



Non-OIT Communication Channels

Overview

The following article outlines a few different communication options that are available to Campus Engagement outside of OIT.

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Calendar of University Events (CUE)

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The Campus Engagement Team will be responsible for reviewing and approving all Calendar of University Event (CUE) entries that are requested internally from members

of OHIO IT. Below are the instructions on how to review and publish an event on the CUE and other expected duties associated with processing CUE requests. The creation and approval of CUE events are at the discretion of each Campus Engagement Specialist and their role with assigned service teams and/or as change management leads. All CET members should have administrative access to the CUE. To request access, [submit a request](#) to UCM.

Creating a CUE Event

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Any admin member of the CET can create events in the CUE. Follow the steps below to create an event and immediately publish it to the CUE.

1. Log in to the [CUE](#) using your OHIO ID credentials.
2. Select the downward arrow next to your icon or profile picture.
3. Select **Administration**. This will take you to the main dashboard for admins.
4. Make sure that you are on the Admin Dashboard. You can do this by selecting the **Admin Dashboard** button from the left navigation.
5. Select the **+Add Event** button.
6. When the form opens, ensure the **Publish Immediately** button is **not** selected.
7. Complete the form.
8. The following areas **must** contain content and require editorial review by a member of the CET:
 - a. **Name**
 - b. **Event description**
 - c. **Schedule**
 - i. Start date and start time (end time is optional)
 - d. **Location**
 - i. Select the type of **Experience** by clicking the drop-down to select: virtual, hybrid, or in-person.
 1. If this is a virtual event, ensure there is an appropriate join-in link via Microsoft Teams or another supported virtual meeting site.
 2. If this is a hybrid event, ensure there is both a physical location added to the description box below **Location** and a dial-in link.
 3. An in-person event requires a physical location and address.
 - e. **Photo**
 - i. You can upload a photo that represents the event, leave this section blank, or review and approve the photo attached by the submitter. There is also a photobank supplied by the CUE for easy access to attaching a photo.

- ii. Ensure you provide a photo description if you include an image.
- iii. **Helpful tip:** Events with images often have higher engagement when published on the CUE.
- f. Under the **Classifications** section, utilize the drop-down menus to make the selection.
 - i. Event Type
 - 1. Most descriptions are available, however never select Academic Calendar. This classification can only be used by University Communications and Marketing.
 - ii. Target Audience
 - iii. Topic
 - iv. Speakers (if applicable)
 - v. Groups
 - 1. Always select the **Office of Information Technology** to associate with the CUE event designed for our organization. You can select additional groups if the event involves other groups within the University.
 - vi. **Helpful tip:** You can select more than one option in this section, so select all that apply for higher engagement with viewers.
- g. **Additional Details** section
 - i. **Keywords:** These are words designed to explain your event topic and can increase engagement (e.g., Cybersecurity)
 - ii. **Tags:** This section is very important. The tags associated with the event will populate the "Upcoming Events" feed on the OIT homepage. The following tags are approved for use:
 1. **IT Governance:** Utilized for Advisory Community events and other IT Governance activities
 2. **IT Training:** Utilized by Proactive Support for workshops and/or other educational opportunities hosted by OIT including vendor training
 3. **Information Session:** Broad tag used for general information sharing sessions lead by various entities within OIT
 4. **Status Update:** Status updates to share outages that happen unexpectedly
 5. **Maintenance Window:** Updates that can be shared proactively to alert users of downtime for certain systems supported by OIT. These are scheduled outages or updates.
 6. **Preview Group:** Utilized for focus group work or pilot group activities and meetings
 7. **Q&A:** General tag to capture events that are open forums where attendees can ask questions regarding specific topics outlined in advance

h. Hashtags

- i. Hashtags are optional since we do not promote CUE events on social platforms at this time.

i. Event Website

- i. It is highly encouraged and should be added in most cases.
- 1. A linked website will provide additional context to questions the audience may have.
- 2. **Vanity URL:** You can update how your website link is displayed by including a short phrase or word to summarize your webpage linked in the website section.

j. Owner

- i. This section will be the name of the person who created the event.
- ii. Supply the email/contact in case the viewer has any questions.

k. Event Insights

- i. Does not need to be selected at this time

l. User Engagement

- i. Ensure that the following buttons are selected:
 - 1. Allow User Activity
 - 2. Allow User Interest

m. Ensure the **Visibility** section is set to **Public**

n. Select **Save Changes**

9. The event is now ready to be reviewed by a peer/CET administrator.

Approving a Pending Event in the CUE

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CUE events must be reviewed and approved by a member of the CET. All CET members should have administrative access.

1. Log in to the **CUE** using your OHIO ID credentials.
2. Select the downward arrow next to your icon or profile picture.
3. Select **Administration**. This will take you to the main dashboard for admins.
4. Select the **Admin Dashboard** button from the left navigation.
5. Once on the admin dashboard, you will see the section titled **Manage Events**.
6. Under Manage Events select the **Pending** tab to reveal all pending events that require review.
 - a. If there are zero events to review, there will be a comment stating there is nothing to review.

