UC Berkeley – Property Management - One Page Strategic Plan

FY 2014 to 2017

FY 2014 - 2017 OBJECTIVE:
What is Winning …

Support the office of the CFO in providing innovative, collaborative, client-focused financial, analytical and administrative management to our campus partners and customers while providing staff with clarity, focus and space for creativity.

GOALS:

	FY15-16 Target In percent (%)			
	Q1	Q2	Q3	Q4
Financial Strength Grow external revenue Surplus marketing/education Surplus Marketing Plan foreign market Surplus service to external entities	25	50	75	100
Integrate both control units	50	60	80	100
Simplify processes Electronic document management program	25	50	60	100
Campus engagement Defensive driver training program	50	70	90	100
Leverage data Property Management strategy management culture	75	100		
Collaboration/Prof Development Strategic Development of Staff	25	50	75	100

STRATEGIES:
How we will Win …

1. Achieve financial strength - Align financial resources to campus strategies.

2. Simplify processes - Standardize and simplify policies, business processes and internal controls for campus partner satisfaction, greater efficiency and compliance.

3. Build a service oriented model of campus engagement - Engage campus partners through adoption, acceptance and satisfaction of applications, processes and tools.

4. Leverage data for strategic decision making - Leverage and institutionalize financial, academic and human resource data sets for strategic decision making.

5. Promote collaboration and professional development — Build and maintain a culture of collaboration and continuous professional development that supports accountability, engagement and opportunity.

CALENDAR 2015-16 PLANS: (Owner, Date)

1a. Develop and implement a plan to grow external revenue (6/30/2016)
  1a-1. Develop and implement marketing plan to educate campus on the advantage of sending complete items to surplus (Sorola, 6/30/2016)
  1a-2. Develop and implement surplus sales marketing plan to penetrate foreign market (Sorola, 12/31/2015)
  1a-3. Develop and implement plan to offer Surplus service to other schools/public entities (Anglim, 6/30/2016)

1b. Develop an operational plan to seamlessly integrate Property Management with both control units (CFO & Business Partnerships & Services) to align service and revenue generating goals (Anglim, 6/2016)

2a. Create an enterprise solution to Electronic Document Management (digitization).
  2a-1. Identify and develop the most nimble platform for using/including ImageNow (Robinson, 9/30/2015)
  2a-2. Solution infrastructure development within Property Management (Robinson, 10/14/2015)
  2a-3. Roll out to OCFO organization unit by unit (Robinson, Anglim, 6/30/2016)

3a. Create an enterprise Defensive Driver Training Program for the Berkeley campus.
  3a-1. Create training platform (Robinson, 7/31/2015)
  3a-2. Establish and obtain campus buy-in for a mandatory safe driver training program (Robinson, Anglim, 6/30/2016)

4a. Create Property Management/Library Bindery comprehensive strategy management culture (Broadnax, 12/31/2015)*

5a. Strategic Development of staff for ongoing growth (Anglim,/12/1/2015)

* Internal initiative