Duke’s Event Calendar

- Offers a comprehensive listing of events, including lectures, conferences, performing arts, exhibitions, cultural activities, and more
- More than 750 groups – schools, departments, organizations and student groups publish their events
- More than 10,000 events are published each year
- The calendar is fully mobile-responsive

Event Calendar

makes it easy to know what's happening on campus
Event Calendar Overview & Features

New homepage highlights featured events

Go to today's events

Drop down menu to search by topic, type, and group, or type to search by title, group, presenter, description, or location

Choose specific date

Log in to add or edit events

Today's Events Page

Indicates Date Selected

“filtered by” categories list would appear here

Select alternate date

Ongoing Events revealed
Event Detail Page

- Uploaded image
- Search this group's other events
- Go to map
- Share this event or download to personal calendar
- Follow MORE EVENT INFORMATION link to event website

Manage Events

- You can launch Calendar.Duke.edu by clicking on "Launch Event Calendar."
- If you publish events submitted for your group, be sure to check the Pending Events tab several times/week.
Two fields - Start Date and Days – are displayed. The default for the Start Date is the day’s date; the default for the number of Days is 180 (the maximum). If you don’t see one of your upcoming events, change the Start Date and/or the number of Days as needed. To see past events, change the Start Date to whatever past date is desired.

You can filter (or select) events by clicking on the “Filter by” and selecting a category. Only events with that category will then be displayed.

From the Events Administration page, Click Add Event button to create a new event for your group.
Adding an Event

• Title box - Enter a descriptive event title. Use Title Case.
• (Optional) Presenter/Speaker box - Enter the name and any other desired information about the speaker(s).
• (Optional) Series Name box - Enter the name of the event series if applicable.
• (Optional) Webcast URL box - Enter the URL for the webcast if applicable. If a URL is entered, the text "Watch here" will appear on calendar.duke.edu.
• (Optional) Co-sponsor(s) box - Select the desired co-sponsors. As you type, matches will be displayed in the Co-sponsor dropdown list.

Note: Your group’s name will not be in the list of co-sponsors because the system already knows what group you are an administrator for and will list your group as the sponsor of the event automatically. You can also see your group name in the top right corner of the screen (this is the group that will be listed as the sponsor). To remove a co-sponsor, click on the "x" to the right of the group’s name.

Duke

Event Date and Time

• Start: select the desired date and time.
  • All Day check box causes events to display without a time associated.
  • An example of an All Day event is a Holiday.
• End: select the desired option.
  • Duration: the calendar will automatically calculate the stop time for the event, based on the hours, minutes or days entered.
  • This Event Has No Duration: only the start time will be displayed with your even.

Notes:
• Avoid end times after midnight because the events display will convert to all day.
• Only specify an end date when entering an “ongoing” event whose duration spans a timeframe longer than several days (usually an exhibit or display).

Information about setting up recurring events follows.
About Recurring and Ongoing Events:

- The calendar distinguishes between recurring and ongoing events.
  - Recurring events appear in the calendar’s main event listing for the day, week or month being viewed.
  - Ongoing events display in a separate area of the calendar, under the heading Ongoing.

- **Recurring event**: occurs repeatedly on (fairly regular) intervals over a period of days, weeks or months. Recurring events usually have a start and end time associated with them.
  - **Example**: The John Hope Franklin Center sponsors an event every Wednesday from 12:00 to 1:00 p.m. throughout the academic year.

- **Ongoing event**: occurs consecutively over a period of time - days, weeks or months. Usually, the times associated with the event are dependent on the open/close times of the facility where it is located.
  - **Example**: An exhibit at the Nasher Museum of Art that runs from Oct. 1, 2015 to Mar. 31, 2016 is an ongoing event. It occurs daily over an extended period of time and the time for the event is not relevant – the exhibit hours are the same as the Museum’s hours of operation.

How to Post Recurring Events

- Select **Event Recurs**
  - Recurrence Rules and Exception Dates areas appear

- Click **checkbox**
  - Show Advanced Recurrence Rules

- Define **Frequency**
  - Select daily, weekly, monthly or yearly
  - Repeat and Interval areas appear
    - Choose number of occurrences or end after date
    - Select interval, such as each week or every two weeks on which days
Event Scenario

Let’s say I have an event every Monday from 8:00 – 9:00 am.

These events will go on until April 18, 2016.

Plus, we are adding an instance for November 26, 2015.

(Optional) Under Recurrence and Exception Dates, select the date and time for the additional recurrence and click Add Recurrence. You can also use the Add Recurrence to select dates for events whose recurring pattern is not consistent. To remove an instance, you can delete that instance after publishing your event.

