

UCI Student Government Student Media

COVID-19 Departmental Policies & Procedures

To All Students within Student Government Student Media (SGSM)

As an organization overseen by the UCI Student Affairs department, we must abide by all orders, policies, and procedures given by UC Irvine, University of California Office of the President, and the State of California.

Below are updated policies to reflect the changes made by the university and state for the protection of the students, staff, faculty, and community.
All policies are effective as of July 1, 2020.

Due to the unforeseen future during these times, these policies are subject to change at any point. Students and staff will be updated at the earliest of notice. The Student Government Student Media office reserves the right to continue any policies for the efficiency and productivity of the department.

I) **Purchasing**

a. **General Information**

1. All items must be requested and approved prior to purchase. Students will need to submit a purchasing request form to the SGSM Business office. Failure to submit the request and receive approval will result in a denial of reimbursement.
2. All e-gift card purchases must be made by a SGSM professional staff.
3. Students will not be allowed to purchase items for events and mail out to others. All items purchased by students need be office related and have the ability to be distributed virtually.
4. Technological purchase requests will be consulted with OIT prior to approval. All subscriptions and technological purchases must be done with a departmental email and never a personal/student email.
5. Food and food delivery purchases are strictly prohibited during this time.
6. Clothing items for student governments using student fees are prohibited during this time.
7. All purchases must abide by UCI policies G-41 and G-42.

b. **Reimbursements**

1. All reimbursements will be done online through DocuSign. The check request will be available starting Fall Quarter 2020.
2. Students must attach the following to their check request form:
 - a. Receipts or paid invoices
 - b. Copy of approved purchase request
 - c. Proof of event

3. Students will be reimbursed in the form of a check. All checks will be mailed to the address provided in the form. There will be no pick-up option available.
4. Reimbursement requests must be submitted within 30 days after the event has taken place. **No exceptions will be made.**
5. Checks will be processed once a month.

II) Travel

a. General Information

1. All student travel is strictly prohibited at this time. The department will follow the Chancellor's travel directive.
2. Students are strongly encouraged to avoid any personal travel.
3. Departmental funds will not be used to fund or reimburse student travel.

b. Conferences

1. Conference or workshop registration that relate to departmental business can be reimbursed from departmental funds.
2. These events must be virtual or online. In person conferences do not qualify for registration reimbursement, as we must promote social distancing and safe practices.

III) Marketing/Advertisements Policies and Procedures

a. General Information

1. All advertisements and marketing related products using the ASUCI, AGS or Executive Office logos must be authorized by the marketing team of Student Government Student Media before final print and/or purchase.
2. Students are welcome to create their own designs. All creative content must be proofread by the Marketing Manager or the Marketing Assistant.
3. Any advertisement or marketing material that was not approved by Student Government Student Media professional staff will not be reimbursed.
4. ALL Social Media platforms are managed by Student Government Student Media professional staff and a select group of Executives. Please refer to them for any postings or means of marketing you may have as there are specific guidelines for the use of the Student Government Student Media Social Media accounts and external marketing.
 - a. ALL SGSM-related social media items will be housed via SGSM accounts, e.g. you cannot make your own social media account for a commission using that government's logo and likeness, and the link to a government or use on your own. It has to be on the government's main platform.
5. All advertisement purchases will be made by the marketing department. Students cannot purchase any marketing materials on their own at this time.
6. Marketing materials that require disbursement such as t-shirts, bags, and other tangible items will not be permitted at this time. All marketing must be digital or online.
7. Requests must be made one week ahead for a digital design.
8. Large event marketing campaign requests must be made at least two months ahead of time with the minimum being one month.

9. Requests are taken on a first-come, first-served basis with ASUCI projects taking priority.
10. Last minute or same day requests will not be accepted.

