

Guidelines for the Online Events Calendar and *The Week at OCAD U*

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1. Purpose

These guidelines set out the content framework for the OCAD University (“OCAD U” or “the University”) Online Events Calendar and *The Week at OCAD U*, managed by the Marketing & Communications (“M&C”) department.

2. Scope

These guidelines apply to the management of content for the online events calendar (http://apache.ocad.ca/events_calendar/), the weekly e-broadcast, *The Week at OCAD U*, *This Summer at OCAD U*, and any similar communications vehicles which may be produced by M&C in future.

3. Guidelines

The Online Events Calendar and *The Week at OCAD U* are vehicles for promoting events for and by the OCAD U community. Both are managed and published by OCAD U’s M&C department.

The Week at OCAD U is published weekly, released each Monday from September to June. A summer version called *This Summer at OCAD U* is published once a month in June, July and August. Both publications are e-mailed to all registered students, faculty and staff, as well as a list of external subscribers. The views expressed by contributors are not necessarily those of OCAD University. Content is subject to change. Refer to OCAD U’s Online Events Calendar (http://apache.ocad.ca/events_calendar/) for the most up-to-date information.

Content from the Online Events Calendar drives the content for *The Week at OCAD U* and *This Summer at OCAD U*.

Acceptable Content

All on-campus events, excluding third-party facility rentals, are accepted. Events happening anywhere in the world that demonstrate a clear connection to the OCAD U community, i.e., include, feature or are organized by an alumnus, student, faculty or member of OCAD U’s staff, Foundation Board or Board of Governors, are accepted.

Examples include (but are not limited to):

- alumni, faculty, staff or student exhibitions;
- information sessions for students, staff, faculty or others;
- training sessions for the OCAD U community;
- dates and deadlines for scholarship and award submissions programs;
- convocation, OCAD U open houses or graduate exhibition;
- sales, fundraising events, charities;
- lectures, presentations, keynote addresses, conferences, symposia, artist residencies;
- book launches, special events, screenings, performances;
- special offers to OCAD U community members, with a limited time period;
- internal, institutional calls for submissions, proposals or competitions.

Unacceptable Content

OCAD U will not publish events that do not demonstrate a clear connection to members of the OCAD U community, i.e., do not include, feature or are organized by an alumnus, student, faculty or member of OCAD U's staff, Foundation Board or Board of Governors. No external, third-party advertising or promotional content will be accepted.

OCAD U's Marketing & Communications department reserves the right to accept or reject content for both the Online Events Calendar, *The Week at OCAD U*, *This Summer at OCAD U*, and other similar communications vehicles which may be produced by M&C in future.

Special offers to the OCAD U community that are ongoing (e.g. discounts) can be submitted to OCAD U's Campus Life office for possible inclusion on a special web page of the OCAD U website.

External calls for submissions will not be included in the Online Events Calendar; however, organizers may submit this content to OCAD U's Job Board, accessed by OCAD U students and alumni: <http://academic.ocad.ca/jobboard/>.

How to submit

Anyone at OCAD U with a valid login ID may be granted contributor access to the Online Events Calendar, so long as they intend to submit events on an ongoing basis (i.e. not one-time submissions). Many departments already have access to submit events directly via an online submission tool. To request access, simply send an email to smulholland@ocad.ca. Once an account has been activated, a set of instructions for using the calendar will be provided. All submissions must adhere to the OCAD U Web Style Guide: Editorial. Submissions are monitored, edited and approved for publishing by Marketing & Communications.

Event submissions can also be sent by email at any time to theweek@ocad.ca. Events will be published as quickly as possible. Please note that, to allow time for inclusion in weekly e-broadcast *The Week at OCAD U*, events must be submitted by **noon each Thursday**. Events submitted after this time will be posted to the Online Events Calendar, but inclusion in *The Week at OCAD U* is not guaranteed.

Emailed event submissions must include the following information:

- title of the event;
- contact information;
- running dates, reception or special event info (e.g. artist talks, etc.);
- location details, including address;
- telephone, email and website for location or presenting organizations;
- description of event (student events should include the year/program information for each student; faculty and staff events should include full OCAD U title information);
- one JPG image, preferably without text.

Inquiries should be directed to:

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