

ANNUAL REPORT

2020-2021

Stand Out,
Get Involved,
Be AMAzing!





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Chapter Overview

Mission Statement:

American Marketing Association at the University of South Florida's (AMA at USF) mission is to strengthen members' professional development through real world experiences that involves feasible marketing practices, engaging in community organizations, networking with business professionals from AMA Tampa Bay, the University of South Florida and business community in Tampa Bay.

Letter from the Presidents

This past year has proven to be anything but normal. We had to adjust our everyday routine and create a new normal in every aspect of our lives. We at the American Marketing Association at the University of South Florida decided that this will not stop us from learning, connecting, and being a part of something that we hold so dear to our passions. As we pivoted to an online setting, using Microsoft Teams to communicate, the struggle of finding that human connection that we once took for granted is now something we deem more important than ever. By utilizing our voice on our social media platforms, welcoming members to turn on their cameras at meetings, and encouraging connection whenever possible, we were able to find the light in the darkness. Throughout this past year, many of us have experienced events in our lives we could have never imagined. Our chapter has built a place where our members are able to put their worries aside and to join together for an hour and a half in a place that focuses on them, offering solidarity.

This year, we recruited 47 new members. We had the honor to provide 65 scholarships to AMA members, thanks to the gracious donations of AMA Alumni, AMA supporters, and people who simply desired to give back and support the next generation within their community. A highlight for our organization this semester was Carey Cox, the Tampa Bay Buccaneers' Head of Marketing and Brand Management. She joined us the week of the Superbowl to share her expertise, granting us an awe inspiring meeting. We also had the pleasure of hosting two large virtual events: Marketing Week and the Collegiate Southeast Regional Conference.

This year, we have been telling a different story. Our intentions were quite different than in the past, unable to experience the normalcy once had. The changes and challenges we faced this year have been the driver behind what's pushing us to become more successful. This past year, and the year to come, we are motivated by each other. We have been taught to appreciate the journey, rather than the destination. We dedicated this academic year to support those in our community, our school, and in our organization.

Catherine Le and Iva Rancic
Spring 2021 Co-Presidents

Feedback Key



Event did not occur. Failed to meet expectations and offered no value to members.



Event proceeded but was not successful. Failed to meet the full expectations and offered little value to members.



Event met expectations and offered value to the members involved. Event aligned with our mission statement.



Event exceeded expectations. Event went above and beyond what we predicted. Furthermore, the event aligned with our mission statement and brought value to the members involved as well as AMA USF.

Professional Development

Objective:

Provide members with value through networking opportunities, speakers, workshops, and collegiate competitions.

Professional Speakers ★★★★★

Goal: 10 speakers with around 30-40 members attending each general body meeting. Six of the speakers will be divided amongst the three USF campuses (Tampa, St. Petersburg, Sarasota Manatee) in the spring with each campus hosting 2 speakers. Speakers presenting virtually until further notice.

Results: The Tampa campus successfully hosted 6 professionals across different industries so far this semester. The remaining 4 speakers are scheduled for the next two months. Industries ranged from marketing in banking services to marketing in television. Members from each campus have attended the virtual meetings and we have averaged 36 students for each event. We even accomplished a 70-student attendance for our Super Bowl week speaker, Carey Cox, the Head of Marketing and Brand Management for the Tampa Bay Buccaneers. The speakers offered an array of valuable information that each member is able to take away with them.

Workshops ★★★

Goal: At least 4 workshops with about 30-40 members attending each meeting. Workshops are virtual until further notice.

Results: We have successfully held two virtual workshops focused on using LinkedIn and Adobe Illustrator. In the next two months, we have a resume workshop and a leadership workshop scheduled. Attendance has averaged at around 30 students and members have been interacting with the speaker. These events provide an excellent opportunity for students to cultivate their skills hands on while expanding their expertise.

Marketing Week ★★★

- **Goal:** Host five events, with having at least ten attendees at each.
- **Results:** The virtual marketing week was a success and delivered a great outcome. 98 students signed up for this event. We were able to host two workshops, a panel discussion, an opportunity to give back, and a social event despite the virtual circumstances. Everyone who participated was able to connect with fellow students from other colleges, such as UT, UCF, and FIU, as well as learn from professionals. There were some challenges in the process due to technical issues, but we had understanding guest speakers who interacted with the students in an encouraging manner while providing useful insights. The challenges we faced during this event taught us how we can create better experiences for future virtual events to come.

