

SIUE Master Calendar Guidelines

Purpose

The purpose of SIUE Master Calendar is to bring all University entities to the same location to publicize events and activities. The SIUE Master Calendar guidelines are in place to ensure editorial consistency and provide direction for the advancement of materials through the use of Master Calendar. All users of the Master Calendar system must adhere to the established guidelines.

Master Calendar represents the University within the context of the placement of information pertaining to University events and/or activities, as well as information viewer interpretation of the University from on and off campus. All entries must contain 1) relevant event/activity details, 2) timely information, 3) contact information. Furthermore, the information must reflect the University—its faculty, staff, students, community and programs—in a positive way.

Roles and Responsibilities

Marketing & Communications is responsible for providing the parameters for information dissemination through Master Calendar. Marketing & Communications provides the square icons for use to highlight specific categories within Master Calendar that appear in the Featured Events RSS feeds. Those icons currently include the following:

Icons

- Theater & Dance Events
- Music Events
- Arts & Issues
- Art Events
- CAB Events
- Greek Events
- Intercollegiate Athletics
- Kimmel Events
- MUC Events
- Campus Recreation
- Club Sports
- Student Organizations
- College of Arts & Sciences
- General (multipurpose)

Information Technology Services is responsible for providing the maintenance, technical support and training on Master Calendar.

Master Calendar Managers are responsible for managing the content of their individual calendars. That includes dressing up on-campus events that are pulled into Master Calendar from EMS as well as manually adding calendar events for off-campus events. All content managers will adhere to established guidelines, as well as direction provided by Marketing & Communications and ITS.

Icon Changes

SIUE Marketing & Communications is responsible for all icon designs within Master Calendar. All new icon design requests and/or changes to existing icons can be made to marketing@siue.edu and may take up to 4-6 weeks. If new calendar category managers have not requested a personalized icon, a basic 'e' icon (shown below) will be used in its place. It is strongly recommended that requests for new or altered calendar icons be made at the earliest possible opportunity.

Unknown
Field Code Changed



Master Calendar allows managers to classify events using the following event types, which are drawn from EMS and subject to change:

- Arts & Issues
- Athletic Event
- Athletic Event: Non-SIUE
- Audition
- Camp or Clinic
- Catered Event
- Class: Non-Credit
- Club Sports
- Collection Box
- Comedy Act
- Commencement
- Competition
- Conference-Seminar-Workshop
- Convocation
- Cultural or Cross Cultural
- Dance
- Display/Information Table
- Exhibit
- Fair or Festival
- Fitness Class
- Fundraiser
- Interview
- Intramural Sports
- Lab
- Lessons
- Meeting – open
- Movie
- Open House or Preview

- Orientation
- Other
- Performance: Musical
- Performance: Theater or Dance
- Performance: General
- Practice – Non-Athletic
- Reception
- Recital
- Recreation
- Rehearsal
- Speaker or Lecture
- Test or Examination
- Training
- Videoconference
- Volunteer Activity

Current calendars that have been set up through Master Calendar include the following:

- Arts & Sciences: General
- Arts & Sciences: Fine & Performing Arts
- CAB
- Campus Recreation
- Club Sports
- Greek Organizations
- Intercollegiate Athletics
- Kimmel Leadership Center & Volunteerism
- Morris University Center
- Student Organizations

Two Featured RSS feeds have been established through Master Calendar. They are designed to populate the featured events on the Master Calendar home page.

- Featured Events
- Featured Student Events
- Additional RSS feeds can be configured by individual Calendar Managers so that visitors to Master Calendar can subscribe to them

Example Posts:

Below are examples of Master Calendar posts. One is for a basic event where the Public Event Information was already loaded into EMS. The other is for an event that was “dressed up” in Master Calendar:



■ 6:00 PM - 7:00 PM
Zumba Group Fitness

Public Event Information: Dance your way to a fitter you! This class combines Latin rhythms with cardiovascular exercise to create an aerobic routine that is fun and easy to follow. With exciting and unique moves you will have fun while getting fit. No dance experience necessary.



■ 7:30 PM - 10:00 PM
Seussical the Musical

Enter the whimsical world of Dr. Seuss swirling with characters such as JoJo and Horton from "Horton Hears a Who!," the Grinch and Cindy Lou Who from "How the Grinch Stole Christmas," and Yertle the Turtle and the infamous Cat in the Hat from the books with the same names. Other characters and settings appear through the musical from other Dr. Seuss books such as "The Lorax," "Green Eggs and Ham," "One Fish Two Fish Red Fish Blue Fish," and "If I Ran the Circus." Great entertainment for the young and young at heart!

Tickets are \$15; students, senior citizens (65+), SIUE faculty and staff: \$12; SIUE students registered for summer classes are free with valid ID. For more information or to purchase tickets in advance call the Box Office: 618 650-2774 or Toll Free 1-888-328-5168 ext 2774



Rules & Regulations:

The SIUE Department of Marketing & Communications and Information Technology Services have the discretion to amend the Rules & Regulations and Master Calendar Guidelines as necessary to ensure consistency, uniformity and compliance at all levels.

