

Chapter Plan

2019-2020

**Stand
Out**

**Get
Involved**

**Be
AMAZing**

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Chapter Plan

Mission Statement: Our 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.

SWOT Analysis



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- Top 30 Chapter for the last 17 years which attracts members.
- Average nearly 70 members annually.
- Strong ties to Tampa Bay business community such as Nielsen, 22Squared, Aflac and Enterprise.
- For nine years, AMA at USF traded on and off hosting the Florida Regional Conference with the FIU chapter.
- The weekly newsletter, website, and social media provide members with information, news of upcoming events, and internship opportunities.

- AMA at USF receives no funding from the university and is not registered as a 501(c)(3).
- Membership dues can create a barrier to entry for students.
- Our AMA advisor is also an instructor with over 200 students each semester and has substantial college work outside of the chapter.
- The large decentralization of the USF campus hinders the chapter's ability to recruit non-business majors and presents challenges for event planning.



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- Tampa Bay is home to several Fortune 500 companies who are interested in hiring AMA USF graduates.
- AMA at USF maintains records of alumni for future sponsors, speakers, and general networking opportunities.
- A large portion of alumni live in the Tampa Bay area and support chapter events.
- AMA Tampa Bay hosts a multitude of events in which we can fundraise at.

- Over 20 Muma College of Business major specific organizations for students to choose from.
- There are 500 other academic campus-wide organizations, which demand students' time and event sponsorships.
- USF is primarily a commuter school, causing difficulties in scheduling events that are conducive to most students' schedules.
- The Muma College of Business's marketing departments hosts two other marketing based organizations.
- The Muma College of Business's marketing departments host similar competitions events for free to students.



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Goals

1. Increase chapter funding by securing corporate sponsors through chapter's new sponsorship program and use the funds to create more value for members.
2. Create an environment that encourages professional development through participation in projects.
3. Raise at least \$8,000 through fundraisers, marketing contracts, and new sponsorship program to subsidize members' experiences for AMAICC April 2019.

4. Improve ranking amongst AMA collegiate chapters and ultimately become the AMA International Collegiate Chapter of the Year.
5. Become a semi-finalist for case.
6. Actively seek out opportunities for members to use their marketing skills and their time to support non-profit activities.
7. Create well-rounded members through the use of the member point system to reward participation in all aspects of the chapter.
8. Develop leadership skills of the executive board members through team building, retreats, weekly board meetings, and preferential attendance at invitation-only industry events.
9. Mentor incoming AMA members in order to replenish executive board positions for the coming years.

Professional Development

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

Professional Speakers

Goal: Sixteen speakers with fifty members attending each general meeting.

Strategy: Identify speakers with more than five years of corporate experience for general member meetings through AMA Tampa Bay, social media, and LinkedIn to give presentations on resumes, event coordination, marketing in different industries, and guidance on professionalism.

Corporate Tours

Goal: Six tours with ten members attending each.

Strategy: Contact organizations, present and past speakers, alumni, and professional connections to coordinate facility tours. These tours will expose members to a variety of business environments around the Tampa Bay Area.

Marketing Week

Goal: Five events with ten members attending each.

Strategy: From November 18th to the 22nd, each day of the week there will be activities relating to marketing from workshops, to fundraisers, to a networking event.

Student Organization Partnerships

Goal: Four Collegiate partnerships

Strategy: Build relationships with other student organizations at USF and the Muma College of Business to generate membership interest, enhance marketing strategies and increase awareness of chapter events. Form at least two close knit relationships per semester.

Hands-on Workshops

Goal: Ten workshops with fifty members attending each.

Strategy: Enhance member's professional development through a variety of workshops that focus on resumes, public speaking, Facebook Blueprint, and Adobe Creative Cloud.

Consult-A-BULL

Goal: Generate \$1,200 over two semesters.

Strategy: Provides consulting services to local businesses and student organizations. Members are dedicated to delivering real results and value to clients.

41st Annual International Collegiate Conference

Goal: Fifteen members attend with four members entering competitions.

Strategy: Send Fifteen members to the 2020 International Collegiate Conference by advertising professional development opportunities, keynote speakers, past experiences and point incentives. Members will participate in the sales and the case competition.

Employment and Internship Opportunities

Goal: Provide ten employment and internship opportunities.

Strategy: Contact chapter alumni and professionals in Tampa about opportunities for members. Communicate opportunities via social media and in general meetings.

Social Impact

Goal: Host four volunteer opportunities and create marketing content for one nonprofit, with a committee of ten members.

Strategy: Set up opportunities for members to participate in volunteering events and promote these initiatives in the weekly newsletters, on social media, and during meetings.