- b. If there are one or more events to review, the event(s) will be listed. You can also reference the top nav, which will have a **Pending** subheader with a large number in boldface.
7. Select the **Event name** from the list that needs review and approval.
8. The form will open, and you will see **Edit the Event** in the upper lefthand corner.
9. Select the **Published** checkbox.
10. As you review the following form fields, make sure that each section is complete with accurate information. The following areas **must** contain content and require editorial review by a member of the CET:
 - a. **Name**
 - b. **Event description**
 - c. **Schedule**
 - i. Start date and start time (end time is optional)
 - d. **Location**
 - i. Select the type of **Experience** by clicking the drop-down to select: virtual, hybrid, or in-person.
 1. If this is a virtual event, ensure there is an appropriate join-in link via Microsoft Teams or another supported virtual meeting site.
 2. If this is a hybrid event, ensure there is both a physical location added to the description box below **Location** and a dial-in link.
 3. An in-person event requires a physical location and address.
 - e. **Photo**
 - i. You can upload a photo that represents the event, leave this section blank, or review and approve the photo attached by the submitter. There is also a photobank supplied by the CUE for easy access to attaching a photo.
 - ii. Ensure you provide a photo description if you include an image.
 - iii. **Helpful tip:** Events with images often have higher engagement when published on the CUE.
 - f. **Classifications**, utilize the drop-down menus to select:
 - i. **Event Type**
 1. Most descriptions are available, however never select Academic Calendar. This classification can only be used by University Communications and Marketing.
 - ii. **Target Audience**
 - iii. **Topic**
 - iv. **Speakers** (if applicable)
 - v. **Groups**
 1. Always select the **Office of Information Technology**. You can select additional groups if the event involves other groups within the University.

vi. **Helpful tip:** You can select more than one option in this section, so select all that apply for higher engagement with viewers.

g. **Additional Details** section

- i. **Keywords:** These are words designed to explain your event topic and can increase engagement (e.g., Cybersecurity)
- ii. **Tags:** This section is very important, as the tags associated with the event will populate the "Upcoming Events" feed on the OIT homepage. The following tags will populate on the website feed and are approved for use:
 1. **IT Governance:** Utilized for Advisory Community events and other IT Governance activities
 2. **IT Training:** Utilized by Proactive Support for workshops and/or other educational opportunities hosted by OIT including vendor training.
 3. **Information Session:** Broad tag used for general information sharing sessions lead by various entities within OIT
 4. **Status Update:** Status updates to share outages that happen unexpectedly
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 6. **Preview Group:** Utilized for focus group work or pilot group activities and meetings
 7. **Q&A:** General tag to capture events that are open forums where attendees can ask questions regarding specific topics outlined in advance

h. **Hashtags**

- i. Hashtags are optional since we do not promote CUE events on social platforms at this time.

i. **Event Website**

- i. It is highly encouraged and should be added in most cases.
 1. By supplying an event and a linked website, you are adding value for the person reviewing your event. A linked website can share additional context questions the audience may have.
 2. **Vanity URL:** You can update how your website link is displayed by including a short phrase or word to summarize your webpage linked in the website section.

j. **Owner**

- i. This section will be the name of the person who created the event.
- ii. If you have questions on the event information this is the email/contact to reach out to

k. **Event Insights**

- i. **Does not** need to be selected at this time
- I. User Engagement**
 - i. Ensure that the following 2/3 buttons are selected:
 1. Allow User Activity
 2. Allow User Interest
- m. Ensure the **Visibility** section is set to **Public**
- n. Select **Save Changes**. If the Published checkbox is checked (at the top of the form), the event will publish automatically and become a live page.

11. After refreshing the page, the event will disappear from the **Pending** section. and will be represented on the live calendar.

12. You can select the **Upcoming** tab under **Manage Events** to review all published upcoming events in the CUE for the OIT account.

13. View the OIT home page and verify that your event is displayed properly.

- a. Reminder: Only the three most recent events will be displayed; if there are other events occurring prior to the date of your approved event then your event will not show until one of the previous events has passed.
- i. **If the event still does not populate**, please check that an appropriate Tag is being used for the event (step 10g above).

CUE Training

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If you are new to being an admin member for the CUE, UCM provides a 45 minute CUE training to go over the event scheduling platform in detail. This is a great option for team members who have reviewed this page but would like to know more about the technical features of the CUE. Book a training by following the Bookings link: [UCM Calendar Training](#)

The Campus Engagement Specialist I can offer support and help troubleshoot when reviewing or creating events.

CTLA Newsletter

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The [Center for Teaching, Learning, & Assessment \(CTLA\)](#) releases an email newsletter twice per month. Campus Engagement can leverage this newsletter for messages that

impact or matter to faculty. An example of their newsletter can be found at this link: [CTLA email newsletter example](#).