42nd Annual International Collegiate Conference ★★

- **Goal:** Fifteen members attend and 3 members entering competitions.
- **Results:** This year, the International Collegiate Conference hosted by AMA will be held virtually due to the ongoing pandemic. Although, just like how it would be held in person where there would be an array of industry professionals come to share their knowledge including Ben and Jerry's, PODS, LinkedIn, Citrix and more, there is a missing element of connection and interaction that cannot be avoided in comparison to an in-person event. Thus, there is a lower number of participants coming to the virtual event. However, no matter the number, those who attend will receive a great outcome and a unique learning experience from it regardless.

Consult-A-Bull ★★★

- **Goal:** To build a Consult-A-Bull portfolio.
- **Results:** Consult-A-Bull is an externally focused AMA USF consulting firm, focused on partnering with businesses to supply students with real-world experiences, including logo creation, flyer design, and more. We generated 9 new company projects within the last two semesters. Overall, Consult-A-Bull was able to provide valuable exposure to those students involved. Members were able to collaborate, see projects from start to finish, and create connections throughout the community by being involved in Consult-A-Bull.

Professional Development

Collegiate Southeast Regional Conference ★★ ★

- **Goal:** 30 members attending with 70 attendees total. Three members will compete in the competition.
- **Results:** We hosted a successful virtual regional conference via Microsoft Teams with 6 speakers. Of those, two were AMA USF alumni who work in sports and SaaS marketing, one was an Associate Product Marketing Manager at Instagram and the keynote speaker was Miriam Noble, Enterprise Sales Leader at Amazon Web Services. In addition, we also had the, now, Super Bowl Champions, the Tampa Bay Buccaneers host our elevator pitch competition. There were challenges along the way due to the limited information about hosting a virtual marketing week, and figuring out how to smoothly organize a multifaceted online event proved to be a challenge. Attendees came from AMA at USF, AMA at FSU, AMA at FIU, and AMA at UCF. As we transitioned to an online environment, we considered this a valuable learning experience that we are able to grow from to create better virtual events in the future.

Attend Other Regional Conferences ★★ ★

- **Goal:** Have at least seven members attend other conferences.
- **Results:** Throughout the past three months we have had multiple registrations for other regional conferences such as the PSAMA Regional Conference, and the NC State AMA Regional Conference. There has been a big push in promotion to general members for attending and experiencing other AMA conferences, and we expect attendance at at least 3 more conferences in the coming months.

Student Organization Partnerships ★★

- **Goal:** To partner up with at least one other student organization on our campus. We plan to connect with other AMA chapters in the region, for events as well.
- **Results:** During our Marketing Week last semester, AMA USF partnered with Women in Business to host a virtual panel session with five Tampa Bay women in leadership positions. Additionally throughout the semester, five different student organizations were contacted in an attempt to solidify some relationships. Due to the absence of in person events, none expressed any desire for mutually beneficial events, although future plans were discussed and we intend on continuing this outreach.

Student Resume Bank ★★ ★★ ★

- **Goal:** Upload 20 resumes on the website for employers and sponsors to open job and internship opportunities to AMA USF members.
- **Results:** We currently have 15 student resumes, and have additional outreach planned for late March. An Excel sheet (Google Sheets) with each student's name and information along with a link to a PDF of their resume has been created, and will be added to with each new resume. Once we have collected 20 resumes, they will be uploaded to a page on the AMA USF website, where employers will have access to potential applicants.

Social Impact ★★ ★

- **Goal:** Host at least four volunteer opportunities and create marketing content for one nonprofit, with a committee of 3+ members.
- **Results:** We have held four volunteer opportunities for our organization at Feeding Tampa Bay, Color with a Smile, and two at the Humane Society. The committee is made up of four members and an average of seven people participate in our volunteer opportunities. Due to COVID-19, participation was lower than previous years as many of our members no longer lived in the area, or did not feel comfortable meeting with a group. Due to the circumstances, opportunities to collaborate with non-profits were very slim. Organizations were not looking for help during this time; many to whom we reached out to already had all the help they needed. However, currently we are in communication with Feeding Tampa Bay.

