



# University of Pittsburgh

*University Marketing Communications*

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## **UMC Web Site Maintenance Service**

### **Overview**

Content management and ongoing Web site maintenance is an essential part of any Web project plan. When developing a new Web site with UMC, we work to develop a comprehensive maintenance solution that meets the unique requirements of each project.

Any approach requires selection of technologies, personnel, process, and procedures. The service described in this document provides a mechanism whereby UMC personnel can play an ongoing role in Web maintenance activities.

### **Benefits**

Our Web maintenance service gives you ongoing access to our group of skilled Web professionals. Our Web team offers expertise in the areas of information architecture, visual design, Web programming, writing, and editing. And because we work exclusively with Web sites every day, the work isn't just effective, but it is completed efficiently as well.

The service is extremely flexible. You may submit requests as frequently or infrequently as your needs dictate. You may choose to make routine updates on your own, and only call upon UMC when more complex updates are required. We're also available hold periodic strategy and planning meetings with you. These will help us to prepare for upcoming changes and to discuss maintaining your site's structure as it evolves.

### **Submitting Requests**

Your department/area will select staff to be responsible for initiating Web update requests. Submit requests online at:

<https://pitt.wufoo.com/forms/umc-web-maintenance-request/>.

### **Scope of Maintenance**

UMC maintenance service is geared toward handling recurring needs and minor changing needs such as:

- Text changes supplied by client (such as news, course description, faculty profiles, rewording of text, etc.)
- Simple maintenance and/or addition of graphics provided by the client to an existing Web page. Major changes in graphics layout in an existing Web site shall be considered a new redesign project.
- Simple navigational changes (such as changing a navigation link name). Major navigational changes that will cause a reworking of the information architecture and/or design shall be considered a new project.

- Addition of new pages as links from an existing page and not as links that will change the navigation of the Web site. The addition of new pages shall use the current Web site templates.
- Upload of pages, images, or other files to the server.

If UMC determines your request requires a higher level of strategy, multiple complex tasks, or the development of new functionality, we'll make arrangements with you to handle your request as a separate project. This will allow us to develop a cost estimate and determine an appropriate schedule.

## Scheduling

UMC makes routine maintenance updates weekly. The submission deadline is 5 p.m. Friday. In most cases, routine requests will be completed by 5 p.m. on the following Wednesday if submitted by the deadline. If the request is determined to be too large or complex to complete in the normally allotted time, the requestor will be sent an adjusted completion date by noon on the Monday following the Friday deadline.

UMC can accommodate occasional “emergency” requests that must be posted more quickly than the standard schedule calls for. In these cases, please indicate the emergency nature of the request when you submit it online. Emergency requests will be reviewed and approved by John Cooper [jcooper@pitt.edu](mailto:jcooper@pitt.edu) 412-624-4353 or Christine Cornely [cmc81@pitt.edu](mailto:cmc81@pitt.edu) 412-624-0093.

## Costs

Maintenance services are billed at a rate of \$100 per hour. There is no minimum charge. Clients are charged only for actual time spent making the update. For instance, a request that takes 15 minutes costs \$25. Charges are processed once every September, December, March, and May.

Because you are only charged for time when you make requests, costs can vary dramatically. We can help you project costs during our planning and strategy meetings, but costs will correlate to the complexity and volume of requests. Routine content changes are typically completed in less than 30 minutes. Requests involving image manipulation, forms, or modification of navigation menus will take longer.

For more information about the service, please contact your Web Producer.

To indicate your acceptance of the agreement, please sign and date below, and provide an account number.

\_\_\_\_\_

Name

\_\_\_\_\_

Date

\_\_\_\_\_

Department

\_\_\_\_\_

Account Number