SERVICE LEVEL AGREEMENT

BETWEEN

UNC ADMINISTRATIVE SERVICE CENTERS & UNC UNIVERSITY ADVANCEMENT

March 2020

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between UNC Administrative Service Centers and
UNC UNIVERSITY ADVANCEMENT

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Contents **Page**

Purpose	3
Vision	3
Mission	3
Service Expectations for ASC Communication Coordinators	4
Working Assumptions	5
Terms of Agreement	6

Purpose

The purpose of this Service Level Agreement (SLA) is to establish a cooperative partnership between University of Northern Colorado's Administrative Service Centers (ASCs), University Advancement, and their campus customers. This SLA will:

- outline services to be offered and working assumptions between the ASCs and their campus customers;
- quantify and measure service level expectations;
- outline potential methods used to measure the quality of service provided;
- define mutual requirements and expectations for critical processes and overall performance;
- strengthen communication between ASC providers, University Advancement and campus customers;
- provide an approach to resolving conflicts.

Vision

UNC's Administrative Service Centers serve campus customers by working in conjunction with key campus departments including Human Resources, Accounting, Budget, and Communications. ASCs are designed to provide essential support services to all UNC administrative divisions and academic colleges. This integration of administrative support will enhance service, compliance and productivity. The primary goals for the ASCs include:

- **Integrate** people, processes, and technology to provide a balanced service level to all customers. Create a collaborative environment where trusted relationships and teamwork are encouraged between ASCs and their customers.
- **Leverage** human resources, institutional knowledge, skillsets, and technology in an effort to improve service and productivity. Create an organizational structure that balances strategic and tactical efforts that promote efficiencies.
- **Mitigate** risk to UNC through attention to compliance requirements and understanding the impact these requirements have on productivity and customer service. Develop an integrated organizational structure that will promote the consistent interpretation and enforcement of policies, procedures, local, state and Federal laws and regulations across the University.
- **Reduce** unnecessary costs. Through the use of creative organization design, economies of scale can be leveraged, resulting in lower operational costs. Design an environment that eliminates redundant processes and encourages solutions that maximize the goals and objectives of the University.

Mission

The mission of UNC's Administrative Service Centers is to provide customers with quality, timely and efficient services. ASCs will achieve this mission by utilizing technology, cultivating the skills of our staff and building strong relationships with campus customers. ASCs will operate with the understanding that we live in a competitive environment and our goal is to ensure efficient and effective service.

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Service Expectations for Communication Coordinators

The Administrative Service Centers will provide support to UNC's administrative divisions and academic colleges. ASCs will reduce fragmentation in roles and emphasize specializations. In its basic form, the ASC team will consist of (1) a lead business manager, (2) a human resources specialist, (3) an accounting specialist, and (4) a communication coordinator.

Communication Coordinators in each ASC will be responsible for providing communication support for the assigned unit's student, faculty and staff programming and internal communication needs.

These service expectations are meant to address the most common Communication services provided and are not meant to reflect the comprehensive services offered by the Administrative Service Centers.

The service expectations reflected below are not listed in any order of priority.

Communication Process or Event	Service Expectation	University Advancement Expectation
Unit Level and Internal Events and Activities	Provide event logistical and promotion support including room reservations, catering, AV set-up, and attendee promotion and outreach as needed for campus unit's events and activities that do not fall within the definition of a university event.	Advise ASC on the use of university resources in support of events and activities.
Internal news/announcement coordination	On behalf of unit, draft and submit to University Advancement the timely and relevant summaries of faculty, staff and student news for inclusion in university publications including UNC Today and Around Campus.	Review submissions and edit prior to publication. Notify ASC when information will be published or alternate venue if the content will not be published in UNC Today and Around Campus.
Content creation and integration (newsletters, websites, social media)	Populate content schedules by creating relevant and timely content in support of assigned campus customer, which may include faculty updates, student news for use in newsletters, social media and/or websites. Provide University Advancement recommendations on content to be generated at the university level which may be used by the ASC.	Review and edit ASC generated content for use in newsletters, social media, and/or websites. Respond to and provide ASC's with relevant and timely university-level content which may include alumni updates, podcasts, videos, feature stories or other university content of interest.
Website page content management	Prepare and update webpage content for assigned campus customers, which may include managing content for multiple departments or offices.	Manage university-level and multi-page content; provide content management solutions that support ease of site update.

