TO: All Faculty Members and Staff Organizing Events on Behalf of Parsons

FROM: The Parsons Deans' Office and CEA

EFFECTIVE: Spring / Fall 2011

GUIDELINES FOR SCHEDULING AND PROMOTING EVENTS AT PARSONS

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1. PROPOSING AN EVENT AND BOOKING A ROOM

Each event should have a faculty or staff event sponsor who oversees the planning and promotion of the event. As event sponsor, it is your responsibility to provide all final event details and promotional copy to your school's Resource 25 room scheduler and CMS contributor contacts in a timely fashion. **See appendix 1 for a list of event contacts at Parsons and The New School**.

Each school/department has one or two people who schedule events through Resource 25, the university's online space reservation system (see appendix 1). Because event space is limited, you should work with your R25 room scheduler to enter your events as early as possible, even if full event details have not been finalized. The required fields are as follows (see appendix 2 for a screenshot of the **R25 room scheduler form**):

Event Name
Event Type
Sponsoring Organization
Expected Head Count
Start date and time
End date and time
Space preference
Speaker names
Any additional requirements (certificates, catering, AV services, etc.)
Event Description

If all is well, the reservation will be approved by Mary Doctor, University Space Coordinator (doctorm@newschool.edu). Public programs are approved by Stephen Kimmerling, Wolfson Director of Public Programming (kimmerls@newschool.edu).

Events proposed for the Fall semester start being entered into R25 around **March 1**, and are approved around mid-March. Events proposed for the Spring semester start being entered into R25 around **November 15**, and are approved around late November/early December. Events that are proposed after the March 1 and November 15 deadlines will evaluated on a case by case at the discretion of the school dean.

NOTE:
* The R25 request does not secure AV or facilities services. Event sponsors should contact AV via the employee or faculty tab on my.newschool.edu and facilities via Sprocket, or to make arrangements with their school operations staff. See p 6 for more information.

** If alcohol will be served at the event, and if the event will include people under the age of 21, additional steps must be taken at this stage. These are outlined at:
http://www.newschool.edu/studentservices/rights/alcoholdrugs.aspx

2. ENTERING EVENTS INTO CMS FOR DISPLAY ON THE PARSONS AND UNIVERSITY WEB SITES AND FOR EXTERNAL MARKETING EFFORTS

Each school/ office has one or two people responsible for entering events into the Parsons and university web calendars using the university content management system (CMS). As soon as space and time are confirmed, and at least within two weeks of the event's approval in R25, work with your school's CMS contributor to enter the event in the CMS calendar (see appendix 1).

This is a crucial step. The sooner it is accomplished, the sooner people will start to learn about the event. Posting events on the CMS not only makes your event public on the website calendars, but also makes your event accessible for university communications vehicles, including press releases, HTML e-blasts, and New School News. Postings can be updated once further details become available.

The required fields to post an event to the Parsons web site are as follows: see appendix 3 for a screenshot of the **CMS event submission form.**

Title (required): 250 character max
Teaser (recommended): 500 character max
Description (required) no text limit, but please keep description to 300 words or less
Start date (required)
Start time (required)
Building/location (required)
Admission (required)
Box office information (required)

Additional fields include:
End date
End time
Image/Logo
Reservations phone number
Reservations email address
Contact information
Special needs phone number and email address

You should also work with your School's CMS contributor to create hyperlinks anywhere in the event description where it mentions a faculty member's name or the name of a program, department or institute. For **Instructions on how to hyperlink** in the CMS, see appendix 4.

When events are placed into the university CMS they are confirmed by David Rosenberg, Mgr of Internal Communications (drosenbe@newschool.edu), and go live within 1-2 weeks. David will send out email reminders to the CMS contacts throughout the year regarding upcoming deadlines for public program press releases**:** mid-July (for the first fall release), late August (for the fall update release), mid- September (for the final fall update

release), and early December (for the spring season release), mid-January (for the first spring update release), and mid-February (for the final spring update release).

Events that have been entered into the CMS appear on the main Events page of the Parsons website, and also appear on the main university events page. The top 5 upcoming events also automatically bubble up to the Parsons home page. All public programs should be entered into the CMS.

