## STRATEGIES: CALENDAR 2017-18 PLANS: (NET ANNUAL REVENUE, Owner, Date)

### 1a. Complete Communications agreement
(Estimated $750K+ in annual revenue and $500K+ in soft benefits, Amy, MOU/announce Oct 2017, contract signed June 2018)

1b. Work in conjunction with Rosemarie Rae, Stacey Templeman and the Advisory Committee to evaluate future industries of opportunity, including but not limited to: Hotel, Rental Car, Insurance, Technology, General Merchandise, Amazon, Ride Share, Grocery (Amy, March 2018)

### 2a. Launch social media accounts for UPP: Twitter, Facebook, and LinkedIn (Amber, Jan 2018)

2b. Launch of quarterly newsletter for UPP updates to campus stakeholders, current partners and other interested parties (Amber, Nov 2017)

2c. Buildout of UPP campus benefits pages for "Students" and "Faculty/Staff" (Amber, Sept 2017)

### 3a. Review current campus sponsorship processes and work closely with BCBP, Public Affairs and Supply Chain Management to identify process improvement goals and draft campus-wide guidelines to assist with more efficient revenue generation that protects the value of the Berkeley brand (Amy, June 2018, launch Q1 FY19)

### GOALS: FY17-18 Target (in %)

<table>
<thead>
<tr>
<th>1. Create Campus-Wide Partnerships</th>
<th>FY17-18 Target (in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>Q2</td>
</tr>
<tr>
<td>25%</td>
<td>50%</td>
</tr>
<tr>
<td>50%</td>
<td>75%</td>
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</tbody>
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### STRATEGIES:

1. **Create campus-wide partnerships that adhere to UPP’s 4 Guiding Principles:**
   1) Brand Alignment
   2) Priority Campus Services
   3) Impact
   4) Revenue Generation

### CALENDAR 2017-18 PLANS:

2a. Launch social media accounts for UPP: Twitter, Facebook, and LinkedIn (Amber, Jan 2018)

2b. Launch of quarterly e-newsletter for UPP updates to campus stakeholders, current partners and other interested parties (Amber, Nov 2017)

2c. Buildout of UPP campus benefits pages for "Students" and "Faculty/Staff" (Amber, Sept 2017)

3a. Review current campus sponsorship processes and work closely with BCBP, Public Affairs and Supply Chain Management to identify process improvement goals and draft campus-wide guidelines to assist with more efficient revenue generation that protects the value of the Berkeley brand (Amy, June 2018, launch Q1 FY19)