

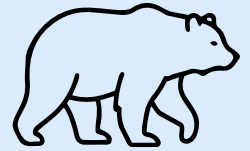
Marketing and Communications Guidebook



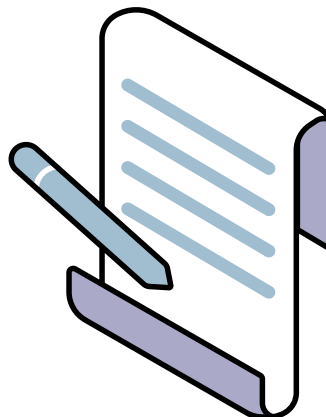
2026 Edition

Created by Caroline Thrailkill and Andrea Giraldo

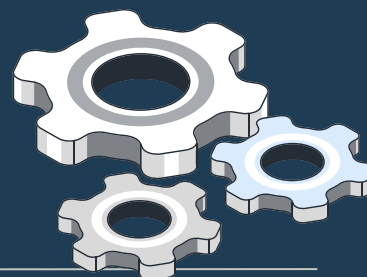
Content



Chapter 1: General Guidelines	02
Chapter 2: Best Practices	03
Chapter 3: Social Media	05
Chapter 4: Marketing Materials & Content Creation	10
Chapter 5: Dashew Center Newsletters	05
Chapter 6: Working Across Units & Externally	06
Chapter 7: Website Maintenance	07
Chapter 8: iSTART Orientation	08



General Guidelines



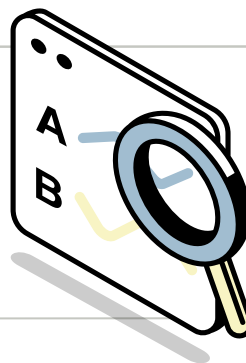
**Welcome to the Marketing & Communications
guidebook for the UCLA Dashew Center!**

**This guidebook serves as a blueprint of our
responsibilities as the Dashew Center's marketing
team. It will help you understand every tool,
channel and process we have in planning, creating
and delivering information to our international
students and scholars.**



Chapter 2

Best Practices



Let's begin with sharing a little bit on how our team works. Whether you are a student staff or professional staff, we both work together on keeping on-going tasks and delivering high quality communication with our international population. On our day to day, we consistently collaborate on sharing feedback, and creating content for our department.

As of now, we have a team of 2 staff members working for Dashew Center:

- **1 Professional Staff:** Marketing & Communications Coordinator
- **1 Student Staff:** Marketing & Communications Assistant (on a part-time schedule)

In a nutshell, our day to day revolves on maintaining all of Dashew communication channels on track, responding to direct inquiries, maintaining our website and pre-arrival orientations updated at all times. We are responsible for sending important messages, email blasts to all active students and scholars, and for creating physical & digital marketing items as needed.



Important Reminder

We are more than just a department for international students; we are essentially the middleman between students and the U.S government. We are tasked with informing them of new immigration updates, of issuing their I-20 documentation, or even OPT and CPT processes and so much more. For that reason, we must always be sure to relay factual information, this could be the difference between an international student keeping their status or not. Because we are held to a certain standard on the information that we share, it is essential that you stick to these rules, even if some of the content that we share is not inherently tied to immigration processes, like events or fun TikTok-style videos. Thus, keep that in mind as we go through this guide.

Our best practices as a team:



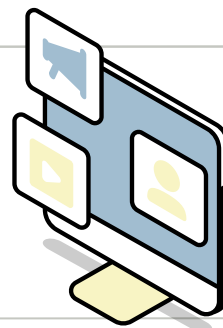
- **Keep** at hand important virtual tools: create your own folder with the information you need to do your day to day work. **Post Schedule, Platform Logins & passwords, important links**, tabs, etc.
- **Pre-plan** and **allocate** time on your calendar for important tasks on a monthly or weekly basis
- **Create** calendar blocks for awareness when the team is working or not, add important deadlines and to do items that are on-going.
- **Schedule** weekly or bi-weekly 1:1s as a team, to discuss deliverables and upcoming projects.
- **Determine** staffing for presence and coverage on our programs and events.
- **Design** the newsletter together and reviewing individually for accuracy & to avoid mistakes.
- **Share** final marketing items, forms, website updates, newsletters, emails and projects to one another. Having a second set of eyes on all we do is key.
- **Allocate** time for creative work (in your mornings) We cannot do good work when we rush. Our productive creative windows are mostly when our heads are rested.
- **Make time** to meet and check-in with Programming (1 hour per week or bi-weekly). Divide and conquer, we usually work collaboratively when we publish events and put our on-going programs from the Dashew Center.



- **Give Feedback:** Last but not least, be transparent and honest when giving feedback, on when to maybe advise on changing projects design, and following brand standards.
- **Be Empathetic:** Check in on each other's professional and also personal needs. As the weeks get busy, you may need to shift tasks to accommodate last minute changes. Life happens, and we want to make sure we are here for one another.

Chapter 3

Social Media



Part of the Marketing team's efforts is the maintenance of all of our social media channels. In this chapter we will go through each of them in depth, best practices for posting, tips and tricks, and on-going projects that are essential to our social media presence and brand upkeep.

First, you should know that we currently have numerous social media channels, some of them are being kept active and some of them are not used actively. We will go through each of them separately.



CROSS-COLLABORATION RULES:

1. We do not share events created by student orgs and clubs, only events created by UCLA departments. This is to mitigate any possible biases, knowing we have many cultural clubs at UCLA, and it is impossible to share all the events each club makes. The exception would be if we co-host events that include a specific student organization or club.
2. If we are doing a collaboration post, both departments will take part in creating and/or approving the post and the caption. Usually when we cross-collaborate, we always include both department logos. This is true for all content creation we make, including newsletters.