Once you have entered a recurring event, you can go into the “Manage Events” screen to edit the master event or specific event instances. If you want to delete a specific date, click on “instance” and then “Delete Event.”
**Status**

- Accept Confirmed (default option)
- Select the Tentative
  - Note: Tentative does not show on calendar.duke.edu. In managed events, this row will appear with hash lines as a reminder to edit the event.
  - Caution: some websites use copied data that is not updated with changes.
- If your event has canceled, change the event status from Confirmed to “Canceled.” The word, “CANCELED,” will be displayed as the Status for the event on calendar.duke.edu

**Event Description**

- Required field. Please use sentence case.
- Limited to 1500 characters. Counter will indicate characters remaining.
- Be aware that formatting will be lost when pasting from another source, like Word (e.g., bullets, indents, special characters).
- Note: URLs entered into the description do NOT serve as hyperlinks.

- (Optional) In the Cost box, type a price for the event and the location where tickets may be purchased, if applicable. If the event is free, please leave the box blank.
- (Optional) In the Event URL box, type a Web address for the event. Include the proper protocol: “http://...”
Adding Images (optional)
if image not included, a stock image will be used

- Click the Browse... box to upload an image stored on your drive.
- The image filename must be alpha-numeric characters only and include only one period (.) that must appear prior to the extension .png, .jpg, .gif (e.g. abc123.jpg)
- The minimum image size is 530 px wide x 353 px high, resolution 72 px/inch. File size must be less than 1 MB.
- A sizing box will appear which you may stretch or shrink, but you cannot change the 3:2 ratio.
- Make sure the outline is flashing the portion of the image to display.
- Can I use this image? Refer to the infographic from The Visual Communication Guy
- The Alt-Text field is required when an image is uploaded. This describes the content of the image for those who cannot see, such as “four puppies”.

Contacts

- Select the desired name from the list
  - You can also type ahead and select the correct Contact from the resulting list.
  - Note that when you select a Contact for the first time, it is automatically added to your Preferred list.
- If you don’t find the desired contact in the Contacts list, click the “Specify custom contact information” box and enter the name and email address
  - If you’d like the contact added to the Contacts list, send an email to calendaring@duke.edu requesting that the new contact be added. Once the contact is added and you’ve been notified, you may modify the event to select the contact from the dropdown list.
Location

- Select the desired location from the list.
  - You can also type all type ahead and select the correct location from the resulting list.
  - When you select a location for the first time, it is automatically added to your Preferred list.
- If you don't find the desired location in the Locations list, Click Custom Location.
  - If you'd like the location added to the Locations list, send email to calendaring@duke.edu requesting that the new location be added. Once the location is added and you've been notified, you may modify the event to reflect the new location.

Categories

- Select at least one category
- Consider how users might search for your event.
- Keep in mind that websites pull feeds based on categories, so be sure the category(ies) you select is/are appropriate in those contexts
  - For example "Alumni" should be used based on presenter, not potential audience members
Categories (continued)

- The categories in the Utilities group have special functions in the calendar. It is important to understand how they are handled in the calendar.

- **Ongoing**: Use this category to display the event in the Ongoing area on calendar.duke.edu. The event will display in the main event listing on the first day only.

- **Local**: Use this category to enter events into the calendar that your group, organization or department will display on its public Web site. Local events will not display on calendar.duke.edu, but will be available via XML feeds from the calendar.

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Working with Images

- **Must be JPG, PNG or GIF**
- **Filename** must be alphanumeric with extension. (example "abc123.jpg")
  - Filename cannot contain special characters or spaces, or dot ("."") other than preceding file extension
- **Does not accept PDF**
- **Ratio** of 3:2 and should look good at 50% zoom.
- **Show people in their best light.** Candid shots generally appear more authentic.

The minimum image size is 530 px wide x 353 px high, resolution 72 px/inch, preferred file size <1 MB.
Resources for Working with Images

- Brand.Duke.edu
  - Logos & fonts
  - Color palettes
- Webdam a resource for 7,000 stock images available for Duke University & Health System purposes.
  - https://duke.webdamdb.com/bp/#/
- Canva.com a simple design tool useful for converting vertical image to horizontal.

Create Design Using Canva.Com

1. Click Create a Design
2. Enter 530 x 353 px
3. Click Create new Design
Adding image to Canva.Com

1. Click Uploads on far left
2. Click Upload an image
3. Browse your drive to add file
4. Click on image to add to the design space

Change background color

Image will appear in design space
1. Stretch image using handles at corners
2. Click the multicolor square
3. Click Add New Color
4. Replace ffffff with code for Royal Duke Blue #00539B (from brand.duke.edu)
Save and Download

Rename the file
- Click "Untitled Design"
- Use only alphanumeric characters
- No spaces or special characters
- Click Download
  - Accept PNG format
  - Click Download

Then, upload the file to Event Calendar.

