



Marketing & Communications

# SERVICE LEVEL AGREEMENT

*For university units  
who engage in a web project  
with web content services*

_____
<i>Project Number</i>
_____
<i>Project Name</i>

Web content services (WCS) of Marketing & Communications works with university units to create and maintain effective websites. WCS provides a process, best practices, training, templates and a do-it-yourself content management system. Units are expected to have a plan to create and maintain content, content owner(s) to execute the plan and an editorial calendar.

WCS provides:

- **Project management** from development and implementation to evaluation. This includes defining the scope of work, project documentation, setting milestones and communicating the impact of missed milestones, defining roles and responsibilities and liaising with external vendors as required.
- **Training and support** for unit-based web editors on how to use Memorial's content management system and analytics.
- **Memorial branded website templates** that are mobile-friendly, and reflective of the university's common look and feel. Websites that use Memorial's content management system must use these templates.
- **Advice** on best practices for external facing sites and content, including workshops on how to write for online audiences, guidance on search engine optimization and site architecture.
- **Draft websites;** website publishing and hosting; and providing statistical reports.

Units provide:

- **Content ownership** of all unit level pages.
- **Dedicated resources** to regularly create, edit and maintain content.
- **Audits of existing content** to decide which content to keep, modify or delete.

Other service providers (internal and external):

- Create and support web-based tools that can be linked to your website.

## ACCEPTANCE

I agree to work with WCS based on the ***Service Level Agreement*** outlined above.

_____	_____
<i>Unit Name</i>	<i>Approver Name [Please Print]</i>
_____	_____
<i>Signature of Approver</i>	<i>Date</i>

For a full list of services provided by WCS visit [www.mun.ca/marcomm/web](http://www.mun.ca/marcomm/web).