Social Media Channels:

1

Instagram & Facebook



Instagram is our main social media account. It is the one we use to promote all of our events, collaborations, and initiatives. This is the platform mostly engage with. We use it for social coverage at an events and share relevant items to our population. It is through Instagram that we mostly communicate with other UCLA departments for collaborations or to ask for help with promoting flyers.

Instagram is where we post most of our collaborations. Thus, all in all, the management and upkeep of this channel is **absolutely primal** in our day-to-day tasks.

The reason why **Facebook** is included in this category is because we also have a Facebook page and it is connected to our Instagram account. So, every time we post on Instagram, it will be also automatically posted on Facebook (Just make sure the cross-posting toggle is on). Keeping this automatic **cross-posting ON** is important because some students, be it for personal preference or even as cultural practice, use Facebook more than Instagram.

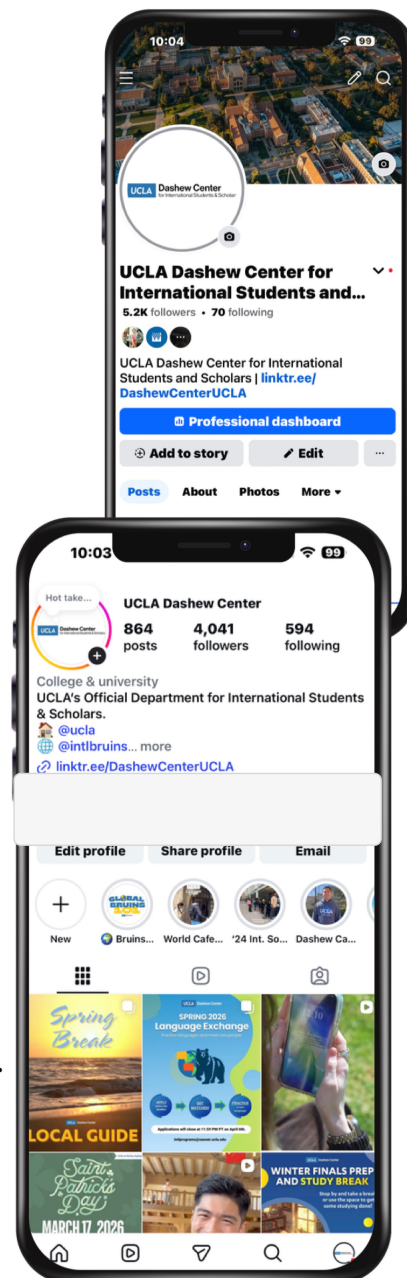
When trying to login into these accounts, there is a difference you should be aware of:

For Instagram, it will be the username and password available in the [REDACTED] document. For your first time, you will need to input credentials into the Instagram login area. Next, someone already logged into the account will have to accept your attempt to log in. Once approved, save the login info into your device and you are ready to start posting and engaging.

Facebook is different. Because instead of having an account, we have a page. A page can be edited and managed by multiple people, and they do not have to have the same login information. On the contrary, each person that wants to manage the page has to have their own Facebook account. And it is through the page's management that you are able to add other managers the Dashew Center Facebook page.

2 Constant Contact

Constant Contact is the platform we use to create our on-going newsletters sent on a weekly-basis. Newsletters are an essential part of our marketing efforts. We have two newsletters, one that is weekly and one that is monthly. We won't go into specifics just yet because you will see a complete breakdown of how to design them in the newsletter chapter later on.





Something to note:

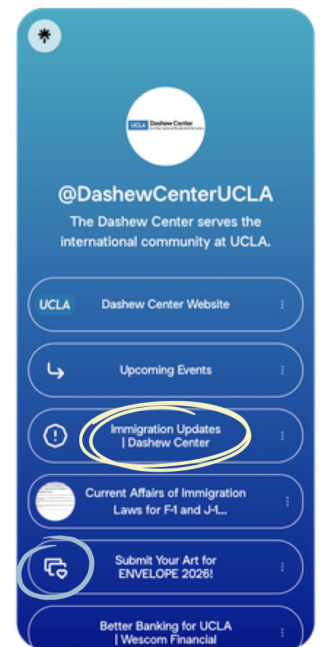
It is advised that one person is logged into Constant Contact at a time to avoid issues. If multiple people are logged in at the same time in the same campaign or email, the platform will refresh and you can lose your edits. Thus, as a best practice, communicate with your co-workers as you are using the platform to avoid clashes, and losing important work.

3

LinkTree



Linktree is our link hub. We have all of our important pages linked, and we actively keep adding or removing new links depending on the events or partnerships we have at the moment. You will also find the login information in the [REDACTED], and it is very straight forward. Just make sure to keep the design of the page as is, add minimalist icons to each section in white, and titles that are direct and professional, listed in order of importance.



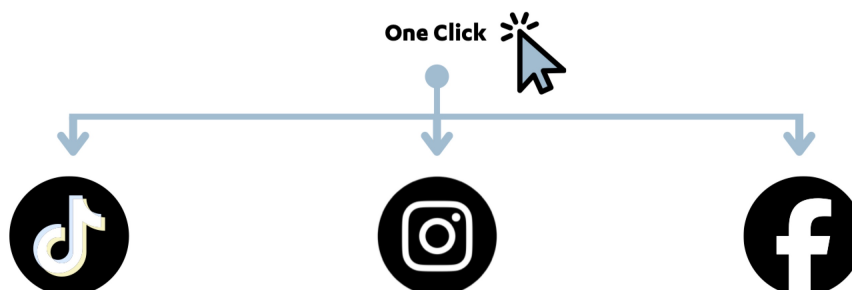
4

YouTube and Others



We have a YouTube account, but we do not use it the same way we use Facebook and Instagram. Dashew's YouTube is mostly used to upload and archive recordings, promotional videos to be linked on our website, webinars and long videos that could be important to revisit in the future. Thus, it works as a storage of content and we are not actively engaging or uploading on the channel the same way we are on Instagram and Facebook.