Professional Development

Case Competition ★★★★★

- **Goal:** To be named a semi-finalist with a committee of contributing members and become nationally ranked within the top 25 chapters.
- **Results:** We were proudly recognized as Honorable Mention for AMA Collegiate Case competition. Our case sponsor for the year was PODS and the challenge was to create a marketing plan that would help increase PODS brand perception and awareness among the Gen-Z and Millennial target markets. We conducted our primary research with 5 different focus groups, and 10 interviews, in order to gain insights. Secondary research was also utilized. Given the challenging circumstances with only 2 active members in the Case team, we are very humbled and excited for this Honorable Mention. The upside of having a small team was our enhanced communication and teamwork, which allowed us to deliver a marketing plan we were both proud of.

Employment and Internship Opportunities ★★★★★

- **Goal:** Have an internship and job opportunity Excel sheet with at least 10 opportunities for members.
- **Results:** Instead of creating an excel sheet, our chapter decided to post internship and job opportunities through our slack channel. We decided to do this because it allowed our members to get notified immediately when an opportunity popped up rather than signing onto an excel sheet.

Community and Social Impact

Objective:

Encourage members to take an active role in the community by promoting social responsibility, both on campus and in the community.

Collaborate with Nonprofit ★★

- **Goal 1:** Find and assist a local nonprofit with their marketing strategies.
- **Results:** Due to COVID-19 this year, many nonprofits did not need marketing assistance. Almost all that were reached out to seemed to already have all the help they needed. We are currently communicating with Feeding Tampa Bay about a potential partnership where we would help them with any marketing needs they may have, such as possibly creating a new advertisement for social media, or helping with digital marketing strategies.

Color a Smile Event ★★★★★

- **Goal 1:** Organize an evening where AMA members get together (virtually) and create colored drawings to send to Color a Smile to distribute to those in need of a smile.
- **Results:** This was a great event for the organization during the fall semester. We were able to get eight of our organization members to participate in this virtual give back hour. We completed a total of 20 colored pages for seniors, troops, and anyone in need of a smile.

Volunteer Events ★★★★★

- **Goal 1:** Schedule 3 volunteer events throughout the Fall 2020 semester.
- **Results:** AMA USF organized four volunteer events throughout the fall semester. Two were at the Humane Society, one virtually with Color a Smile, and one at Feeding Tampa Bay. This exceeded our expectations for this semester, and we saw great turnouts considering COVID-19, averaging 7 people. We already have had our first event in the Spring and have 3 more scheduled for the rest of the semester.

Fundraising

Objective:

To fund USF-AMA operations by creating and executing successful events which will require the use of our marketing skills.

USF AMA x Small Businesses Coupon Book: Restaurant Edition ★

- **Goal 1:** To generate a profit of \$100 by creating a coupon book consisting of small businesses around Tampa to help promote small businesses and AMA. Coupons will be exclusive to the AMA coupon book that will sell for \$10 each. The coupon book will be of approximately a \$25 value.
- **Result:** We were unable to coordinate coupons with enough restaurants to create the coupon book. Through this experience, members were able to practice cold-calling and sending out fundraising emails. As a result, we reached out to over 30 companies and were able to create relationships with local businesses, but we were unable to carry through with the coupon book.

Reusable Face Masks ★★★★★

- **Goal 1:** To generate a profit of \$50.
- **Results:** Raised \$57 total. AMA would resell homemade face masks for \$7 each or 2 for \$12. They were sold through the AMA USF Instagram page. Buyers would send a direct message and we would respond accordingly, having them send the money through Venmo. Homemade cotton face masks were sold to USF faculty and students. This was the first fundraiser we held through an online environment. Participating members were able to gain skills in B2C customer experience by interacting directly with the buyers and providing a solution to any issues they had pertaining to the masks distribution.



USF AMA Sponsorships ★★★★★

- **Goal:** Generate a fund supported by volunteers that will financially aid the membership of a current or new AMA USF member each semester.
- **Results:** Raised \$715. In total, 65 scholarships were donated to AMA USF from AMA USF Alumni, USF Staff, and supporters from around the community. The amount of scholarships donated exceeded expectations. This supported AMA members in helping them take their first steps in becoming involved with AMA. Recipients were able to connect with their sponsors who were encouraged to become their mentors. We had 23 applicants who received the scholarship and are now active members. The remainder of the scholarships will be put towards next semester's scholarship opportunity. Sponsors agreed to become mentors to future scholarship recipients as well.

