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Council Sync: Revolutionizing Event Management for PSU's Supreme Student Council

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Abstract: Council Sync: Event Management System is a digital solution developed to manage events effectively while improving communication between Pangasinan State University Supreme Student Council (SSC) members. This system resolves various issues that arose when using manual event management procedures by resolving scheduling problems and enhancing information sharing and council member collaboration. Event management and execution become more organized through CouncilSync because it integrates essential features such as event creation, media uploads, centralized calendars, event feeds, and email notifications to notify students. The developers implemented a welcoming interface that combines backend Laravel with frontend React and styling functions through Tailwind CSS. The system provides functional reliability and usability as well as efficiency, maintainability, and portability to deliver solutions that fulfill user requirements at a high level of quality. The CouncilSync platform received user feedback, resulting in a 3.35 average weighted mean representing substantial user approval regarding its event management capabilities. CouncilSync gives the SSC an integrated system that delivers an efficient event management platform, which results in reduced scheduling conflicts and higher attendance rates. The system provides email notifications to strengthen communication and coordination among members. The system's successful execution demonstrates that it can enhance event management procedures for student organizations.

Keywords-- Calendar, Event, Organizations, Notification, Students

I. Introduction

Effective event management plays a vital role in enhancing student engagement, leadership development, and campus vibrancy in higher education institutions such as Pangasinan State University Alaminos City Campus (PSU ACC). The Supreme Student Council (SSC) is central to planning and executing student-led activities. However, the continued use of manual documentation and fragmented communication methods has resulted in frequent challenges, including task duplication, delayed approvals, and miscommunication [1]. These inefficiencies have also been observed in other universities [2]. Studies further show that inefficient coordination methods affect student leadership effectiveness and event success rates across many campuses [3]. In this digital era, traditional manual methods of event management have become outdated and cumbersome [4]. Manual planning often involves coordinating events with tools that were not truly built for such purposes [5]. Event management requires a high degree of attention, care, and accuracy to minimize errors [6]. As student-led events become increasingly complex, outdated methods no longer suffice.

The event management industry is continuously evolving, driven by emerging technologies, shifting trends, and changing user preferences [7]. Technological advancements now offer modern and flexible solutions to long-standing coordination challenges [8]. Automated event planning platforms provide deeper insights into guest preferences and create more personalized event experiences [9]. These developments highlight the importance of digital transformation in institutional settings like PSU ACC.

To address these coordination gaps, the CouncilSync system was developed—a centralized, digital platform tailored to streamline SSC operations. CouncilSync integrates event scheduling, real-time notifications, authorship tracking, and archival features, promoting transparency, efficiency, and collaborative planning [10]. It also supports effective documentation and communication [11]. Furthermore, it strengthens collaborative work and organizational efficiency [12]. Event management systems like CouncilSync offer benefits to a wide range of organizations, from improving planning accuracy to enhancing participant engagement [13]. With its email notification feature and core functions, the system significantly improves the organization and communication of student activities at PSU ACC. Ultimately, CouncilSync empowers the SSC to execute events more effectively and enhances student participation [14].

II. Methodology

The Agile methodology is a structured yet adaptable approach that prioritizes continuous improvement through iterative development cycles, which is why the development team decided to use it. The team was able to improve the system at every level thanks to this methodology, which also made sure that user input was regularly included in the development process. The team could swiftly pinpoint areas for improvement and make the required changes by getting real-time feedback from stakeholders, which would ultimately align the finished product with user requirements and expectations.

Agile also gave the team the adaptability they needed to deal with changing needs and unforeseen obstacles. The approach made it possible for developers to react quickly to new requests or unforeseen problems without interfering with the workflow as a whole. This flexibility allowed the team to proactively resolve issues, optimize features, and maintain seamless project progression while

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ensuring that development remained dynamic and efficient. Essentially, Agile promoted a development environment where the process was centered on user-centric enhancements, responsiveness, and teamwork.

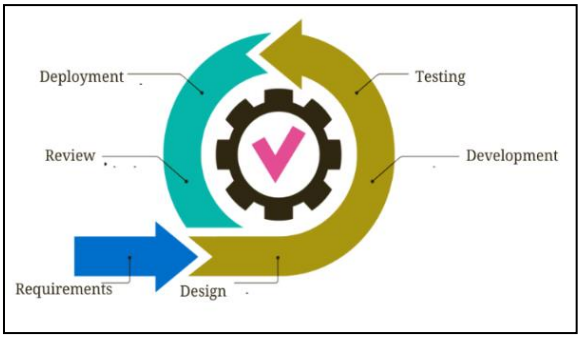


Figure 1. Agile Methodology [15]

This study followed a structured methodology to develop **CouncilSync**, an innovative event scheduling system for the **Supreme Student Council (SSC) of Pangasinan State University (PSU)**. The research process involved project design, data collection, system development, and implementation planning.

The **Agile Methodology** was adopted to allow iterative development, ensuring that the system evolved based on user feedback. The project followed six key phases: **Requirements, Design, Development, Testing, Deployment, and Review**, enabling flexibility and continuous improvement. A **Three-Tier Architecture** was implemented to enhance system scalability and maintainability, with separate layers for the user interface, application logic, and data management.

