



# GUIDELINES FOR THE MARKETING AND COMMUNICATION OF SPECIAL AND PUBLIC EVENTS IN THE CEC

Opportunities for assistance in promoting a free special interest or public events taking place in the CEC are available. Special and public events are prioritized by the following criteria:

<b>PRIORITIES</b>
<b>TYPES OF GROUPS AND ORGANIZATIONS</b> <ul style="list-style-type: none"> <li>• UNO community-engaged groups, colleges and departments, Student-run, engagement-focused organizations, and signature outreach programs (<i>i.e.</i>, <i>Service Learning Academy</i>, <i>Office of Civic and Social Responsibility</i>, <i>William Brennan Institute for Labor Studies</i>)</li> <li>• Building Partner Organizations housed in the CEC</li> <li>• Community-based organizations</li> </ul>
<b>TYPES OF EVENTS</b> <ul style="list-style-type: none"> <li>• Special events in the CEC that invite the community and campus with a registration or RSVP link</li> <li>• Open to the public or special interest events in the CEC  <i>Examples include public lectures, symposia, and forums. Only events with confirmed public events in the CEC will apply.</i></li> </ul>

We also prioritize events with the following:

- Events that are reserved in the CEC meeting spaces with a capacity of 30 or greater
- Groups who are working to promote events across campus and in the community
- Timeliness of response and level of detailed information provided about an event

## RESOURCES AVAILABLE

### FOR COMMUNITY CONSIDERATION (FCC)

A collaborative email of public events and special interest opportunities taking place at UNO's [Barbara Weitz Community Engagement Center \(CEC\)](#), [UNO Libraries](#), and the [Willis A. and Janet S. Strauss Performing Arts Center \(SPAC\)](#). This monthly email promotes events being held in the subsequent month and is intended for community member audiences.

### WEBSITE ARTICLE (REQUIRED FOR FCC)

Creating a website article that lives on the CEC website is helpful for promoting any public event in the building. These require an event description, logistics, event contact, and an image that is 800 x 533 Pixels (landscape) or larger.

### COORDINATION WITH UNIVERSITY COMMUNICATIONS | MAVDAILY AND BULLSEYE

University Communications will automatically have access to share an online event article. Sharing through UNO's internal communications generally includes two channels, the

### SOCIAL MEDIA

We promote public events in the CEC through various social media channels. Typically, that includes three (3) different shares per event but may vary with advanced notice and information received priority of the event and access to sharable information.

### **GUIDELINES FOR SUBMITTING SUPPLEMENTAL INFORMATION**

Supplemental information for special or public events includes graphics and information that provides context for an event or provides logistical or access information for UNO and community audiences who might attend. Some of this includes images, descriptions, RSVP information, space logistics, breakouts etc. In order for us to assist, you should submit information at least four (4) business weeks (one month) in advance from the date of the event. More time may be required.

The CEC learns about special and public events through our Events Management System. Reaching out to help organizations is only possible when filling out our reservation request form, and for groups who indicated “yes” to hosting a special or public event, and “yes” to be contacted for assistance. Organizers of these events are contacted by either Robyn Loos or the CEC Marketing Student Worker.

**For more information about receiving assistance promoting a special interest or public event in the CEC please contact Robyn Loos at [rloos@unomaha.edu](mailto:rloos@unomaha.edu).**

**RIGHT TO REFUSE:** *The University of Nebraska at Omaha (UNO) and the Barbara Weitz Community Engagement Center (CEC) reserves the right to refuse materials that fail to comply with the policies of UNO and the CEC. Policies include but are not limited to the University of Nebraska Memorandum on Copyright Law and Compliance, Student Involvement Approval Stamp, and University Communications Branding and Writing Style Guidelines. Unless otherwise clearly stated, any views or opinions expressed as part of events at CEC should not be viewed as endorsements by UNO and do not reflect the official position of UNO or the University of Nebraska system. Please also be aware, the responsibility for any changes to events held at the CEC, including cancellation, lie solely with the event organizer and not UNO or the CEC.*

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