Service Level Expectations

Development/Alumni Application Services

Service Level Expectations

Service Definition

Service Description
The Development/Alumni Application Service consists of technologies and tools which support the business services used to manage the University’s fundraising activities. Services are provided using an enterprise customer relationship management (CRM) tool, along with custom interfaces and vendor-supported applications. The CRM tool is called the Donor and Alumni Relationship Tool (DART), and is accessible via web-based Wolverine Access. Customer and user support is also provided to ensure strategic and optimal use. The primary business service supported by Development/Alumni Application Services is fundraising, which includes the following key areas: prospect management, prospect research, gift administration, gift planning, donor stewardship, event management, and campaign management.

Intended Consumers

- **Customers:** The primary customer of the Development/Alumni Application Service is the Office of University Development (OUD), mainly in the Development Services department. ITS partners with OUD to provide all University Development staff with a robust and secure fundraising application, and services that support their business processes. Key OUD business process owners include the:
  - Senior Executive Director of Campaign and Information & Technology Services
  - Senior Director of Development Services/DART
  - Senior Director - Web, Data Integration & Network Services
  - Interim Director of Development Services - Gift and Records Administration
  - Director - Prospect Development and Analytics.

- **Users:** The Development/Alumni Application Service is used at all four University of Michigan campuses: Ann Arbor, Dearborn, Flint and Health System.
  - The services are used primarily by University Development staff to manage fundraising business, as well as report and analyze fundraising data.
  - Financial Operations staff and Financial Unit liaisons may access DART to a much lesser degree to gather information about their unit-specific funds (e.g., scholarships).
  - People and organizations who are affiliated with the University may access the DART web-portal to make donations and provide updated contact information.

Value Statement
The Development/Alumni Application Service provides a secure environment for conducting University fundraising business, with appropriate access controls to protect private and sensitive donor data. University
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Development staff use the abundance of information stored in the DART system to access a holistic view of a donor’s entire history with U-M, including biographical data, University affiliations, communications, gifts, prospect plans, and wealth ratings. In addition, bi-directional interfaces between DART and other University application systems facilitates data integration and information sharing, thereby eliminating duplicate data entry, providing richer data that is readily available to all users, and enabling better reporting capabilities.

Management and Governance
The Development/Alumni Application Services are part of the Administrative (Applications) Portfolio.

<table>
<thead>
<tr>
<th>IT Service Role</th>
<th>Individual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Owner</td>
<td>Larry Chaffee</td>
</tr>
<tr>
<td>Service Manager/Product Manager</td>
<td>Lil Mazza</td>
</tr>
</tbody>
</table>

Governance

- The Administrative Domain Advisory Committee (ADAC) provides guidance, oversight and strategic thinking on information technology investments that support UM administrative functions. ADAC helps prioritize new investments and define approaches to optimize the use of existing administrative IT assets in support of the University’s vision, mission and strategic imperatives. More information is found at: [http://cio.umich.edu/governance/administrative-domain.php](http://cio.umich.edu/governance/administrative-domain.php).

- A separate advisory group called the DART Consultative Council (DCC) also provides high level strategy and advice specifically related to the Development/Alumni Application Service.

Service Details
The functions and capabilities in the Development/Alumni Application Service are provided via DART. The DART system provides varying levels of integration with 3rd-party tools and web-based services, which are referenced in the service details below. ITS provides first-level support of all integrated tools. The Office of University Development provides first-level support for questions in regard to business processes and policies relating to Development work. 3rd-party vendor support is also provided when necessary.

<table>
<thead>
<tr>
<th>Feature or Capability</th>
<th>Description</th>
</tr>
</thead>
</table>

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## UNIVERSITY DEVELOPMENT SERVICES

