

HAPPENING @ MICHIGAN

THE UNIVERSITY OF MICHIGAN EVENTS CALENDAR



Application Summary

Happening @ Michigan is the most comprehensive events calendar at the University of Michigan. Built as a custom application by Technology Solutions and sponsored by Campus Information, the current version of **Happening** launched in July of 2014. Since launch, website traffic has doubled from a peak of 100,000 views in September of 2014 to over 200,000 in September of 2019. In the 2019-2020 academic year, nearly 9,000 events were published through this application.

This custom application offers a variety of intuitive features, including the ability to add events to your Google Calendar, and provides customized feeds that can power event listings on websites, and digital signage by providing dynamic event information, that can be filtered by sponsoring group, tags, location and event type. A built-in importer can create events from your existing event management and promotion systems automatically and your data is also exportable through a downloadable spreadsheet. A custom search function can also be used to find events and includes spelling-correction and promotion based on event interest and date.

Happening @ Michigan powers many departmental calendar feeds on their respective websites, both inside and outside of Student Life becoming a valuable resource across the university as a whole. Additionally, featured events can be promoted on **Happening @ Michigan** and displayed in the University of Michigan Gateway events feed, in the Michigan Mobile App, and the University Record.

 | STUDENT LIFE
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techsolutions.studentlife.umich.edu

events.umich.edu/features for a full features list

70,000+

Events since 2014 launch

Over 11M

Website views to date

100,000

Average pageviews per month

Over 1700

Unique Groups

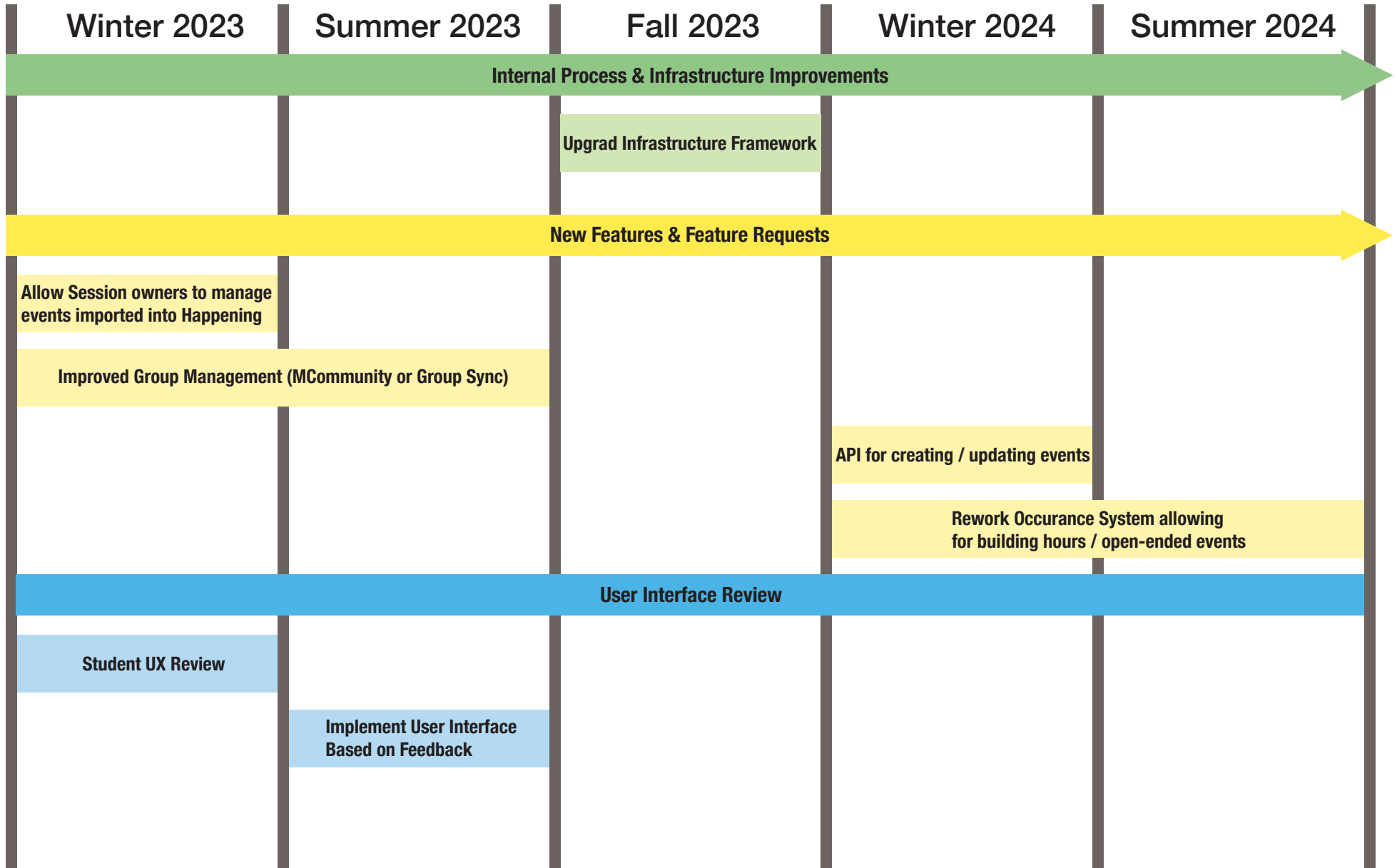
Highlighted Use Cases

- Student Life
- The College of Literature Science and the Arts
- The School of Music, Theater and Dance
- Rackham Graduate School
- Michigan Medicine - Gift of Arts
- Maize Pages



Integration with the University of Michigan App

Happening @ Michigan Roadmap



* Times noted are estimates and subject to change.