Seasonal Fundraisers ★★★★★

- **Goal 1:** Generate a profit of \$100.
- **Results:** Raised \$50. We had a total of 3 BeniBoxes available, 2 were sold. We worked with TinTie Co., Alyssa's Key Chains, Skinny Mixes Syrups, and The Candle Pour. It was sold through the AMA USF Instagram page, similar to the face mask fundraiser. This was an excellent experience that allowed us to create connections with local business in the community. Participating members were able to practice cold-calling and cold-emailing, and gain experience in product photography and product promotion.



AMA-USF Business Cards ★

- **Goal:** Generate a profit of \$100.
- **Results:** Due to COVID-19, business cards were not in demand. Although we advertised them in each weekly meeting held, it was understandable that no interest was generated by members.

Fundraising

Give-Back Nights with local restaurants ★★★★★

- **Goal 1:** To generate a profit of \$75 with each participating restaurant.
- **Results:** We partnered with Bo's Ice Cream to do a giveback fundraiser. For every person who visited Bo's and referenced AMA, Bo's promised to donate a percentage of the proceeds back to AMA. We raised \$300! Through this give-back night, those involved were able to gain experience in cold-calling and reaching out to local restaurants. Valuable relationships were created along the way.

ScramBull IN PROGRESS

- **Goal:** Successfully plan and execute AMA's 18th Annual ScramBULL Golf Tournament in the Spring semester of 2021 and generate a total profit of \$10,000 for the organization chapter. Due to unforeseen circumstances and regulations set by the University of South Florida, the date of the event is pushed to the Fall semester of 2021.
- **Results:** The ScramBULL committee successfully spent months of preparation to complete the planning stage of this event. Sponsorship and donation companies have been contacted and will continue to be reached out and followed up. The committee currently has the first foursome golfers signed up and paid. We have also established a partnership with Pepin Distributing Company, one of Tampa's largest alcohol distributors to be our exclusive beer sponsor. Award-winning portraitist Bradford Portraits have also agreed to sponsor our first big silent auction item, valued at \$5,000.

Membership

Objective:

Drive overall membership up by fifteen percent and engagement up by ten percent through meeting and event attendance.

Membership Database ★★★★★



- **Goal:** To create a database that effectively tracks the number of members joined each semester as well as tracking payment methods for AMA.
- **Results:** Created a membership database through Google Sheets that tracks each new member, what semester they joined, and their payment method. Additionally, it also has a quick facts sidebar that summarizes necessary information. With every new member the database is updated and finalized within 24 hours.

Member Incentive Point System ★★★★★



- **Goal:** To record engagement in the AMA USF system and reward those members with points that add up to a reward.
- **Results:** Using Google Sheets, the attendance of each member at the weekly meeting has been recorded. Rewards have not been given for points, due to pandemic reasons. In prior years points were used to help members pay for the AMA National Conference, however this year the points system has been reevaluated and conference points have not been dispersed to members, they have been incentivized through contests and cash prizes.

Member of the Month ★★★★★



- **Goal:** To recognize members each month that have exceeded expectations both in their committees and in AMA USF as a whole.
- **Results:** Every month, instead of utilizing the point system, members were given cash rewards for the outstanding involvement. Each executive board members gets the opportunity to put forward somebody they believe deserves to be *Member of the Month*. The winner is then discussed and chosen once everyone has been given the chance to suggest a member. During meetings they are recognized for their efforts in front of all members, speakers, and attendees.

Internal/ External Communications

Objective:

Using specific means of communication to stay organized within the executive board and maintaining engagement on our different social media platforms.

INTERNAL

Slack ★★★★★

- **Goal:** Utilize the Slack to the fullest to keep our chapter organized and get 75% of general body members onto the Slack channel.
- **Results:** The Slack general body group has 104 members where chapter updates are posted. The executive board successfully posted in the general Slack channel to share volunteer events, meetings, scholarships, and professional opportunities. Channels for each committee were created where members could easily communicate regarding updates and generate ideas.