3. POSTING EVENTS ON THE SCHOOL MAGAZINES

Once events are approved in R25, you should also contact your School Magazine's content supplier (see appendix 1) about creating a new post.

Event posts on the magazine can include more extensive information than that which gets posted to the university CMS. They may also include events internal to the program or School community as well as public programs open to the general public.

The magazines are:
adht.parsons.edu
amt.parsons.edu
sce.parsons.edu
sds.parsons.edu
fashion.parsons.edu

Posts that have been categorized as events on these magazines can be accessed from the Events page of the Parsons site.

[Note: Parsons intends to explore integrating these event controls in the future, so that Content Supplier can enter events in the school magazine, and check a box for those items that should bubble up to the Parsons News and Events pages.]

4. ADDITIONAL EVENT PROMOTION

Posters and other print collateral: To request the design or production of event-related online (e-mail blast, pdf) or print collateral (posters, postcards, invitations, signage) contact Julie Godsoe in the Communications and External Affairs Office at godsoej@newschool.edu.

Press: By entering your event into CMS in timing with the scheduled deadlines, it will be included in the art and design public programs press releases that go to an extensive list of media throughout the year. For further questions about publicity, please contact Deborah Kirschner or Kate McCormick at communications@newschool.edu.

ParsonsNews Email blast: ParsonsNews is sent to all part-time and full-time faculty, staff, and students at Parsons. To send an event announcement from ParsonsNews, contact Chris Rivera at parsonsnews@newschool.edu. Please provide two weeks' notice for event announcements or opportunities that include a deadline.

New School News: New School News is sent to everyone with a University email account. It is also available on the University web site, http://blogs.newschool.edu/news/, and feeds the Parsons web site news page. "Current news" items are posted as they are written, so there is no deadline for these. Feature stories are posted every other Tuesday and remain static during that time period. If you have an idea that you would like to submit for consideration as a feature story, please do so, but keep in mind, that these stories are picked and written at the discretion of Communications and External Affairs (CEA). They are also chosen in advance and it is common for the next 2 or three News issues to already have feature stories chosen for it. Submit story ideas for consideration to news@newschool.edu.

Facebook and Twitter: To post the event to Parsons/The New School facebook and twitter accounts, email socialmedia@newschool.edu.

5. SETUP, FACILITIES, CATERING, AND AV

For setup, catering, and AV, follow the instructions below, or to make arrangements with your school operations staff according to your school's procedure.

Food catering: Place order at least **1 week in advance** using Chartwells internal catering system. www.newschool.catertrax.com, catering@newschool.edu.

Wine/Alcohol: Order wine / alcohol at least **1 week in advance** using Chelsea Wine Vault, www.chelseawinevault.com. They have a special New School wine list. See http://www.newschool.edu/studentservices/rights/alcoholdrugs.aspx for more information.

AV: If microphone or other audio-visual equipment will be required, place the request at least **2 weeks in advance** with University Academic Technology using their on-line request system (link below - you can also access this system via the employee or faculty tab on my.newschool.edu, then clicking on Schedule AV Delivery or University Event Support). If you have any questions call 229-5300 x2310. http://www.newschool.edu/at/agreements/fe_avdeliveryevent_agreement.html

Facilities: To request space set-up from Facilities (e.g., number and placement of chairs, tables, etc.) use Sprocket, the University's Work Order submission tool (link below - you can also access this system via the employee or faculty tab on my.newschool.edu). Requests should be placed at least 1 week in advance. https://tns.upturnhost.com/logon.asp.

Signage: If you have requested that any posters be mounted on foam core, you will need to arrange for easels to be set up in building lobbies. This should also be requested through Sprocket https://tns.upturnhost.com/logon.asp and will be coordinated by Facilities.

