

# How to Create a **Featured Event** in ReserveIt for the Website Events Calendar

**Instructions for ReserveIt users to enter events to be featured on the website events calendar.**

Beginning with the go-live of the new website, events marked **featured** in ReserveIt will be sent to Marketing and Communications daily for review and published to the new events calendar. The new process means some changes for how ReserveIt users create events.

Q. What events should be **featured** on the public SFCC website?

A. Essentially any event, hosted by either SFCC or an outside organization that is open or closed to the public that falls into these categories: Community Sponsored; Fine & Performing Arts; Future Students; SFCC Events; and Student Activities. (NOTE: Athletics category is directed to [sfccmoroadrunners.com](http://sfccmoroadrunners.com))

TRiO events and Instructional Design and Training Services courses need to be marked featured and will appear on an events widget on respective web pages rather than the events calendar.

**Internal Use of Facilities events, i.e., department or student meetings and employee social events SHOULD NOT BE MARKED AS FEATURED.**

Q. Will the event require reservation of more than one room?

A. If yes, you will need to create **two** entries in ReserveIt for the same event – a **featured event** AND a **nonfeatured event**.

*Explanation: If your event requires you to reserve more than one room for one event, ex. all rooms in the MPC to book the building or all rooms in the Art wing of Stauffacher, EVERY room reservation will appear on the events calendar on the website, which is not a good calendar user experience. As a workaround, Astra has recommended creation of two events – one for the website and one to reserve all needed rooms.*

A. If no, follow the instructions to **Create a Featured Event**.

## **Create Featured Event**

1. Create an event in ReserveIt and populate these fields so that Marketing has the information to publish events to the website events calendar.
  - **Event Information Screen**
    - Event Name
    - Internal Description
      - Include 50- to 100-word event description (required and some descriptions will be supplemented by MarComm using press release content)
      - Customer (required) – This is the organization sponsoring the event. It could be your department, another department or outside entity.
      - Customer Contact (required) – This is the person to contact to ask questions about this event. It could be yourself, another SFCC person or outside contact.

- Include event website (if applicable)
- Include event cost OR if event is FREE (required)
- Registration required? (optional) Marketing can add forms to SFCC events on the events calendar (if one doesn't already exist on a web page). If an SFCC event requires registration, please include all required fields and who should receive the information. Note: We cannot publish a form that asks for personally-identifiable information such as birthday, SSN, student ID, etc.
- Event Type (required, pick one)
  - **Community Sponsored\*** – *Events on campus sponsored by community organizations or businesses for nonprofit activities, open or closed to the public. For LearningForce or Davis MPC staff use only. Contact LF staff for assistance in scheduling community-sponsored events.*
  - **Fine & Performing Arts\*** – *Performances and productions sponsored by SFCC's Art, Music and Theatre programs, including the Daum Museum of Contemporary Art and the Stauffacher Artist & Lecturer Series. For Fine and Performing Arts staff use only.*
  - **Future Students\*** – *Events on campus for prospective students, including Roadrunner Preview Days, other visit days and Career Day; typically for Admissions use only*
  - **SFCC Events\*** – *Events on any campus sponsored by SFCC programs or departments, open or closed to the public.*
  - **Student Activities\*** – *Events on any campus for current students only.*
  - **TRiO\*\*** – *Events on campus for TRiO students only; for TRiO staff use only.*
  - **Instructional Design and Training Services (IDTS)\*\*** – *Training events and workshops for faculty presented by IDTS; for IDTS staff use only.*
- Customer – This is the organization sponsoring the event. It could be your department, another department or outside entity. If an organization doesn't exist, open an ITS Help Desk ticket to have it created.
- Customer Contact – This is the person to contact to ask questions about this event. It could be yourself, another SFCC person or outside contact.
- Featured – **CHECK MARK THE BOX.**
- **Meeting Information Screen**
  - Name (copy from Event Name)
  - Type (pick closest fit)
  - Description (copy from Internal Description)
  - Start Date – **Actual** start date (do not include setup time in this field)
  - End Date – **Actual** end date (do not include setup time in this field)
  - Start Time – **Actual** start time (do not include setup time in this field)
  - End Time – **Actual** end time (do not include teardown time in this field)
  - Location – Building and room (or main venue/starting point if multiple rooms are required)
  - Setup and Teardown – Edit the selected meeting, select the new setup/teardown tab and add specific instructions

\*Only events in these categories will appear on the website events calendar

\*\*Events in these categories will appear in events widgets on the TRiO and IDTS web pages respectively

## Create Nonfeatured Event

2. Create an event in ReserveIt for the same event **if it includes multiple meeting spaces**. This event will reserve all rooms needed for event.

- **Event Information Screen**
  - Event Name - Append the event name with "BLOCK" in order to tell the difference between the events, e.g. **EVENT NAME-BLOCK**
  - Internal Description – can be brief
  - Event Type (pick one)
  - Customer – This is the organization sponsoring the event. It could be your department, another department or outside entity. If an organization doesn't exist, open an ITS Help Desk ticket to have it created.
  - Customer Contact – This is the person to contact to ask questions about this event. It could be yourself, another SFCC person or outside contact.
  - Featured – **DO NOT CHECK THE BOX**
- **Meeting Information Screen**
  - Name (copy from Event Name)
  - Type (pick closest fit)
  - Description (copy from Event Internal Description)
  - Start Date – **Actual** start date
  - End Date – **Actual** end date
  - Start Time – **Actual** start time
  - End Time – **Actual** end time
  - Location – All buildings and rooms required **except main venue**
  - Repeat to reserve multiple meeting spaces

## Changing or Canceling Events

In the event of changes or cancellations to a featured event, please remember to change or cancel both the **nonfeatured** event and the **featured** event.

**If a featured event is canceled, please notify Marketing and Communications.**

Last updated 11/30/16

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