<table>
<thead>
<tr>
<th>Service</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constituent Information</td>
<td>This feature provides information about people and organizations (i.e., constituents) that have an affiliation with the University by storing detailed data in a single “book of record”. DART includes personal and contact information, relationships and connections between donors and organizations, and communications and other interactions with the University. Maintaining accurate constituent information is essential to successful fundraising and achieving University goals.</td>
</tr>
<tr>
<td>Prospect Development &amp; Management</td>
<td>This capability helps the University Development gift officers create plans to identify, engage, and solicit constituents to contribute to the University. Prospect plans record and track activities to facilitate rewarding life-long relationships between donors and the University.</td>
</tr>
<tr>
<td>Stewardship</td>
<td>This capability enables the University Development stewardship officers to create and maintain individual donor stewardship plans. The plan’s key objectives are to ensure gifts are used for their intended purpose and to keep donors engaged to inspire the future, honor the past, and ensure that both the donors’ and the University’s goals are met.</td>
</tr>
<tr>
<td>Prospect Research &amp; Analytics</td>
<td>This capability helps the University Development prospect researchers identify and clarify prospect gift potential through biographical information, philanthropic histories and financial analysis. This information, once entered into DART, facilitates the work of the University Development gift officers and others when engaging and soliciting major giving prospects.</td>
</tr>
<tr>
<td>Gift Administration</td>
<td>This service provides the ability to process various University gift transactions, including outright gifts, pledges, pledge payments, payroll deductions, and recurring gifts. For every gift given to the University, this service also provides recognition to the donor as well as any individuals or organizations associated with the donor.</td>
</tr>
<tr>
<td>Communications, Interactions &amp; Solicitations</td>
<td>This capability helps the University Development</td>
</tr>
</tbody>
</table>
community manage and view all of the communications and interactions it has with its constituents. Communications are mail and email communications sent to a constituent, and Interactions are specific activities undertaken to build a relationship and secure a donation and can include meetings, telephone calls, email messages, and mailings. DART presents this information as a holistic view for each donor, visible across the Development community.

<table>
<thead>
<tr>
<th>Gift Planning</th>
<th>This capability provides donors the ability to bequeath assets to the University.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign Management</td>
<td>This capability helps the University Development community manage fundraising campaigns that are coordinated efforts to raise funds to advance specific aspects of the University’s mission.</td>
</tr>
<tr>
<td>Event Management</td>
<td>This service helps the University Development community manage and coordinate events. Maintaining detailed event information in a centralized system not only enables University Development staff to be informed of planned and past events but also facilitates coordination and partnership of constituent interactions so that competition for similar audiences at the same time is avoided and best practice sharing is encouraged.</td>
</tr>
<tr>
<td>University Interactions</td>
<td>Constituents can interact with a unit of their choice, update their information, interact with us; where they can tell us what they’re interested in, what kind of topics they want to be informed about.</td>
</tr>
</tbody>
</table>

**INTERFACE WITH OTHER U-M SYSTEMS**

<table>
<thead>
<tr>
<th>Document Image Management</th>
<th>This service provides the University Development staff with access to documents stored in the University imaging system that pertain to constituents, such as gift agreements, planned gifts, obituaries, and other similar documents.</th>
</tr>
</thead>
</table>
| Mellon Bank Processing of U-M Donations | This service provided data integration with services of Mellon Bank for processing gifts and bank deposits. Files from Mellon Bank are imported into DART as revenue batches for review by the
<table>
<thead>
<tr>
<th>Service Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post to General Ledger</td>
<td>This service facilitates the posting of U-M gift donations as revenue journal entries to the University General Ledger accounts.</td>
</tr>
<tr>
<td>Payroll Deductions</td>
<td>This service is the means by which University employee donations given via payroll deductions are recorded into DART.</td>
</tr>
<tr>
<td>Telefund Gift Processing</td>
<td>This service facilitates secure transfer and processing of the revenue data received from Telefund as a result of fund-raising calls they make on behalf of Schools, Colleges, and Units of the University.</td>
</tr>
<tr>
<td>Pledge Accruals</td>
<td>This service pulls data from DART, creates pledge accrual journal entries, and sends the entries to the general ledger to be posted.</td>
</tr>
<tr>
<td>Chartfield Web Service</td>
<td>These web services provide bi-directional synchronization of chartfield combinations in PeopleSoft with designations in DART.</td>
</tr>
<tr>
<td>Import of Athletics Data</td>
<td>This service provides data integration between the University Athletic Department's Ticketing/Fundraising system and allows updating DART with the revenue constituent profile information that Athletics' patrons provide.</td>
</tr>
</tbody>
</table>