Appendix 1: Event Contacts at Parsons/The New School (6/12/11)

School/Dept	R25 Room scheduler	R25 Room approver	CMS contributor for events calendar	CMS approver for events calendar	Content supplier(s), Wordpress Magazine
Art and Design History and Theory	Jennifer McHugh/Rebecca Nison	Mary Doctor / Stephen Kimmerling	Jennifer McHugh/Rebecca Nison	David Rosenberg	Rebecca Nison
Art, Media, and Technology	Caitlin Hickey	Mary Doctor / Stephen Kimmerling	Caitlin Hickey	David Rosenberg	Caitlin Hickey
Constructed Environments	Alan Bruton	Mary Doctor / Stephen Kimmerling	Alan Bruton	David Rosenberg	Alan Bruton / Lisa Maione
Design Strategies	Desirae Colvin/Robin Campbell	Mary Doctor / Stephen Kimmerling	TBD	David Rosenberg	Dan Hill or your program director
Fashion	Josie Tirado / Denise Wallner	Mary Doctor / Stephen Kimmerling	Gretchen Harnick/ Michelle Alleyne	David Rosenberg	Michelle Alleyne
SPACE	Alisande Barriffe	Mary Doctor / Stephen Kimmerling	Alisande Barriffe	David Rosenberg	N/A
SJDC	Kristina Kaufman	Mary Doctor / Stephen Kimmerling	Kristina Kaufman	David Rosenberg	N/A
Career Services	Aman Agah / Angie Wojak	Mary Doctor	Angie Wojak / Erin Berkery / Angela Tsuie	Susan Heske	Angie Wojak / Erin Berkery / Angela Tsuie
Parsons dean	Aman Agah	Mary Doctor / Stephen Kimmerling	Jen Rhee	David Rosenberg	Jen Rhee
Admission	Priscilla McCovery	Mary Doctor / Stephen Kimmerling	Victora O'Neill	David Rosenberg	N/A
Advising / Student Affairs	Joe Hosking / Evan Iacoboni	Mary Doctor	Joe Hosking / Evan Iacoboni	Susan Heske	N/A
Development / Alumni Relations	N/A	Mary Doctor / Stephen Kimmerling	Danielle Claudio / David Rosenberg	David Rosenberg	N/A

Appendix 2: R25 room scheduler form

Request an Event

Please fill in as many details as possible. Required fields are labeled like **this**.

Event Name:

Event Title:

Event Type: (Unspecified)

Sponsoring Organization: (Unspecified)

Expected Head Count:

Start: April | 2 | 2010 | 01 : 00 | PM

End: April | 2 | 2010 | 01 : 00 | PM

Repeat:
- ● None
- ○ Ad Hoc

  April | 2 | 2010 | (Enter)

- ○ Daily

  Repeat Every: 1 Day(s)

  ○ Until: April | 2 | 2010

  ● For: 1 Repetition(s)

- ○ Weekly

  Repeat Every: 1 Week(s)
  On:
  ☐ Monday ☐ Tuesday ☐ Wednesday ☐ Thursday ☐ Friday
  ☐ Saturday ☐ Sunday

  ○ Until: April | 2 | 2010

  ● For: 1 Repetition(s)

Space Preference:
- ○ Specific Space: (Unspecified)
- ○ Any Space In: 2 W 13th Street
- ● Other:

Custom Attributes:

Any Speaker? ☐

Speaker Name1 _____ (Text)

Speaker Name 2 _____ (Text)

Speaker Name 3 _____ (Text)

Please Note:

Requirements:

Administration:
Certificate Of Insurance	☐	(T/F)
Box Office	☐	(T/F)
Alcohol Permit Application	☐	(T/F)
Extended Building Hrs	☐	(T/F)

Catering:
Dining Services	☐	(T/F)

Service:
Audio Visual	☐	(T/F)
Facilities	☐	(T/F)
Information Technology	☐	(T/F)
Security	☐	(T/F)

Comments:

Description:

Appendix 3: CMS event submission form

New School Events

For help on using this form, go to the CMS Help page. Firefox will display the page in a new tab, Internet Explorer in a new window.

Title (Required – 250 character max)

Teaser (500 character max)

Description (Required)

Image/Logo

Description 3 (Not applicable, reserved for future use)

Description 4 (Not applicable, reserved for future use)

Start Date (Required)

Start Time (Required)
(select)

End Date

End Time
(select)

Note: Events that take place over more than one day need separate listings created for each day of the event.

