CAHS SERVICE REQUEST
SERVICE LEVEL AGREEMENT

1. Service Description

The Department of Marketing, Communications and Information Technology (DOMCiT) of the College of Agriculture and Human Sciences (CAHS) at Prairie View A&M University (PVAMU) will assume to provide the following services to its faculty and staff as a means of meeting the college's vision and goals on the strategic plan.

Marketing

- Factsheet Design: This involves the transposing of factsheets onto actual templates.

- Flyer Design: This involves the graphic design of flyers and templates for use in marketing the College of Agriculture and Human Science's programs and events.
    - A minimum of 2 weeks' notice is required for the creation and delivery of the first draft of the design.
    - The second revision would be the proof of design
    - The third delivery to the client will be considered as the final proof of the design.

A maximum of 3 revisions is provided and no changes will be accepted within 3 days prior to the expected need date indicated on the Service Request form. Customer/Client is responsible for providing precise description of flyer design including the following:
    - Event Title
    - Date of Event
    - Time of Event
    - Location of Event
    - Call to Action
    - Flyer Headline
    - Event Features
    - Contact Person (This contact must be a College of Agriculture and Human Sciences staff)

- Promotional Items: The DOMCiT will provide or procure items that promote the college for use in the college's events and programs. For items in stock, a minimum of 3 business days is required and for items that need to be ordered, 9

business days is required to fulfil the request. A maximum of 75 items will be provided per request if available. Types of promotional items that can be requested include:

- o Bags
- o Pens
- o Pencils
- o Wristbands
- o Water bottles
- o Recruiting folders
- o Table cloths
- o Pull screens (depicting the college's academic, research and extension)

- CAHS Blogsite: This involves the update of content on the *"Growing ideas. Impacting lives."* blog on the CAHS website. For blog updates, allow up to 2 business days.

- Survey: This service includes creating and publishing an online survey for Annual Events. Annual Events are those events listed in the CAHS Annual Event Booklet *"The Green Book"* or under the Annual Events section of the CAHS Programs webpage. Event participants will be sent a link via email to complete the survey. This service can take up to 3 - 5 business days if questions are provided by the event coordinator. If no questions are provided, this service can take up to 3 weeks to fulfill the request.

Communications

- Press releases: This is a written announcement formatted for media outlets 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.

- Campus Announcements: This service allows announcements to be posted on the bi-weekly "Campus Announcements" mail blast and is provided by the PVAMU Office of Marketing and Communication.

- Proofreading: This consists of proofreading articles for misspellings and grammar checks.

- English / Spanish Translations: This consists of translating articles from English to Spanish and vice versa.

- 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.

- Videography: This relates to the capturing of video for the College of Agriculture and Human Sciences' events and may involve streaming of live media. This includes pre and post production.

- Photography: This relates to the capturing of photo for the College of Agriculture and Human Sciences' events. This includes pre and post production.

Development

- Sponsorship Solicitations: This is to acquire unrestricted or minimally restricted funds for an organization, event, broadcast, production or publication. For student organizations this MUST be presented by an Advisor. This requires a 250-300 word description of purpose, including what the funds will be used for. Note that companies may require receipts, invitation of attendance or other tangible documentation.

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.

- Software Support: This involves the support of software provided by the College of Agriculture and Human Sciences or supporting entities.

- Hardware and Software Purchases: This involves the procurement of necessary hardware and software that is approved by the service requestor's supervisor.

- Printing: All printing jobs will be handled at CAHS-Multimedia center. Please ensure that the print material has been approved by your supervisor and Communications unit for quality control purposes. No copyright contents will be printed without proper clearance. Following are the print services provided at the CAHS Multimedia center:
  - Large format poster printing – size maximum width 42" and 60"
    - Standard poster size : 36X48

- Glossy photo paper
- Canvas
- Non gloss paper
  - o Color copy or printing jobs
    - Paper: semi-gloss, regular paper, cardstocks
    - Sizes: Statement, Letter, legal, and ledger
- <u>Binding</u> (finishing): This service is available as a walk-in service at the CAHS Multimedia center and the requestor would need to bring in the documents for binding. The binding service available are:
  - Saddle stitched booklet maximum 25 pages
  - Hard cover binding maximum 300 pages
- <u>Lamination</u>: This service is also offered at the CAHS Multimedia center as a walk-in and the requestor would need to bring the documentation for lamination. The following lamination services are available:
  - Sizes: Letter, Legal & Ledger (individual lamination)
  - Large format maximum width 40"

Note: If customer/requestor wants a document to be printed and then bound or laminated a service request for printing should be submitted and then customer/requestor's can walk-in for the binding/ laminating request.

2. Customer Responsibilities

It is the responsibility of the customer requesting service from the DOMCiT to place a service request using the CAHS Service Request form found at www.pvamu.edu/cahsservicerequest. The customer should also consider the processing times per service requested and adjust their expected need dates on the service request form accordingly. Note that requests will be processed in the order they are received given the first come first served schema. All requests submitted must have complete contents in order to fulfil the service otherwise request may not be completed.

3. Response Times and Escalation

For all requests, the DOMCiT goal is to have a unit member assigned to acknowledge requests within 2 business days of receipt. Most IT related issues can be escalated

within 3 business days with an exception of procurement services which is highly dependent on procurement process. Printing, lamination and book binding requests can fulfilled based on availability of the consumables.

Indicate criteria for requests and potential escalation

4. Processing Times per Request

- Factsheet Design – *up to 2 weeks*
- Flyer Design - *up to 2 weeks*
- Promotional Items – *up to 3 business days for items in stock and 9 business days for ordered items*
- CAHS website and social media content – *up to 2 business days for social media posts, 5 business days for website adjustments/ updates*
- Survey – *up to 3 business days for basic online survey (with surveys questions provided)*
- Press Releases – *up to 7-10 business days*
- Campus Announcements – *based on campus protocol (usually within the upcoming campus announcement mail blast)*
- Proofreading and English/Spanish Translations – *proofreading is not determined and up to 3-5 business days for English/Spanish translations.*
- Audio Production and Voiceover – *up to 3-5 business days after proofread is complete for audio session scheduling and 5-7 business days for completed project. Total project completion may require up to 14 business days from start of project*
- Videography/Photography – *up to 1-3 business days for Video Shoots and 2 weeks for editing*
- Printing – *up to 5 days for on-campus requests and 7 business days for off-campus requests*
- Sponsorship Solicitations – *up to 60-90 days prior to when funds are desired*
- Hardware Service - *up to 2 to 3 business days*
- Software support / Email / Lync - *up to 2 to 3 business days*
- Hardware and Software Purchases - *up to 4 weeks*
- Printing – *up to 5 business days for on-campus requests and 7 business days for off-campus requests*