

COLLEGE OF AGRICULTURE AND HUMAN SCIENCES MARKETING, COMMUNICATIONS AND INFORMATION TECHNOLOGY SERVICE LEVEL AGREEMENT

1. Service Description

The Department of Marketing, Communications and Information Technology (DOMCiT) will provide the following services to its faculty and staff to meet the college's strategic planning goals.

Marketing

- Factsheet Design: This involves the transposing of factsheet content onto templates. The requestor MUST provide fully proofread and edited content in MS Word (.doc) format. Allow **up to 15 business days** from the date the request is submitted to receive the final version. This request is subject to the [3-revision process](#).
- Flyer Design: This involves transposing of flyer content onto templates for use in marketing the College's programs and events. The requestor MUST provide fully proofread and edited content in MS Word (.doc) format. This requires **up to 15 business days** from the date the request is submitted to receive the final version. This request is subject to the [3-revision process](#). Requestor is responsible for providing an accurate description of flyer details including the following:
 - Event Title and Headline
 - Date, Time and Location of the Event
 - Call to Action
 - Event Features and Audience appeal
 - CAHS Contact Name, Number and Email
- Blogsites Content: This involves submission of content with prior approval from a supervisor. The format of the article should include a title, text up to 200 words and the author's name. This requires **up to 10 business days** from the date the request is submitted for posting. This request is subject to the [3-revision process](#).
- Survey: This service includes creating and publishing an online survey for programming events. Event participants will be sent a link via email to complete the survey. The requestor must provide content for the survey with a date for opening and closing. This requires **up to 10 business days** from the date the request is submitted for posting. This request is subject to the [3-revision process](#). Only basic demographic questions will be included if no content is provided.

Each submission will follow the 3-revision process once all initial requirements are met.

- The first draft will be received within **5 business days** of submission.
- Requestor must respond with revisions within **5 business days** of the first draft.
- The second draft will be received within **3 business days** of revised draft.
- The third delivery to the client will be considered as the final proof of the design.
- Requestor must respond to the final proof **within 24 hours**.
- No additional changes will be accepted after the requestor approves the final proof.

PLEASE NOTE: The requestor assumes responsibility for delays if DOMCiT is not able to reach the requestor via email or phone. The request will be closed and the requestor must resubmit if there is no response within 24 hours.

- Poster Printing: This involves content submitted on template in PRINT READY format in standard size only: Download the [Poster template](#) for more details.
- Promotional Items: The DOMCiT will provide the artwork for new items purchased to promote the college for use in the college's events and programs. For items in stock, a minimum of **5 business days (on-campus) and 10 business days (off-campus)** is required to package and deliver the items. A maximum of 75 items will be provided per request if available. Available promotional items that can be requested are posted on our service request form:

Communications

- Press releases: This is a written announcement of an upcoming event, inviting the public and media. The press release is designed in such a way to encourage the media to announce, cover and/or attend the event for a story. This does **require a 250-300 word description** of who, what, when where and why from the requestor. This requires **up to 10 business days** from the date the request is submitted for posting.
- Campus Announcements: This service allows news and events to be posted on the bi-weekly "Campus Announcements" mail blast provided by the PVAMU Office of Marketing and Communication. Requestors must submit their announcements through the DOMCiT. Submit your content in MS Word format. Upon approval, we will submit to campus announcement portal. This requires **up to 7 business days** from the date the request is submitted for posting. Allow enough time for the announcement to be posted and viewed on campus announcement before the date of the event.
- Proofreading: This consists of proofreading for misspellings and grammar checks on any CAHS documents, articles, fact sheets, flyers, etc. Prior approval from a supervisor is needed before submitting. The content should be the author's original work and any references must be properly cited. This requires **up to 14 business days** from the date the request is submitted for completion.
- English / Spanish Translations: This consists of translating articles from English to Spanish and vice versa. This requires **up to 14 business days**.
- Newsletters: Must consist of the current branding of the CAHS, the appropriate USDA/NIFA guidelines statement(s) and the PVAMU contact information of the requestor/agent. If DOMCiT has been requested to do the layout for the template, the request MUST provide fully proofread and edited content in MS Word (.doc) format. All photos/images submitted must be of high resolution (minimum 1 MB size). NOTE: Newsletter pages must be in multiples of (4). This requires **up to 20 business days** from the date the request is submitted to receive the final version.
- Audio Production and Voiceover: This service consists of anything involving audio manipulation or creation such as voiceovers, music or sound effects including editing/producing audio for radio/TV broadcast or for live performances or presentations. Voiceovers require fully proofread and edited script of facts. Quotes or previously broadcasted audio must be cited or written approval

provided. To coach the vocal talent the purpose of the audio is needed. This requires **up to 8 business days** for completion.

- Videography: This relates to the capturing of video for the College of Agriculture and Human Sciences' events and may involve streaming of live media, pre- and post-production. The entire process will require a minimum of **45 business days**, with assessments will be conducted up to 4 working days prior to the day of recording. The requestor must provide purpose and usage of the finally video prior to assessment, in order to direct models, actors/participants and photography staff. Signed [media releases](#) are required 3 days prior to video shoot/program where images will be captured.
- Photography: This relates to the capturing of photo for the College of Agriculture and Human Sciences' events. This requires **up to 14 business days**, which includes photography planning to map out appropriate lighting, subjects and angles, scheduled shoots and editing. Signed media releases are required **3 days prior** to photo shoot/program where images will be captured of featured subjects. No photos of minors will be captured without media releases. The [Media Release](#) form is available for download. All program photos are made available on the college's Facebook page at [@pvamucahs](#).

Information Technology

- Hardware Support: This involves the diagnosis and repair of desktops, laptops, printers, peripheral and portable devices provided by College of Agriculture and Human Sciences. This requires **up to 3 business days** for completion.
- Software Support: This involves the support of software provided by the College of Agriculture and Human Sciences or supporting entities. This requires **up to 3 business days** for completion.
- Hardware Procurement: This involves the procurement of standard hardware as described on PVAMU recommendation list. For more details, [click here](#). This requires **up to 80 business days** after receiving service request duly approved by supervisor. Any special purpose high-end hardware procurement request must attach an approved [business case study](#).
- Software Procurement: This involves the procurement of necessary software as described on PVAMU recommendation list. For more details, [click here](#). This requires **up to 5 business days** after receiving service request duly approved by supervisor. An approved [ISO Form](#) must accompany any special purpose software request not on the recommendation list.

2. Customer Expectations

- Carefully read and understand the service level agreement for each individual service listed on the [CAHS Service Request form](#) found at www.pvamu.edu/CAHSServiceRequest. Requests will be processed in the order they are received.
- Provide accurate contact information and availability to communicate details related to the request so that we can provide the best service possible.
- Requestor will receive an email confirmation and a phone call from a unit member within 24 hours.

- The procurement of IT equipment, parts or warranty claims through the vendor is highly dependent on the procurement office process and may lead to extended completion dates.
- We will assist and facilitate additional procurement documentation such as a business case study and ISO forms for proper routing.