We currently do not have a TikTok page, mostly because of team capacity, and since cross-posting is a bit difficult to automate. Maybe in the future!





Social Media Series (Examples)

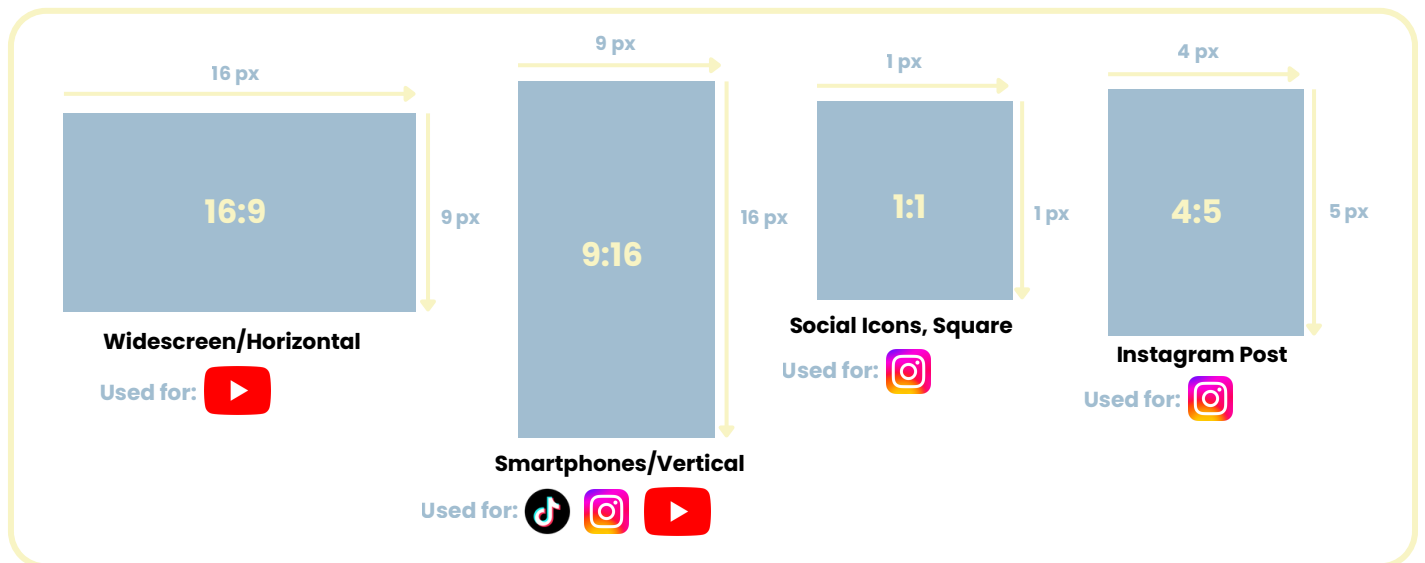
1

Global Bruins 101

It is a compilation of Informational videos, 1 to 2 minutes long where we deep dive into all the resources available on campus and outside of campus that are especially relevant to international students. Ranging from arrival resources to life as a student; all of the information is taken from our Dashew Center's website: [resource guide](#).

For the purpose of engagement and time, we condense the information and transform each topic into a short scripts for each video. We record and edit the video in vertical video resolution (Which is usually 1080 x 1920 pixels or 9:16 aspect ratio). We use upbeat music, screen graphics and text to make it interesting and easy to digest. We also add captions to them when possible. If you do not have a software that can add captions, Instagram allows you to add them, but the editing of it is limited.

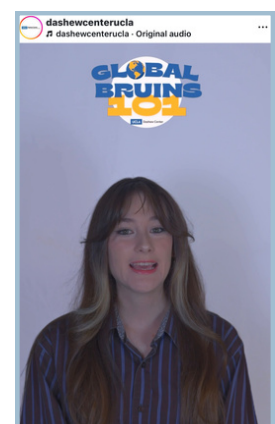
ASPECT RATIOS FOR SOCIAL MEDIA



Dashew Resource Guide

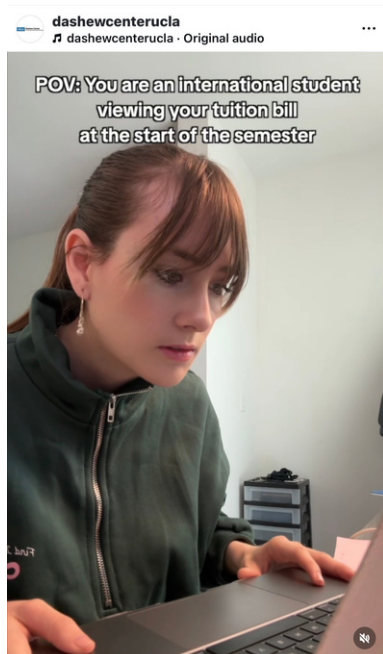
Navigate below to find the support you need:

 Arrival Resources Welcome to the United States and LA! As you get acclimated to UCLA, find some important resources here!	 Life @ UCLA Navigating life as a Bruin? We got you covered with some great information that Bruins can benefit from!	 Academic Resources As you begin your journey at UCLA, learn about some essential academic topics and support offered to you!
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2 Fun TikTok-looking videos