**3rd PARTY SERVICES**

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address Finder Service</td>
<td>This service, provided by a 3rd party vendor, integrates with DART to provide a means to get updated addresses from the United States Post Office.</td>
</tr>
<tr>
<td>WealthPoint</td>
<td>This service, provided by a 3rd party vendor, provides financial, affiliation, and biographical prospect information via a secure website.</td>
</tr>
<tr>
<td>Online credit card processing</td>
<td>This service, provided by a 3rd party vendor, allows secure processing of credit card transactions.</td>
</tr>
</tbody>
</table>
Service Availability

Service Hours

The Development/Alumni Application Services are available:

- Monday-Sunday, Available 24 hrs/day

Planned Maintenance

The planned maintenance windows for the DART system are:

- Wednesday, 5:00 a.m.-7:00 a.m.
- Saturday, 11:00 p.m. - Sunday, 7:00 a.m.
- 2nd Friday of the month, 3:00 a.m. - 5:00 a.m.
- 2nd Saturday of the month, 3:00 a.m. - 5:00 a.m.

Service may be interrupted or slow during system maintenance hours.

Emergency Maintenance

Emergency maintenance can occur during normal hours the service is available. In the event of emergency maintenance that requires an unscheduled outage, ITS will communicate to users and customers by posting outage information on the Wolverine Access Gateway at http://wolverineaccess.umich.edu. Status of the outage and estimated time to restore services is included in each update.

The ITS Service Status Page is also updated with unscheduled outage information as it becomes available and can be found at: http://status.its.umich.edu/

Restarting of hardware components are done when necessary to restore service performance to normal levels. System restarts that impact user access will be done, when possible, during periods of low usage.

Service Support

Requesting Support

User requests for support regarding ITS services are processed through the ITS Service Center. To contact the Service Center:

- Submit a Service Request Online (login required)
- Call 734-764-HELP (764-4357)
- Email 4HELP@umich.edu

User requests for support regarding University Development policies, business processes, guidelines, and online giving forms are processed through the OUD-Development Services center. To contact the OUD-Development Services center:

- Call 734-647-7777
● Access the Development Services web site (http://services.dev.umich.edu/).

Requests for support or service enhancements of a strategic nature are governed by the Administrative Domain Advisory Committee (ADAC).

Support Hours
ITS Service Center Hours are:
Monday–Friday: 7:00 a.m. – 6:00 p.m.
Sunday: 1:00 p.m.–5:00 p.m. (e-mail only)

Types of Support
U-M staff members request access to the systems that support Development/Alumni Applications services through the following site: https://dart.dev.umich.edu/training

A Unit Manager/Supervisor or Development Unit Liaison (i.e., staff appointed by deans and directors to represent a specific school, college or unit) submits the DART access request on behalf of users via the Online Access Request System (OARS). This is the system that is used to request specific system roles for staff who will be using the Development/Alumni Application Services. Once an access request has been approved, users will receive email(s) that request user registration for training specific to the system role access that was approved. The links to access the training will be provided in the emails. Training is required to access DART. Users can register and begin training courses as soon as they receive the email(s).

The training and documentation is primarily managed and delivered via My Learning Information System (My LINC), which is ITS’s Learning Management System and Learning Content Management System for the Development/Alumni Application Services. MyLINC manages self-service training registration and tracking in conjunction with OARS.

My LINC includes:
● registration and tracking of in-house, instructor-led training
● online training courses
● a wide variety of standardized self-service training and support deliverables, including, but not limited to, step-by-step procedures, reference guides and system simulations

One level of support is provided for all DART users. Service support is offered 7:00 a.m. to 6:00 p.m., Monday through Friday, with limited support on weekends and holidays. Support includes:
● user and customer service help, including providing tips on how to locate data throughout the system and/or suggest best practices that have been used to date in storing data in the system
● repairs to services to address disruption and outages, or when supporting system features are not working as designed
● design, development and maintenance of interfaces to and from the enterprise system
● analysis, planning and coding when changes to the technical infrastructure supporting the service is required
● monitor, troubleshoot and execute services that support daily, weekly, monthly and annual business processes and ensure services run effectively
● management of user access to ensure the right people have the right access at the right time
● monitor system infrastructure components to ensure system is running efficiently and securely
● implement incremental improvements that increase the value of the service

Self-Service Support
ITS coordinates in-house training that prepares UM staff to use the enterprise customer relationship management tools that support the Development/Alumni Application Services. ITS partners with subject matter experts in key business offices to provide specific business process training.

DART system users visit the DART Education & Training site for training and communications resources. The DART Education & Training site houses:
- Quick Reference Cards
- eLearning Courses
- Training Documents
- DART Announcements
- DART Tips Communications
- Frequently Asked Questions

Incidents and Outages

<table>
<thead>
<tr>
<th>Priority</th>
<th>Description</th>
<th>Target to Restore Services</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical</td>
<td>Incidents are classified as critical priority when there is a major, immediate risk to the university's ability to conduct its mission, because of disruption to users' ability to perform a function related to that mission.</td>
<td>4 hours</td>
<td>If the DART system is down during a critical period of data entry for gift processing, it is considered a significant delay and a significant incident will be declared. The ITS service status will be updated. The ITS DART team will also notify the OUD-Development Services center via email and ITS DART staff will remain on site until the issue is resolved.</td>
</tr>
</tbody>
</table>
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### Development / Alumni Application Services

<table>
<thead>
<tr>
<th>Priority</th>
<th>Description</th>
<th>Timeframe</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>Incidents are classified as high priority when there is an elevated risk to the university's ability to conduct its mission, because of disruption to users' ability to perform a function related to that mission.</td>
<td>1 day</td>
<td>If the DART system is down at a non-critical period of the fundraising cycle, it is considered a significant delay and a significant incident will be declared. The ITS service status will be updated and the OUD-Development Services center will be notified but the ITS DART staff will not stay on site until the issue is resolved.</td>
</tr>
<tr>
<td>Medium</td>
<td>Incidents are classified as medium priority when users' ability to perform a function is impaired, and a risk to the university's ability to conduct its mission is present, but the university can manage around that risk over a short period of time.</td>
<td>5 days</td>
<td>A non critical issue is identified but there is a reasonable workaround.</td>
</tr>
<tr>
<td>Low</td>
<td>Incidents are classified as low priority when users' ability to perform a function is impaired, but there is minimal risk to the university's ability to perform its mission.</td>
<td>10 days</td>
<td>A non-critical issue is identified or a request for assistance is submitted which does not have a firm need date.</td>
</tr>
</tbody>
</table>

## Data Retention and Restoration

### Backup and Restoration

Backups of DART online transaction processing (OLTP) and the data warehouse (DW) databases are done in order to avoid data loss in the event of a disaster or system failure. ITS will ensure that regular backups occur and will take action to ensure that, in the event of a disaster or failure, the time to restore services is minimized.

All DART servers are recoverable through the use of a storage area network technology. The use of enterprise-level computer virtualization products provides high availability for the virtual servers. DART databases are hosted in a cluster environment. In the event failover occurs, the database instance will migrate...
to the next available failover node, which will introduce brief outage, which usually lasts anywhere between 30 seconds to 2 minutes. Depending on the duration of the outage, users may or may not experience service interruption.

A full data backup is run once per week on Saturday at 11:30 p.m. with non-disruption of service. The backup is stored in an alternate data center. ITS captures daily system activity in archive logs, which are kept 30 days and used for recovery purposes in the event of a disaster or system failure.

The database can be recovered to any point in time within the last 30 days. Exact timings for restore and recovery depend on the amount of data needing to be recovered. The export files can also be used to restore specific tables to the point that the daily export was run.

Data Retention
Fundraising data is available in the DART system as well as the DART Data Warehouse. Data retention guidelines can be found in the Standard Practice Guide at: http://spg.umich.edu/policy/601.08-1. Although no formal ITS data retention policy exists, ITS retains system data to support the SPG for Department Record Retention for Business and Financial Records http://spg.umich.edu/policy/604.01

The archiving and purging of data usually occurs when tables become so large that they cause system slowness and negatively impact the user experience. ITS has data archive and purge practices and seeks customer guidance and approval for data purges.

