



UC Berkeley – **University Business Partnerships & Services**
 - One Page Strategic Plan
FY2017-18

GOALS:	FY17-18 Target (in %)				STRATEGIES:	CALENDAR 2017-18 PLANS: (NET ANNUAL REVENUE, Owner, Date)
	Q1	Q2	Q3	Q4		
1. Create Campus-Wide Partnerships 1a. Communications partner 1b. Prospect new opportunities for FY19	25%	50%	75%	100%	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	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)
2. Communications Strategy 2a. UPP Social Media 2b. Newsletter 2c. Benefits webpage	50%	75%	100%	100%		
3. Expand Campus Services 3a. Sponsorship guidelines 3b.	0%	25%	50%	75%	3. Support campus administrative departments with sponsorship and revenue generating initiatives. This will include the development of sponsorship guidelines that enforce the Brand Partnership System.	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)
Strategy 4: 4a. 4b. 4c. 4d. 4e.	%	%	%	%		
Strategy 5: 5a. 5b. 5c. 5d. 5e.	%	%	%	%		