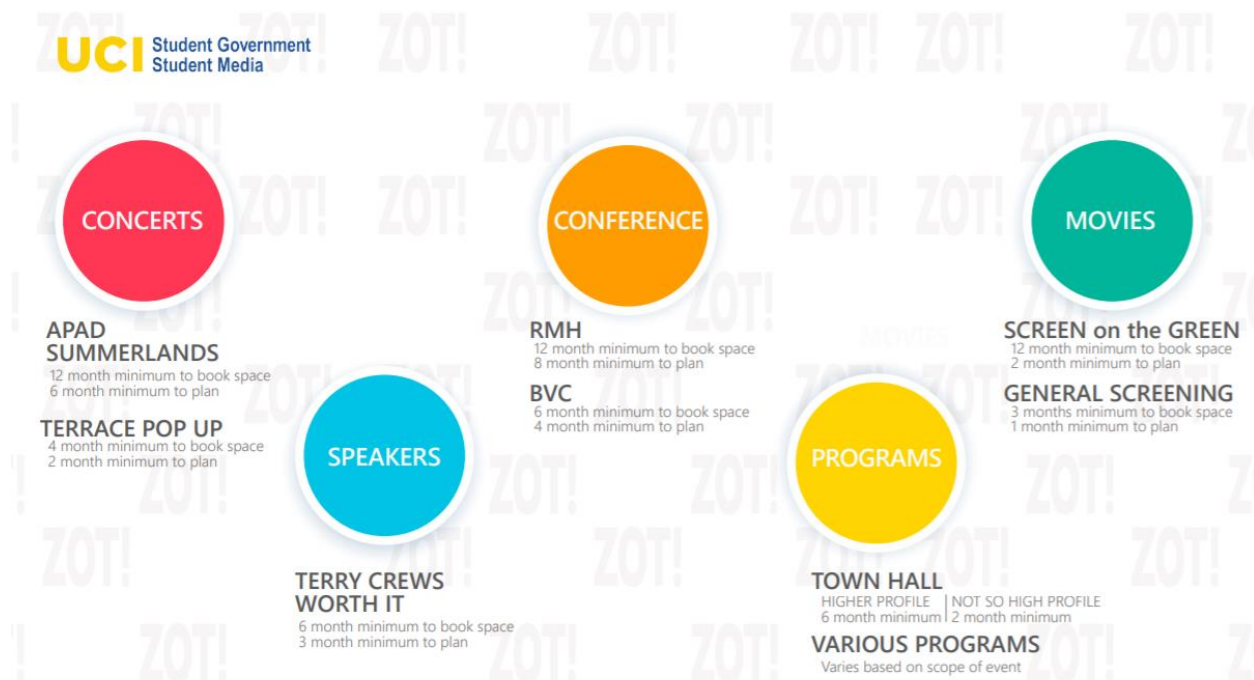
b. Procedures

1. For all requests, please email the Marketing Manager, Nancy Palmer, at nnherre1@uci.edu within the respective timeline indicated above.
2. In the request, all students must provide:
 - a. Vector logos, if you do not have vector, a high res JPG will work
 - b. Verbiage (who, what, when, where, why)
 - c. High resolution photographs (low resolution pics copied off the internet are unacceptable)
 - d. Design theme or concept desired
 - e. Color scheme preferred
 - f. Student government budget account number with validated funds for costs
 - g. Your contact information for us to send proofs and final designs
3. Students are responsible for all information required in the request to prevent delay in work.

IV) Event Policies and Procedures

a. General Information

1. All large and small events must be approved by the events department prior to any bookings or advertisement.
2. All events must abide by the campus requirements and policies as well as directives.
3. Different events may take one month to 12 months to plan so students must follow the timeline and submit requests as early as possible. Please see the flow chart:



b. Procedures

1. Requests for an event must be sent to the SGSM events department staff directly.
2. Students are responsible for providing the following information in their request:
 - a. Theme of Event
 - b. Purpose
 - c. Purposed Dates
 - d. Overall Vision
 - e. Background Research or Past Examples
3. The events team will discuss all aspects of the event including planning, booking, preparation, policies, contracting, and any other procedures required. Please see the flow chart below.



V) Technology Policies and Procedures

a. General Information

1. Our department will be utilizing the **Service Now** program for all tech and web requests.
2. Please do not email oit@uci.edu for any Student Government Student Media requests, as they will not know what to do, and it will delay your request.
3. If you have general questions, email Aaron (aechols@uci.edu) or Daniel (dkstone@uci.edu) directly.

b. Procedures

1. Please use your Student Government Student Media email address (commission emails). When sending your request use the emails below.
2. You will select the email address that matches the area that you need help with.
 - helpdesk@asuci.uci.edu
 - helpdesk@shuttle.uci.edu
 - helpdesk@ags.uci.edu
 - helpdesk@studentgov.uci.edu
 - helpdesk@yearbook.uci.edu
 - helpdesk@newuniversity.org
 - helpdesk@kuci.org
 - helpdesk@anteater.tv
3. When you need a password reset and cannot get into your email Please only use your UCI email address for assistance.
4. Almost all requests should come from SGSM Officers with an email address. We require the Officer with authority to make the request, and **not an intern**.
5. If you need any assistance with a password reset, update to websites, etc, please use the appropriate email addresses below to email in your request.
6. Reply to the email that's generated when you make a request. Don't start a new email for the same request.
7. If you have a new request that is not related to your original request, please send in a new email.
8. When you submit your request, you will get an email back with the subject line "SGSM Services Request SGSM000XXXX has been created".
 - a. If you need to add additional information, or if you want to inquire about the status of the request, reply to this email.
9. Each reply back will include all of the information from previous replies, and you will also receive a copy.
 - a. Please do not create a new email directly to the Help Desk email asking the status of something that has already been started, as that will start a new request.
10. Make sure to always reply back to one of the emails from your original request (you do not have to reply to the latest one in the thread).
11. When your request is complete, we will email you back letting you know that it is done and ask you to verify the work that was requested.
 - a. If you do not reply to that email with any issues within 48 hours, we will close the request, and you will need to make a new one if there are further issues.
 - b. There will be some requests that do not need a response from you, and we will respond letting you know that, and we will close the request.

