



PEOPLE, PROCESSES & SCHEDULES...OPTIMIZED.

The University of Texas Health Science Center Streamlines Event Submission and Increases Event Attendance Using WebEvent



"People who use the calendar have remarked about how easy it is to enter events and look up events already in the calendar. We're very pleased with the results of the investment we've made in WebEvent."

*Jim Barrett
Webmaster
The University of Texas
Health Science Center*

Background

The University of Texas Health Science Center at San Antonio is a research university with more than 2,800 students and 3,600 faculty and staff members. It grants masters and doctoral degrees in medicine, dentistry, nursing, allied health fields, and biomedical research. With an annual budget of \$429 million, the university has four satellite campuses in South Texas and teaching operations in dozens of hospitals and clinics.

Challenge

With several campuses throughout the state and an ever-increasing number of events taking place at each campus, The University of Texas Health Science Center at San Antonio quickly found that their existing event calendaring and promotion systems weren't meeting their needs. Because no central event calendar existed, the university was forced to advertise public events using flyers around campus, departmental websites, or the university's weekly newsletter.

Meanwhile, internal departmental scheduling was accomplished using Microsoft Outlook or Meeting Maker, and academic class and room scheduling was handled on a separate system. With three systems being used for the various university events and schedules, significant strain was placed on the administrators who needed to keep track of these events. Often times, event information would become outdated or incorrect while event planners were unable to easily identify scheduling conflicts. Once the event was scheduled, the options to publicize the events were limited and campus personnel often had difficulty helping visitors find the locations of events.





Export events to personal calendar

Search for events by keyword

View multiple calendars simultaneously

Color-coded calendar categories

Single click to view event details

Accelerated Event Promotion
The university has also seen a noticeable improvement in the length of time to publicize an event. With the multiple event calendars in WebEvent and the simplistic submission process, event sponsors can publish notice of a meeting or event even if it is submitted at the last minute.

Increased Event Awareness and Attendance
The expanded exposure of the various events within the university community and the public has led to an increase in event attendance and awareness of the university's activities.

Simplified Event Calendar Administration
Event calendar administrators throughout the university have found it much easier to manage events using the streamlined event management process that WebEvent provides. Once the event is submitted, it takes only a few clicks of the mouse to approve or deny the request and to post the approved events to the appropriate event calendar.

Targeted Event Display and Distribution
WebEvent enables each department within the university to create their own URL to a calendar that displays events specific to that department. This enables calendar publishers to target specific audiences yet maintain a campus-wide calendar for general reference.

Solution

As the number of events increased campus-wide, it didn't take long for The University of Texas Health Science Center to realize that they needed one centralized event calendaring system. After evaluating multiple products, they selected WebEvent because it met all of their event scheduling needs and because they found it very easy to use.

When university employees, students or the general public wish to include their event in the university-wide or department-specific websites (the primary means for information communication throughout the university), they simply submit a request through WebEvent to one of 36 event calendar managers within 18 departments and schools of the university. These administrators review the event submission requests, approve or deny these requests and, if approved, have the ability to post the event to the event calendars on the university-wide or department websites.

Results

Since the implementation of WebEvent in July of 2004, the University of Texas Health Science Center has seen significant improvements in the event submission processes and in the attendance at the events themselves.

"We now have a central calendar for a large, decentralized institution," said Jim Barrett, Webmaster at The University of Texas Health Science Center. "Our students, faculty, staff and the public have easy Web reference to campus events using WebEvent. In addition, the calendar provides easy access for anyone who needs to post an event."

Reduced Scheduling Conflicts
The University of Texas Health Science Center has experienced a significant reduction in scheduling conflicts using WebEvent. For example, a computer training course had been scheduled opposite an important presidential lecture. Official spotted the conflict two weeks ahead of time and rescheduled the training.