

UC Berkeley – **University Business Partnerships & Services**- One Page Strategic Plan FY2020-21 – DRAFT 1/22/2020

GOALS:	FY20-21 Target (in %)				STRATEGIES:	CALENDAR 2020-21 PLANS: (NET ANNUAL REVENUE, Owner, Date)
1. University	Q1	Q2	Q3	Q4	1. Create campus-wide partnerships	1a. Launch Insurance Partnership (Anissa, Fall 2020)
Partnership Program	50%	75%	100%	100%	that adhere to UPP's 4 Guiding	1b. Lead the decision making process for the campus Beverage agreement (Amy, June 2021)
1a. Launch Insurance partnership	30%	73%	100%	100%	Principles: 1) Brand Alignment	1c. Work in conjunction with the VCF and the Advisory Committee to evaluate future industries of opportunity (Amy, September 2020)
1b. Manage Beverage	25%	50%	75%	100%	Priority Campus Services	September 2020)
Partnership	100%	100%	100%	100%	3) Impact	
1c. Prospect new opportunities for FY21	100 70	10070	100%	100%	4) Revenue Generation	
opportunities for 1 121					2. Support departmental revenue	2a. With the hiring of a Business Development Manager (Spring 2020), Partnership Services will be primed to support
2. Partnership Services					generation. This will include the	departments in their sponsorship efforts (TBH, June 2021)
2a. Expand Departmental	25%	50%	75%	100%	advancement of consulting services	2b. Collaborate with BCBP on a process for sponsorship contract review to ensure standardization of sponsorship
Support and Rev Gen 2b. Contract Review	50%	100%	100%	100%	through Partnership Services, the collaboration with BCBP on contract review, and the implementation of a	valuation, sponsor exposure, and brand usage (Brandon, December 2020) 2c. Begin to manage the Commercial Advertising Policy, working closely with the Advisory Committee, BCBP and Supply Chain Management (Brandon, June 2021)
Process	30 /0					
2c. Commercial Advertising	25%	50%	75%	100%	Commercial Advertising Policy.	Chair Flanagement (Drandon, June 2021)
Policy					,	
3. UC Partnership					3. Serve as the systemwide lead for	4a. Increase the number of campuses actively pursuing partnership programs. Support and advise campuses
Programs 4a. Support campus	25%	50%	75%	100%	the UC Partnership Programs.	throughout their program establishment (Deborah, June 2021).
department set up						4b. Identify multi-campus opportunities and lead business development on at least two categories (Amy, June 2021)
4b. Identify multi-campus	25%	50%	75%	100%		4c. Engage with UC Strategic Sourcing to identify systemwide procurement RFP's which may be ideal for partnership
opportunities 4c. Include partnership in	25%	50%	75%	100%		opportunities; work with sourcing leads to promote and evaluate partnership opportunities (Amy, June 2021)
Systemwide Sourcing	2370	30%	7370	100%		