

LIVEWHALE CALENDAR SYSTEM

Cheatsheet for Calendar Maintainers

Login: <http://tarleton.lwcal.com/livewhale/?login>

Accessibility: <http://www.tarleton.edu/accessibility>

IMAGES

- **Dimensions:** minimum **900 px wide by 600 px tall** (3:2 ratio)
- **Orientation:** landscape or horizontal
- **Color Contrast:** avoid low contrast colors as well as black & purple, red & black, and complementary colors
- **Text:** maximum **125 characters**

SHARE YOUR EVENTS

- **Facilities You Use:** e.g., FACILITY: Library
- **Relevant Calendar Groups:** e.g., COLFA DEPT: Communication Studies for events that are learning experiences for majors
- **Tarleton Homepage Calendar:** Homepage Feature
- **Do Not Use:** Public or anything DONOTUSE / PRIVATE

EVENT TYPES

Audience Types

Determine who all an event would be directed towards:

- **Audience: Faculty**
- **Audience: Staff**
- **Audience: Students**
- **Audience: Alumni**
- **Audience: General Public**
- **Audience: Members Only** : Doesn't show on public calendar. Intended for your own calendar group's audience.
- **Audience: By Invite Only** : Doesn't show on public calendar. Intended to inform appropriate individuals of an event occurring as well as that it is only for individuals who have been specifically invited.

Audience Locations

Determine which campus location(s) it'd be directed towards.

- **Audience: Stephenville**
- **Audience: Fort Worth**
- **Audience: Midlothian**
- **Audience: Waco**
- **Audience: Global Campus – Online**

CALL TO ACTION (CTA) BUTTON

- **Link:** epay (Tarleton Marketplace), cVent, EventBrite, etc.
- **Link Text:** RSVP by Mar 10!

LOCAL TAGS

- **Format:** Uppercase and lowercase letters
- **Useful For:** specific calendar views, widgets listing specific events, searchability

RELATED CONTENT

- **Events:** Do not use.
- **Files:** Only PDFs (can combine, e.g., an event packet), NOT fliers
- **Web Addresses:** Additional info (e.g., parking, event series listing, related event)

Other Event Types

- **Arts and Entertainment** (e.g., art exhibits, musical or theatrical events, movies)
- **Athletics** (e.g., NCAA events)
- **Deadlines**
- **Enrollment and Registration**
- **Holidays** (e.g., special office closures)
- **K-12 Activities and Camps**
- **Key Important Events** (e.g., events promoted university-wide and involves university-wide planning/participation)
- **Lectures and Speakers**
- **Meetings and Fundraisers**
- **Office Hours** (e.g., operational hours, extended hours)
- **Open Houses and Tours**
- **Receptions and Mixers**
- **Scheduled Maintenance**
- **Sports and Recreation** (e.g., health and wellness events, non-NCAA sports events)
- **Training and Conferences**

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GLOBAL TAGS

Global tags are shared across all calendar groups. The following are our current Global Tags. We may at times add new ones for your use.

Student Types

Use for events relevant to the following student types to allow students to focus on their specific events.

- Doctoral
- Graduate
- International
- Transfer
- Undergraduate

Tarleton Systems

These are commonly used across multiple calendar groups pertaining to maintenance, training, etc.

- Banner
- Blackboard

Seasonal Periods

These help organize events based on times of the academic year to handle things. E.g., All final exams for a particular semester, enrollment processes for a particular semester

- Fall
- Spring
- Summer

Special Events

A variety of events span multiple calendar groups, so these tags assist in relating relevant content across calendars.

- Commencement
- Extended Hours
- Finals
- Homecoming
- Poster Presentation
- Symposium
- Thesis Presentation
- Transition Programs
- Transition Week

Price Tags

Make your events stand out if you need (or want) to inform people of the price (or lack thereof) for an event. People love free.

- Free Event
- Paid Event

LOCATIONS

- **Use Global Locations:** type at least one word to get list
- **Custom Locations:** use when events are off campus
- **Specific Building Rooms:** add in the event Description (e.g., Held in TSC 127)
- **Location Names:** use the name not street address; check if it is already in the Global Locations before creating

EVENT RSVP (FOR SMALL EVENTS)

- **Default Fields:** First Name, Last Name, and Email are required fields; Phone and Comments are optional
- **Custom Fields:** Number of Attendees, Special Instructions for content to place in Comments field
- **Custom Thank You Message:** Adjust to provide additional instructions to registrants
- **Event Management:** Registrant and attendee reporting, notifications, and cancellations
- **Waitlist Management:** Limit attendees and waitlists, adjust registrants as others cancel