

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

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FY2018-19 - DRAFT							
GOALS:	FY18-19 Target (in %)				STRATEGIES:  1. Create campus-wide partnerships	CALENDAR 2018-19 PLANS: (NET ANNUAL REVENUE, Owner, Date)  1a. Complete Rideshare agreement (Estimated \$200K+ in annual revenue and \$250K+ in soft benefits, Amy, MOU	
1. Create Campus-Wide Partnerships 1a. Rideshare partner 1b. Prospect new opportunities for FY19 1c. "Pop-up" partnerships	Q1	Q2	Q3	Q4	that adhere to UPP's 4 Guiding Principles: 1) Brand Alignment 2) Priority Campus Services 3) Impact 4) Revenue Generation	<ul> <li>Sept 2018, contract signed Dec 2018)</li> <li>1b. 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)</li> <li>1c. 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)</li> </ul>	
	50% 75% 25%	75% 100% 50%	100% 100% 75%	100% 100% 100%			
2. Partnership Services 2a. Establishment of Partnership Services (L5) 2b. Commercial Activity Policy 2c. Sponsorship templates 2d. Sales Specialist 2e. Funding model	50% 50% 50% 25% 25%	100% 75% 100% 75% 75%	100% 100% 100% 100% 100%	100%	2. Standardize non-academic revenue generation across campus. This will include the establishment of Partnership Services, the development of a Commercial Activity Policy, and establishment of a defined process for securing non-academic sponsorships	<ul> <li>2a. Establish Partnership Services (L5) underneath UBPS (Amy, Dec 2018)</li> <li>2b. Review current sponsorship processes and work closely with BCBP, Public Affairs and Supply Chain Management to develop a campus Commercial Activity Policy that protects the value of the Berkeley brand (Aaron, Jan 2019)</li> <li>2c. Finalize sponsorship questionnaire, sample budget, and contract template in coordination with BCBP, Public Affairs, and NAV-B to enable more efficient rev. gen. that works within the Commercial Activity Policy (Amy, Dec 2018)</li> <li>2d. Hire sales specialist (Amy, Jan 2019)</li> <li>2e. Revisit the assumptions of the funding model for the department; evaluate and make recommendation for the future (Amy, March, 2019)</li> </ul>	
3. Communications 3a. UBPS Website 3b. Partnership Services MarComm Strategy 3c. Partnership Services Collateral	50% 75% 50%	75% 100% 75%	100%	100% 100% 100%	3. Develop a thorough strategy and all relevant materials and collateral for rollout of Partnership Services.	<ul> <li>3a. 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).</li> <li>3b. 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).</li> <li>3c. Work with relevant groups on the development of required marketing/communications collateral as needed to promote policy or assist sales specialist (Amber, January 2019).</li> </ul>	
4. Athletics 3a. Digital Signage 3b. Naming Rights	25% 0%	50% 25%	75% 25%	100% 50%	4. Support Intercollegiate Athletics with Revenue Generation.	<ul> <li>4a. Support IA in the review and approval process of digital signage through the Advisory Committee (Amy, June 2019)</li> <li>4b. Support IA in naming rights solicitation so that any agreement benefits the broader campus (Amy, 2020)</li> </ul>	