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

- Marcom Lead submits project request to z.umn.edu/projectrequest
- Follow up with client to discuss next steps
- Determine scope and resources required
- Service provider defined; team assembled
- Add project to PM tool
- Draft project brief
- Marcom Lead reviews/approves brief

☐ 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.
☐ If UR will take on project, team will be assembled.
☐ If vendor/freelancer resources are required, UR strategist will discuss with Marcom Lead.

PROJECT PLAN/DEVELOPMENT

- Kickoff
- Marcom Lead checkin/status updates
- Present approach
- Marcom Lead feedback gathered, reflected
- Present revised approach
- Gather final feedback from Marcom Lead
- PM drafts brief/timeline
- PM shares brief/timeline with Marcom Lead for approval.

☐ 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 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.

PRODUCTION

- Develop agreed upon deliverables
- Final draft review; PM provides project status to Marcom Lead
- Marcom Lead reviews and approves
- PM confirms final specs for all deliverables
- PM provides final deliverables to Marcom Lead
- Archive

☐ PM and directors work with team to develop agreed-upon deliverables.
☐ Last-eyes edit; developers test in browsers and accessibility tools.
☐ PM confirms and records quantity, final specs, delivery details, redirects, training docs; and launches plan.
☐ Project team archives all project files and decommissions former websites.