

Memorandum

To: Brian Dewall

CC: Information Technology Services – Project Management Team

From: Mike Young

Date: 11/9/05

RE: Proposal to develop a brochure to promote the current ITS SLA Program

We would like to ask for your approval to produce a brochure for the Information Technology Services (ITS) Service Level Agreement (SLA) program. With your assistance, we will design a brochure that provides information about the SLA program and what ITS has to offer departments around campus. The brochure will be used to attract new clients to the program and allow them to sign agreements with ITS for computer support and service.

The Current Situation

There are many departments around the Iowa State University campus that have either inadequate computer support or none at all. Many departments will hire an ISU student to setup their computer system, and the student will graduate without training anyone else on how to run the system. This leaves the departments somewhat stranded and may cause major problems when a component of their system breaks.

The Solution

Information Technology Services has created a program that is targeted towards departments who are in need of technical support. These departments often times do not have the funds necessary to hire a full time support staff member, so they are forced to hire students who may be less experienced and who will eventually graduate and leave the department without tech support.

The ITS SLA program is designed to support clients around the Iowa State University campus who are in need of support. They offer a wide variety of services and support options that are sure to meet and exceed the needs of these departments. With knowledgeable staff members and a hard working support teams, the ITS SLA program is the perfect support option for departments in need.

Objectives of the Project

The purpose of this brochure will be to attract new clients to the SLA program offered by ITS and inform them of the support options available. Our objectives are as follows:

- Create a brochure describing the services that ITS can provide to potential clients. These services include; server management, desktop support, hardware support, data recovery, and backup solutions.
- Avoid giving the impression that ITS wants to become the sole computer service provider on campus. This program is designed to help departments who have no technical support, not to replace full time IT professionals.
- Create a document that is visually appealing and helpful at the same time

Plan of Action

Research

The first step in creating this brochure will be to gather information. Past and current SLA contracts will be available to gather pricing quotes as well as information regarding the different services that the SLA program provides. We will also be setting up meetings with members of ITS who work with the SLA clients and contracts. These meetings along with samples from current SLA contracts should provide us with more than enough information needed to create an informative brochure.

Production

The actual production of this document will be the most time consuming part of this project. We will be using Adobe InDesign CS to produce most of the document, but we may also have to utilize Adobe Photoshop for image creation and graphic design. The brochure will be full color and provide an ascetically pleasing design as well as include informative content.

Testing

Testing will be done on individuals from different departments around campus as well as employees of ITS. By testing the potential audience of this document, we hope to receive real-world feedback and information. This is also why we will be testing on ITS employees. They will be able to point out technical mistakes and help us to create a document that is of professional quality.

Printing and Distribution

After the brochure is completed, it will need to be printed and distributed. Iowa State University has their own printing division, so the design would be sent to them and they would print out the needed amount of brochures. Since printing can be done in-house, ITS would save money and be able to produce a high quality document at the same time.

The brochure will then be distributed to department heads around campus through the use of campus mail. By using campus mail, ITS will not have to pay postage so their costs will remain as low as possible. By reducing the costs of distribution, a lesser amount of money will have to be charged to clients to recoup the costs.

Resources and Qualifications

Even though this booklet is target towards the department heads around campus, the information contained inside the brochure will be pretty straightforward. One of our group members, Mike Young, works for ITS and has access to the individuals who make decisions regarding the future direction of the SLA program. He will act as an intermediary between staff members at ITS and help us to setup meetings and gather information regarding the SLA program. Our team is hard working and dedicated to producing a document that can be used to benefit ITS as well as the departments around campus who are in need of technical support.

Expenditures

Production of this document will be fairly inexpensive when compared to the benefits of increasing revenue. Drafts of this document will be printed at Copy Works, but the production copy will be sent to ISU Printing Services for mass printing. The table below shows the initial draft and testing expenses.

	Number of prints	Cost per print	TOTAL
Color Prints	3	\$5	\$15
Black and White Prints	20	\$.80	\$16
Total Prints	23	-	\$31

Conclusion

Our team is currently working on gathering information and pictures, but we will soon be ready to begin the production portion of this project. Since the production portion will be where most of the work will be done, we would like to begin this step as soon as possible. We believe that this brochure will greatly benefit the ITS SLA program, and we were surprised to see that no type of document had been created yet.