

Order Form – Managed Services

This Addendum is entered by and between Higher Logic LLC, a Delaware limited liability corporation (“HIGHER LOGIC”), with principal offices at 1919 Lynn Street, 5th Floor, Arlington, VA 22209, and [Client Organization Name] (“Subscriber”), with principal offices at [Client organization address].

The following lists the services included in this order and are governed by the terms and conditions of our [Professional Services Agreement](https://www.higherlogic.com/psa). Initial Term: 12 months starting at agreement signature. ***(If implementation is delayed, replace “agreement signature” with start date).***

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| **Community Management Service Fees** |
| **Community Management Service: Platinum Strategic Service***The Higher Logic community manager’s planning and execution will be focused on the online space that will have the highest impact for the greatest number of users, typically the open forum or all-member community, or otherwise agreed-upon primary community.* ***Scope of Services:**** **Cross-departmental Representation:** Serve as the internal cross-departmental liaison, representing your interests, contributing to your customer success plan and offering strategic-level guidance and progress tracking, whether you’re implementing a new community or starting a re-engagement project.
* **Community Discovery Call and Audit:** Conduct a 60-minute call to gather background information and establish scope of work. Perform audit of existing community (if applicable) and current initiatives, systems and processes for engaging users.
* **Annual Strategic Planning Meeting:** Review your goals and directives. Determine the highest impact areas to focus on when developing the community strategy. Develop draft strategic plan to map your goals to appropriate community initiatives to achieve desired outcomes. (*Initial, in-person1 meeting is a required step in the pre-launch process*; subsequent strategy planning meetings can be held in person or via web or teleconference.)
* **Strategic Plan and Project Management:** The community manager willsynthesize the findings from your workshop and finalize your strategic plan including goals, desired outcomes, tactics and recommended KPIs to encourage user engagement and achieve your business goals. We’ll contribute to your implementation project plan with a record of deliverables aligned to the strategic plan to drive execution and team accountability.
* **Check-in Meetings:** Conduct virtual weekly, 60-minute meetings leading up to the site launch or re-launch to gather feedback, determine workflows and processes, provide information, revise strategy and determine engagement tactics. Post-launch, meetings will be held every other week.
* **Pre-launch Planning & Configuration: A**ssist with community beta testing, seed content gathering and curation, creating resources for community member onboarding and setting up your terms of use.
* **Community Engagement Tactic Design:** Maintain a monthly community content calendar aligned to the engagement strategy. Deliver at least one and up to four engagement tactics per month, depending on organization initiatives and organic engagement activity.
* **Automation Rules:** Determine and develop appropriate automation rules for new user onboarding, gamification, engagement and other strategies. Up to five email automation rules will be configured pre-launch, then we’ll continue to build on these throughout your service.
* **Staff Onboarding and Support:** Create a private online community on your platform for all stakeholders; centralize all communications and resource sharing in this community. Provide two 90-minute staff training sessions via web conference per contract cycle to supplement Higher Logic Academy resources. If extra or in-person training sessions are necessary, these can be provided for an additional fee.
* **Moderation:** Conduct a twice-daily review (opening and closing of the business day, during [Higher Logic business hours](https://higherlogic.desk.com/customer/en/portal/articles/971439-support-policies?t=773981)) of the moderation queue and designated Community Manager email inbox, including:
	+ Participating in the community where applicable, including limited moderation and conflict resolution
	+ Providing guidance to the customer point of contact on strategies for managing moderation and member violations of the community guidelines
	+ Responding or escalating user requests for support within 1 business day, following the processes outlined in established and agreed-upon Escalation Matrix
* **Site Updates:** Provide updates to the customer point of contact on new site features and functionality; advise customer on next steps for leveraging the functionality to engage users; support next steps in implementing the new feature.
* **Reporting & Metrics:** Analyze and review key performance indicators and trends with customer contact on a monthly basis. Provide quarterly executive summaries to communicate community impact to organizational leadership.

***Service Assumptions & Requirements:**** The Higher Logic community manager’s planning and execution will be focused on the online space that will have the highest impact for the most number of users, typically the open forum or all-member community, or otherwise agreed-upon primary community. In cases where more segmentation is required, the Higher Logic Community Manager will provide high level guidance that can be extended across smaller forums, and the planning and execution will be owned by the customer point of contact.
* If Higher Logic service provider is to be end-user facing, client will furnish service provider with an email address on organization’s domain.
* Any travel and accommodation expenses for onsite visits, including initial strategy session, to be paid by client. Higher Logic will work with client to ensure flights and hotel are with client’s preferred providers and within reasonable rates. Time at Subscriber offices or events outside of the initial strategy on-site meeting will be billed at a rate of $200/hour.
* Services will be performed by Higher Logic remotely. The Subscriber acknowledges that Higher Logic may provide the Services from any of Higher Logic’s locations of operation.
* Services will be performed from Monday to Friday during Higher Logic’s [regular business hours](https://higherlogic.desk.com/customer/en/portal/articles/971439-support-policies?t=773981). Alternative arrangements must be mutually agreed upon, in writing, by both the Subscriber and Higher Logic.
* Subscriber will provide Higher Logic with no fewer than two (2) business days’ notice for any scheduled meetings. Higher Logic will make exceptions on a case-by-case basis.
* Higher Logic is dedicated to providing a safe and respectful workplace for our employees. We are also committed to communicating with you in a respectful, professional, and civil manner. Similarly, we ask you to extend the same courtesy to our staff. We expect that all individuals communicating with our staff will refrain from using abusive or aggressive language and/or behavior.

***Out of Scope ­Services:*** The Subscriber acknowledges that the following activities are not within the Scope of Se­rvices of this Agreement:* Management, end-user support, administration and facilitation of any and all applicable add-on modules, including but not limited to Microsites, Volunteer Manager, Mentor Match, Nested Communities, Group Manager, Events Manager, Workspace, Marketing Automation, Email Marketing, et cetera, except when outlined within the Agreement’s Scope of Services, or outlined within a separate Services agreement.
* Creation and ongoing management of a content calendar, engagement tactics, and moderation for communities outside of agreed-upon primary community.
* Graphic design, site redesigns, ad creation, web design, email design or other major visual updates to your Higher Logic platform, unless outlined within the Agreement’s Scope of Services, or outlined within a separate Services agreement.
* Creation of custom materials spanning Subscriber industry subject matter, including but not limited to white papers or research documents.
* Original video creation, including screencasts, recordings of site demos, or webinars.
* Custom software development requests, platform enhancements or add-on functionality.
* Conference support, in-person meetings, on-site arrangements or travel requests, except as mutually agreed upon, in writing, by both the Subscriber and Higher Logic. Time at Subscriber offices or events outside of the initial strategy on-site meeting will be billed at a rate of $200/hour.
* Selection, coordination and contracting with third-party vendors.
* Business dealings, negotiations or material creation for the Subscriber’s internal department, investor or vendor meetings.
* Data or content migration or integration with third party platforms, except when outlined under a separate agreement.
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# Payment Milestones

Payments are due to correspond with project milestones as follows:

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| Annual service fees to be paid at contract signature | **$48,000** |
| NOTE - Services to be billed on an annual basis. Invoices are payable within 30 days of receipt. Services commence on contract signature, and will renew automatically on anniversary date. Any desired changes to service agreement or notice of non-renewal must be communicated in writing at least 60 days prior to renewal date. |