



STANDARD OPERATING PROCEDURE (SOP)

Division: Academic Dean	Annual Notification Requirement: Yes
Subject: Publicizing Events	Effective / Revision Date: February 2013
Sponsor: Chancellor and Dean	Author: Foy, Roz

Publicizing Events at UC Hastings

Point of Contact

Student Initiated Events

Students should review the Student Organization Handbook for how to plan an event, including how to publicize their event. There is a lot of detail including everything from how to book a room to who to contact if you have a high profile speaker.

Rupa Bhandari, Student Services, 565-8909

Flor Mesquita, Student Services, 565-4835

Student Services Main Line, 565-4773

Weekly, weekly@uchastings.edu

Journal Initiated Events

Tom McCarthy, O'Brien Center for Scholarly Publications, 581-8952

Faculty and Center Initiated Events

Roz Foy, Academic Dean's Office, 565-4682

Alumni Initiated Events

Shino Nomiya, Alumni Center, 565-4616

Who Is Your Audience?

Faculty Only

1. Contact the Academic Dean's Office, which can: (a) send emails to faculty including visitors and adjuncts; (b) place the event on the monthly event calendar sent to faculty; and (c) add the event to the UC Hastings online master calendar. The Academic Dean's Office should be contacted at least 30 days in advance.
2. Contact the Alumni Center Office, as FYI. This helps in informing fundraisers of what opportunities for funding and general promotion of our faculty's work to our alumni community.



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UC Hastings Community Only

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2. Contact Student Services to post in the UC Hastings Weekly. Student Services should be contacted at least two weeks in advance. Email weekly@uchastings.edu with a brief description of your event or announcement. Submissions are due Thursday by noon to get into the following Monday's Weekly.
3. Contact the Office of Communications & Public Affairs, which may: (a) tweet from the official UC Hastings twitter account; (b) share from the official UC Hastings Facebook account; (c) post to the UC Hastings LinkedIn Alumni Group; (d) help you draft and distribute a press release; (e) help promote the Livestream (if applicable); (f) help you create a postcard in keeping with the official identity standards; (g) help connect you with a professional photographer; and more. All the above are conditional based on available resources and the "newsworthiness" of the event. Communications & Public Affairs should be contacted when you have everything set and are ready to promote.
4. Contact the Alumni Center Office, which may: (a) help with external promotion to the alumni community; (b) put it on our events calendar; (c) review funding/outside sponsorship potential and recommend leads. Even if you are not seeking sponsorship leads, contact the Alumni Center as a FYI. This helps us promote what is happening to our alumni community.

Public Events (conferences and symposia)

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Contact the Alumni Center in order to promote to the alumni community. Alumni has a heavy email schedule each week so it’s best to contact us at least 8 weeks in advance if you want to maximize promotion. Last minute promotions are difficult to add to the email schedule without bumping other events. Please contact us when you have everything set and are ready to market.

Custodial Department

The Research Dean is the custodial department responsible for revisions and the annual notification requirement.

Approvals /Revisions

1. February 09, 2013: Frank Wu issued to Sr. Staff.
2. February 11, 2013 Distribution:
 - a. To Faculty by Research Dean William Dodge
 - b. To Student Organization by Student Services Associate Flor Mesquita
 - c. To Journal members by Scholarly Publications Manager Tom McCarthy