Service Level Agreement

Strategic Services

July 1, 2019

SUPPORTING TODAY, ENVISIONING TOMORROW.
# Table of Contents

1.0 Service Level Agreement Overview ........................................... 1

2.0 Description of Services .......................................................... 1

3.0 Service Costs ........................................................................... 2

4.0 Service Provider Responsibilities .............................................. 3

5.0 Problem Management ............................................................. 3

6.0 Key Performance Indicators and Metrics .................................... 4

7.0 Periodic Review Process ........................................................... 4

8.0 Out of Scope Services ............................................................... 4
1.0 SERVICE LEVEL AGREEMENT OVERVIEW

This Service Level Agreement (SLA) is intended to identify the basic services, and any agreed upon optional services provided by Strategic Services. The services provided are primarily internal to Institutional Planning and Operations’ (IP&O) support of its mission.

This SLA covers the period from July 1, 2019 to June 30, 2020 and will be reviewed and revised at the end of this period.

2.0 DESCRIPTION OF SERVICES

Strategic Services is responsible for coordinating and uniting the efforts of IP&O individual units statewide. Strategic Services collects and provides valuable data that drives current decisions about business efficiencies, as well as aiding future planning.

This department primarily provides a host of services to the departments which fall under the IP&O divisional umbrella:

- **IWMS Administration**, is responsible for optimizing the practical use of workplace computerized system resources, providing the best possible user experience when interacting with those resources, evaluating and choosing the best systems, delivering training for all personnel to use the systems properly, and managing the physical asset portfolio across the entire division of IP&O.

  In support of these responsibilities, IWMS Administration has a team of training, facility condition, and support professionals who interact with all internal and external partners to develop and implement initiatives, assess and document the condition of mechanical equipment, provide system use guidance, and assist with coordinating materials, schedules, and all associated activities.

  - Within IWMS Administration is the IWMS Facilities Condition Analysis Group, which collects and manages the asset and assessment database statewide, an inventory of over 40,000 items. The data is used by decision makers up to and including cabinet-level positions. This group also decommissions and removes from service older or outdated assets and catalogs new assets resulting from construction and renovations.

  - Also, within IWMS Administration, is the IWMS Training group which provides IP&O staff with specific knowledge and skills needed to improve performance. Our training programs analyze divisional, departmental, and user needs to develop and deliver position appropriate training across a variety of software platforms.

- **Communications and Marketing** department within Strategic Services disseminates information through multiple channels of traditional and internet based platforms for our employees and for the greater university. General news is found in the division newsletter (https://ipo.rutgers.edu/inside-ipo). The group also runs the division’s social media pages including Facebook, Twitter and Instagram. These outlets disseminate information
throughout the university. Communications and Marketing works closely with all divisional groups to help brand and market its projects. This group also liaises frequently with other university communications groups to which it lends its services:

- Photography
- Videography
- Drone photography/videography
- Tutorial videos
- New Product /New Service Roll out
- Marketing efforts
- Social Media posts
- Social Media Advertising
- Writing & Editing
- Presentation Preparation

- **IP&O Administration** group collects, interprets, prepares, and maintains a data repository for reporting purposes to the senior leadership of the university, including preparing all F&F Committee documents for the university boards.

IP&O Administration is also responsible for benchmarking, maintaining standard operating procedures, performance metrics, as well as managing survey distribution and analysis.

This group also manages the “Contact Us” communications received from our website and routes these emails to the appropriate party within the division for resolution; it also manages communications which pertain to Projects Requests and other general inquiries.

### 3.0 SERVICE COSTS

Note: “General and Administrative” RCM Metric uses operating expenses to allocate the cost pool. Exclusions: direct debt; direct utilities; F&A returns; and subcontracts.

In developing the fiscal operating budget (Cost Pool), there are numerous assumptions and sensitivities that are addressed. These include but are not limited to:

2. Fluctuation in fringe benefit rates.
3. Rise in contract, equipment and supply costs.
4.0 Service Provider Responsibilities

Strategic Services provides the following services:

- **Photography**: Take professional quality photos and editing using backdrops and specialized lighting.
- **Videography**: Professional quality videos and video editing using applicable software.
- **Drone photography/video**: File all regulatory forms with the FAA and EHS for each Drone usage.
- **Tutorial videos**: Create professional quality videos using applicable software to teach, explain, or demonstrate a process, application, or task.
- **New Product/New Service Roll Out**: Develop a campaign which encompasses graphic imagery and associated communications to market the product or process to the targeted group. This may be a one-time campaign or have multiple rollout phases.
- **Social Media Posts**: Ensure that Social Media posts are current, informative, and accurate, and then monitor the reach and success of these posts.
- **Social Media Advertising**: Ensure that Social Media advertising efforts are targeted to the correct group and follow the success of these ads using data analytics.
- **Writing & Editing**: Ensure that all communications are concise, grammatically correct, and follow university style guidelines.
- **Presentation Preparation**: Ensure that all presentations communicate the subject and topic effectively.
- **Training**: Ensure that all training requests follow the ADDIE development model.

5.0 Problem Management

Strategic Services operates collaboratively within our group, as well as with colleagues from other internal IP & O departments and outside of IP & O. Should problems arise, the contacts listed below are equipped to manage the issues. Should problems be unresolved, their resolution will be escalated to the Assistant Vice President.

5.1 Support & Problem Escalation Contact List

<table>
<thead>
<tr>
<th>Support Help Line</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name</strong></td>
</tr>
<tr>
<td>Madalyn Zayas</td>
</tr>
</tbody>
</table>

**Support Contacts**

<table>
<thead>
<tr>
<th>Support Contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name</strong></td>
</tr>
<tr>
<td>Joseph Holtsclaw</td>
</tr>
<tr>
<td>Name</td>
</tr>
<tr>
<td>-----------------</td>
</tr>
<tr>
<td>Elizabeth Crann</td>
</tr>
<tr>
<td>Ghislaine Darden</td>
</tr>
</tbody>
</table>

**6.0 Key Performance Indicators and Metrics**

The following are the KPI’s that are used:

- Number of assets entered into the system
- Training evaluation surveys
- Website Analytics
- Intranet Analytics
- Social Media Analytics

**7.0 Periodic Review Process**

This SLA is a living document and will be reviewed and updated at a minimum of once per fiscal year. Contents of this document may be amended as required, provided mutual agreement is obtained and communicated to all affected parties. Strategic Services will incorporate all subsequent revisions and obtain mutual agreements / approvals as required.

**8.0 Out of Scope Services**

Strategic Services does not charge the university community for any service.