Case Competition

Goal: Be named a semi-finalist with a committee of contributing members and become nationally ranked within the top 25 chapters.

Strategy: Collaborate with Case faculty advisor to guide collaboration, develop a marketing strategy by researching consumers, establish a timeline in order to meet specific deadlines, discuss action plans to overcome obstacles, and deliver a final report to AMA National.

Attend Other Regional Conferences

Goal: Send five Executive Board members.

Strategy: Subsidize trips to other regional conferences. Students will gain skills that will help them on their professional endeavors and encourage other members to attend the International Collegiate Conference.

Student Resume Bank

Goal: Upload ten resumes on the website for employers.

Strategy: Upload the resumes of Executive Board members in the 'About Us' tab of the chapter website. This page will be accessible to chapter sponsors, potential employers, and members.

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 Non-Profit

Goal: Find and assist a local Non-Profit with their marketing strategies.

Strategy: Research local non-profit, contact best options and schedule a phone call to discuss details possible ways of partnerships.

Blogging Strategy

Goal: Write 3-4 blogs for the Non-Profit

Strategy: Discuss with non-profit & committee members to decide what types of blog to write for the non-profit. Use the assistance of the entire Social impact committee to create four blog posts over the semester. Proof read before being published to the non-profits website.

Social Media Marketing Campaign

Goal: Increase awareness for non-profit mission and selected visuals in the Tampa Bay Community through launching a social media campaign on Facebook and Instagram.

Strategy: Discuss with the non-profit what type of campaign they are looking to launch. Create graphics and caption for the Facebook and Instagram campaign. Work with digital marketing committee to create graphic if necessary.

Volunteer Events

Goal: Schedule 2 volunteer events throughout the Fall 2019 semester.

Strategy: Contact local non-profits to volunteer and add these days to the AMA calendar. Announce the volunteer events at every general body meeting.

Fundraising

Objective: To fund USF-AMA operations by creating and executing successful high-impact events which will require the use of our marketing skills. These high-impact events are set with the goal of making at least \$100 in profit.

Seasonal Fundraisers

Goal: Generate a profit of \$150

Strategy: Assign a member to these short term projects and identify a holiday season and leverage the cultural activities to provide unique items in the spirit of the holiday.

USF-AMA Business Cards

Goal: Generate a profit of \$100

Strategy: Advertise the product via word of mouth and in the General Meetings and provide advice to new purchasers about how to best utilize business cards.

Marketing Competition

Goal: To create an event in which students will be able to compete for prizes based off of testing their basic marketing skills in a “Jeopardy” like competition. All students will be able to compete for free.

Strategy: Assign a group to work out the details for the event, determine a moderator, and sponsors. The moderator will be a USF professor and will offer extra credit to their students for competing in the event. The sponsorships will go towards food and the title.

Raffle

Goal: Generate a profit of \$500

Strategy: A flyer will be created, all of E-board and general members will be encouraged to repost it. USF faculty and students will be targeted for this semester long promotion. Also, the raffle will be promoted at four separate tabling events.

The Inaugural AMA USF Cornhole Tournament

Goal: Generate a profit of \$1,000

Strategy: Assign a team to target local businesses and pitch the idea of participating in a cornhole tournament in which the winning team will earn \$500. Multiple sponsorship opportunities will be available ranging from \$50 to \$2,000. Contacting these businesses will include the use of personal selling techniques, direct marketing tactics using email follow up, with social media promotion.

Drive-A-Bull, Enterprise Rent-A-Car Collaboration

Goal: Generate a profit of \$1,300.

Strategy: The fundraising committee and Consult-A-Bull will collaborate with Enterprise to host a promotional event on campus for one day during Marketing Week. The event will be a two-fold focused on building awareness and recruiting.

Membership

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

Tabling Events

Goal: Set up at 10 tabling events and gather 75 contact information from potential new members

Strategy: Utilize sales skills to promote AMA to students face to face by explaining the benefits of becoming a member, and how potential prospects can join the organization.

Referral Program

Goal: Fifteen new members.

Strategy: Current members will network with friends, classmates, colleagues, and coworkers to recruit new members into the chapter. Members will gain 50 points for each member they get to join the organization.

Membership Database

Goal: Update membership database weekly.

Strategy: Use a professional database system to record information of members; including name, phone number, email, points earned, active status, graduation date, and other information. AMA at USF will collect information from membership applications and sign in sheets to add to an excel spreadsheet.

Student Scholarships

Goal: Two scholarships per semester, one to an international student, and one to a non-international student.

Strategy: Give away two scholarships per semester, one to an international student.

Member Incentive Points

Goal: Fifteen active members and ten premier members each semester.

Strategy: Provide clear policies about the Point System structure and award points for attendance and participation in chapter events. Members will be rewarded based on the points they earn.