Procedure

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The CTLA Newsletter, sent by the CTLA to all Ohio University instructors, shares pertinent information to enhance their work. It covers topics like pedagogical best practices, training opportunities, policy changes, and technology tools that impact teaching and learning (such as course evaluations, the LMS, etc.). It's bi-monthly, released on the first and third Thursdays. Articles should be submitted five (5) business days prior to publication to the CTLA contact (currently Melinda Rhodes, rhodes.melinda@ohio.edu), ensuring relevance and impact. Content should be catered directly to instructors and have explicit impact on their work at the institution.

Note: *The CTLA has been glad to include content from OHIO IT in the publication that is pertinent to instructors. If your content pertains to instructors, you should send it to the CTLA!*

Follow these steps to contribute:

1. Prepare the article in a word document to share or send via email.
2. Submit for and receive portfolio director approval for the article.
3. Submit the document to the CTLA contact (Melinda Rhodes) five (5) business days before publication.
4. Provide updates as necessary.
5. Your article will be in the upcoming CTLA Newsletter!

Note: *The CTLA Newsletter requests are not sourced through the CET Content Pipeline at this time.*

Digital Displays

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Digital displays are available across campus for marketing and communication purposes.

The University has multiple digital displays available for marketing purposes managed by various departments. The following areas have digital displays available:

Academic buildings

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Many buildings across Athens and regional campuses have their own digital displays, managed through RiseVision, including academic buildings, housing and residence life, and campus recreation facilities. You may request help with graphic design for slides, or submit a 1920x1080px slide that will be sent to all RiseVision administrators, who will then have the option to display the slide on any screens they manage. UCM provides more information here: <https://www.ohio.edu/ucm/graphic-design/digital-display-screens>.

Note: There is a two week lead time for any RiseVision request; submit your request two weeks in advance of your desired publication time frame!

UCM also maintains the following list of digital displays managed outside of UCM: [RiseVision Display Owners](#) (note - this does not appear to be updated frequently). All regional campuses have RiseVision screens, which are managed by the Regional Higher Education team: <https://www.ohio.edu/ucm/about#staff>. There is no cost for this service.

Some colleges, including the Patton College of Education and the Russ College of Engineering and Technology also have internal newsletters that may be appropriate to include certain IT news items. Patton College e-News items can be submitted here: https://ohio.qualtrics.com/jfe/form/SV_5oNVYTIUpb5l9OJ.

Baker University Center

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Digital displays in Baker are managed by Event Services and require a \$20 fee per week.

UCM can help with the design if needed.

For more details, visit <https://www.ohio.edu/student-affairs/event-services/plan-event> or <https://www.ohio.edu/student-affairs/event-services/planning-tools/rates-and-policies>.

Culinary Services

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Culinary Services manages their own digital displays through a system called Nutrislice. Slides are managed by Culinary Services' Marketing and Design Manager: <https://www.ohio.edu/food/about/staff>. There is no cost for this service. Nutrislice uses a variety of sizes, which include:

- 621x1080px
- 640x1078px
- 640x999px
- 453x778px
- 1920x1080px (standard size)

Note: Culinary Services also provides an option to purchase [stickers for coffee sleeves](#) at campus coffee shops.

Persistence Plus Nudge Texting to Students

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The OHIO Advising Office offers a tool called Persistence Plus Nudge texting. This can be used when OHIO IT is working on projects that require updates to OHIO students.

Details

- There is a 120-character limit per text
- The texts function best as prompts to students with follow-up action items
 - Example: "Did you know xyz? Yes/No/Unsure"

- The OHIO Advising Office maintains a distribution list for this tool
 - Distribution lists only contain Athens undergraduate students
 - As of August 2024, about 93% of Athens undergraduate students are opted-in to these messages
 - You can distinguish between new or current students, or send to all
 - You can also provide our own list to the Advising Office, but it must contain mobile phone numbers

Procedure

1. Draft your texts and follow-up prompts in Microsoft Word
2. Email Suriaya Padiyath Abdulla (padiyath@ohio.edu) requesting to use the Persistence Plus Nudge tool
 - a. Suriaya must receive the content at least two weeks before your desired send date
 - b. Work with Suriaya to finalize the texts and prompts
3. Suriaya will coordinate with the vendor and get them scheduled in the tool
4. Notify the Service Desk that these texts are going out and provide the content to them
 - a. Note: This step is very important! After these texts go out, students will often call the Service Desk and start their request with, "I just received a text about...". It is vital that the Service Desk staff know what the student is talking about.
 - b. It is best to notify the Service Desk once you schedule the texts, then send a reminder the morning the texts go out.

Examples

- [Canvas Persistence Plus Nudge Texting plan](#) (fall semester start 2024)
- [Service Desk notification](#)