Building/Location (Required)
(select)

Other Building/Location

Admission (Required)
(select)

Other Admission Information (Old Information – For CEA Use Only)

Other Admission Information (Fill-in when Admission is "Other")

Reservations Phone Number

Reservations Email Address

Box Office Information (Required)

⭕ No Box Office Information
⭕ Standard New School Box Office Information
⭕ Other Box Office Information

Other Box Office Information

Contact Information

Special Needs

For special needs requests, i.e. hearing assistance or wheelchair accessibility, please enter a contact phone number or email address for your organization below:

Special Needs Phone Number

Special Needs Email Address

Public Event

☐ Display on University Calendar

Display on the following school sites (Required):

☐ Drama   ☐ Inactive   ☐ Internal
☐ Jazz   ☐ Lang   ☐ Mannes
☐ Milano   ☐ NSGS   ☐ NSSR
☐ Parsons   ☐ The New School

Display on the following departments:

The New School

☐ Alumni   ☐ Environmental Studies   ☐ For CEA Use Only
☐ Inactive   ☐ India China Institute   ☐ SCEPA
☐ Social Research Journal

Eugene Lang College The New School for Liberal Studies

☐ Lang IUE

Mannes College The New School for Music

☐ College Division   ☐ Extension Division   ☐ Prep Division
☐ Schneider

Milano The New School for Management and Urban Policy

☐ CNYCA

The New School for General Studies

☐ Bachelors Program   ☐ CE   ☐ Doc Studies
☐ International Affairs   ☐ IRP   ☐ MATESOL
☐ Media Studies   ☐ MMP   ☐ Riggio
☐ VLC   ☐ Writing

The New School for Social Research

☐ Anthropology   ☐ Economics   ☐ Global Finance
☐ Historical Studies   ☐ Liberal Studies   ☐ Philosophy
☐ Political Science   ☐ Psychology   ☐ Sociology

Parsons The New School for Design

Architectural Design
☐ BFA

Architecture
☐ M.Arch

Communication Design
☐ BFA

Design and Technology
- ☐ BFA   ☐ MFA

Environmental Design
- ☐ BS

Fashion Design
- ☐ AAS   ☐ BFA

Fashion Design and Society
- ☐ MFA

Fashion Marketing
- ☐ AAS

Fashion Studies
- ☐ MA

Fine Arts
- ☐ BFA   ☐ MFA

Graphic Design
- ☐ AAS

History of Decorative Arts and Design
- ☐ MA

Illustration
- ☐ BFA

Integrated Design
- ☐ BFA

Interior Design
- ☐ AAS   ☐ BFA   ☐ MFA

Lighting Design
- ☐ MFA

Photography
- ☐ BFA   ☐ MFA

Product Design
- ☐ BFA

Transdisciplinary Design
- ☐ MFA

☐ Foundation

☐ Art and Design History and Theory

☐ Sheila Johnson Design Center

Areas of Interest:

- ☐ Art and Design
- ☐ Environment/Science
- ☐ International
- ☐ Open Houses
- ☐ Writing and Literature
- ☐ Classical Music
- ☐ Film
- ☐ Jazz Music
- ☐ Performing Arts
- ☐ Conferences and Lectures
- ☐ Food Studies
- ☐ Online Events
- ☐ Politics and Current Affairs

Appendix 4: Instructions on how to hyperlink in the CMS

When hyperlinks are embedded in the event description, this has the potential to generate traffic to other pages on the website and hopefully will garner further interest and cross promotion between the academic departments and public programs. It will also raise the visibility of the event and school in Google searches.

To embed a hyperlink:
Identify the words you want hyperlinked and cut and paste the web addresses in advance. Save the address in a temporary file until it's time to paste it. For example, the words "Department of Fine Arts" within the sentence "Sponsored by the Department of Fine Arts" would be selected.

Within the description, highlight the words you want hyperlinked then on the top bar menu, see the hyperlink manager button that looks like a little globe with an anchor underneath it. Click on that button icon and you will see the hyperlink tab. Then cut and paste the web address making sure that you do not include the http:// twice and then click OK.

Also, if the event is a conference or festival on multiple dates, we would like you to include either a line at the end of the description that says "This event will continue on (fill in the dates)," and then hyperlink those dates with the web address of the next event in the series using the web address from the university events calendar. Or if your conference or festival has a web page on the school website you could add a line "For a complete conference schedule visit the Department of Fine Arts website," and then you would hyperlink the word " Department of Fine Arts website" to the conference webpage.