

## Campus Activities & Involvement Center

2029 Fisher Student Center  
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### Event Feature Guidelines for Hawk eNews & Fisher Bathroom Calendars

The Hawk eNews is a weekly email publication featuring selected UNCW programs, events, and announcements. It is sent to all enrolled students every Tuesday during the academic year and upon request to faculty, staff, and friends of UNCW. The Hawk eNews is a service of the Division of Student Affairs and is managed by the Campus Activities & Involvement Center. You can review the following guidelines below about your events can be considered for inclusion in the Hawk eNews. Events featured in the Fisher University Union and Fisher Student Center bathroom calendars adhere to the same guidelines.

#### EVENT FEATURES

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All information is directly pulled from [WaveLink: UNCW's Engagement System](#).

1. **Requests are limited to UNCW Registered Student Organizations (RSO's) and Campus Departments.** Requests from non-UNCW entities will not be accommodated. Advertised events cannot serve alcohol or encourage substance use. Event information should be published in WaveLink at least 14 days prior to the Hawk eNews publication you wish your event to be featured in.
2. **RSO's and Campus Departments with WaveLink pages do not need to contact [hawkenews@uncw.edu](mailto:hawkenews@uncw.edu) with event feature requests.** By submitting events into WaveLink, you are automatically considered for inclusion in the Hawk eNews and Bathroom Calendars.
3. **Events held by RSO's will only be considered if they have been submitted and approved by CAIC via WaveLink.** All RSO's have WaveLink pages.
4. **Campus Departments may request a WaveLink page by contacting [activities@uncw.edu](mailto:activities@uncw.edu).** It is highly recommended campus departments who organize events frequently do this to maximize publicity efforts. If your Campus Department organizes events more sporadically (I.E., a few times a semester, once a year, etc.), they may continue contacting [hawkenews@uncw.edu](mailto:hawkenews@uncw.edu) with event information at least 14 days prior to the Hawk eNews publication you wish your event to be featured in.
5. **If you would like your event to be featured on Hawk eNews social media, please follow and tag [@UNCWHEN](#)** on Instagram whenever you post about your event.

#### FREQUENTLY ASKED QUESTIONS

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##### What events can be featured via Hawk eNews, bathroom calendars, and social media?

- Hawk eNews and bathroom calendars focus on UNCW events held on-campus, off-campus, or online. This includes but is not limited to workshops, community engagement, fitness, or passive programming.
- @UNCWHEN is event-focused, but may showcase other announcements such as student employment, volunteer opportunities, general deadlines, or related news you would like shared with the community.

##### Why was my event not shown on the Hawk eNews?

- Due to the high number of events each week (sometimes 50+), we are unable to showcase every event. We strive to showcase a diverse roster of events across the Hawk eNews, bathroom calendars, and social media accounts. We recommend utilizing every publicity outlet available to you to maximize community outreach. This includes but is not limited to services through OUR and Housing & Residence Life.

##### How can I subscribe to the Hawk eNews?

- If you are staff, faculty, or a friend of UNCW and would like to receive the weekly newsletter, please email the Campus Life Business Operations Coordinator, Lacie Hudspeth at [hudspethl@uncw.edu](mailto:hudspethl@uncw.edu).

*UNCW events are open and accessible to all students, but if you need additional accommodations, please contact the sponsoring organization prior to the event.*

*Updated: April 2021.*