c. Multiple Service Requests

1. If you have a new request that is unrelated to a current one you already have open, please do not reply to one of the other emails with it.
2. Please send in a new Help Desk email request for every new item request, so that we can track the new request separately.

- a. As an example, asking for website changes and then replying back asking for assistance with a Zoom meeting.
3. We recommend having a separate folder for all Service Now correspondences so that you can keep track of your requests.

VI) Website Policies and Procedures

a. General Information

1. ALL SGSM-related web items will be housed via SGSM accounts, e.g. you cannot make your own website for a commission and the link to a government. It has to be on the government's main page or a part of their platform.
2. In today's era of connectivity and accessibility, students assume that anything worth their time will have a corresponding website. In fact, many students require a website as evidence of credibility for an event or service. A website should provide the most up-to-date, accurate, and detailed information for that which it markets. It fits perfectly into the event planner's marketing repertoire as a cost-effective method of reaching a maximal number of constituents.
3. Student Government Student Media oversees many different websites. These include:
 - a. www.asuci.uci.edu
 1. Vendor Fair
 2. TGIF
 3. Garden Initiative
 - b. www.ags.uci.edu
 - c. www.studentgov.uci.edu
 - d. www.shuttle.uci.edu
 - e. www.newuniversity.org
 - f. www.yearbook.uci.edu
 - g. Summerlands
 - h. Soulstice
 - i. Welcome Week
 - j. APAD
4. And others not listed here. These websites are managed by a variety of different people. Daniel Stone (dkstone@uci.edu) and Aaron Echols (aechols@uci.edu) oversee all websites to some extent and can point you in the right direction for website-specific questions.

b. Website vs Web Page

1. A new website is one that does not already exist and does not easily or logically fit under an existing website or is a large enough event that we want to devote the resources and marketing strategy needed to develop (i.e. Soulstice, Summerlands, APAD). A new web page is one that goes under an existing website, inheriting the same look and feel while presenting new information where it logically belongs (i.e. vendor fair on the ASUCI website). Most new web content will be a web page, as new websites are reserved for more involved events and services.

c. Creating a New Website

1. Once you have an event or service in planning and in motion, consider whether a web site or page already exists, or if a new page or site is needed. For more details please read the Large Project Needs + Requirements section below.
 - a. Discuss your plans for the new website with the appropriate SGSM Advisor
 - b. Once approved, create a Service Now ticket for the new website
 - c. E-mail Daniel Stone (dkstone@uci.edu) to discuss or set up an appointment
 - d. Organize your desired web content into a clean Document, marking sections with titles. Include desired location/URL.
 - e. Include all photographs and/or graphics
 - f. Include all special instruction details
 - g. E-mail website content and artwork to Daniel (dkstone@uci.edu)
 - h. Reply promptly to any requests for clarification or additional content
2. New websites and web pages can take anywhere from a day to multiple weeks to complete. The main reason for variation in completion times is how thorough the content provided is, in addition to overall complexity and workload.

d. Updating a Website

1. If this is a major overhaul or lots of updates needed, please discuss with your appropriate SGSM Advisor about it first. If not skip to step 2.
2. Create a Service Now ticket for the update
3. E-mail Daniel (dkstone@uci.edu) or the appropriate student in charge of the website you wish to update
4. Indicate the URL of the page to be changed
5. Provide your updates
6. Include any photographs or graphics
7. Include all content updates/changes

