



UC Berkeley – **University Business Partnerships & Services**  
 - One Page Strategic Plan  
**FY2018-19 - DRAFT**

GOALS:	FY18-19 Target (in %)				STRATEGIES:	CALENDAR 2018-19 PLANS: (NET ANNUAL REVENUE, Owner, Date)
	Q1	Q2	Q3	Q4		
<b>1. Create Campus-Wide Partnerships</b> 1a. Rideshare partner 1b. Prospect new opportunities for FY19 1c. "Pop-up" partnerships	50%	75%	100%	100%	<b>1. Create campus-wide partnerships that adhere to UPP's 4 Guiding Principles:</b> 1) Brand Alignment 2) Priority Campus Services 3) Impact 4) Revenue Generation	<b>1a.</b> Complete Rideshare agreement (Estimated \$200K+ in annual revenue and \$250K+ in soft benefits, Amy, MOU Sept 2018, contract signed Dec 2018) <b>1b.</b> Work in conjunction with Rosemarie Rae, Stacey Templeman and the Advisory Committee to evaluate future industries of opportunity, including but not limited to: Insurance, Hospital, Audio Technology, General Merchandise (Amy, Nov 2018) <b>1c.</b> Explore opportunities for more nimble partnerships that are short term in nature, but provide more variety and allow for testing for potential long term relationships (Amy, June 2019)
<b>2. Partnership Services</b> 2a. Establishment of Partnership Services (L5) 2b. Commercial Activity Policy 2c. Sponsorship templates 2d. Sales Specialist 2e. Funding model	50%	100%	100%	100%		
<b>3. Communications</b> 3a. UBPS Website 3b. Partnership Services MarComm Strategy 3c. Partnership Services Collateral	50%	75%	100%	100%	<b>3. Develop a thorough strategy and all relevant materials and collateral for rollout of Partnership Services.</b>	<b>3a.</b> Build out of UBPS website to include reference to UPP and Partnership Services (Amber; March 2019. Timing will be dependent on service launch by Jan 2019). <b>3b.</b> Develop a MarComm strategy to address the launch and rollout of extended UBPS services to different target market segments; work with relevant group(s) to determine needs and timing. (Amber; Dec 2019). <b>3c.</b> Work with relevant groups on the development of required marketing/communications collateral as needed to promote policy or assist sales specialist (Amber, January 2019).
<b>4. Athletics</b> 3a. Digital Signage 3b. Naming Rights	25%	50%	75%	100%		
	75%	100%	100%	100%		