Events submitted into ActiveData with a request to be added to the homepage will most likely be approved by meeting one or more of the following criteria:

Audience:

* The event is public and/or relevant to various audiences of the University community (including but not limited to staff, faculty, students, alumni, families of current members, prospective students/family, and neighbors).

University Alignment:

* The event’s purpose is aligned with the [Villanova mission](http://www1.villanova.edu/villanova/president/about_university/mission.html) and/or brand
* The event involves a high-profile speaker(s), faculty member(s), respected academic(s), Villanovan(s), or other person or persons who demonstrate alignment with the [Villanova mission](http://www1.villanova.edu/villanova/president/about_university/mission.html) and/or brand.

Presentation:

* The event information is accurate, descriptive, and follows general style and formatting guidelines:
  + Title is concise and accurately describes the event
  + Details include who, what, where, when, why, how: this includes a brief description, links, and image
    - The details do not contain grammar mistakes or spacing issues (see our [Editorial Style Guideline](https://www1.villanova.edu/villanova/unicommunication/styleguide.html) for proper Abbreviations, Building Names, and other important items for Villanova).
    - The logo is used properly (see [Logo Usage Specs](https://www1.villanova.edu/villanova/unicommunication/brandguidelines/universitywide/LogoClearspace.html)).
  + Image cannot exceed 300px wide, image proportions must be scaled properly, image size cannot exceed 80Kb
    - Recommended image dimensions: 300px width x 300px height (square), 300px width x 200px height (short rectangle), 300px width x 450px height (long rectangle)
    - If you can’t find an appropriate image, put a note in your request for UC Marketing to find and use an appropriate image.
  + Fonts are consistent in style and size.

If your submission is denied, you will be notified. In some cases, a comment will be provided with the reason for the denial of inclusion on the homepage.

Deny messaging

* Thanks for your submission. In consideration of other events that meet our audience, mission, and presentation criteria, this entry will not be included on the homepage. Autumn Walden, UC Marketing
* Thank you for your submission. We apologize for not being able to approve this event for the homepage in time for the start of the event. Autumn Walden, UC Marketing
* Thanks for your submission. In order for your event to be approved for the homepage, you must correct the following: