

Memorandum of Understanding

Opening:

The Office of University Marketing and Communication (MARCOMM) recognizes the value of student learning and desires to support the hands-on experience that student projects provide through a partnership with Academic Affairs.

In an effort to ensure students have a worthwhile project experience, MARCOMM has put together the following Memorandum of Understanding.

The MOU outlines MARCOMM's scope of support, partnership expectations, project proposal guidelines, and a list of platforms supported.

Scope of Support:

MARCOMM will support and review student projects intended for long-term distribution on official Arkansas Tech web pages. Student projects must be for course credit, supervised by an instructor, and sponsored by an ATU department or administrator.

Partnership Expectations:

1. Submission of a project proposal to MARCOMM 10 weeks prior to needed completion. The proposal will be reviewed within two weeks of submission to ensure workability, capacity and adequacy of timelines.
2. Should there be any changes deemed necessary, MARCOMM will meet with the student group, professor and project client to explain changes.
3. At the conclusion of the course, the sponsoring department or administrator assumes ownership of the project and agrees to complete updates and modifications that might be required in the future.

Project Proposal Information:

1. Project should include a brief synopsis regarding the scope of the work.
2. Project should provide a timeline that includes significant milestones and an anticipated date of completion.
3. Project should clearly outline support requested from MARCOMM and dates support is needed. Support could be in several forms including training, web uploading, etc.
4. Project should include signatures from student participants, course instructor, and sponsoring department administrator.

Platforms Supported:

The following platforms are supported by university personnel for use with student projects. Projects not utilizing these platforms may not be supported at the university-level environment.

Available platforms:

- WordPress MultiSite (blogs, microsites, portfolios)
- OU Campus (official university site)
- Production Database - MSSQL 2016
- Production Web Server - IIS with PHP 5.6

Closing

Preparing students for successful careers is important to the university and is important to MARCOMM. Ensuring clear expectations in the realm of student projects will ensure MARCOMM and Academic Affairs are working in partnership to guarantee students are equipped with the knowledge to have success upon graduation.