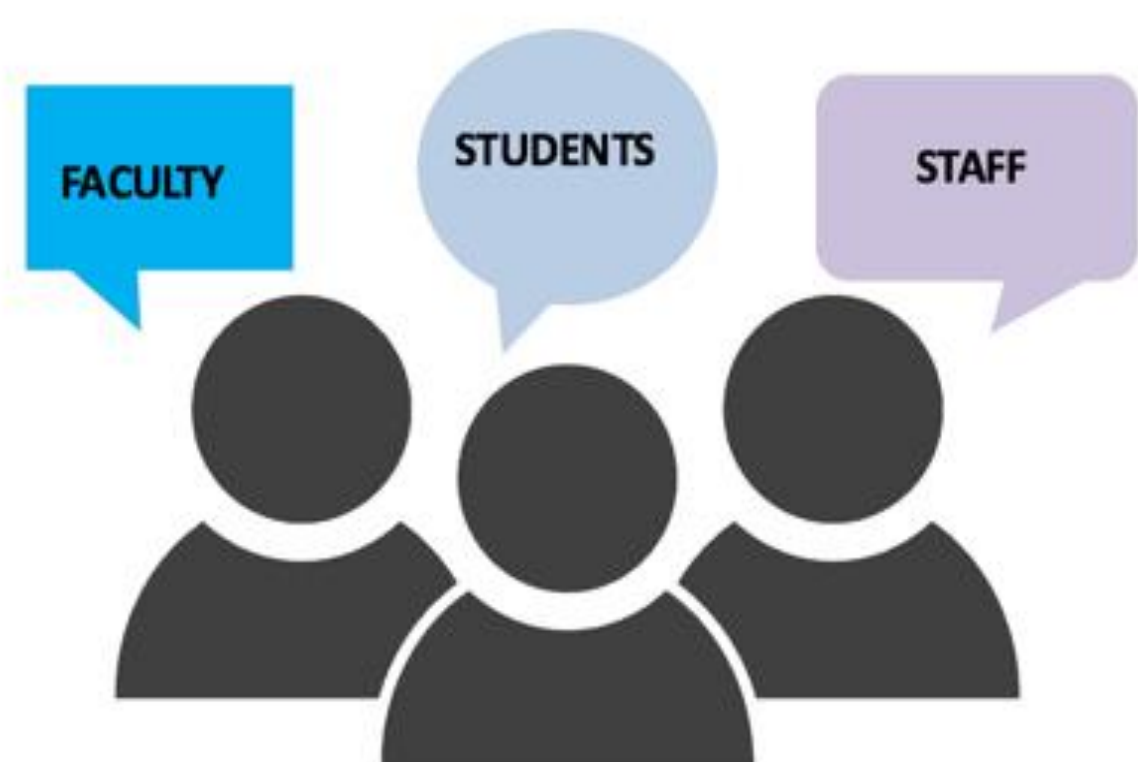
Our Charge

Create one effective calendar for all activities, programs, workshops, and performances at Fresno State.

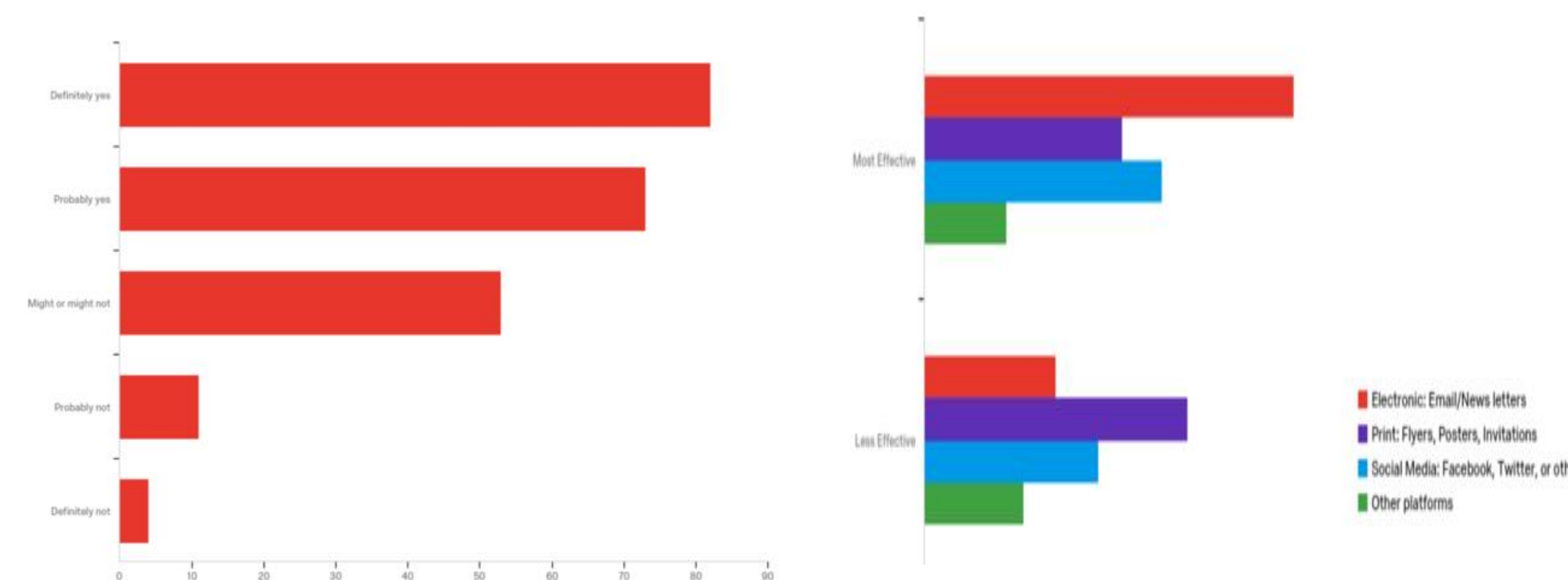
Our Findings



- Space management and event promotion are very different tasks with different needs.
- 25Live serves as an effective space management tool.
- Groups across campus have different priorities for promoting events.



Survey



Would you use a comprehensive calendar?

How do you get the word out?

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

FIRST STEP:

- Develop education campaign for 25Live.

NEXT STEPS:

- Evaluate event calendars from other campuses for cost and ease of use.
- Consider hiring staff to manage an events calendar.
- Pilot using Google Calendar for campus events.
- Create a culture of collecting data on marketing tools to determine effectiveness.
- Utilize calendar feature on Fresno State Mobile app.

