

# EMS Case Study *Texas A&M University, Corpus Christi*



## Background

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. Founded in 1947, the school went by three different names before joining the Texas A&M system in 1990. Today, nearly 9,000 students attend classes there, pursuing more than 60 degrees.

## No Longer an Island: A More Accessible Campus Calendar

Prior to implementing the EMS Master Calendar, Texas A&M - Corpus Christi was posting event information online in the form of a simple list. The list highlighted just a handful of the most noteworthy events.

While it did increase awareness of those events, the campus’ Calendar Committee felt that a more accessible and all-encompassing calendaring solution should be implemented and made available to students, faculty and members of the Corpus Christi community. To that end, they began researching the options.

“The existing online list of events was better than nothing, but the campus needed a source of information that was more comprehensive,” says Z. Paul Reynolds, Assistant Director of the University Center & Student Activities and the man charged with spearheading the master calendar research.

“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.”

## Building a Bridge with EMS Master Calendar

Ultimately, the EMS Master Calendar system was chosen as the primary campus-wide calendar. Reynolds explains, “The university selected the Master Calendar because it is a complete system and one that allows more people to have a hand in

### Fast Facts

- University replaces incomprehensive calendaring system with EMS Master Calendar; creates unified, **campus-wide calendaring system** (See <http://calendar.tamucc.edu>)
- More than **16,000 hits** in one 30-day period.
- Master Calendar site **links with EMS Enterprise facility scheduling software**, making all information accessible to the entire university

