Service Level Agreement: Web Services

Welcome to our Website Service Level Agreement! This guide is here to help us work together to create and maintain a web presence that's user-friendly, accessible, and aligned with our brand and goals. Whether you're launching a new site, updating content, or requesting technical support, we're here to ensure your digital experience is smooth, strategic, and effective.

This SLA outlines how we'll collaborate, from project planning and content development to timelines, approvals, and ongoing support, so we can deliver a web experience that works for everyone.

Purpose: This Service Level Agreement (SLA) outlines the services provided by the Strategic Communications and Marketing (StratComm) web team. It defines the roles and responsibilities of both the web team and the client, and sets clear expectations for service delivery, project support and communication.

The SLA is designed to guide the development and maintenance of university websites and web content that align with KSU's mission, vision and strategic goals, whether for university–wide initiatives or individual departments.

Due to the volume of requests and limited resources, the web Team prioritizes projects that most directly support institutional goals and strategic initiatives. Priority is given to the following:

1. **Strategic Presidential and Executive Initiatives** – Projects directly supporting the Office of the President or other executive leadership, such as institutional messaging, major announcements or strategic plan websites.
2. **University-wide Recruitment and Enrollment Efforts** – Web content and campaigns designed to attract and convert prospective students, including program pages, admission journeys, and campaign-specific landing pages.
3. **High-Impact, Deadline-driven Marketing Initiatives** – Projects tied to time-sensitive marketing campaigns (e.g., open houses, application deadlines, fundraising campaigns) that support the university's brand, enrollment, or advancement goals.
4. **Content Migration and SEO Optimization** – Pages and sites currently undergoing CMS migration or requiring SEO work to meet performance, accessibility, and compliance standards as part of the broader university web redesign.
5. **Requests from Strategic Communications and Marketing** – Projects initiated by Stratcomm leadership or in collaboration with university leadership that benefit multiple departments or require cross-functional coordination.

6. **Institutional Advancement and Donor-focused Pages** – Web pages and campaigns created to support fundraising efforts, donor engagement, or major giving campaigns.

We are happy to accept projects outside these priorities as our capacity allows.

Scope of Services: The Web Team offers the following services:
Website Development and Maintenance
Content Development & Management
SEO Optimization
Technical Support
Analytics and Reporting
Training & Support
User Experience & Accessibility Consultation
Landing Page Creation & Campaign Support
Web Governance and Standards Guidance

2. Service Hours

The Web Team operates Monday through Friday, beginning at 8:00AM to 5:00PM EST, excluding University holidays. Due to the dynamic nature of the web, hours may vary to accommodate specific projects. However, primary communications will be managed during regular operating hours.

3. Service Delivery Standards

The Web Team commits to the following service delivery standards:

- **Collaboration:** Maintaining and advancing the university's web presence requires ongoing collaboration between the web team and campus partners. We are committed to transparent, timely communication and ask that partners stay engaged throughout the project process to ensure success.
- **Response Time:** Initial acknowledgment of service requests will be made within 1-2 business days (24-48 hours). Complex requests may require additional time for assessment.
- **Turnaround Time:** Timelines vary based on the scope, complexity, and current project load. While some tasks can be completed quickly, others require additional time for writing, design, accessibility, testing and review. The estimates below reflect typical timeframes for frequently requested services:
  - New microsite or landing page builds — 3-5 weeks
    - Includes design, content development, testing, and approvals.
  - Content migrations or similar major site overhauls — 6-10 weeks
    - May vary depending on the number of pages and content readiness.

o   Page layout updates or new section additions — 2-4 weeks
o   Standard content updates — 3-7 business days
▪   Includes text, links, images, navigation
o   Search engine optimization consultations or rewrites — 2-3 weeks
o   Conductor or Google Analytics reporting requests — 5-10 business days
o   General service tickets or technical troubleshooting — 3-7 business days

Note: Projects requiring multiple departments, stakeholder sign-off, or multimedia assets may require extended timelines. Advance notice of planning helps ensure timely delivery.