Member of the Month

Goal: Recognize a Member of the Month every month of the semester.

Strategy: Motivate members to be involved in chapter activities. Discuss with the Executive Board members to determine a Member of the Month at the end of each month. The Member of the Month will receive a gift bag with treats picked just for them, and featured on our social media channels.

Internal & External Communication

Objective: To fund operations by creating and executing successful high-impact events which will require the use of our marketing skills. These high-impact events are set with the goal of making at least \$100 in profit.

INTERNAL

Slack

Goal: To better communicate and achieve our goals along with staying up to date and organized on our different projects.

Strategy: Assigned tasks to executive board and respect the deadline.

Google Drive

Goal: Keep all committees files to keep track of each branch of the Executive Board.

Strategy: Post any updates on upcoming projects and communicate important documents, templates, price chart and other document of the same matter.

Resume E-Book

Goal: Create a resume book for sponsors and potential employers containing at least thirty updated resumes.

Strategy: Conduct a resume workshop during the general meeting and collaborate with the Biz Comm center in the Muma College of Business to refine all resumes.

Professional Contacts Database

Goal: Create a database that can be referenced by Executive Board members

Strategy: Use Google Sheets to store records of professional contacts. Allow members to request access or contact information through Executive Board.

Alumni Network

Goal: Create a database of AMA alumni

Strategy: Contact the Alumni for upcoming events.

EXTERNAL

Website

Goal: Have the description of each committee, the members of the E-board with their respective positions and the calendar up to date.

Strategy: Update the website weekly.

General Meeting Newsletter

Goal: Send one email per week and maintain a open rate of fifty percent.

Strategy: Update newsletter design on MailChimp to feature upcoming events and how to get involved, then disperse to all current and prospective chapter members.

Social Media Channels

Goal: Fifteen new followers.

Strategy: Use Facebook, Instagram, Twitter, and SnapChat as a means of communication to engage with our audience, and increase our interaction.

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.

Strategy: The President and Executive Vice President will meet with the faculty advisor to discuss organizational strategy and tac-

Weekly Executive Board Meetings

Goal: One meeting per week.

Strategy: Meet weekly to discuss new challenges and how to integrate member feedback.

Weekly General Meetings

Goal: One meeting per week with an average of forty members per meeting.

Strategy: Engage with general members, updating everyone about upcoming events and bringing industry leaders to speak/conduct workshops during the meeting.

Weekly Committee Meetings

Goal: Average seven members per committee.

Strategy: Create committees to complete key chapter events and objectives while increasing engagement by encouraging members to participate in projects.