Google Drive ★★★★★

- **Goal:** Have master Google Drive folders for each semester for the executive board.
- **Results:** Folders for each committee were successfully created and updated with all the necessary and relevant information for easy access. Any information that is published in these files is public and accessible for all executive members to view whenever they need.

EXTERNAL

Social Media Channels ★★★★★

- **Goal:** Create more interactive content for social media and grow Instagram engagement by 30%.
- **Results:** We had well-structured digital campaigns with different formats such as: video, photo, cards, and, "reels". The strategy increased the interaction rates by 85% on Instagram stories, which revealed that followers were more and engaged. Our content was more relatable and lively including videos of AMA Alumni speaking of their experiences and executive board members sharing valuable tips with the general body.

General Meeting Newsletter ★★★★★

- **Goal:** Send weekly emails to all email subscribers.
- **Results:** The first newsletter had 20% of open rate (56) and 3% of click rate (5). We plan to continue organizing and curating bimonthly newsletters.

Website ★★★★★

- **Goal:** Update information and promote chapter opportunities (events, scholarships, tickets selling) every month.
- **Results:** The website has been updated monthly with upcoming news, scholarship opportunities, and ways to get involved. Additionally, all changes to the executive board and necessary information have been updated.

Online Public Relations Database **IN PROGRESS**

- **Goal:** Have a database of at least 50 USF organizational contacts to reach out on news. These contacts include USF student organizations, associations, clubs, fraternities and sororities. The database includes their respective email address, phone contact, Instagram profile.
- **Results:** We unfortunately weren't able to meet the goal of 50 USF organization contacts, however we did get close with 30. This list contains members from organizations such as, the Advertising Club and the Women in Business Society, professors, and scholarship donors. Through partnerships being developed, we expect to meet our goal of 50 by the start of the fall semester.

Internal/ External Communications

Events Promotion ★★★★★

- **Goal:** Establish a more integrated strategy to promote AMA USF events, considering 2-3 events per month, and get an increase of 15% in audience by fully utilizing the possible communication channels, such as social media, website, email (newsletter), Slack, and Remind app. Use different formats of content: video, photo, cards, "stories", "reels".
- **Results:** There was an increase of attendees at events and different student organizations in addition to different schools were present at our virtual events. Events were successfully promoted through the various platforms: Instagram, Facebook, email (newsletter), Slack, and Remind app. In the Fall semester, our most successful event was the annual AMA USF Marketing Week with 98 students sign-ups and consistent attendance throughout the week. In the Spring semester, Carey Cox, Director of Brand and Marketing Strategies spoke at one of our meetings which attracted 70 attendees, our highest count for the spring semester. The promotional post was shared 33 times across different AMA Chapters around the nation as our Marketing Committee reached out to them requesting support on sharing the Carey Cox presentation.

Remind App ★★★★★

- **Goal:** Send out a reminder every Tuesday before our general body meetings with a brief description of what will be occurring during the meeting. This communication platform will also become a way for members to ask questions and have them answered quickly.
- **Results:** Since the beginning of the 2020-2021 school year, AMA USF has increased Remind app participants from 90 to 125 subscribers. Through the Remind app, AMA USF is able to communicate weekly updates and respond in a timely manner to member's questions.

Chapter Operations

Objective:

Foster organization-wide communication and ensure that the executive board members and committee directors have all the tools necessary to successfully execute chapter goals and responsibilities.

Weekly Advisor Meeting ★★★★★

- **Goal:** One meeting per week.
- **Results:** Each week on Monday's at 3:30 pm, the Co-Presidents and Executive Vice President meet with the AMA Faculty Advisor. She offers valuable insight and knowledge on problem solving, and ways to properly lead the chapter based on our mission. These meetings helped ensure proper communication on the various topics and events that occur.

Weekly Executive Board Meetings ★★★★★

- **Goal:** Meet every Tuesday at 3:45 for a duration of one hour.
- **Results:** Weekly, all executive board members are required to attend each meeting to discuss accomplishments and challenges they faced that week. It was with these meetings that we are able to collaborate on ideas and make each committee stronger, which in turn makes our chapter stronger. Our executive board members also collaborated on ways to engage our general body members, which resulted in an increase in members.

