General Service Level Agreements (SLAs)
for Marketing Requests/Projects

1. **Requests** cannot be received from an **internal partner** via voicemail, email, text or other non-ServiceNow request form. If requests are submitted in this manner, a **team member** receiving the request will inform the requester that these are not acceptable ways to initiate a request – and will provide the URL for the ServiceNow marketing request form.

2. For each marketing request, the internal partner will receive an initial acknowledgement (electronically) via the ServiceNow request system as soon as the request is submitted.

3. If supervisor approval is not submitted within 24 hours of the request being received, a team member will reach out to the requester’s supervisor (up to the dean/director level) to confirm approval to move the request forward. If contact/approval of the supervisor (up to the dean level) isn’t received by that time, the team member will immediately let the requester know that supervisor approval is needed before the request can be initiated as a **project**.

4. For every marketing request received, either the executive director will assign the request to the appropriate team member(s), or a team member will self-assign the request within 24 hours (excluding weekends).

5. If a marketing request is received with insufficient information to move the project forward, the executive director or the team member assigned to the project will respond to the request regarding what information is needed within 24 hours of receiving the request. The project deadline may be adjusted accordingly and communicated to the requester.

6. If a quote from an external vendor (such as printing or mailing) is included in the request, the assigned team member will pursue obtaining one or more quotes (as required) within 72 hours after receiving supervisor approval – and provide the requester with the quotation(s) within 24 hours after receipt of the quote(s).

7. If the ability of the team member to meet the requested deadline from the internal partner is in question, this will be discussed with the executive director within the first 48 hours of project initiation. Additionally, the internal partner will be contacted so that a mutually agreed upon deadline can be established.

8. Once the marketing request becomes a project, the team member assigned to the project will initiate a **partner meeting** (in-person, phone call or email) with the requester (“**partner**”) within 48 hours after supervisor approval has been received. If the project involves multiple team members, they should all be included in this meeting. The following will be discussed during the meeting:
- project ownership,
- process and timeline (see attached timelines for each project type),
- confirmation of who will fund the project (if there are printing or mailing costs involved)
- anticipated date for the internal partner to receive an initial draft of the project
- ask any questions for project details,
- if a mock-up or outline of the project was not provided with the request, depending on the nature of the request, the team member should ask for one so that expectations are clear from the outset.
- assure the internal partner that they can call or email with any follow-up questions.
- Pertinent notes from the partner meeting will be documented on the ServiceNow ticket.

9. Throughout the duration of the project, the team member will provide the internal partner with a weekly or bi-weekly update on the progress. If the team member believes the mutually-agreed-upon deadline to be in jeopardy, they will communicate with the executive director and the internal partner to discuss the situation and agree on either a revised deadline or an alternate plan to ensure that the deadline is met. This will be documented on the ServiceNow ticket.

10. For every design project, the design will be proofed/edited by at least one member of the Communications team prior to each draft that is delivered to the internal partner.

11. Every effort should be made to deliver the internal partner an initial proof at least one week before the project deadline.

12. As soon as a final project has been delivered to the internal partner, the ticket should be closed out unless there are other unfinished components to the project.

Definitions

1. **Request** – Any form that is received via the ServiceNow marketing request system is considered a request. It remains a request until the supervisor of the requester approves the request.

2. **Project** – Once the supervisor of the requester approves a request, it becomes a project.

3. **Partner meeting** – This is the meeting (either telephone or in person) that occurs within 48 hours of supervisor approval. During the meeting, critical project details are to be discussed and agreed upon by the team member and the internal partner.

4. **Team member** – Any member of the College Relations team who is assigned a project.

5. **Internal partner** – Once a request becomes a project, the person making the request becomes the internal partner.