Unit Social Media Coordination	Create and coordinate monthly content schedules for assigned campus customers to ensure all accounts are actively managed with relevant university or program content. Register new social media channels and accounts with University Advancement. Coordinate with University Advancement when a social media channel or account requires a transfer of administration or deactivation.	Provide ASC social media coordination and scheduling system; provide image and content templates and best-practice guidelines; provide instruction and training on the implementation of university-level campaigns at the unit-level. Maintain an inventory list of all active social media channels and accounts with a designated ASC administrator per channel or account.
Calendars	Submit calendar entries for all supported activities, programming or events.	Review and approve calendar entries for inclusion in university calendar.
External News	Route media requests to University Advancement for official responses; provide University Advancement with updated experts guide for media	Manage official media responses; manage university experts lists and inform ASC of expert interviews and pitches for inclusion in ASC content planning.
Enrollment Marketing	Collect and provide to Enrollment and University Advancement content updates for inclusion in enrollment marketing campaigns.	University Advancement will review content updates, edit and integrate implementation of content updates.
University/External Events	Inform University Advancement of all proposed university events to receive instructions and support on an event strategy and execution. Actively participate in execution of university event at the direction of University Advancement.	Create and execute an event management strategy for university events. Coordinate ASC involvement where the event is housed within a campus customer unit. If a proposed university event is not within the university's strategic interest, provide ASC and campus customer guidance on alternate ideas for execution.
Presentations and talking points	Prepare presentations and talking points for leads of assigned campus customers and/or other campus leaders in association with campus events and activities.	University Advancement will provide presentation templates and training on drafting brand-building talking points.

Working Assumptions

- **Communication Coordinators will attend regular meetings with University Advancement to coordinate and implement communication plans.**
- In order to be processed within the established SLA parameters, transactions must be received by the ASC within the published deadline dates and must be accurate and complete.

- ASC will follow University Advancement guidelines and plans.
- University Advancement is responsible for setting and managing the university's brand and visual standards, including providing ASCs with appropriate training and access to brand approved templates which are to be used in fulfillment of duties. ASCs will not provide direction or consulting services on development of new or unique unit-level branding. Any requests for a deviation from or exception to the university's brand and visual standards must be referred to University Advancement for approval.
- University Advancement is responsible for directing design and content strategy for unco.edu and all pages within the site. University Advancement tracks site analytics to inform, propose and implement changes to unco.edu. University Advancement will communicate to ASCs site-wide changes, enhancement and updates; and where necessary, provide ASCs training to support changes to unco.edu.
- University Advancement is responsible creating and directed integrated communication and marketing campaigns, plans and strategies to inform and engage the university's internal and external constituencies. Where a constituency group requires a unique strategy and/or a sustained level of support, University Advancement will allocate a UA professional to assume communication and marketing management responsibilities on behalf of the university constituency group. This individual will interact with ASCs and provide training and direction on the ASC's role in fulfilling related communication and marketing campaigns, plans and/or strategies.
- University Advancement is responsible for directing university events which are defined as events which (1) engage a high proportion of external constituents; (2) serve to accomplish a strategic university priority or objective; or (3) require substantial investment of university time and funding in execution. These events carry the presidential standard of hospitality and university branding necessary to ensure alignment with institutional priorities, strategic resource management, a clear return on investment. Unit requests for events or programs that meet the threshold of a university event will be referred to University Advancement for event consultation and direction.
- University Advancement, in coordination with Information Management and Technology, will provide the constituent data and communication system infrastructure necessary for ASCs to implement service expectations. ASCs will not create, source or acquire additional constituent data or communication systems outside of UA and IM&T approved systems.
- University Advancement is responsible for directing constituent relationship management processes and strategies for the university's external constituents. External constituents include alumni, parents, friends, companies and organizations with whom the university maintains or seeks to maintain a mutually beneficial and strategic relationship. ASCs may interact with external constituents in fulfilment of service expectations but are required to consult with and adhere to University Advancement constituent management processes and strategies.
- University Advancement will be involved in the recruitment, hiring and training of all new ASC communication coordinators. University Advancement will provide annual evaluation and training to assist ASCs in fulfillment of their communication responsibilities.

Terms of Agreement

- This agreement commences on [Month date, 2020] with the mutual understanding that modifications may be required over time. Any and all modifications will be made in the spirit of the original Agreement and must be reviewed by representatives of the Administrative Service Center and Human Resources. A formal review of this Agreement and published modifications will occur on an annual basis prior to the start of the new fiscal year.
- Unless agreed otherwise, daily hours of operation are 8:00 am to 5:00 pm Monday-Friday with the exception of approved holidays in accordance with the University calendar. Working hours may be adjusted due to system/power outages, emergency situations, or disaster.

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- Increases in workload caused by natural or man-made acts such as power outages, system unavailability or system response time may result in temporary reduction of service level delivery
- Policy changes and/or Federal or State regulations may alter procedures and service delivery timeframes.
- Achievement of our service level commitment is dependent upon customer compliance with appropriate policies and procedures.
- This agreement will be reviewed on an ongoing basis and updated as needed. Revisions may become necessary due to changing service needs, modifications to existing services, addition of services, significant variations from agreed upon service levels, or unanticipated events.
- The ASC and Human Resources will conduct periodic reviews of the ASC's performance against agreed-upon service level expectations. Issues identified during or between these review periods will be addressed by the ASC members in conjunction with the appropriate administrative department. The agenda for these reviews should include, but is not limited to:
    - service delivery since the last review
    - major deviations from service levels
    - conflicts or concerns about service delivery
    - planned changes to improve service effectiveness
    - negotiation of changes to the SLA
    - feedback from constituents

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