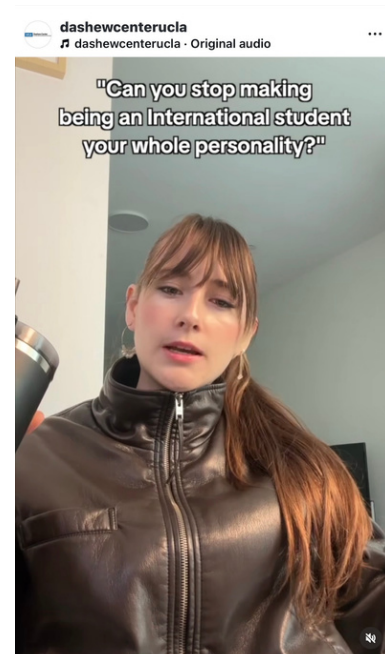
This is one of our followers' favorites. They get really good engagement and serve as a small fun break from all the other more serious information that we may post. To find the videos, we just go to TikTok and look for videos that relate to school, international students, studying, etc... Then, we **recreate them**. If they are not related to international students, we find small ways to tweak it until they do. We follow trends, trending sounds, or words that are popular online. It is easier if you create batches of them at a time and schedule them weeks in advance so that you do not run out of videos. This, we have found, is an important part of our schedules as it brings a lot of engagement and visibility because students and departments love forwarding and sharing them.



[Watch Here](#)

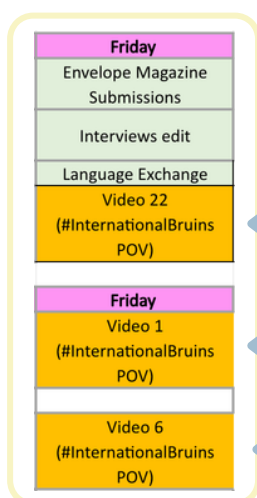


[Watch Here](#)



[Watch Here](#)

**Post
Calendar:**



We usually post them on **Fridays** every other week. Make sure to add them to the post calendar.

Pro-tip: Schedule them in advance through META. This only takes a few minutes but it will save you a lot of time in the long-run.

3

Cultural Highlights

These are graphics that we post highlighting different cultural holidays and festivals around the world. **Not all festivals or holidays are appropriate for posting in our accounts**, since we want to be neutral and respectful of all differences in cultures. Double check with the marketing team to select the ones that you deem appropriate. We try to post these highlights a few days before the actual holiday so students have time to educate themselves and even perhaps find ways in which they can participate.

We always add a label in the graphic showing it is part of the “Cultural Highlight” series.



Something to note:

For all of these, as well as all of our posts, we add our Dashew Center logo. Even if there are multiple pages on the design. Also this is the preferred one:

UCLA Dashew Center

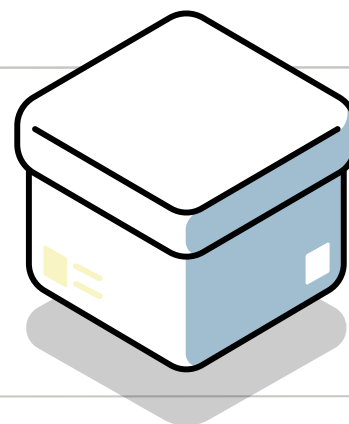
UCLA Dashew Center

With the text being in either black or white, both are correct.

Any other versions of the Dashew logo are not recommended.

Chapter 4

Marketing Materials & Content Creation



Our main design and content creation platform is [Canva](#).

* Before Starting to use Canva:

- Make sure you have your own paid Canva Pro account (as a pro-staff you need to request this to IT. UCLA students should their own accounts through the university already).
- Once you have access to Dashew Center's current content (which it should be a Canva projects folder that will be shared with you), then you will be able to begin using the platform. Make sure to upload our branded items into your Canva profile and have access to previous designs for your reference. It makes content creation much easier!



Dashew Center Branding:

- **UCLA Brand** – As we are an official UCLA department, we are expected to follow the UCLA brand standards. Make sure to review the [UCLA Brand Guidelines](#) website and keep it in mind for all when externally shared content (printed and digitally on our website)
- **ADA compliance** – This is very important aspect to keep in mind when creating and designing overall content. Read the [Accessibility Page](#) to learn more.
- **Cultural Sensitivity** – When it comes to creating content, we need to be mindful of the population we serve. UCLA is a diverse community, composed of many different cultural backgrounds. Thus, we should always keep our designs neutral and inclusive. Items such as flags, skin colors, dress types, or physical attributes should be avoided when we can. A good alternative is always to default to bears or UCLA colors when you need to begin somewhere.



Content creation is more of an umbrella term for the creation of all designs and graphics, regardless of if they are virtual or printed promotional materials. So any content we design!

Even though content creation is an occupation that allows for creative freedom (which we highly advocate for), designing for a university department comes with some rules and standards that we must follow for a variety of reasons. Thus, whenever you are working on any content creation project, make sure to refer to the above UCLA Dashew Center branding standards.

CONTENT CREATION



MARKETING MATERIALS

Marketing materials constitute primarily flyers, and printed materials: brochures or promotional items (**we will expand on this next**), banners and even our art magazine (Envelope). When it comes to marketing materials, we always make sure that once items are ready, we obtain a final approval as a team, and from our director, and with any other parties involved on that project.

PROMOTIONAL ITEMS



Promotional Items are another important part of our work. On a yearly-basis we work on designing, quoting and getting items approved, before they are sent to production, and distributed. Usually around March/April of every calendar year, we get to begin working on ideas for promo items (know as Dashew Swag). Promo items go through a process before they are ready to be distributed (see it next).

How to:

ORDER PROMOTIONAL & MARKETING ITEMS

Step 1: Designing new items on Canva based on how many we will need for the year. (ideas of items come directly from vendors websites such as **Lasting Impression**, **Manhattan Stitching** or **Custom Ink**, and we add our logo on Canva).

- Same process goes for banners and other professionally printed displays, and our Envelope Magazine. We use **Copymat** for in this case.



