



**Policy Number:** 2.048  
**Originating Office:** Marketing & University Relations  
**Responsible Executive:** VP for Marketing & Enrollment  
**Date Issued:** 06/03/2016  
**Date Last Revised:** 06/03/2016

# Website Calendar Policy

## Policy Contents

I. REASON FOR THIS POLICY .....	1
II. STATEMENT OF POLICY .....	1
III. DEFINITIONS.....	1
IV. PROCEDURES .....	1
V. RELATED DOCUMENTS, FORMS AND TOOLS .....	2

## I. REASON FOR THIS POLICY

The University of South Dakota has adopted a website calendar for the purpose of informing both the university and the public of events being offered at USD. The listing of events on the official USD calendar not only helps market the event and increase participation, it also showcases the full range and diversity of university events to prospective students and future employees of USD. Because of the important role the calendar plays in promoting USD, it is essential that all organizations, offices, departments and divisions of USD enter their events into the [official calendar online](#).

## II. STATEMENT OF POLICY

All USD events that are open for attendance by members of the university community and/or the public must be listed on the [official USD website calendar](#).

The responsibility for entering the event lies with the sponsors of the event.

Events must be entered into the official USD website calendar regardless of whether the sponsoring group uses alternative software, scheduling system or printed calendar to keep track of events.

## III. DEFINITIONS

Event – A planned public or social occasion, something that happens in a certain place during a particular interval of time.

## IV. PROCEDURES

All events at USD that are open for attendance by members of the university community and/or the public must be listed on the [official USD calendar online](#).

1. Each organization, office, department or division of USD shall be responsible for entering events that are scheduled, coordinated or sponsored by that unit of USD.
2. Each unit shall designate a person or person(s) to enter event information into the calendar software.
3. If no one has been designated to enter calendar events, the chair, director or advisor of the unit shall be responsible.
4. The Marketing Web Team is responsible for reviewing the information for style and form and then publishing it to the calendar. Questions about entries should be directed to the Marketing Web Team by emailing [events@usd.edu](mailto:events@usd.edu).
5. The IT Web Team is responsible for maintaining the calendar software and the website where it is displayed.
6. All events must be entered into the official USD calendar, regardless of whether the organization, office, department or division has access to other event software, scheduling system, or printed calendar.

## V. RELATED DOCUMENTS, FORMS AND TOOLS

Instructions for entering events into the official calendar are found on the [Campus Calendar web page](#). Click on “Submit an Event.”