Chapter Operations

Weekly General Meetings ★★★★★

- **Goal:** One meeting per week with an average of twenty-five members per meeting.
- **Results:** Every Tuesday at 4:45 pm we engage with our general body members for approximately one hour through speakers, workshops, committee meetings and marketing related trivia. Our chapter has experienced great success with attendance of general body members, as attendance rate has reached up to fifty-five members. We averaged 36 members per meeting. In every meeting, all members are reminded and encouraged to join committees and attend upcoming events.

Weekly Committee Meetings ★★★★★

- **Goal:** Average four members per committee.
- **Results:** There are 5 committees including: Marketing, Consult-A-Bull, Fundraising, ScramBULL and Social Impact. These committees meet every week and have regular communications and interactions between meetings. We have an average of 5 members who join and participate in different projects in their chosen committee(s). It is worth noting that everyone is doing an amazing job adapting to the whole process being online.

Bi-Annual Elections ★★★★★

- **Goal:** Elect new executive board members each semester.
- **Results:** In November of 2020, after the new presidents were selected, open executive board positions were shared with the general members. Upon receiving applications, we held 8 successful interviews, and welcomed 6 new members in various roles within the board. April of 2021 will see a similar timeline with position breakdowns, applications, interviews, and selections, for the Fall 2021 executive board.

Executive Board Shadowing Program **NEW**

- **Goal:** To help prospective executive board interviewees learn about the skills and abilities necessary, as well as establish a proper understanding of how the organization functions, prior to committing to a role on the executive board. This program can give interested members a realistic view of each executive board role, which can lead to improved communication of expectations for future executive board members.
- **Results:** Announced initiative in February general member meeting.

Bi-Annual Executive Board Retreat ★★★★★

- **Goal:** Host one retreat per semester to welcome new executive board members and introduce them to the insights to the overall goal and strategy for the chapter.
- **Results:** We successfully hosted our AMA executive board retreat for the spring semester earlier this January. It was held entirely online, with our newly elected board members 100% in attendance. Everyone showed their enthusiasm and understanding given the circumstances. We all introduced ourselves to new members, and welcomed them on board with AMA USF's mission, values, and expectations for the semesters. Additionally, each member's responsibilities were clarified, discussed, and understood. In response to the online environment, some of the new things we chose to enforce were presented to the board for the first time. To encourage everyone's participation, each meeting members were asked to have their cameras on to enhance engagement and attend a social impact event to further strengthen connections. Everyone agreed with the changes, and thought they were effective ideas for this unforeseen and unique semester.

Chapter Operations

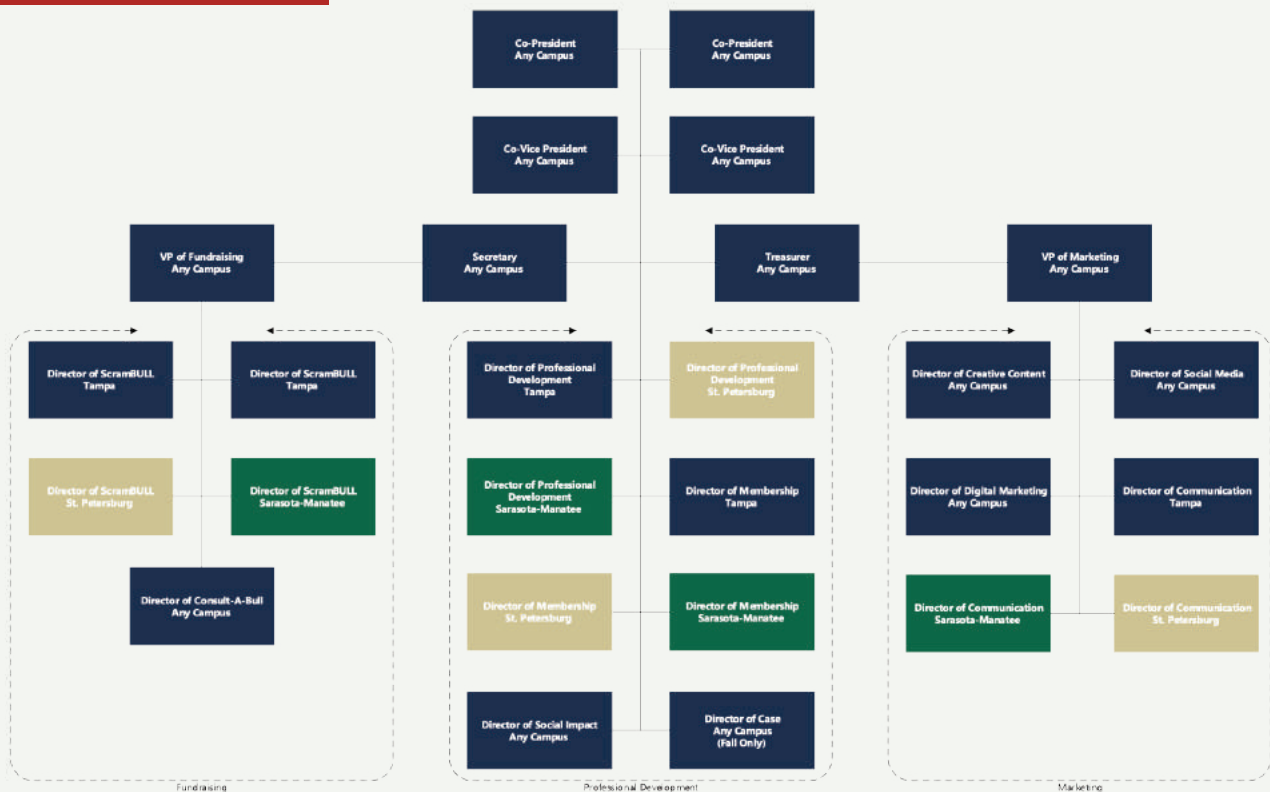
Cross Campus Expansion **NEW IN PROGRESS**