THROUGH EMAIL:

Step 2: Share the ideas with our Director for approval, amounts and preferences. Check our inventory to estimate proper amounts.

Step 3: Contacting our vendor for a quote and their input on quality.

Step 4: Sharing quote with our Director & purchasing team for FINAL quote approval and for creating the PO (Purchase Order).



Start a new request to use UCLA Marks [↗](#)



VIA EMAIL & UCLA MARKS WEBSITE:

5 Step: Receiving mock ups from the vendor to send it to **UCLA Marks**.

6 Step: Sharing UCLA Marks approval with the vendor and scheduling delivery.



Chapter 5

Dashew Center Newsletters



Our newsletters are a big part of the marketing team's primary tasks. We currently have **two** on-going newsletters:

Weekly Wrap by Dashew is our weekly newsletter.

Audience: All email lists and people who subscribe through the CC (Constant Contact) subscription form.

Frequency: We send it out every week on Wednesdays at 3:00 pm (Pacific Time). Except the **first week of each month** which is when **The Post**, *our other newsletter*, is sent out).

Content: The Weekly Wrap should cover weekly monthly updates, Dashew Center events, on campus events, and recommended resources (in this order).

Where to find the weekly content?

Monthly updates (2-5 items) → UCLA Academic Calendar for holidays, closures and any sensitive timelines → This should be listed at the top, in 1-2 sentences format.

On campus weekly events (10-15 items) → are found in the UCLA Community Calendar and UCLA Departments' Instagram accounts we follow.

Recommended resources (generally stays untouched) → usually are Dashew departmental collaborations for wellness resources.

Template: lives in the Constant Contact platform. Once logged into the Dashew Center account, we duplicate our last week's email template and start editing from there.

Note: We maintain branding colors and design (to make it consistent).

The format for the Weekly Wrap's events:

FONT: Arial **FONT SIZE:** 12 **TEXT ALIGNMENT:** Centered

Color Palette: UCLA Blue: #2774ae Black: #000000

It should look like this:

FLYER (Centered, On Top, Hyperlinked) →



TITLE (Bold, UCLA Blue, Centered) → **Books & Bonding**

DATE AND TIME (Bold, Black, Centered) → **Wednesday, March 11 • 4PM – 5PM**

LOCATION (Bold, Black, Centered) → **RISE Center at Lu Valle Commons Basement Level**

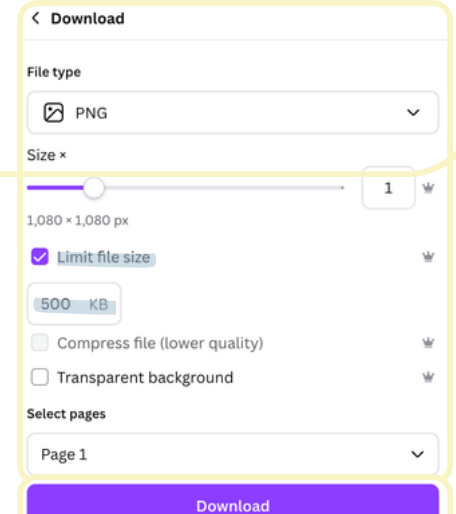
SHORT DESCRIPTION (NOT BOLD, Black, Centered) → Love books and meaningful conversations? Books & Bonding is a weekly gathering for students interested in exploring ideas about mental health, resilience, and well-being through discussion. Connect with fellow Bruins in a welcoming environment where thoughtful dialogue and community support come together.

A LINK to event/Instagram Post (Hyperlinked, Centered) → [More information](#)

Flyers

Some events have flyers done by the departments, in that case you can use them. If they do not, you should create one (even if it is a simple one in Canva) and add the host department logo (if available).

Images should be **good quality** but not very large files (adjust all images' size to 500kb when downloading them).

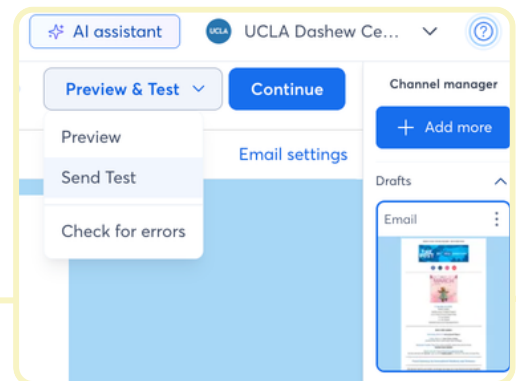


Workload

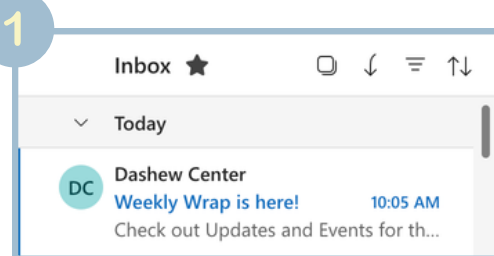
Designing the newsletter by yourself should take about 4 hours--if you are not getting any help on it, make sure to allocate time for it on Monday and/or Tuesday.

Links

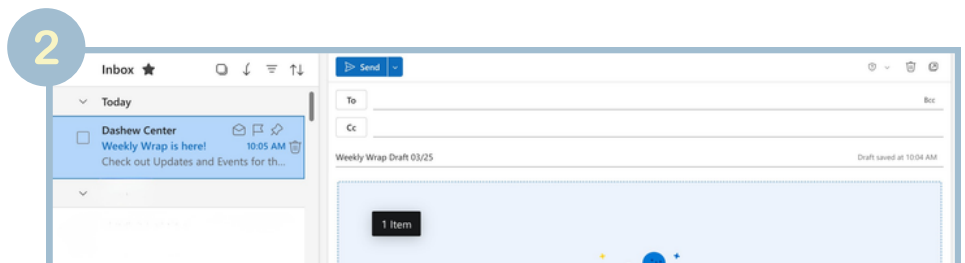
Links in images and on buttons should be linked appropriately (triple check this when you sent a **"test email"** to yourself in Contant Contact). Make sure there are no typos or misleading information.