To Change an Image

- There are multiple steps to change an image
  - On the event entry screen scroll down to the image and click "remove image" which is an update that take you back to manage event screen.
  - View calendar.duke.edu to see that the Duke stock image appears.
  - Open event and browse to add replacement image.
  - Also add a space at the end of the event description detail to force a "save as."
Best Practices

• Use Title Case for Event Name
  • ALL CAPS IS MORE DIFFICULT TO READ

• Events Canceled with Short Notice
  • To inform the audience, change status to Canceled and Modify Event Title. (Deleting event adds to confusion)

• Writing from the Reader’s Point of View
  • What does the audience want to know? Lead with topic.

• Event goes beyond midnight?
  • End time after midnight converts to ALL DAY. Use “no duration” instead.

Descriptive Titles with Details

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event Name</th>
<th>Series Name</th>
<th>Sponsor</th>
<th>Presenter</th>
<th>Location</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, January 07, 2020</td>
<td>1:00 pm</td>
<td>TBA</td>
<td></td>
<td>Good</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday, January 13, 2020</td>
<td>2:00 pm</td>
<td>Weekly Seminar</td>
<td>AAG Weekly Training Seminar</td>
<td>Adopt a Grandparent (AAG)</td>
<td>Dr. Garry Aged</td>
<td>None</td>
<td>Good</td>
</tr>
<tr>
<td>Monday, January 20, 2020</td>
<td>1:55 pm</td>
<td>Weekly Seminar</td>
<td>AAG Weekly Training Seminar</td>
<td>Adopt a Grandparent (AAG)</td>
<td>Dr. Garry Aged</td>
<td>None</td>
<td>Better</td>
</tr>
<tr>
<td>Monday, January 27, 2020</td>
<td>1:00 pm</td>
<td>&quot;Staying at Home: Helping Grandparents Age in Place&quot;</td>
<td>AAG Weekly Training Seminar</td>
<td>Adopt a Grandparent (AAG)</td>
<td>Dr. Garry Aged</td>
<td>None</td>
<td>Best</td>
</tr>
</tbody>
</table>
Creating feeds to your website

You can publish your group’s events, both public and local, to your website using the calendar’s JSON, XML or RSS feeds.

The URL Builder aids web designers in creating feeds.

Contact Web Services for additional website assistance and Wordpress plug-in.

Creating Feeds to your Website

We recommend using JSON format
- See example widget

The database supports live feeds
- We discourage using copied or cashed data

Newest versions eliminate the need to check in multiple fields for variable data
- See example schema
Examples of Feeds to Websites

1. Generate feeds from URL Builder
2. Name your Feed
3. Select # of events
4. Curate Yes or No
5. Save

New Tool: Feed Curator

https://feedcurator.cloud.duke.edu/

1. Toggle Checkboxes to include event in feed
2. Save selection changes
3. Copy feed URL and insert on your website
Resources

- Calendar Admin Site http://admin.calendar.duke.edu
- Navigating the Calendar https://today.duke.edu/2017/06/duke-launch-new-event-calendar
- Duke Style Guide https://styleguide.duke.edu/
  - Logos & fonts https://styleguide.duke.edu/logos-and-fonts/
  - Color palettes https://styleguide.duke.edu/color-palette/
- Webdam communications community photo share site https://duke.webdamdb.com/bp
- Simple Design Tool http://Canva.com
- Feed Development Tool http://urlbuilder.calendar.duke.edu/
- Feed Curator https://feedcurator.cloud.duke.edu/
- Web Accessibility https://web.accessibility.duke.edu/
- Test Calendar use for practice entering events http://calendar-test.oit.duke.edu
- Help https://calendar.duke.edu/help and calendaring@duke.edu

Troubleshooting

- Calendar Admin page is giving a strange error repeatedly.
  - Limit session times to 30 minutes and remember to log out.
  - Try clearing browser cashe, and open a new private window.
  - If doesn't work, restart computer to fully disconnect from server.
- Event or updates not showing in feed to my webpage
  - Go to http://urlbuilder.calendar.duke.edu and generate a feed for your group or category and select Local=yes
  - If the event appears in the right right side of the screen, then the issue is with your website.
  - Contact your website developer
    - for Trinity College of Arts & Sciences email trinitywebsupport@duke.edu