

Norwich Online Calendar

Let's Get Started Cheat Sheet



NORWICH
UNIVERSITY[®]

Expect Challenge. Achieve Distinction.

LET'S GET STARTED CHEAT SHEET

How to Add New Event:

Posting all NU events on the calendar is extremely important, not only for the internal Norwich audience, but also the external audience. Imagine John is a high school senior interested in Norwich. He's spending some time on the NU website on his phone, and he wants to see if campus is boring or if there will be anything to do. Check it out—this weekend on campus there's a cavalry troop demonstration, a Campus Activities Board Billiards Tournament, a Psychology Department guest speaker, and a women's soccer game! He's glad to see that students have lots of options. Mrs. Jane Smith works in the Mathematics Department. She's trying to help a student club plan a lunch and alumni speaker. She uses the calendar to see what other events are on Friday, October 1st to try to avoid conflicts. We have a vibrant campus and host a lot of great events, and we need to showcase them.

Members of the Norwich community are invited to post their NU events. Students, faculty, and staff with a Norwich SSO log in can do so from events.norwich.edu. This is where you will go to use the calendar yourself to check out upcoming events, but it is also where you can enter new events.

First, we need to click on “log in”. We will use our Norwich network email address and password.

Now in the top right corner we will click “Submit Event”.

ADDING BASIC EVENT INFORMATION

Here you will start by adding a title, and make sure that it is descriptive and draws the attention of the user.

Instead of “Men's Lacrosse Game”, you can use “Men's Lacrosse Senior Day Game vs. Lasell”. Instead of “Movie Screening,” you can use “The Imitation Game Screening.”

In the description we can add all the necessary details. In this example I will add the game date, time, streaming, and live stats information. You always want the who/what/where/when/and why to be here—but it's very important that you write your description for a public audience. Don't assume they know what NUCC means. If the event is only for Communications Majors or if RSVPs are required, you will need to say that.



Search places, events



ENTER DATE & TIME

Then we will add the date and time of the event, and click “Add to Schedule”.

Now it shows up as “Confirmed dates”. If I need to make any changes I can use the icon on the right, if I need to delete an occurrence I can click the delete icon. If I have another occurrence I can add it above and add to schedule.

Event Name REQUIRED
Men's Lacrosse vs. New England College

DESCRIPTION REQUIRED

B I U | | |

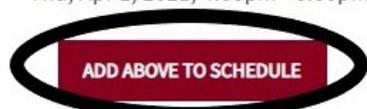
The men's lacrosse team will host the Pilgrims of New England College on April 1, 2021, face off is set for 4:00.

Schedule

Start Date REQUIRED 04/01/2021	Start Time 4:00 PM
End Time 6:00 PM	Repeating Never

Summary

Thu, Apr 1, 2021, 4:00pm - 6:00pm



ADDING EVENT LOCATION

You will then add the location of the event, the location should auto populate below, and you need to make sure you are specific and use room numbers when applicable. Including the location is key, because the event posting will pull in either the campus map or a google map (off campus), which helps visitors find the venue.

ADDING EVENT WEBSITE, HASHTAGS, AND POINT OF CONTACT:

Under additional details, we can add hashtags and the event website. For example, the Todd Lecture Series uses #NorwichTLS. For a senior dinner hosted by the alumni office, the link to register online would go here. All events must have a point of contact. This is so that a visitor or student with a question can be assisted. POC can be an individual, a department, and contact information.

Location

Additional Details

ADDING EVENT IMAGES:

Photos are so important to making events stand out and look nice. **You can add one that you have just like attaching a photo to an email, or you can click “Choose from library” and choose from a stock image.** These photos are already formatted to fit the criteria of the calendar. If you don't have a photo in mind, the Office of Communications will assign an image to the event for you before publishing. A tip is to make sure the image is at least 1000 pixels wide. The calendar will automatically size the photo for the user based on whether they are using the calendar on their phone, desktop, or iPad. You can easily crop a photo by using the sliding the blue dot to the right or left.

You need Person of Contact.

Photo



1970 Norwich University Lacrosse

Filters

ADDING FILTERS:

Then you will add the filters. These are important because users can sort by the different filters, so if you are a student you can sort to find the pertinent events to you; if you want to look by interest you can filter for Humanities events; or if you are looking for Biology events you can search by department.

You can also add a ticket information link if needed. Note that you must work with ITS and the university CISO if you are using a ticketing site in order to ensure that the service you are using is secure and allowed under Norwich policy.

The screenshot shows a 'Filters' section with two columns of dropdown menus. The first column has 'Event Type' (with 'Athletics' selected) and 'Interest' (with 'Sports & Recreation' selected). The second column has 'Target Audience' (with 'Students' and 'Parents & Family' selected) and 'Group & Department' (with 'Men's Lacrosse' selected). Below the filters is a 'Ticketing' section with 'Ticket Cost' (containing a red information icon) and 'Ticket Link' (empty). At the bottom left, there is a 'Cancel' button and a red 'ADD EVENT' button circled in black.

YOU'VE ADDED YOUR EVENT!

Once you are done, this is what the final product will look like. Users can easily add the event to their calendar, share on social media, and find out more information.



ABOUT THIS EVENT

Free Event! Add to calendar

<https://eventee.gotowebinar.com/rt/2021332126542868>

This presentation is geared towards students just starting their college search process, or wanting to learn more about Norwich as they begin the application process. Members of the admissions team will discuss admissions, financial aid, academics, athletics, student activities, and our civilian and Corps of Cadets lifestyles. You will also hear ROTC scholarship application tips from the birthplace of ROTC.

EVENT DETAILS

EVENT TYPE	TARGET AUDIENCE	DATE