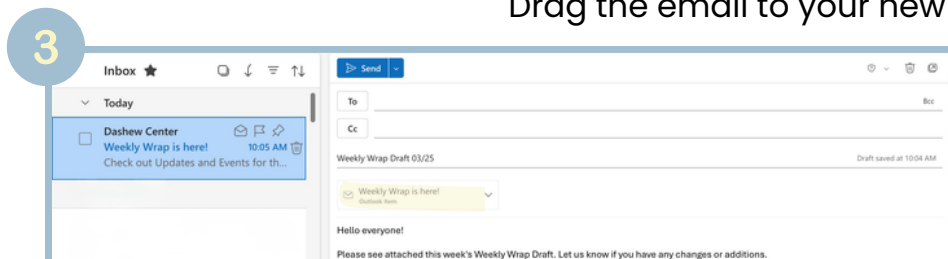
Every **Tuesday before 2:00 pm**, you should send out a finalized draft of the design to yourself as a "test email". When you check everything is correct, you will drag the "test email" into a new email as an attachment and send it to all units for revision.



Receive "Test Email"



Drag the email to your new email draft



Send it as an attachment

These are the people you should include in this email:

- Dashew Center's Director
- Assistant Director of Programs
- Associate Director, Student Visa Services (F-1)
- Associate Director, Exchange Visitor Programs (J-1)
- *And CC the Marketing & Communications Coordinator

For **The Post(2)** ONLY -> It is important that you check with the F-1 and J-1 units to make sure there are not immigration updates for that week. If they have not responded, ask for confirmation to verify there is none.

Once you have the design and content approved, you will schedule the Weekly Wrap for **Wednesday 3:00pm** (Pacific Time).



Something to note: Constant Contact's settings are set for Mountain Standard Time (GMT-7), which is **one hour in advance**. That means you have to schedule it for **4:00pm** (GMT-7) for it to come out at 3:00pm (PT).

When choosing the audience for the Weekly Wrap, make sure to send it to **all the email lists**. Those are:

Mailing list details removed for the public edition

During the summer (June, July & August) and Winter Break (December) we do not send either of them as we are on break

We have about 27.000 subscribers for it. **Anyone**, regardless of if they are students, international, local, or non-UCLA affiliated, can subscribe to this newsletter through our website. Find the subscription page [HERE](#).



The Post by Dashew is our monthly on-going newsletter.

Audience: Active international students

Frequency: We send it out the **first Wednesday** of every month at 3:00pm (Pacific Time).

The Post, similar to the Weekly Wrap, should cover **UCLA news and announcements**, **Dashew Center programs**, **on campus events**, **F-1 & J-1 visa updates**, **Wellness Resources** and **recommended resources (in this order)**.

The biggest difference is that instead of only covering events for the upcoming week, The Post covers the most important events at UCLA **for the entire month**.



This information is found on the **same** resource pages used for the Weekly Wrap.

We also use Constant Contact  for it, and the design process is identical **except** for one detail:



We do **not** add a **hyperlink button** after the event's description.

That means that The Post's event individual sections **should look like this**:



← **FLYER (On the side | Right or Left, Hyperlinked)**

Beadmaking Wellness Workshop (By Basic Needs) ← **TITLE (Bold, UCLA Blue, Centered)**

Thursday, March 5 • 12:30PM – 3:30PM ← **DATE AND TIME (Bold, Black, Centered)**

Basic Needs @ Strathmore ← **LOCATION (Bold, Black, Centered)**

A creative and meditative workshop where beadwork becomes a tool for mindfulness and self-care. Open to all experience levels.

← **SHORT DESCRIPTION (NOT BOLD, Black, Centered)**

← **NO LINK to event/Instagram Post**

Sending the "test email," checking the links and forwarding it to all Dashew units for approval **also applies** for the monthly newsletter.

The scheduling is the **same** as Weekly Wrap (4:00pm GMT-7 = 3:00pm Pacific Time).

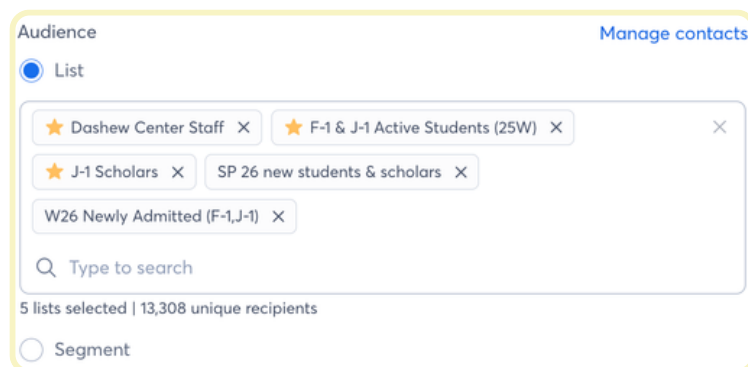
 **But** When it comes to **choosing the audience**, this is where you have to be very careful.

The Post (2) is only for **active** J-1 and F-1 students, **NOT** alumni and **NOT** non-UCLA affiliated people.

Everyone who is **currently** a F-1 or J-1 student is **automatically enrolled** and there is **not a public subscription page** for it.

That means that when choosing who to send The Post to you will click on:

- Dashew Staff
- J-1 Scholars
- F-1 & J-1 Active Students
- Newly Admitted (F-1, J-1)



 **Essentially**

Dashew Staff and **ACTIVE** international students.



