

EMS Case Study *California State University, Sacramento*



Highlights

- EMS Master Calendar is a comprehensive online calendaring system used by California State University
- EMS Master Calendar can be customized or “branded”
- System has powerful search capabilities and intuitive navigation
- Broad promotional campaign has raised awareness of the campus Master Calendar

Background

California State University, Sacramento is a large, mostly commuter school located on 300 acres in the Golden State’s capital. The university, better known as Sacramento State or simply “Sac State,” has an active student body that stays engaged with one another through a wide variety of extracurricular activities and events.

Before Sac State implemented the EMS Master Calendar system, information on those activities and events was maintained on dozens of unconnected sites. “There was no comprehensive calendar and nothing was searchable,” says one University Union staffer.

One Campus, One Calendar

After reviewing offerings from a number of vendors, Sac State purchased the EMS Master Calendar system. The search committee, made up of representatives from Public Affairs, Associated Students, Campus Facilities Management, Student Affairs and the University Union felt that three characteristics made the Master Calendar a clear winner:

- The system’s powerful search capabilities
- Its clean appearance and intuitive navigation
- The ability to optionally link to an EMS scheduling database

Fast Facts

- Sac State replaces unconnected calendaring systems with EMS Master Calendar; creates unified, **campus-wide calendaring system**
- In a 30-day period Master Calendar site registers more than **6,500/hits per day**.
- Master Calendar site includes **20 calendars**, with anticipation of 5-10 more over time

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With input from various campus entities, the technical staff “branded” the Master Calendar system with a custom look and feel that emphasizes the system’s search capability and adds a distinctive color scheme and eye-catching graphics.

The Sac State Master Calendar system (<http://calendar.csus.edu>) went live with a total of 20 calendars, covering everything from events in the Aquatic Center to courses in the College of Continuing Education to University Union activities. The school anticipates the addition of 5-10 more calendars over time.

To ensure that the campus and community are aware of the Master Calendar system, Sac State is using a broad information and promotional campaign. It includes advertisements in the school paper, banner ads and links from other campus websites, flyers in the orientation packets, and presentations at faculty and staff meetings.

An announcement on the University Union website declares: “One Campus, One Calendar,” something staffers have looked forward to for some time. “Finally we have one consolidated site on which all campus events are displayed, and in a searchable system that is easy to use.”

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The promotional efforts are definitely paying off. During a recent 30-day period the site recorded more than 193,000 hits, an average of nearly 6,500 per day. With 50 events or more being displayed on the calendar on a given day in the summer, and

75-100 during the fall or spring semester, it’s likely that the hits will increase as the campus becomes even more aware of, and reliant on, the Master Calendar.

But what’s the most important number to the administration at Sac State? 100...as in 100% satisfaction, which is what they seem to be achieving with Master Calendar users. “We have even received applause from department

heads and VPs at presentations,” says one staff member

Mark that one on your calendar.

For more information on Dean Evans & Associates, and the company’s event management and master calendaring software products, go to www.dea.com or contact the Sales department at sales@dea.com or 1.800.440.3994 ext. 863.