e. Forms and Applications

1. It's very likely that at some point you will want to provide applications or get feedback from the student body. For this we can create forms. The process is similar to updating a website. Provide to Aaron or the student in charge of the website where the form will be hosted with the following:
 - a. Form/Application Title
 - b. Description of the Form, with important information, deadlines, contact information and other details.
 - c. Deadline for the form to be completed
 - d. List the identifying fields you want to include (Name, E-mail, Phone, Year in School, Major, etc.)
 - e. Write out any questions you wish to have answered.
 - f. How do you want to receive the data?
 1. Individual e-mails each time a form is completed?
 2. What E-mail address should replies be sent to?
 3. Wait until the deadline and request a spreadsheet with all responses

f. Web Deliverable Timeframes

1. Webpage Content or minor site update – estimate up to 3-5 business days*
 - a. Examples:
 1. An already existing ASUCI Page needs a change on the currently written text
 2. A photo needs to be modified/changed from an already existing photo
 3. Dates need to be updated on a page that already exists
2. Additional function / small site or page request – estimate up to 2-4 weeks*
 - a. Examples:
 1. A form on an already existing webpage
 2. A small change in the design of an existing webpage
3. Simple Single Page Projects (no backend) – estimate up to 3-6 weeks*
 - a. Examples:
 1. New page within an established site – ASUCI new page for a new commission
 2. Purely informational, no database or data storage/retrieval
4. Large Projects – estimate up to 8-12+ weeks*
 - a. Examples:
 1. New webpage/site – Summerlands, APAD, Soulstice
 2. Entire website revamp/rebranding – NewU, StudentGov

*Possibly more time depending on workload at time of request (note: this time reflects when work is started on the project – NOT STARTING WHEN THE TICKET IS SUBMITTED)

g. Large Projects Needs + Requirements

1. Students will provide site design/mock up and all requirements for the project. They will have already done some of their own research, which would include a competitor analysis. Students must provide all assets/documents by the time user research is completed (1 week after project work is started – otherwise there may be delays incurred).
 - a. Front-end developer (Dev): Interview
 1. What is the project?
 2. Walk me through what you do now?
 3. What is the purpose or need to be fulfilled/overall goal of website?
 4. What are the pain points that need addressing?
 5. What are the criteria for satisfaction?
 6. Any current apps/websites that inspires you?
 7. What frequency would you be comfortable to meet for review?
 8. How would you like the site set up? Do you have a theme or color scheme?
 9. What do you want other students to take away from your site?
 10. What are other competitors that you want to inspire the design?
 - b. Web Developer, OIT & SGSM Project Discussion
 - c. User Research [2 weeks]
 - d. Front-end Dev Process:
 1. Basic flow for backend to create a Story Map
 2. Create Epics for the Project

3. Break down Epics into work flow Stories
 - i. “As a <type of user>, I can <some goal> (so that <some reason>).”
4. Revise mock up if needed
- e. Design I [2-4 weeks]
 1. Wireframes: focus on layout and user flow [1 week]
 2. (If in WordPress) Look for WordPress theme(s) and plugins with Web Developer [2 days]
 3. Low-fidelity mock-up [1 week]
 4. Create skeleton (if in WordPress)
 5. Review with Stakeholder
 6. Test + Revise as needed [1-2 weeks]
- f. Development I [2 weeks]
 1. Create skeleton/base foundation pages
 2. Review with Stakeholder
- g. Development II [1-2 weeks depending on backend]
 1. Create fully flushed out site following the specs / mock-ups to create MVP
 2. Consistent stakeholder reviews, updates & contact
- h. Test + Revise design [1-2 weeks]
 1. Have SAIT & others outside of the organization test
 2. Usability Report
 3. Revise/Update
 4. Review with Stakeholder
- i. Repeat as needed
- j. Release

VII) Campus-wide Emails

- a. All campus-wide email must be submitted utilizing the designated form and will be reviewed prior to sending
- b. Please review the campus-wide email form for policy and instruction found on the Internal site.

VIII) Surveys

- a. All surveys must follow the Student Affairs Survey Policy for review
 1. If the survey is under 200 people (internal only) or for a workshop, they will need to be approved by professional staff.
 2. All surveys with a e-gift card component must follow the e-gift policy and use Qualtrics.
- b. Please complete the appropriate form found on the Internal site for the review and secure approval from Student Affairs or professional staff.
- c. Once approved, SGSM can release your survey with any marketing needed.

IX) SGSM Office and Timeline

a. Offices

1. Due to the campus closure, many non-essential offices will remain closed on campus until further notice.
2. Students may not enter the on-campus SGSM offices.
3. Students should continue to hold all their meeting and trainings on a virtual setting in correspondence with campus policies.

b. Timeline

1. Current policies will take place and be in effect for the 2020-2021 academic year or until further notice.
2. Any changes to the policies or COVID-19 updates regarding campus re-opening will be communicated to students at the earliest convenience.