

Business Contracts & Brand Protection

#	Initiative Name	Initiative End Date	Status Traffic Light	Current Status	FY16 Q3 OGSP Progress Update
1	International Brand Strategy (Rubinshteyn)	6/30/2017		In Progress	1) Guidance (developed by Public Affairs and with input from BCBP as well as other key stakeholders) on use and application of the Berkeley brand, especially in partnership contexts, estimated to be launched widely in June. 2) The need for an international brand strategy was elevated during a systemwide UC Global Operations Conference on April 8. BCBP will continue to engage in this effort moving forward.
2	End to End BPI (Research services) (Etheridge)	6/30/2016		On hold	Progress may likely be delayed due to insufficient departmental staffing (initiative owner departing campus) and need to focus on core business enterprise.
3	UC Business Contracts Collaborative Initiative formerly UCR Led Business Contract Initiative(Rubinshteyn)	TBD		In Progress	Engagement in the UC Business Contracts Collaborative has helped to identify best practices, increase professional expertise through shared training resources, enhance awareness of business contracts offices and their processes within the UC system and beyond. UCBCC, including Berkeley's BCBP, will be highlighted during the UC systemwide Risk Summit, June 6-8, 2016 during a working group development session on June 6 and in general Summit sessions on June 7 and 8. .
4	E-Signature Project (Gonsalves)	TBD		Cancelled	The e-signature initiative was referred to UPP to identify a potential campus-wide e-signature solution provider.