

FAQ and tips on listing your event in UMSL Tomorrow

1. What is UMSL Tomorrow?
UMSL Tomorrow is the University of Missouri-St. Louis' primary way of informing students, faculty and staff about university events. It is sent as an email to everyone with a university email address each weekday, listing events for the following day. On Fridays, one email is sent with events through Monday.
2. How do I get my event listed in UMSL Tomorrow?
Place it on the UMSL Calendar at www.umsl.edu/campus-calendar. The designated Web administrator for each department or organization must enter the event. Once it's placed on the calendar, the software used to produce UMSL Tomorrow will pull the information automatically.
3. What information about my event will run?
A brief description and location. Readers can click on the listing to get full information. If there is something pertinent, such as cost or registration required that should be noted as well. UMSL Tomorrow listings are informative but brief with full information available if interested readers click through to the calendar listing.
4. When should I list my event?
There is sometimes lag time between the time event information is entered and the time that the software can read and pull it. To guarantee your event is included, aim to have it entered onto the calendar 48 hours in advance. If your event is on Monday, aim to list it no later than the preceding Thursday afternoon.
5. I listed my event, but it didn't appear or it appeared incorrectly. What do I do?
Contact Jennifer Hatton in marketing and communications at hattonjm@umsl.edu.
6. My event is ongoing. Does that mean that it will be listed every day?
That depends. If your event is something that will last for weeks, such as an art exhibition, it will run on the first day. If it is something that happens over the course of a few days, such as a play that runs over a weekend, it will likely appear for those days that it takes place, as long as you've entered each performance as an individual event. If your event is something that repeats on a regular basis, such as a weekly meeting, each meeting will be listed whenever it appears.
7. I have something really big that I want to promote more than once. How do I do that?

It is possible to have your event listed as a "Sponsored Event." This could be especially useful for events that have wide appeal and require reservations or registration. Please contact hattonjm@umsl.edu for more information.

8. My organization is sponsoring something that is not on campus itself. Can that be included?

Yes. If you're taking a group some place like the bowling alley, the art museum or your department or organization is sponsoring an event that takes place off-campus, that is also eligible for UMSL Tomorrow.

Here are some quick tips and other info for including your event in UMSL Tomorrow.

- Give your event complete information, including room number where applicable.
- Tell people what is happening. Some events, such as a basketball game, are self-explanatory. But if you're planning something that is not self-explanatory, for example, a celebration of National Mustard Day, please explain what will be taking place.
- Please DO NOT WRITE ANY PART OF YOUR EVENT DESCRIPTION IN ALL CAPS unless it's a proper name. We know you're excited that EVERYONE WILL GET A T-SHIRT!!!! but we have to change this to conform with style.
- Your listing may be edited for spelling, grammar and proper style.
- Listings may also be trimmed for space considerations.
- If your event is canceled, please do your best to remove it from the calendar or note its cancellation. In addition, you may email umsltomorrow@umsl.edu or hattonjm@umsl.edu to give notice of the cancellation.