- **Content Accuracy:** Partners are responsible for providing accurate, complete content. Once we receive final content approval from your team, we proceed under the assumption that all information has been reviewed and vetted internally.
- **Quality Assurance:** All web deliverables undergo internal review for accessibility, functionality, and adherence to KSU's branding, style and content standards before launch.
- **OMNI CMS Management:** The web team develops and maintains websites within OMNI CMS in collaboration with campus content editors, ensuring performance, accessibility and compliance with governance protocols.
- **Platform Coordination and Service:** We partner with UITS to provide seamless technical support, hosting and infrastructure services to the broader campus-wide web ecosystem.
- **Governance and Compliance:** All content and websites must align with institutional brand standards, accessibility laws (WCAG 2.1) and University System of Georgia policies. The web team provides guidance and resources to support compliance.

4. Partner Responsibilities

To ensure partner success and alignment with university goals, campus partners are expected to:

- Obtain appropriate internal approvals: Ensure all projects are initiated with approval from unit/college leadership and your designated MarComm representative.
- Adhere to StratComm standards and guidelines: Follow university standards for branding, messaging, accessibility and website best practices as outlined by the Office of Strategic Communications and Marketing.
- Support University of Georgia (USG) policies: Comply with USG and institutional requirements for public-facing web content, including accessibility, FERPA and records retention.

- Engage in Communities of Practice: Attend and participate in StratComm led Communities of Practice and trainings designed to keep campus editors informed of best practices, platform updates and governance changes.
- Maintain ongoing collaboration and responsiveness: Stay actively engaged during the life of the project, providing timely approvals, content and feedback to support on-time delivery.
- Participate in training and on-boarding for new editors and stakeholders: Ensure new team members are equipped to manage content within the university CMS and understand institutional standards before accessing or updating live content.
- Conduct periodic reviews of high-traffic or strategic pages: Collaborate with StratComm to evaluate top-performing pages (e.g., program pages, landing pages) for SEO, usability and content freshness on a semi-annual basis.
- Assign a designated point of contact (POC) for all web-related communications: Maintain a primary liaison for all website projects or updates to streamline communication and ensure continuity.
- Notify the web team of organizational or structural changes: Alert StratComm of department name changes, leadership transitions or other significant updates that may impact web content, navigation or branding.
- Monitor web performance using available analytics reports: Proactively identify and remove obsolete pages or documents to support a clean accessible and up-to-date website presence.
- Complete required Omni CMS and accessibility training: To gain editor access and ensure compliance with university web standards Omni Update training must be completed.
- Provide feedback to the web team: To help support continuous improvement of services, tools and communication processes.

5. Escalation Procedures

In the event of a service issue or delay, begin by addressing the concern with your primary contact or assigned web project lead. If the issue remains unsolved, escalate it to the Web Team Manager. If the matter still requires attention, contact the Director of SEO and Website Strategy.

6. Performance Metrics

To ensure high-quality service and on-going improvement, the web team will track and report on the following key performance indicators:

- **Project Completion Rate:** Percentage of web projects completed on time, based on mutually agreed timelines.

- **Response Time:** Average time to acknowledge and respond to incoming project requests (target: 24-48 hours)
- **Client Satisfaction:** Feedback collected through periodic surveys and post-project evaluations.
- **Ticket Resolution Times:** Average time to fully resolve service tickets, including content updates and technical requests.
- **Site Health and Accuracy:** Ongoing monitoring of website accuracy, accessibility compliance and broken link reports.
- **SEO Performance:** Organic search visibility and traffic trends for strategic pages (when applicable), using tools like Conductor and Google Analytics.

7. Review and Amendment

This Service Level Agreement will be reviewed annually to ensure it remains aligned with university goals, team capabilities and partner needs. Revisions may be based on:

- Shifts in institutional priorities or strategic initiatives.
- Updates to accessibility, governance or branding policies.
- Feedback from campus partners or Communities of Practice.
- Changes in staffing, platforms or available technologies.

All amendments will be documented and communicated transparently to stakeholders. Updated versions will be distributed with clearly marked revision dates.

8. Approval

By aligning on these expectations, we're setting ourselves up for a successful partnership—one that ensures timely updates, thoughtful design, and a consistent user experience. With clear communication and shared goals, we can build a web presence that informs, engages, and inspires.