Bi-Annual Executive Board Retreat

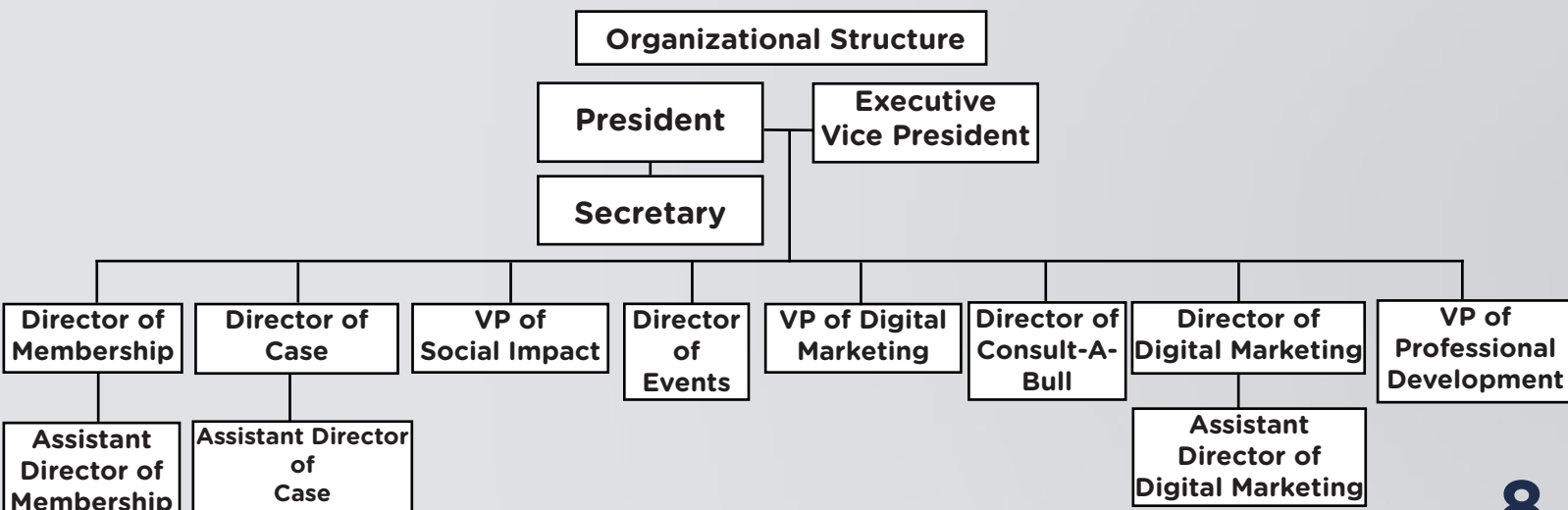
Goal: One retreat per semester

Strategy: Gather the new Executive Board to discuss strategies, progress, and potential events for the coming semester. By spending time together, this will strengthen bonds and passion for AMA at USF.

Bi-Annual Elections

Goal: Elect new Executive Board members each semester.

Strategy: Select new Executive Board members through an application and interview process.



Fall 2019

August

- 24** - Full day Executive Board Planning Session & Retreat
- 26** - First day of Fall semester classes
- 27** - First Executive Board meeting of the semester

September

- 3, 10, 17, 24**- Executive board meetings and weekly advisor meetings
- 10** - First General Member Meeting: Liz Newman "Content Creation"
- 12** - Muma College of Business Week of Welcome tabling event
- 18** - Adobe Illustrator Workshop
- 20** - Tampa Bay Rays Corporate Tour
- 24** - General Member Meeting: Nicole Davis "Elevator Pitch"
- 25** - Roshni Hannon, President of Mad Bear Productions

October

- 1, 8, 15, 22, 29** - Executive board meetings and weekly advisor meetings

- 1** - General Member Meeting: Wendy Culpepper "CRM"
- 8** - General Member Meeting: Eric Ortiz "Programmatic buying"
- 15** - General Member Meeting: Committee Meeting
- 18** - McKay Advertising Corporate Tour
- 22** - General Member Meeting: Alina Alveraz "Account Based Marketing"
- 29** - General Member Meeting: Melanie Griffin "Personal Branding"

November

- 5, 12, 19** - Executive board meetings weekly advisor meetings
- 26** - Weekly Advisor meetings
- 5 - 6** - NASA event
- 5** - General Member Meeting: Committee Meetings
- 18-22** - Marketing Week
- 18** - CMO Fireside Chat
- 19** - Moffitt Card Making Event
- 19** - General Member Meeting: Lisa Demmi "MisUse of Social Media"
- 20** - Semi Annual Career Fair
- 21** - LinkedIn Workshop
- 22** - Networking Event at "World of Beer"
- 26** - General Member Meeting: Position Breakdown
- 26** - Advisor meeting

Calendar of Events

December

- 5** - End of Semester Banquet
- 6** - Transition Meeting

Spring 2020

January

- 11** - Full day Executive Board Planning Session & Retreat
- 13** - First day of Spring semester classes
- 14** - First Executive Board meeting of the semester
- 21** - Muma College Week of Welcome
- 21** - First General Member Meeting: Introduction of the Executive Board
- 21, 28** - General Meetings and executive board meetings

February

- 4, 11, 18, 25** - General Meetings
- 4, 11, 18, 25** - Executive Board Meetings

March

- 3, 10, 24, 31** - General Meetings
- 5, 12, 26** - Executive Board Meetings
- 12-14** - International Collegiate Conference in New Orleans
- 16-22** Spring Break

April

- 7, 14** - General Meetings
- 21** - General Member Meeting: Position Breakdown
- 25** - Executive Board Transition Meeting
- 30** - AMA Banquet

Budget

Objective: To complete a thorough and accurate budget for activities such as fundraisers, tabling events, and general body meetings.

Opening Balance \$2,000

Revenue

Membership
AMA USF MEMBERSHIP DUES \$5,700

Fundraising
Consult-A-Bull \$600
Business Cards \$100
Cornhole \$1,000
Seasonal Fundraisers \$300
Sponsorships \$1,000

Univeristy Funding \$0
Marketing Competition \$1,500

Enterprise Collaboration \$1,300

Banquet \$700
Total Revenue: \$12,200

Expenses

Membership National Dues \$3,000

AMA Polos \$500
Banquet Subsidy \$300
Point System Rewards \$200
Meeting Refreshments \$360
Fundraising
Business Cards \$50
Seasonal Fundraising \$25
Promotions
Banquet \$2,300

Marketing Week expenses \$50
Events \$300
Square Transaction Fees \$50
Misc. Bank Fees \$20
International Conference Subsidy \$4,000

TOTAL EXPENSE \$11,155

NET INCOME \$1,045