Campus Partnership and Revenue Generating Agreements at UC San Diego

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Create partnerships with purpose in support of world-class education, research, and public service
Guiding Principles

• Align with partners who share common vision to support UC San Diego’s people and service-oriented culture
• Forge mutually beneficial relationships with partners to further the goals of both organizations
• Build unique solutions that enhance the campus experience and deliver quantifiable value to advance the mission of the university
• Prioritize diversity, equity, inclusion, sustainability and social responsibility guided by integrity and ethics
Origin Story

• First initiatives resulted from the procurement needs of individual departments on campus
  • Many related needs throughout campus were often addressed through disparate, one-off relationships
• Procurement has an established central role, involvement in many areas, and insight to the campus-wide sum of spend with suppliers
  • Individual departments do not
• But Procurement doesn’t have a biased interest in one department over another
We are approaching potential agreements from a procurement perspective:

- Competitively bid opportunities
- Negotiate
- Incorporate terms to protect the University
- Proactively market to increase adoption
  - And market adoption to partners!
In order to speak with one voice to partners, collaborative teams were formed with stakeholders in all potential areas of leadership
  • Student inclusion was a must (grad and undergrad)

Managing multiple executive level stakeholders
  • Flesh out any conflicting agreements

This forced partners to work internally across divisions that were often siloed
  • Example: Amazon Business doesn’t talk to Amazon Campus
Mapwork of similar groups
Governance Committee

Finance Committee

Chancellor
Executive Vice Chancellor
Vice Chancellor of Finance and CFO

Advisory Committee

Undergraduate Representative
Graduate Representative
Faculty Members
Student Affairs
School of Engineering
University Extension
Advancement
Health

School of Management
Office of Strategic Initiatives
Office of the President
Human Resources
Alumni Association
Business Contracts
Real Estate

Athletics
Campus Planning
Risk Management
Housing, Dining & Hospitality
Transportation
Bookstore
Career Center
Marketing, Communications & PR
Campus Partnership Program

- Amazon
- SPIN
- Lyft
- Airbnb
How Do These Partnerships Benefit the University?

- Unified brand and messaging
- More favorable terms
- Unique UC San Diego-specific programs
- Internships and employment placements
- Scholarships and research opportunities
- New revenue streams
- Decreased costs and improved services
Lessons Learned

- Start-up challenges
- Shared objectives, value, culture
- This partnership model exists at other campuses (sometimes in a similar format, sometimes not) but we can learn from one another
- T&C’s may need to be a little different
- Valuation
- Executive-level support, will need a funding model!
Thank you!