

# CME Service Charter

## Purpose of Our Service Charter

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This Service Charter sets out the standard of service you can expect to receive from CME. Our Service Charter also sets out:

- the purpose of CME
- how we support your requests
- what we don't do
- what we ask of you
- what you should do if you wish to make a complaint about your dealings with us

## Role of CME

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CME provides internal service to UMSU Student Representatives, staff and Volunteer Program Directors to enable you to foster a genuine connection with the student population across a variety of different media, activities and events.

CME does this by providing expert advice and support in the creation, planning and implementation of departmental and organisation-wide marketing and events strategies that seek to engage students with UMSU.

CME is also responsible for facilitating student-facing services through the Information Centre.

### **CME operates from 9am to 5pm Monday to Friday.**

CME is divided into three internal service departments:

- Communications
- Design
- Events

### We Are Committed To:

- **Enabling you – through training, support, and advice – to deliver your departmental activities**
- Prioritising service requests fairly and equitably
- Ensuring that you can contact us easily
- Communicating with you in a respectful and professional manner
- Responding promptly to your feedback and passing on feedback to appropriate areas of UMSU
- Ensuring our staff are recognised for exceptional service.

### We Support You By:

- Providing design support and advice for digital and physical promotion of your department and its activities through the Design department
- Providing communication and marketing support and advice for web, social media and publications through the Communications department
- Providing event support and advice including legislative and university compliance for events through the Events department
- Communicating the status of your requests for support
- Promoting UMSU generally through organisation-wide events, promotions, and campaigns.

### **CME Service Delivery**

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We will provide you with a courteous, professional, and quality service. Our staff will be respectful in their interactions with you and act in a fair and transparent manner. They will identify themselves when you contact CME and make their support as transparent and easy to follow as possible.

### Levels of Service Support We Provide:

- **Self-Service:** Low risk activities can be supported through self-service on completion of training and accessing the CME knowledge base.
- **Full Service:** Expert staff will step you through every element of your service request to enable you to deliver high quality and compliant outcomes
- **Hybrid:** Providing flexible support for elements of your service request, as required.

### How We Prioritise Your Service Requests:

Priority is used to establish timescales and effort to respond to and resolve a service request. Priority is derived from an assessment of:

- **Impact:** Measures the effect of a Service Request e.g., number of attendees, reach, strategic alignment.
- **Urgency:** Measures how long it will take to resolve the request.
- **Resourcing:** Measures the availability of resources client and service side.
- **Complexity:** Measures how many stakeholders and elements need to be managed within the request timeline.
- **Risk:** Measures how safe an activity can be made within the resources available.

The initial prioritisation is set by the Request Creator (you). After working with you to understand the situation, the initial assignment of priority is assigned and communicated by the CME Traffic Manager.

It is possible that the priority could be shifted while the service request is being processed. For example, as more information is learned about the request, priority may need to be increased or decreased from what was initially thought. On occasion, other urgent requests may impact your service request.

### What We Don't Do:

- We do not provide support for activities that do not align with UMSU's strategic plan, or do not act within policies or Students' Council directives.
- We do not provide support for activities that act outside of government legislation.
- We do not work after hours (9am–5pm Mon-Fri).
- We do not run your departmental events, socials, web content, surveys, or campaigns.
- We do not provide you with legal advice.

### **What We Ask You To Do**

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- Understand your role, responsibilities, and obligations.
- Attend and engage with our training sessions.
- Stay informed with organisational announcements through Staff News and other internal communications.
- Refer to our FAQs and knowledge base for more information.
- Be responsive (48 hours) to requests for more information.
- Work within established project workflows and systems.
- Commit to UMSU policies and students' council directives
- Understand UMSU commitments and obligations to legal compliance, sustainability, accessibility and inclusion, and ethical practices.
- Treat our professional staff with respect.
- Provide feedback on the success of your requests and our services.

To enable us to provide you with a high level of service when you contact us, we ask that you:

- Consider the information provided on what we can and can't do.
- Consider accessing information on our knowledge base before contacting us.
- Consider using our self-service platforms (Figma, event templates, etc.).
- Give us accurate and complete information where possible.
- Provide accurate reports on the level of your department's resources available to you to meet your obligations (financial and staffing) and the support you require from us.
- Respond to us within agreed timeframes.
- Consider the advice provided to you in terms of compliance and production timelines.
- Treat our staff with courtesy and respect.

## Contacting CME / CME Help Desk

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Our Help Desk is available in-person in Room 413 (Level 4, Building 168) and online at: <https://umsu.helpdocs.com/>

On our Help Desk, you can access:

- **Help Docs** – A comprehensive library of articles and training materials to support you during your time at UMSU. These range from marketing and promotion tips, advice on how to create your own eye-catching designs or how to choose the right suppliers, entertainment, or speakers for a successful event.
- **Live Chat (Online)** – Use our Live Chat to talk to CME team member in real time. They can help resolve your issues live in the chat or make sure they're directed to the person who can. Live Chat is available Mon-Fri 1-4pm on a first-come, first-served basis.
- **Drop-In (In-person)** – If you prefer to chat face-to-face, you can always visit the Help Desk office. We're available for drop-ins Mon-Fri 1-4pm on a first-come, first-served basis.
- **Help Request Submission** – Outside of live chat/drop-in hours, you can still put in a request for CME support. Someone from our team will respond to your request as soon as they can – where possible, we aim for a 1-business day turnaround on support requests.

## Complaints About CME

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We welcome your feedback, compliments, or suggestions on your experience in dealing with CME. If you are dissatisfied with our conduct or if we have not met the standards outlined in this Service Charter, we recommend you:

- Try to resolve the issue with the staff member directly. If this is not possible, please ask to speak with their supervisor or manager.
- If you are not satisfied, you are able to have your complaint escalated to the CME manager for a more detailed response or reconsideration of the initial assessment.
- If you remain dissatisfied after taking these steps, please contact the CEO.

## Service Terms

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*There are a few things we need from you before you submit a request for support. If you do not agree to these terms, we will be unable to fulfill your request.*

- *I agree that I am responsible to reply to future communications about this request via Teamwork (within two business days).*
- *I understand my request may be put on hold if I am not responsive.*
- *I understand that delays may impact delivery date.*
- *I abide by all UMSU policies, Students' Council directives and conditions of use.*

Please contact the team at [cme-support@union.unimelb.edu.au](mailto:cme-support@union.unimelb.edu.au) if you are unable to agree to these terms.