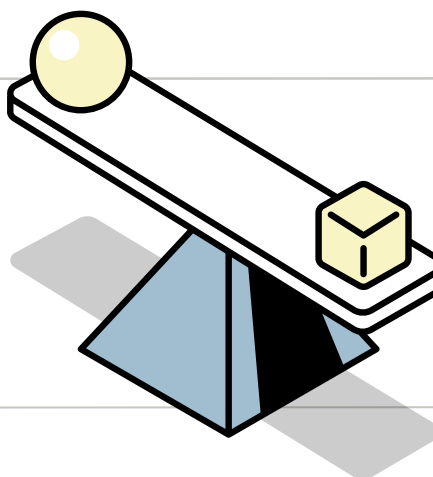
Due to it only being released once a month, we do not take breaks on releasing it.



Pro-tip it is important that you add which department is hosting an event if the description or the title itself does not make it clear.
(As seen in the **title** on event design screenshot for The Post 2)

Chapter 6

Working Across Units & Externally



We serve internal units as they may need website, DCISS apps, Sunapsis, Comevo assistance or other platform we work collaboratively, presentations, team retreats, sponsorship maintenance.

What needs to be reviewed by Dashew Centers' Director & the Marketing & Communications Coordinator?

Reviews will be necessary for the following:

- Pages on the Dashew Center website that are restructured (with considerable changes, **not** for minor sentences/link updates), or when adding new pages, images or advanced features on the website.
- New external PDF documents, media, and presentations that will live in the Dashew website.
- All on and off campus presentations, workshops, and training materials.
- Forms & Surveys that will be distributed externally.
- Marketing or printed materials that will be displayed on our office lobby, in events or pages within the Dashew website.
- Flyers, brochures, or similar physical & virtual graphic materials that are created to be distributed externally.

How to submit items?

Email is the preferred channel (until we design an alternative request form or similar). Here is a template:

Send

To

Marketing & Communications Coordinator

Cc

Email Subject:

Marketing & Communications Request (list the item)

Email Content:

Dashew Unit: Your respective Dashew unit/requester

Type of Request: From items mentioned above, such as

1. Website Edits Review or Request
2. Flyer or Form Request or Review
3. Event to Publish
4. Marketing Material Request or Review
5. Other/Similar

Due Date: (00/00/0000)

What: Attachment, Canva link or description of the request, or other link for viewing or editing. *Website pages can be kept with updates in **draft mode** for review.

Any Additional Information: For example "needs to have a winter theme"

*Senders are asked to request for creation of content 2 weeks in advance.
And for review requests, ideally 1 week or at least 2 business days.

External Collaborations:

Collaborating externally can be tricky at times, but you can follow a couple steps to evaluate requests. Also make sure to check in with our Director if you are ever uncertain. Programming collaborations should go to our Programming team directly, and they will send you requests for communications as well.

Here is a quick guide: Are the requests coming from UCLA official department? If so we usually share requests for promotions. Unless they are not pertaining to international students/ scholars. For instance, if the event/opportunity is for undocumented students or domestic students only. All other requests should be strictly review by our Director and our team. **As a general rule: we do not endorse 3rd party companies or students orgs.**

Social Media Collabs via email:

We receive requests for collaboration on events and social media posts from UCLA Departments outside of Dashew **all the time**. Depending on what their request is, we either pass it along to another Dashew unit or we take it on ourselves.

For instance, if a department wants to collaborate on an event, that will fall under Dashew's Programming unit tasks, we will redirect the project to them. But in case we get asked for a collaborative post, and/or to share some of their events on our social channels (Instagram or our Newsletters), we take charge in scripting, filming, editing, drafting a caption and posting these--bearing in mind the cross-collaborative guidelines talked about in chapter 5.

Chapter 7

Website Maintenance



We are responsible for the overall maintenance and upkeep of the Dashew Center website.

Although international Dashew units have autonomy over their website areas, we are still the ones responsible for the **general user experience** and functionality of the website and all pages in it. With that in mind here are the responsibilities we oversee:

- If Dahew units request our assistance here, we follow our **Working Across Units** steps mentioned on the previous chapter.
- Work with SAIT on any broken links or flag any issues that have been reported.
- Make improvements on the overall website look and UX as needed.

✳ Additional to the aforementioned tasks, we also upload and update our ongoing events and programs to our website.

And when it comes to posting our events on the Dashew website, there is a process we **always** follow:

1

We confirm that the event and the marketing materials are ready. We usually confirm these with the programming staff who is in charge of the creation and execution of events. But once in a while, other units like the F-1 or J-1 will have their own events like the **Scholars Lunch** or **OPT and CPT Seminars**.

The confirmation of the event information and marketing materials will come from them.

We will post the event on our Dashew website.

To do that, go to: <https://internationalcenter.ucla.edu/> -- our Home page.

Then click on the blue button “**Dashew Account**” located in the top right corner of the page.



You should be able to log in with your UCLA logon information smoothly, given that you will have access to this by the UCLA IT team.

Internal system screenshot removed for the public edition

When you log in, you will find a page that has links to many of the website’s back-end information but what is important here is the “Event Services.”

Click on “**Event Management.**” You will find a list of all events for that academic term. They will display if they are published or canceled.

Internal system screenshot removed

To create a new event, you just have to go to the link on top of the screen.

Creating an event is very straightforward. Just input the information given to you by Programming or other Dashew units, **including the approved flyer.**

Once the event is submitted, if you are a student worker, one of your supervisors will have to approve your event submission.

