

1. Costello Outlook Event Calendar **Required*

We are reinforcing the use of the existing Outlook event calendar to improve the event planning process within the entire college. This Costello Outlook Event Calendar will be a central hub for scheduling and overseeing events and activities across our centers and departments. It will help us avoid scheduling conflicts, increase attendance, enhance event impact, and improve resource management.

What do I need to do?

- **Check the Event Calendar** | Add the Event Calendar to your Outlook to be able to see what events are happening and upcoming. As staff and faculty, routinely review the calendar, participate in events, and encourage our students and partners to attend our events.
- **Report your events** | All event organizers are required to report upcoming events as soon as possible and follow the [Costello Outlook Event Calendar Guidelines](#). Events added to the [Costello Public Event Calendar on our website](#) must be reflected in the Costello Outlook Event Calendar to capture all events organized by the college. The template for required information is available on top of the calendar for reference.
- **Plan your events** | When planning a new event, please ensure to check the Costello Outlook Event Calendar to avoid conflicts.

How do I add the Costello Outlook Event Calendar on Outlook?

1. On your Outlook Calendar, select “Open Calendar” or “Add Calendar.”
2. Select “Open Shared Calendar” or “Add from Directory.”
3. Type “Costello Event.”
4. If you are an event organizer, you need the editing permission for the calendar. Please contact Julia Coulter jcoulte3@gmu.edu.

How do I promote my events?

- Reach out to our **Marketing and Communication** team for assistance in promoting your events effectively to the targeted audience and creating marketing materials. You may also contact our **Advancement** team for business community, alumni, and Corporate and Community Partner engagements.
- **Add your events on the [Costello Public Event Calendar on our website](#)**, so students can see and attend the events. The **Undergrad / Grad Teams** can also include your event information in their newsletters and via student email lists.
- **Speak about your events at faculty/staff council meetings**. If you would like your event featured, please send event details and any promotional materials to jcoulte3@gmu.edu at least one week before the meeting.

2. Event Trackers (Shared with Event Leads in Teams) **Required & NEW*

This is a new process that we are implementing beginning Fall 2026. All event organizers are required to track their events in their designated spreadsheet. This process will help create a comprehensive list of events executed by each unit and will be used for multiple reporting purposes, such as Core Team review and AACSB event data collection.

What do I need to do?

- **Event trackers will be shared with each unit's Event Leads via Teams.**
Contact Julia Coulter jcoulte3@gmu.edu if you have any questions or need assistance with accessing the tracker.
- **Collect and keep track of all the requested information for each event** and enter the details in your tracker. Reporting will include the event name, purpose, date, attendance, funds spent, and notes for improvements.
- **All trackers will be reviewed at the end of each semester** and reported to the Core Team as well as the Accreditation Team.

3. Event Surveys **Required*

We will continue enhancing our culture of continuous improvement by conducting event surveys to collect feedback from participants. The survey results will provide valuable insights into participant satisfaction, cost/outcome analysis, areas of improvements, and future event opportunities. While the event survey remains a valuable tool for collecting participant feedback, *you are no longer required to share that information with us as we begin the implementation of the Event Trackers for data collecting purposes.*

What do I need to do?

All event organizers are required to conduct a survey after each event to reflect on participant experience, successes, and improvements for the future. Please refer to a sample survey ([click here](#)). **A summary of areas of improvements and notes for future is required** to be tracked in your unit's Event Tracker.

4. Event Resources and Support Group

We have created a "Costello Event Resources" Teams Group, which will serve as a central hub for everything you need to plan and execute successful Costello events. If you would like to join, please use [this link](#). Contact Julia Coulter jcoulte3@gmu.edu if you have any questions or need assistance with accessing the resources.

In this group, you will have access to the following and other useful templates (also saved in the [Event Planning Processes](#) folder):

- **Shared Inventory list of Event Supplies**
Please consider utilizing the Shared Inventory and reduce event costs!
 - **Check this list to see if you can find items you need for your next event.** You will find supplies such as tablecloths, flowers, ornaments, coolers, folding tables, games, and more.
 - **Add your items** so that other units can borrow and save money!
- Venue Photos and Parking Instructions
- Catering Recommendations
- Event Planning Checklist, Run of Show Templates
- Open communication channels for collaborating with other planners and Q&As
- Costello Outlook Event Calendar Guidelines
- On-Campus Event Emergency Quick Guide, Event Emergency Action Plan

5. Event Emergency Procedures

Please continue enhancing emergency preparedness at events. Various resources on how to handle event emergencies and keep everyone safe are compiled in the [Emergency Protocols](#) folder.

The [Event Emergency Action Plan Template](#) provides a check list for event organizers and helps prepare emergency contacts and assignments, First Aid/AED kits, accommodation needs, etc. The [On-Campus Event Emergency Quick Guide](#) and Emergency Procedures Flipbooks will be distributed to all units and additional copies will be available at the Dean's Office.

Costello Event Management Procedure Updates for 2026-2027

Dear Costello Colleagues,

Thank you for attending Costello events and for creating such meaningful experiences for our students and community. It has been a pleasure collaborating with you and sharing so many successful events over the past year.

As we dive into a new academic year, I am excited to announce updates on our college-wide event management procedures. These streamlined processes will help maximize attendance and event impact as well as ensure operational consistency and quality across hundreds of events organized by various units within the college. Please review the following updated procedures below - all guidelines and resources are also available in the [Event Planning Processes](#) folder on Teams as well as in the Event Resources section of the [Costello Document Library](#).

1. **Costello Outlook Event Calendar** **Required*
All event organizers are required to enter your events in the Costello Outlook Event Calendar (e.g. events and activities organized by Undergrad/Grad, Career Services, Centers, Executive Education, Academic Areas, Faculty/Staff Councils, Advancement, Dean's Office), including events added to the Costello Public Event Calendar on our website. Review full details on the [Costello Outlook Event Calendar Guidelines](#) and contact Julia if you need editing permissions to add entries to the calendar.

Check the Costello Outlook Event Calendar to plan your next event, or review upcoming events so you can attend or help promote Costello events to our students and community.

2. **Event Trackers** **Required & NEW*
Each unit will have an Event Tracker spreadsheet shared with their events leads. Please track all your events in this spreadsheet and report on the following details: event name, purpose, date, attendance, funds spent, and notes for improvements. Spreadsheets will be distributed in the coming days.

The collected information will be reviewed by the Core Team and the Accreditation Team at the end of each semester for reporting purposes.

3. **Event Surveys** **Required*
All event organizers are required to conduct a survey post each event to reflect on successes and improvements for the future. While the event survey remains a valuable tool for collecting participant feedback, you are no longer required to share that information with us as we begin the implementation of the above-mentioned Event Trackers for data collecting purposes.
4. **Event Resources and Support Group**
Join the ["Costello Event Resources" Teams Group](#), which will serve as a central hub for useful resources you need to plan and execute successful Costello events.

If you want to reduce event costs, check out the **Shared Inventory list of event supplies**. Review this list to find items you need for your next event, or add your items so that other units can borrow them.

5. **Event Emergency Procedures**
Please continue enhancing emergency preparedness at your events. Take a look at the resources available to keep everyone safe in cases of emergencies that may occur during events (e.g. weather, medical, evacuation): [Event Emergency Action Plan Template](#), [On-Campus Event Emergency Quick Guide](#), and Emergency Procedures Flipbooks (available at the Dean's Office Front Desk).

Your active participation has been instrumental in making this a success in the past. Feel free to reach out to me if you have any questions about utilizing the enhanced formats and procedures. We look forward to celebrating many successes of Costello events!

Warmly,
Julia