Respondents of the Study

Respondents	Number of Respondent
Dean of Student Services and Alumni Affairs Coordinator	1
SSC Officers	5
Student Officers	10
Students	25
IT Experts	3
Total Respondent	36

The study utilized **purposive sampling**, selecting **36 key respondents**, including SSC officers, student leaders, and IT experts, to provide insights into event management challenges. Data collection methods included **interviews**, **observations**, **surveys**, and **internet research**, helping to identify user needs and refine system functionalities.

The system structure was designed and validated for analysis and development using tools like entity-relationship diagrams (ERDs), flowcharts, a data dictionary, and weighted mean computations. To produce a user-friendly and effective platform, the development process made use of Laravel (backend), React (frontend), Tailwind CSS (styling), and Figma (UI/UX design). Key functionality such as calendar integration, announcements, event scheduling, and event information administration were introduced in the system prototype. A staged implementation plan that addressed permission, data entry, system installation, user training, and complete deployment was suggested in order to guarantee a seamless acceptance throughout PSU. This project sought to modernize SSC event scheduling by using a clearly defined system, improving accessibility and efficiency for both officers and students.

III. Results and Discussion

This section presents the existing event scheduling process at Pangasinan State University - Alaminos City Campus, the challenges encountered, and the improvements introduced by CouncilSync: Revolutionizing Event Management for PSU's Supreme Student Council. The discussion also evaluates user satisfaction based on the system's functionality, reliability, usability, efficiency, maintainability, and portability.

The investigation revealed that the current event scheduling and communication process relied heavily on manual coordination and fragmented announcements through social media and physical posters. SSC and department officers manually planned events, often leading to scheduling conflicts, miscommunication, and inefficiencies. Event approvals and coordination were done through verbal discussions or paper-based requests, making it difficult to track schedules and changes. There was also no centralized system to manage event details, which resulted in overlapping schedules, difficulty in tracking event participation, and a lack of organized

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documentation. Additionally, the absence of a shared digital platform limited accessibility, making it challenging for officers and students to stay updated on upcoming events.

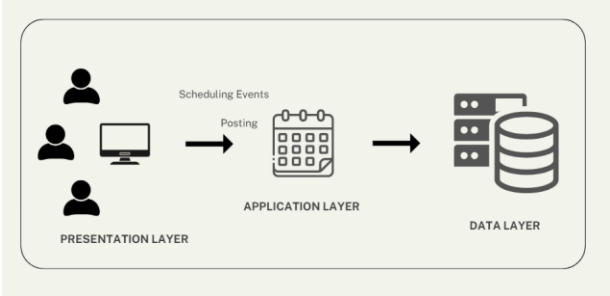


Fig. Three-Tier Architecture

To address these issues, CouncilSync was developed to provide a centralized digital platform for event management. It allowed SSC and department officers to create, manage, and update events efficiently. The system featured a digital event calendar, which provided a clear and structured schedule of all activities, ensuring that users could easily track upcoming events and avoid conflicts. The post-management feature enabled officers to share announcements, event updates, and other important information, reducing reliance on scattered communication channels. The system also allowed media uploads, making documenting and sharing event-related materials easier.

To evaluate the system's effectiveness, a diverse group of respondents, including SSC officers, department officers, IT experts, and students, assessed CouncilSync based on key factors. In terms of functionality, the system received an overall mean of 3.35 (Excellent), as it successfully met user requirements and provided an efficient scheduling system. Reliability was rated 3.34 (Excellent), with users noting the system's stability and ability to manage event data without errors. The system's usability achieved a rating of 3.55 (Excellent), as respondents found it user-friendly and easy to navigate. In terms of efficiency, CouncilSync was rated 3.69 (Excellent) for its ability to streamline scheduling and improve coordination. Maintainability was another strong aspect, with a mean rating of 3.19 (Excellent), as the system was designed to be easily updated and adapted for future enhancements. Lastly, the portability of the system was rated 3.22 (Excellent), indicating that it could be accessed on different devices and easily integrated into the university's digital infrastructure.

With an overall weighted mean of 3.35, CouncilSync has proven to be a highly effective solution for event management at PSU. The system successfully eliminates scheduling conflicts, improves communication, and enhances coordination among student organizations. By providing a structured, user-friendly, and efficient platform, CouncilSync significantly improves event planning and execution, ensuring a more organized and accessible experience

for both officers and students.

IV. Conclusion

The development of CouncilSync has successfully modernized event management for the Supreme Student Council (SSC) of Pangasinan State University – Alaminos City Campus (PSU-ACC). The study identified inefficiencies in the traditional, paper-based event coordination process, which led to delays, miscommunication, and scheduling conflicts. By introducing a centralized digital platform, CouncilSync has streamlined event planning, scheduling, and documentation, significantly improving efficiency, accuracy, and collaboration among SSC officers and administrators.

The system's event calendar, post management, and media upload features allow for a more organized and transparent workflow, ensuring better coordination between students and university officials. Evaluation results indicate that CouncilSync performs effectively in functionality, reliability, usability, efficiency, maintainability, and portability, making it a practical and sustainable solution for student event management.

Overall, CouncilSync enhances the student council's ability to organize and execute events efficiently, reducing administrative burdens while promoting seamless communication and collaboration. Future improvements, such as expanded customization and mobile accessibility, could further enhance the system's usability and impact, ensuring its continued success in supporting PSU-ACC's student activities.

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