



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)		
	Q1	Q2	Q3	Q4				
1. University Partnership Program 1a. Launch Insurance partnership 1b. Manage Beverage Partnership 1c. Prospect new opportunities for FY21	50%	75%	100%	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. Launch Insurance Partnership (Anissa, Fall 2020) 1b. Lead the decision making process for the campus Beverage agreement (Amy, June 2021) 1c. Work in conjunction with the VCF and the Advisory Committee to evaluate future industries of opportunity (Amy, September 2020)		
2. Partnership Services 2a. Expand Departmental Support and Rev Gen 2b. Contract Review Process 2c. Commercial Advertising Policy	25%	50%	75%	100%			2. Support departmental revenue generation. This will include the advancement of consulting services through Partnership Services, the collaboration with BCBP on contract review, and the implementation of a Commercial Advertising Policy.	2a. With the hiring of a Business Development Manager (Spring 2020), Partnership Services will be primed to support departments in their sponsorship efforts (TBH, June 2021) 2b. Collaborate with BCBP on a process for sponsorship contract review to ensure standardization of sponsorship 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)
3. UC Partnership Programs 4a. Support campus department set up 4b. Identify multi-campus opportunities 4c. Include partnership in Systemwide Sourcing	25%	50%	75%	100%				