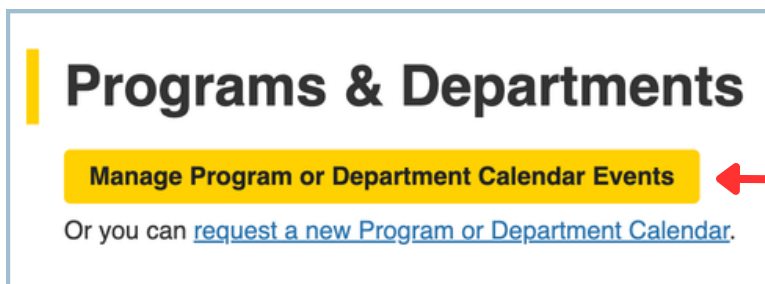
After we post it on our website, we also post them on the **UCLA Community Calendar**. This allows us to get more reach to the entirety of the study body.

To do this, you go to: <https://community.ucla.edu/calendars> -- or google "UCLA Community Calendar."

Then click on the blue button "**Add Your Events**" located in the top right corner of the page.



Then click on the blue button "**Add Your Events**" located in the top right corner of the page.



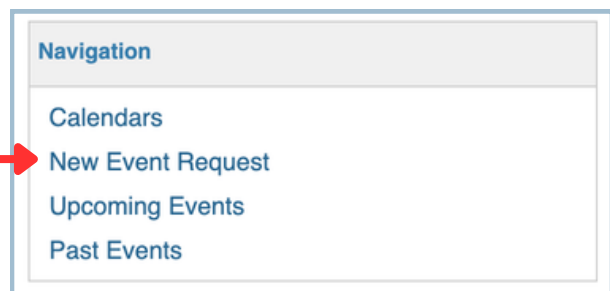
Then click below on the yellow button "**Manage Program or Department Calendar Events.**"

You should again be able to log in with your UCLA logon information smoothly, given that you will have access to this by the UCLA IT team.



Click on "**Dashew Center for International Students and Scholars.**"

To create a new event submission, you click on the "**New Event Request**" in the drop-down Navigation list.

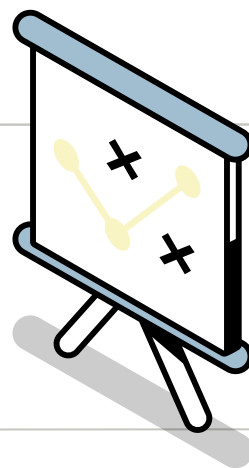


Filling out the information is also very straight forward although UCLA Community Calendars does **not allow you to add a flyer**, make sure to always add the **link to the Dashew event post** that you made right before, this to this posting.

Finally, after you submit the request, it will require your supervisor to approve it too, if you are a student worker.

Chapter 8

iSTART Orientation



iSTART Orientation is part one of the [iSTART @ UCLA](#) on-boarding process at UCLA.

What is?

COMEVO
COMMUNICATIONS
WELFARE

Welcome

Log in to Comevo, Inc. to continue to Management Console.

Email address*

Password*

[Reset password](#)

Continue

Hosted on our 3rd party platform [COMEVO](#), iSTART Online Orientation has been created to help students get familiar with important visa regulations, academic integrity, Los Angeles and UCLA campus life. It is mandatory that students complete **all sections** of the orientation and obtain a Completion Certificate at the end of the module. Each section contains a video and a quiz. You must get a completion certificate in the conclusion of the iSTART Orientation. This should be completed by no later than the second week of the student's first term at UCLA ([refer to UCLA Annual Calendar](#))

The Marketing and Communications Team is responsible for managing and updating the pre-arrival orientations, jPATH being **the exception** (J-1 team manages this module).

COMEVO MANAGEMENT CONSOLE

Current Org: ucla-saonet | [Change](#) | [Need Help?](#) | Welcome cthraikills

Home > Manage Launch™ Course

STATUS

STATUS: Published (Live)
LAST PUBLISHED DATE: Nov 17, 2025 12:19 PM (Pacific Time)
NOTE: Any changes you make will immediately be seen by users. If you wish to make changes behind the scenes, create a Working Copy by clicking the "Create Working Copy" button below.

[PREVIEW](#) [MODULE URL](#) [CREATE WORKING COPY](#) [DISABLE](#)

BROWSE AND MANAGE SECTIONS

NUMBER	SECTION TITLE	QUIZ QUESTION COUNT	QUIZ CUT SCORE	SECTION TIMER
1	Important Information	Any/All	N/A	N/A
2	Visa Workshop	15	15	N/A
3	Academic Integrity	5	5	N/A
4	Getting Started at UCLA	Any/All	N/A	N/A
5	Getting Started in Los Angeles	Any/All	N/A	N/A
6	Dimensions of Culture	Any/All	N/A	N/A
7	Safety Reminder	Any/All	N/A	N/A
8	Dashew Center Resources	Any/All	N/A	N/A

[MANAGE](#) [EDIT SECTION DETAILS](#) [DELETE SECTION](#)

SETTINGS FOR iSTART ONLINE ORIENTATION (F-1 STUDENTS)

DISPLAY ENTRY FORM: Yes
ALLOW GUEST ENTRY: Yes
ENTRY FORM MESSAGE: Please enter your information below to enter online orientation.
WELCOME MESSAGE:

[Welcome to the UCLA iSTART Online Orientation \(F-1 Students\)](#)

UCLA is home to more than 12,000 international students and scholars. The Dashew Center is the central hub for resources, support and advocacy for international students and scholars.

International students at UCLA are required to complete an orientation per U.S. Department of State guidelines. iSTART Orientation has been created to help adjust you to life in Los Angeles, the UCLA campus and to provide you with essential information regarding your visa.

UCLA Dashew Center
iSTART @UCLA Orientation

Characters: 766



We hope this was a **helpful guide** to you as you embark on beginning your journey as a Dashew Center staff member. Please be aware that the information here is current as of Spring 2026. If you have questions on any of this, please consult with your supervisor within Dashew Center.

We are grateful for you, have fun designing!

That's all Folks!

- Marketing and Communications Team