Writing guidelines have been established for content managers to ensure consistency and uniformity of the material submitted for inclusion on calendars. Master Calendar users must be familiar and comply with the following rules and regulations:

- Individuals are responsible for their respective calendar posts and agree to comply with applicable federal, state and local laws; ordinances or regulations, including copyright and licensing; and obscenity laws. Individuals also agree to abide by the terms of the [Electronic Information Systems Privacy Policy](#) (as adapted from *Policies of the SIU Board of Trustees, Chapter 5, Section J*). Individuals must agree to indemnify and hold harmless the Board of Trustees of Southern Illinois University, its agents, employees and representatives from any and all liabilities arising out of the information submitted by the individual and any other use of the system by the individual.
- Copyright laws apply to electronic publishing, as well as to print publishing. Users/managers must have permission to publish the information, graphics or photographs on a page if they are not the author or creator.
- Inclusion of personal addresses, telephone numbers, etc., on calendars cannot violate the right to privacy for those individuals who have specifically indicated that their directory information is not to be made public. Therefore, photographs or personal information about an individual may not be included without the express permission of the individual. Inclusion of personal

information should be carefully weighed against personal safety issues, particularly with regard to student organizations.

- Calendar posts are expected to conform to general socially acceptable principles of taste, civility and decency and to serve the University's best interests.
- All Master Calendar users/managers are responsible for keeping postings up-to-date by reviewing and revising information when appropriate. If the disseminators of information are notified by ITS or Marketing & Communications that a calendar listing contains out-of-date information, it is the user/manager's responsibility to make necessary changes to the text within 48 hours upon notification. Calendar posts not updated within the specified time period are subject to deletion.
- The use of the calendar to promote a business or organization, or event/activity hosted by any business or organization not associated with the University or approved by the University is prohibited.
- Information and/or actual content on events/activities from another University department may be incorporated into a department or student organization calendar **only** via links to the Web site of the department responsible for said authoritative content. **At no time are application forms, policies or other authoritative content documents from any group within our outside the University to be copied or attached to any calendar post.**
- Copying and pasting content for calendar postings from MS Word or any other text editor into Master Calendar is not an acceptable practice. Enter content directly into the "Event Description" field using the WYSIWYG editor in Master Calendar. The default Master Calendar font style and size must be used in all circumstances to ensure uniformity of posts. Bold and italics are acceptable font styles. The use of color as a font style is highly discouraged and should be limited to calling attention to only the most critical of information (i.e. a last minute change in the advertised time or location for an event).
- **DO NOT USE VIDEO/AUDIO CLIPS** to accompany content posted to Master Calendar. This congests the system and detracts from the uniform look of the system. You can provide links in Master Calendar text to drive viewers from the calendar post to video and audio clips on a department, school or college, or an external (speaker/performer) website. When adding a link, you should be sure to choose a "Target" of "New window." That will open the web site to which you are linking in a new window, rather than navigate away from Master Calendar.
- Graphics and photos can be included with Master Calendar posts to "dress" postings; however, images within the Event Description cannot be larger than 250 x 250 pixels. Graphics, other than the approved event icons, should be added to the end of the Event Description for uniformity of display, particularly in the pop up box that opens when users mouse over an event.
- In the event that Master Calendar posts fail to meet the established guidelines, such posts will be removed by Marketing & Communications or ITS. Appeal of such action may be made to Marketing and Communications.
- Event Descriptions should include answers to the traditional who, what, when, where, why, and how questions.
- Event Descriptions should not repeat information already in the posting itself (i.e. event name, date, time, location).
- Event Descriptions should be limited to no more 150 words. The length of the daily schedule of events will become unwieldy if posting includes exceedingly lengthy details. Provide the essential information in the Event Details and link to a departmental web page with more details.
- Manually entered events must include the following information in the specified format:
 - Sponsor name as it officially appears in EMS
 - Phone number: i.e. 618-650-1234
 - Contact's SIUE Email address: i.e. jdoe@siue.edu
 - Full name and address of off-campus event locations: i.e. Eden United Church of Christ, 930 North 2nd Street, Edwardsville, IL 62025.

Southern Illinois University Edwardsville Style Guide

In order to help maintain a level of consistency in our posted data, the University has established and maintained a set of style guidelines. This SIUE Style Guide is posted online [<http://www.siu.edu/marketingandcommunications/editorial.shtml>] for reference and for periodic updating as circumstances dictate.

In general, SIUE will follow the Associated Press Style Book for its postings. The use of AP style provides for a consistent style of communication intended for public consumption. AP style is the reference manual of choice for newspapers, magazines, newsletters, etc.

The effectiveness and applicability of AP style has been determined in part by the use of readability studies, and styles have been adopted to enhance readability.

