

No Longer an Island: A More Accessible Campus Calendar

Known as “the Island University,” Texas A&M University–Corpus Christi is the only higher education institution in the U.S. that is located on its own island: 240-acre Ward Island, to be specific. Historically, the university had posted event information online in a simple list that highlighted just a handful of the most noteworthy items.

While it did increase awareness of those events, the campus’s Calendar Committee felt that a more accessible and all-encompassing calendaring solution should be implemented. “The campus needed a source of information that was more comprehensive,” said Z. Paul Reynolds, assistant director of the University Center & Student Activities. “And it needed a system that distributed the workload associated

with keeping a master calendar up to date to the contributors and a group of authorized calendar managers.”

Ultimately, the *EMS Master Calendar* system from Dean Evans & Associates was chosen as the primary campuswide calendar. Reynolds explained, “The university selected the Master Calendar because it is a complete system and one that allows more people to have a hand in the process. The way we’ve configured security, anyone on campus can submit an event for approval by a calendar manager.” This decentralized approach to calendar management has simplified the posting of information and helped connect university departments with students and student groups with their members.

The screenshot shows the 'University Master Calendar' interface for Texas A&M University–Corpus Christi. The page title is 'Master Calendar'. Below the title, there are navigation links: 'Home', 'About Us', 'Contact Us', 'Help', 'Feedback', 'Print', 'Email', 'RSS'. The main content area displays a calendar for September 2007. The calendar grid shows dates from Sunday, September 3rd to Saturday, September 29th. Each date cell contains a list of events, including dates, times, and titles. For example, on September 3rd, there is an event '2:00 PM - 3:00 PM' titled '2007-2008'. The interface is clean and organized, with a clear header and navigation options.

A new calendar system simplified the posting of information at Texas A&M University–Corpus Christi.

Users are definitely taking advantage of the readily accessible event information, with more than 16,000 calendar page hits recorded in one representative 30-day period; and that doesn’t take into account the 36,000 times that automated RSS feeds set up by users pulled data from the calendars in that time. Clearly, the Island University has found the key to bridging the information gap.

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