

# UC San Diego

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## **CAMPUS PARTNERSHIP PROGRAM**

Campus Partnership and Revenue Generating  
Agreements at UC San Diego

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# Mission Statement

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

# Campus Partnership Program

- 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!

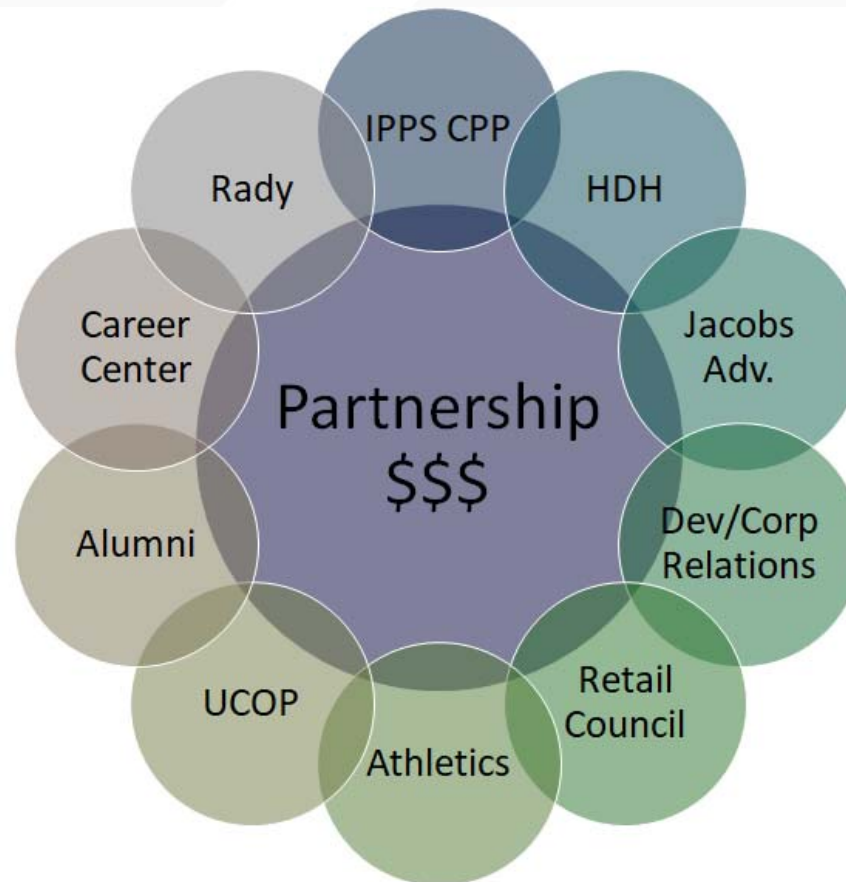


# Formation of CPP

- 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



# 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!

