**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 2018-2019 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.

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**45,000+**
Events since 2014 launch

**Over 7M**
Website views to date

**119,000**
Average pageviews per month in 2019

**Over 900**
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

[techsolutions.studentlife.umich.edu](http://techsolutions.studentlife.umich.edu) for a full features list

Integration with the University of Michigan App
Happening @ Michigan Roadmap

Winter 2020
- Develop Product Roadmap
- Shibboleth Integration
- Migration to More Scalable Server Architecture

Summer 2020
- Internal Process & Infrastructure Improvements
- Work With Partners to Improve Feeds / API

Fall 2020
- Feature Requests
  - Improvements to Tagging Interface
  - Improvements to Occurrences System
  - Improvements to Building Selection / Off Campus Events

Winter 2021
- User Interface Review
  - Gather Feedback From Staff & Units
  - Student Feedback
- New User Interface Testing / Mockups
  - Implement User Interface Based on Feedback
  - Improve Discovery of Events and Filtering

* Times noted are estimates and subject to change.