1. **Proposal Topic:** Insert topic or proposal name: College Events Calendar Tool

2. **Pick one or more of the following:**

☐ Information sharing
☐ Feedback
☒ Problem solving
☒ Needs recommendation

3. **Background Statement:** Provide background statement on the need that has been identified. Include the need identified, and any prior actions taken in relation to this proposal.

Northland has been grappling with event scheduling issues for years. Various departments within the college handle event scheduling independently, leading to conflicts where events are scheduled at the same time. This often results in attendees missing out on other events or experiencing problems with space and parking. Although the new college website allows all employees to post their own events to the public-facing website, it is a homebrewed solution that doesn't address all the concerns.

4. **Summary/Rationale Statement**: Include any of the following that are applicable:

A. Describe how this aligns with the Strategic Directions and Priorities of the College

ACCESS – Meet students where they are to ensure all have access to high-quality educational opportunities.
Strategies
☐ 1.1 Expand recruitment to underserved populations.
☐ 1.2 Provide flexible learning opportunities.
☐ 1.3 Remove financial barriers for students.
☐ 1.4 Provide clear pathways for students.
☐ 1.5 Remove student enrollment barriers.
☐ 1.6 Streamline transition from pre-college services to programs.

STUDENT SUCCESS – Improve outcomes, success, and completion through quality programs, advising, and student development.
Strategies
☐ 2.1 Support students in achieving their educational goals.
☐ 2.2 Provide high-quality, relevant, engaging, and rigorous coursework.
☒ 2.3 Create a vibrant, supportive, and welcoming environment for students.
☒ 2.4 Provide exceptional student support services.
☒ 2.5 Provide individualized services to increase retention and support learning, education, and career goals.
☐ 2.6 Close equity gaps to improve success for all students.

PARTNERSHIPS – Strengthen partnerships with school districts, institutions of higher education, employers, and community organizations.
Strategies
☐ 3.1 Expand collaboration with education partners.
☒ 3.2 Increase community engagement.
☐ 3.3 Expand employer partnerships.
☐ 3.4 Respond and adapt to the ever- changing market and partner needs.

ADVANCING EQUITY – *Create an inclusive culture where all can reach their full potential.*
Strategies
☐ 4.1 Embody a welcoming and inclusive environment for all.
☐ 4.2 Ensure equitable access to resources for historically underserved individuals.
☐ 4.3 Ensure our campus community represents a rich array of experiences and viewpoints.
☐ 4.4 Establish community bonds through an understanding of our common humanity.

B. Identify and describe Interests

The work team has proposed a solution to two persistent issues raised by faculty and staff. The first issue involves the scheduling and availability of internal meetings. The proposed solution is to contract with a vendor to purchase a calendaring tool that integrates with our existing Outlook program. This tool will allow employees to easily copy internal meetings and events without the need for double entry. All employees will have access to view daily internal events and activities in one centralized location on the college website.The second issue that this program will address is the organization and promotion of external events on our website. The tool offers features to highlight events and sort and filter them easily, without losing any of the new features of our current events calendar. This initiative is in the best interest of the college as it will ensure effective scheduling of both internal and external events. The tool also can be integrated into our Pioneers athletics team schedules calendar so that coaches will no longer have to enter their games on both the athletics website calendar and the college website calendar. Additionally, there are several other user interface design and integrations that will also be an improvement over our current homebrewed calendar. It will ultimately enhance the experience for our employees, students, and the general public searching for events, resulting in a better overall event experience.

C. Identify if prior work has taken place or exists

We have considered various solutions for this problem, but we have not yet implemented anything. The recent upgrade to the online form and event publishing process on the new website has laid out an initial plan for a more comprehensive solution.

D. Identify key stakeholders and areas of partnership

Key departments responsible for scheduling are the President's Office, Workforce Development, Admission/Recruiting, Student Life, Foundation, and Marketing/Communciations. Ineffective scheduling on campus affects all employees, students, industry partners, prospective students, and the public.

E. Other

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5. **Project Team Members:**

    Project Sponsor: **(**Name of the sponsor (supervisor) who will be accountable for this proposal providing the scope and deliverables.)

    Chad Sperling, Director of Marketing and Communications

    Team Members:

Stacey Hron, Deb Beland, Linda Samuelson, Kirsten Michalke, Sara Johnson, and Julie Fenning.

6**. Additional Information – attach files if applicable**

We have worked with the vendor to secure a comprehensive package that includes a calendaring tool, a college virtual tour feature, and a prospect recruiting mobile app. By consolidating our tools with this vendor, we have not only secured cost savings but also gained valuable lead generation tools for our marketing and recruitment efforts. This comprehensive package represents an increase of about $7,000 per year compared to just having a virtual tour. Cost breakdown comparison: Year 1: $33,000 (virtual tour only) vs. $39,000 (calendar, virtual tour, lead gen recruiting app). Year 2: $34,000 vs. $41,000. Year 3: $36,000 vs. $43,000.