

Moody Calendars

Strategy, Policy, and Guidelines

Moody Calendars Strategy

ABOUT

Moody Calendars utilize an interactive, Web-based program (called Trumba) to enable the Moody community to post, view and search for events, dates, deadlines, and other occurrences, for internal and external users.

Calendars can be created to contain events specific to a ministry, group, department, school, campus, or event type. These events can further be categorized by any number of customizable classifications.

Each calendar can be displayed online in locations specific to the needs of the calendar's users, including Moody's public websites and staff and student sections of Moody's intranet.

PURPOSE AND GOALS

Moody Calendars set out to achieve the following goals:

- Increase **awareness** of Moody events, dates, and deadlines
- Grow **participation** in Moody events
- Boost **user traffic** and **interaction** on Moody's internal and public websites

AUDIENCES

External

Calendars on Moody's public websites display events specific to each ministry. Sub-calendars, filterable by event type, location, and other categories, are placed throughout the websites to narrow down the full list of events based on user needs.

Internal

Calendars on Moody's intranet (my.Moody.edu) display events specific to a department or other group and are intended for use by Moody staff, faculty, and students.

Moody Calendars Policy and Guidelines

CALENDAR-ELIGIBLE EVENTS*

External

- Takes place on a Moody campus or affiliate location
- Sponsored by a Moody ministry department or group
- Sponsor ministry is owner of website displaying event
- If a non-event: highlights dates or deadlines critical to the function of the sponsor ministry

Internal

- Takes place on a Moody campus or affiliate location
- Sponsored or held by a Moody ministry, department, or group
- Addresses all, the majority of, or a significant, specific group of staff, faculty, and/or students
- If a non-event: highlights dates, deadlines, or occurrences critical to the function of the sponsor ministry

* Eligibility requirements can change, based on the needs of a calendar and the intended audience.

CALENDAR GOVERNANCE

The Calendar Administrator on the Digital Marketing Team manages technical support, website implementation, and acts as overseer of the Policy and Guidelines for Moody Calendars.

Event requests are submitted from Event Managers via the online form designated for their calendar (provided by the Event Editor). Submitted events are edited and approved by Event Editors from each ministry.

For more information, see the Event Management section.



EVENT MANAGEMENT

Event Managers and Online Submission Forms

Online forms, formatted for specific event types, are available for Event Managers to submit events. These forms are not promoted, so URL aliases are used to “hide” it from the public.

Event Editors are responsible for promoting their submission forms to the Event Managers within their ministry.

Event Editors and Trumba Connect

Event Editors edit and publish submitted events by logging into Trumba Connect, the calendar management system, using account login information provided by the Calendar Administrator.

Submission Policy and Guidelines

- Event Managers must have a moody.edu e-mail address
- Event Managers are urged to submit events and activities for posting at least two weeks prior to the actual event date.
- In most cases, events may be entered up to two years prior to the event date.

Calendar Review and Publishing

- All form-submitted events are sent to a ministry’s Event Editor for approval before they are published on a calendar.
- Events should be published within three business days of submission. It is recommended that you submit your event to the calendar at least two weeks prior to the event.
- Event Editors and the Calendar Administrator reserve the right to decline event submissions, if events are determined to be ineligible (based on the previously stated event eligibility guidelines).
- Event Editors and the Calendar Administrator reserve the right to edit event information for length, spelling, style and clarity.
- At the discretion of the Digital Marketing Team, certain events may also be featured in Moody-related publications.

Featured Events

At their discretion, Event Editors and the Calendar Administrator will select events to be Featured Events. Generally speaking, selection will be based on the event's appeal to wide audiences or its prominence within the Moody community.

QUESTIONS AND COMMENTS

Comments or questions about Moody Calendars should be directed to Event Editors or the Calendar Administrator at eventeditor@moody.edu.