

# UNIVERSITY RELATIONS AGENCY MODEL

## PROJECT DEFINED IN SERVICE LEVEL AGREEMENT

This model assumes the work defined is part of the Service Level Agreement with the requesting campus, college or unit.

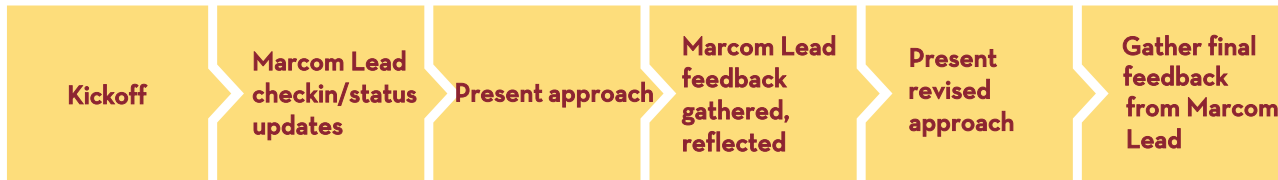
All common good services agreed to in the Service Level Agreement will be set up in the project management tool. Marcom Leads will have access to the tool and will be trained in how to use it for project reviews and approvals.

## DISCOVERY/DATA GATHERING



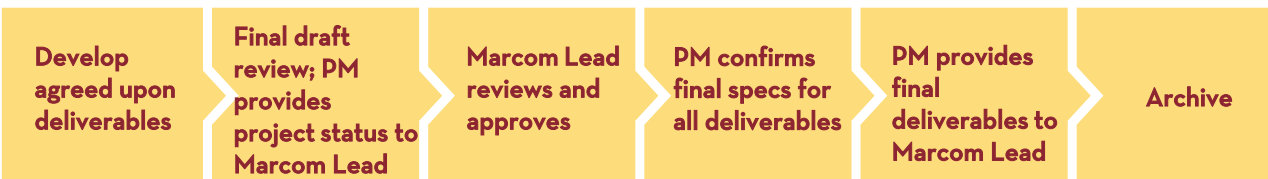
- UR Directors review through lens of SLA agreement. If not in SLA will meet with client to discuss how need could be met.
- If in SLA but more info needed, PM will meet with Marcom Lead to gather additional details (e.g. goals, timing), share with UR Directors and confirm next steps.
- Directors and PM define scope, resource needs to fully execute project, and service provider.
- If UR will take on project, team will be assembled.
- If vendor/freelancer resources are required, UR strategist will discuss with Marcom Lead.
- PM adds project to PM tool and provides Marcom Lead access.
- PM drafts brief/timeline
- PM shares brief/ timeline with Marcom Lead for approval.

## PROJECT PLAN/DEVELOPMENT



- PM schedules and facilitates Marcom Lead and team kickoff to review project brief and timeline.
- PM provides regular updates or checks in with Marcom Lead on questions that may arise, using PM tool unless meeting is best.
- PM schedules meeting with Marcom Lead for team to share recommended concept(s)/ approach.
- PM gathers Marcom Lead feedback and works with team to reflect in revised approach.
- PM sends revised approach to Marcom Lead, determines need for meeting to review.
- PM gathers final feedback on concept(s)/ project approach from Marcom Lead.

## PRODUCTION



- PM and directors work with team to develop agreed-upon deliverables.
- Last-eyes edit; developers test in browsers and accessibility tools.
- PM shares finished product with Marcom Lead for sign-off.
- PM confirms and records quantity, final specs, delivery details, redirects, training docs; and launches plan.
- PM sends final project to Marcom Lead; launches websites
- Project team archives all project files and decommissions former websites.
- PM confirms specs with Marcom Lead, adds to PM tool and shares details with Measurement & Analytics team for measurement plan.