Customer Responsibilities
Roles and Responsibilities
Customers are expected to:
- collaborate with the Service Owner to develop service lifecycle/strategy;
- approve and manage system access requests (i.e., make sure the right people have the right level of access) and partner with ITS to fulfill requests for access;
- provide training on specific OUD access roles for University Development staff members;
- participate in service improvement projects;
- work with advisory groups on identification and prioritization of enhancement requests;
- support management of data resources through active data stewardship;
- remove system access for University Development staff who have been terminated/transferred;

Users are expected to:
- adhere to the U-M Standard Practice Guide;
- complete access and compliance training and annually certify responsible use of data;
- complete online (or possibly instructor-led) training targeted for the specific system roles being granted to a given user before they can access the system;
- use strong authentication for system access;
• report incidents to the ITS Service Desk so that issues can be recorded and addressed;
• stay current with training updates;
• adhere to naming conventions
• ensure separation of duties and maintain appropriate departmental levels of approval;
• keep local software up to date with recommended settings for operations and security.

System Requirements
This site provides information about the supported operating systems and browsers for the Web-based administrative applications that ITS manages: 
http://www.mais.umich.edu/systeminfo/browser_os.html
The specific recommended Web browser and operating system support settings for DART are provided here:  
http://www.mais.umich.edu/systeminfo/system_settings.html#dart

While vendors test and certify certain browser/operating systems combinations for their products, these become outdated quickly. ITS will test other, more current combinations and identify workarounds or settings that can be used with the applications. ITS may not be able to resolve all incidents that occur when running the applications on browser/operating system combinations not on the ITS list. Users will then be expected to run the applications and the recommended platforms.

ITS will work directly with the software vendors to influence them to support the latest version of both Apple and Window operating systems and to expand its browser combinations.

Service Performance

Service Metrics & Reporting

<table>
<thead>
<tr>
<th>Metric</th>
<th>Description</th>
<th>Expectation</th>
<th>How Measured</th>
<th>How Reported</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Availability</td>
<td>Not currently available</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service Responsiveness</td>
<td>Not currently available</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Request Fulfillment</td>
<td>Not currently available</td>
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<td></td>
<td></td>
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<tr>
<td>Incident Resolution</td>
<td>Not currently available</td>
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</tr>
</tbody>
</table>
Responses to Missed Service Expectations

The **ITS Service Status Page** is updated with information on unplanned outages. This sends Service Status Notifications emails to a self-subscribing email group ([prodnotify@umich.edu](mailto:prodnotify@umich.edu)), and in some scenarios it posts service interruption information on the homepage of the **Wolverine Access Gateway**. Each of these options contain information about the outage (incident), including start time, anticipated end time, services affected and symptoms. After the outage (incident) is resolved, an incident summary and analysis is sent to the same groups. Incidents needing further analysis will be tracked, root cause analysis done, and changes made as required.

When missed service expectations affect a significant number of DART System users, different methods of communication may be used to inform users:

- announcements posted on the announcements section of the **Wolverine Access - Faculty & Staff page** where users log into the system
- announcements posted within the system in the home page announcements section
- targeted emails sent to the specific user roles affected by the issue

ITS will provide missed service level reports to business owners or key customers on request.

Changes and Enhancements

The teams that support the Development/Alumni Application Services communicate frequently with key business partners via email, phone, and in-person meetings. Depending on the degree of change/enhancement and the type/volume of affected users, the following communication methods may be employed:

- Central Office customers may be included in service planning cycles, receive reports on system activity, and participate in system testing for releases.
- End users typically receive emails that describe changes/enhancements at a high level with links to more detailed documentation in My LINC. New and updated documentation is also linked on the home page announcements section within the system. In the case of a significant change like a system upgrade, an Overview of Changes document is delivered with links to all new documentation and the existing documentation that was updated.

### Document Review & Approval

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Reviewed by</th>
<th>Date</th>
</tr>
</thead>
</table>

*Service Level Expectations*

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<table>
<thead>
<tr>
<th>Initial Draft (Created by Service Owner)</th>
<th>Lil Mazza, Sam Solovyev, Larry Chaffee</th>
</tr>
</thead>
<tbody>
<tr>
<td>QA Review</td>
<td>Mary Byrkit</td>
</tr>
<tr>
<td></td>
<td>Larry Chaffee</td>
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<td></td>
<td>5/15/2013</td>
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<td></td>
<td>5/16/2013</td>
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<tr>
<td>SPO Review</td>
<td>Holly Nielsen</td>
</tr>
<tr>
<td></td>
<td>5/23/2013</td>
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