

MVRPC Equity Events Calendar Guidance

Purpose of the Equity Events Calendar

The Equity Events Calendar is the Regional Equity Initiative's central source for events about equity within MVRPC's service area. The calendar is a tool for the public to advertise and promote community events and activities.

The calendar offers a comprehensive listing of events, including lectures, conferences, exhibitions, activities and more. The calendar was not created to replace promotional systems maintained by individuals and organizations. Instead, the 'equity events calendar' is an opportunity to feature submissions from multiple contributors in a common location for convenience. The Miami Valley Regional Planning Commission is the curator.

Overview

Calendar postings are designed to announce one-time or special events or programs, not regularly scheduled activities (i.e., trainings/courses/classes that are not accessible for the general public, etc.).

Defining Equity

Equity is "a condition of parity...that is achieved by being intentional about improving quality of life for populations that are underserved, under-resourced, and vulnerable."

- Underserved populations may include minority populations, low-income communities, rural communities that are under-resourced, and the like.

A definition is offered because it helps to establish parameters for the entries that are preferred.

- The focus is equity rather than complementary topics such as 'diversity' or 'inclusion'.
- Events that focus on minority, low-income, and underserved populations are preferable.
- As equity has become more prominent, the topic has been distinguished by modifiers. As a regional council and metropolitan planning organization, MVRPC's preference is to spotlight events that possess a stronger linkage to communities.

Why is there a guidance?

- MVRPC aspires to use a “common-sense approach” for calendar entries.
- The Equity Events Calendar is a tool, created for the purpose of filling a niche. Although the guidance for the event calendar can be revisited, the guidance enables the event calendar to “**be what it is**” rather than “**be what the public wants it to be**”.
- The equity event calendar guidance does not restrict the posting, promoting, or sharing of events through alternative media instruments that make sense.
- Postings will be limited to those abiding by the guidelines.

Criteria for featuring entries on the Equity Events Calendar

- Equity is the focus of the events calendar. Although the public may use the terms equity, inclusion, and diversity interchangeably, preferred entries will target “equity themes”.
- The events calendar is managed by the Miami Valley Regional Planning Commission. As a result, the events calendar will be populated with **content that elevates equity in the context of community planning**. Intersectionality will be considered. However, **strong linkages to community planning and equity should be clear**.
 - Complementary topics include but are not limited to: housing choice; transportation choice; heritage preservation; healthy communities; stewardship of the built and natural environment; environmental justice; minority entrepreneurship; sustainable wealth creation; capacity building; public engagement; collaborative problem-solving; community-driven solutions; planning/design.

Timely submission and posting of events

- New submissions to the equity events calendar should be submitted with a seven day lead time for MVRPC editors to review and post the event to the calendar.
- A six-week lead time is recommended for submissions, when possible, to make sure your event has ample time to be promoted on the calendar after MVRPC review.
- New submissions are reviewed, edited and added to the calendar at the discretion of the calendar editor and administrators. **If an event does not appear to meet the requirements, it will be deleted from the calendar submission queue. Publication of events is at the discretion of the calendar editor.**
- If you need to change information associated with a submitted event (updates, cancellations, etc.) please email equity@mvrpc.org with your requested updates.

Format of submissions

- MVRPC aspires for continuity in the event calendar entries. For this purpose, MVRPC is the curator of the equity events calendar.
- For efficiency, calendar entries can be submitted in database format such as **.CSV or .ICS**. MVRPC will review and screen out entries pending their consistency with the guidance. Ensure that these values are provided in order:
 - a) Subject (title)
 - b) Start date (00/00/0000)
 - c) Start Time (00:00 AM/PM)
 - d) End date (00/00/0000)
 - e) End time (00:00 AM/PM)
 - f) All day? (True/false)
 - g) Description
 - h) Location
 - Provide contact information
 - Provide a logo of at least 400 px x 400 px to equity@mvrpc.org
- Single submissions (or individual entries) can be added. However, manual entry is less efficient.
 - Go to <https://tockify.com/tkf2/submitEvent/da8e266653ec4c1baf381bf8fc170ef4>
 - Fill out all portions of the form
 - Events will be reviewed before being added.
- MVRPC will review single submissions for consideration. The public should not direct MVRPC to a reference while assuming MVRPC will customize it. At the minimum, single submissions should include: an event host/sponsor; an event name; event description; a web link for registration; and tags.

Submission Best Practices

- Posting an event on the equity event calendar will help draw people to the event. Make sure that you make the most of this opportunity. Below are a few best practices for submitting your event.
- When writing your title, make sure it can stand alone and people will get an understanding of what the event is, if only the title is displayed. Some view formats of the calendar will display only the title without the description.
- For descriptions, we recommend putting the most important information near the top, and concentrate on why people will want to come to your event. Most readers skim the first few sentences.

- Make sure you paste plain text to ensure inadvertent formatting doesn't accidentally get carried over to the event description.
- Don't use special formatting. Avoid using underlines, as site visitors will mistake underlined text for links. Do not use all caps since this is not accessible.
- Keep sentences and paragraphs short and easy to scan.
- Double check your spelling.
- Spell out acronyms that may be unfamiliar to most audiences.
- Indicate if RSVP is required.

Disclaimer

The Equity Event Calendar is provided as a service to citizens and community organizations within MVRPC's service area. Though the calendar is moderated for posting acceptable events, MVRPC does not endorse nor verify the information included. MVRPC urges users to exercise caution when accessing any unfamiliar web site.