- **Goal:** To expand the operations of AMA USF Sarasota-Manatee and St. Petersburg.
- **Results:** AMA USF now has a local advisor at both the Sarasota and St. Petersburg campuses, as well as the main Tampa campus. Unfortunately, no students have been appointed to executive board positions from the new campuses, however we expect interest to grow moving into the fall semester. Mass emails and messages have been sent out to over 1,000 USF business students at all 3 campuses. Open executive board positions have been presented at general member meetings throughout the semester, and students have shown interest in obtaining various positions. The Co-Presidents and Director of Membership have spoken at multiple classes based out of Sarasota-Manatee and St. Petersburg to aid in spreading the word. Additionally, a recruitment video was created to be shared by professors to their respective classes. Currently, the marketing committee is creating a social media campaign to be executed throughout the summer, focused on generating interest for the fall semester.

Member Feedback Surveys ★★☆☆

- **Goal:** To distribute two surveys each semester that track the opinions of both new members and graduating members.
- **Results:** The reflection survey for students that have graduated has given AMA USF valuable feedback on how to create and tailor our meetings and internship opportunities. The new member surveys also have given AMA USF opinions on how to conduct meetings and entice new members to join.

Organizational Structure



Calendar of Events

Fall 2020

AUGUST

- **23rd:** Full day executive board planning session & retreat
- **24th:** First day of Fall semester classes
- **25th:** First executive board meeting of the semester & first general body meeting

SEPTEMBER

- **1st, 8th, 15th, 22nd, 29th:** Executive board meetings
- **8th, 22nd:** Committee Meetings
- **15th:** Abby Jackson from Jabil presenting on Employee Advocacy
- **3rd, 10th, 17th, 24th:** Weekly Advisor meetings
- **25th:** Volunteer event at Feeding Tampa Bay
- **28th:** Panel discussion with Women in Leadership
- **29th:** Phil Gerbyshak from Vector Solutions presenting the LinkedIn Workshop
- **30th:** Give Back Night: Color a Smile

Spring 2021

JANUARY

- **10th:** Full day executive board planning session & retreat
- **11th:** First day of Spring classes
- **12th:** First executive meeting & general body meeting (Meet the E-board)
- **12th, 19th, 26th:** Executive board meetings
- **19th:** Ronnie Green from A Fishing Story presenting on Digital Marketing and Social Media
- **26th:** Committee Meeting
- **11th, 18th, 25th:** Weekly Advisor meetings