Every institution has unique requirements and conventions. Whether due to reason, tradition or changing times, SIUE embraces some departures from AP style. In addition, styles, as do languages, evolve. For example, a few years ago, AP treated “website” as one word with no capitalization and then changed the reference to “Web site” and the reference has now returned to “website” today.

General Style Guidelines

- **Alumni**
One male is an alumnus. One female is an alumna. Two or more males, or a mixed group, are alumni. Two or more females are alumnae.
- **Capitalization**
Part of the purpose of uniform style is to make the medium “invisible,” so that it does not draw attention to itself and away from the content. For this reason (and for optimum readability), capitalization should be kept at a minimum. This may mean a change in practice for some.
- **Academic Degrees**
Academic degrees and areas of study should not be capitalized.
Wrong: He earned a Bachelor of Science degree in Accounting.
Right: He earned a bachelor of science degree in accounting.

Exception: Of course, when an area of study is also a proper noun, it is capitalized.
Right: She is planning to major in English and Spanish, and minor in philosophy.

Exception: When the area of study is actually being used as the name of an academic department, it should be capitalized.
Right: She made an appointment to meet with her Philosophy advisor.
- **Academic Departments**
Academic Departments may be capitalized on all references.
Right: She is a professor in the Physics Department. She is a member of the Physics faculty.

When referring to an individual college or school, identify with SIUE.
Wrong: Welcome to the School of Engineering Department of Physics.

Right: Welcome to the SIUE School of Engineering Department of Physics.

- **Titles**

Titles should be capitalized only when accompanying the name of the person holding the title. Examples follow. Titles are not capitalized on second reference unless accompanying the name.

Right: SIUE Chancellor Vaughn Vandegrift attended the ceremony.

Right: Vaughn Vandegrift, chancellor of SIUE, attended the ceremony.

Right: Vaughn Vandegrift is the chancellor of SIUE.

Wrong: *Vaughn Vandegrift is the Chancellor of SIUE.*

Right: Neely was appointed dean of the College of Arts and Sciences.

Wrong: *Neely was appointed Dean of the College of Arts and Sciences.*

- **University**

A departure from AP style, SIUE's style has been to capitalize University when referring specifically to SIUE. Because this practice is firmly entrenched, and because in many contexts it helps to distinguish SIUE from other universities, we will continue this practice.

- **Flaunt, flout** — Flaunt means to display or show off; flout means to disregard, usually a law or rule.
- **Gut-wrenching, heart-rending.** Not "heart-wrenching."
- **Imply, infer** — The sender of the message (writer or speaker) implies, the recipient of the message (reader or listener) infers.
- **Website** – When beginning a sentence, it is "Website;" when used within a sentence it is "website."

Punctuation and Emphasis

- **ALL CAPS** are difficult to read, and should be used sparingly. With the wide available of scalable typefaces and the ability to embolden and italicize type, all caps are virtually unnecessary.
- **Apostrophes for omission:**

The apostrophe often indicates omission, and should be placed where the omission occurs.

Right: The '80s was a decade of excellent popular music.

Wrong: *The 80's was a decade of excellent popular music.* (Here it's been used to form a plural. See "Plurals" below.)

Wrong: *The '80s was a decade of excellent popular music.* (Note the direction of the apostrophe.) See the AP Style Book for more guidelines about the use of apostrophes (not apostrophe's).

Throwing in the Towel

While not an AP Style convention, another deviation from what is technically correct style is the use of the prime characters (' and ") for feet and inches instead of true typographical apostrophes and quotation marks. The computer era has dramatically blurred the lines between these various characters. Keyboards type inches and feet by default, and Web editing software hasn't kept pace with programs such as MS Word, which allow the automatic conversion to the correct characters. The Luminis editing function is more cumbersome still. In light of these factors, prime characters

will be accepted for quotation marks in Web documents, but the preferred characters are true quotation marks and apostrophes.

However, if you are using a font that places a direction in the open or close single quotation, be sure the use the direction is appropriate for its use. The single open quotation mark is not to be used as an apostrophe.

- Commas should be used to separate a series (a diversion from AP style).
Right: The flag is red, white, and blue.
Wrong: The flag is red, white and blue.
- **Exclamation points** should be used sparingly, lest they should lose their effect. Multiple exclamation points should never be used!
- **Plurals** are not, except in rare circumstances (such as “mind your p’s and q’s”) created by adding ’s, but by adding merely the s (or es, or ies, as the situation requires). If your name is Smith, your welcome mat should read “The Smiths,” not “The Smith’s.” The rare exceptions are when omitting the apostrophe would be too confusing.
- **Underlines** add clutter and should be used rarely, preferably only to denote hyperlinks. Underlining for emphasis is a holdover from the days when typewriters roamed the Earth. Today’s word processors provide much more aesthetic ways to emphasize text, including boldface and italics characters.
- **Unique** means one-of-a-kind. There are no degrees of uniqueness, such as “very unique.” It’s either unique, or it isn’t. And if it’s not one-of-a-kind, it may be unusual, or rare, or distinctive, but it’s not unique.