FEBRUARY

- **2nd, 9th, 16th, 23rd:** Executive board meetings
- **2nd:** Carey Cox from Tampa Bay Buccaneers presenting on All Roads Lead to the Super Bowl
- **9th:** Committee meeting
- **16th:** Scholarship meeting
- **23rd:** Gabriel Patil, Miah Shahene, and Junyi Wu from Johnson & Johnson presenting on Bringing Trends and Consumer Insights to Life
- **1st, 8th, 15th, 22nd:** Weekly Advisor meetings

OCTOBER

- **1st:** Drew Zimmerman from AutoNation presenting on Adobe Illustrator Workshop
- **2nd:** Virtual social with University of Tampa
- **6th, 20th:** Committee Meeting
- **13th:** Christina Reese from Enterprise presenting on Choosing a Career
- **1st, 8th, 15th, 22nd, 29th:** Weekly Advisor meetings
- **27th:** Joel Smith from The Bank of Tampa presenting on Marketing: The Bigger Picture

NOVEMBER

- **3rd:** General member meeting: position breakdown
- **3rd, 10th, 24th:** Executive board meetings
- **10th:** Position interviews
- **17th:** Transition meeting
- **5th, 12th, 19th, 26th:** Weekly Advisor meetings

DECEMBER

- **3rd:** End of Semester Banquet

MARCH

- **2nd, 9th, 23rd, 30th:** Executive board meetings
- **2nd:** Shane Combs from University of South Florida presenting the Resume Workshop
- **9th:** Denise Padilla from HBO presenting Marketing Opportunities in the Entertainment Industry and Ellis Porter from Techtronic Industries presenting internship opportunities
- **16th:** Ellen Nastir from Innovative Team Solutions presenting the Courageous Leadership Workshop
- **23rd:** Committee Meeting
- **30th:** Nicholas Stoeckle from PPK presenting on Facebook Buying 101
- **1st, 8th, 15th, 22nd, 29th:** Weekly Advisor meetings

APRIL

- **6th, 20th, 27th:** Executive board meetings
- **6th:** Position breakdown meeting
- **13th:** Spring break
- **20th:** Position interviews
- **27th:** Transition Meeting
- **5th, 19th, 26th:** Weekly Advisor meetings

Goal

Our primary goal this year was to minimize expenses and focus on obtaining and incentive interactions through cash prizes. We prioritized growing our member base, and most of the revenue generated this year was used for our scholarship program.

Strategy

One of the positives of the pandemic was that overall expenses were cut drastically; no in-person meetings, the food and entertainment portions of the budget were effectively eliminated. This allowed us to redirect our funds into marketing efforts, website maintenance, and other more beneficial ventures.

One of our biggest accomplishments this year was filing for tax exempt status under a 501(c)(3). After officially obtaining tax exempt status, the tax advantages we gained gave us the opportunity to market ourselves as a non-profit charitable organization. The tax status is attractive because it incentivizes donations to the chapter.

One of the challenges our chapter faced during the pandemic was diversifying our revenue streams into events that required less in-person events. Because so much of our organization relied on human-to-human interaction, which suddenly became a health risk, it required a dramatic overhaul of the services and opportunities we offer to members. We decided to significantly reduce our yearly membership fee, cutting the price in half. The price cut made the organization much more approachable for new potential members, as well as the benefactors contributing to the scholarship fund.

Budget

		Beginning Balance 08/14/20	
Checking		\$6,854.72	
Savings	\$	3,588.67	
Venmo	\$	765.59	
Cash Available		\$11,208.98	
		Estimated	Actual
Revenues:			
AMA dues		\$ 1,250.00	\$ 619.80
Fundraising		\$ 300.00	\$ 1,060.00
Scholarship Donations		\$ 1,200.00	\$ 2,600.00
Total Revenues		\$ 2,750.00	\$ 4,279.80
Expenses			
Fundraising Expense		\$ 500.00	
Scholarship Fund		\$ 600.00	\$ 920.00
Conference		\$ 1,000.00	\$ 752.46
Supplies Expense		\$ 300.00	\$ 809.36
501(c)(3) Application			\$ 275.00
Total Expenses		\$ 2,400.00	\$ 2,756.82
Net Income		\$ 350.00	\$ 1,522.98
		Current Balance 2/18/21	
Checking	\$	6,676.83	
Savings	\$	4,265.59	
Venmo Balance	\$	1,789.54	
Cash Available	\$	12,731.96	

