



AMERICAN MARKETING
ASSOCIATION

University of South Florida
Chapter Plan
F022-2023

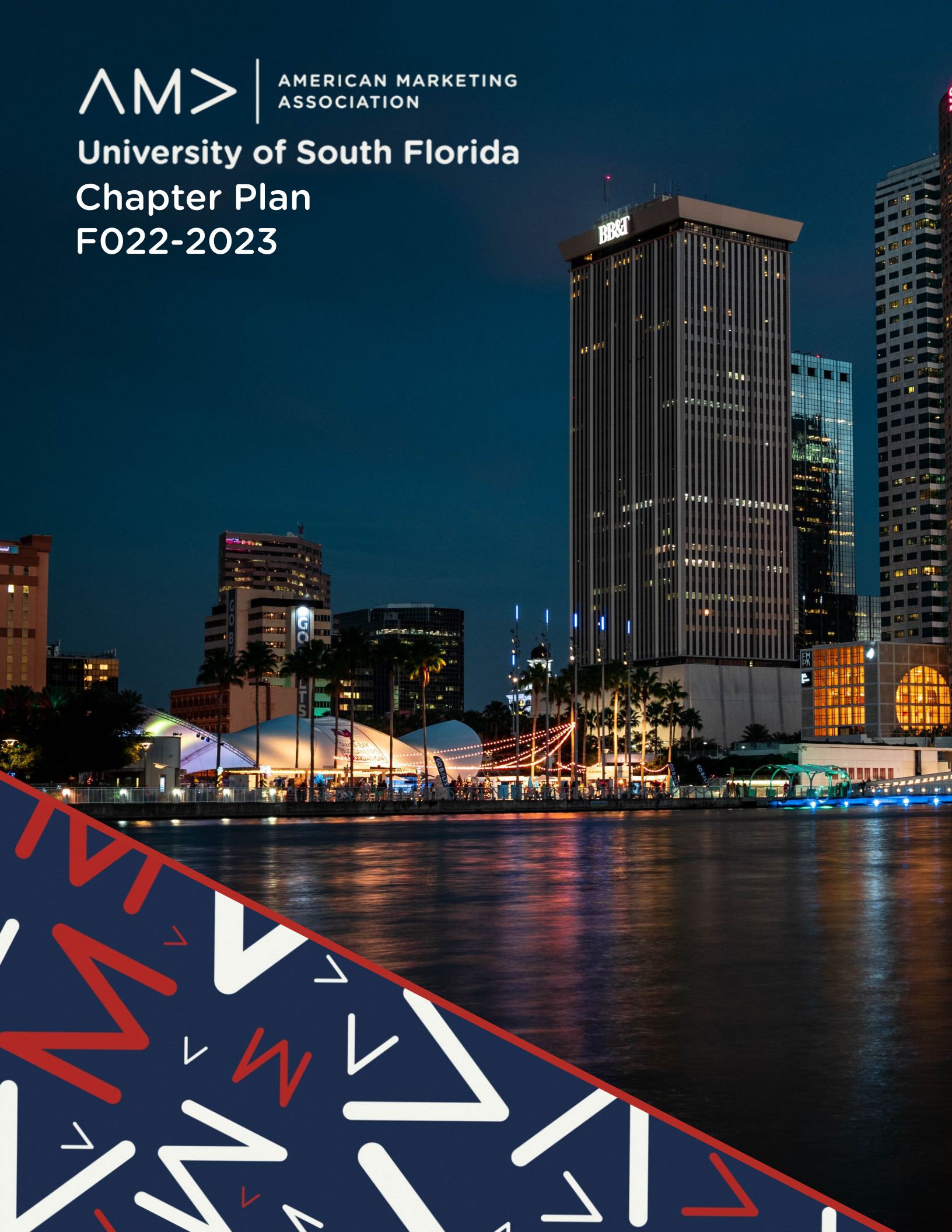


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Chapter Overview & SWOT Analysis

The American Marketing Association at the University of South Florida's (AMA USF) mission is to enhance members' professional development through **practical marketing experience, philanthropy, and mutually beneficial relationships** with connections from within AMA, USF Muma College of Business, and the community.

- ## S
- Well-structured, talented Executive Board (E-Board) with over 25 people, and a dedicated general body of 117 members
 - 9 committee options for members to join and numerous other opportunities, and students can choose how active they want to be within the chapter
 - Low membership cost compared to other student organizations at USF, and student sponsorships provide financial aid for low-income students
 - Large and engaged audience on social media platforms - Instagram, TikTok, LinkedIn, and BullsConnect (USF's student organization forum)
 - ICC 2022 wins: AMA USF earned Top 14 out of all AMA chapters and placed in 5 various competitions at ICC.
 - Faculty Advisor Dr. Loran Jarrett received the 2022 Hugh G. Wales award, is experienced in chapter operations, and has strong connections with Tampa Bay executives and the community.
 - AMA USF advisory board is constructed of 18 Tampa Bay professionals who assist in AMA USF opportunities such as internships, entry-level jobs, mentorship, and hands-on experiences
 - Chapter applied for and maintain a 501(c)3 standing
 - Diversity, Equity, & Inclusion (DEI) focus with new committee
 - Hosting regional conference will increase recognition around collegiate chapters

- ## W
- Retaining interested people after the first 3 free meetings is challenging, and meeting attendance decreases towards the end of the year due to final exams and increased coursework
 - Scope of the chapter intimidate students as they are hesitant to get involved in a large organization and take on responsibility
 - Annual dues of \$45 continually disinterests people
 - Marketing and advertising classes during E-Board meetings prevent faculty advisor and some E-Board members' attendance
 - Technical difficulties with live streaming and attendance taking
 - Facility has limited seating availability for larger meetings, and acoustic issues are present
 - After 18 years of Annual Golf Tournament, ScramBull, AMA USF discontinued it - The greater part of funding for students came from this event
 - Low resources from USF available for student organizations
 - Consult-a-BULL (CAB), AMA USF's student-led agency, restructured from paid clients towards volunteer service for barter organizations as a result of the college creating a program that was similar to what AMA USF created and had no control over. Competition between both CAB and the college-created program was not allowed

- ## O
- USF consolidation of all 3 campuses (Tampa, St. Petersburg, and Sarasota-Manatee) allows for expansion of member base
 - Through business outreach and collaboration, AMA USF can increase name recognition in the 3 million+ Tampa metropolitan area with 12,000+ firms
 - Lack of student organizations for non-marketing majors, especially Business Analytics & Information Systems (BAIS), Finance, and Public Relations & Advertising
 - Collaborations with 862 USF organizations and 320 AMA national chapters
 - Alumni network to maintain communication with graduated members for collaborations and invitations to AMA USF events
 - Largest class to enter Muma College of Businesses

- ## T
- 27 Muma College of Business major-specific organizations and 745 other academic campus-wide clubs on campus for students to choose from
 - USF is primarily a commuter school, which leads to students choosing between online and in-person classes. It is difficult to market AMA USF and maintain relationships with students virtually
 - Rising costs of education have more students working, with less time available for student organizations

Goals & Objectives

1. **DEI:** Integrate DEI values into the chapter by **launching a DEI committee**. Propose and support initiatives furthering DEI commitments. **Increase racial, social, sexual, and gender diversity** of members. Build a welcoming environment. Inspire all USF members and affiliates to prioritize diversity, equity, and inclusion.
2. **Pro Dev:** Provide members with valuable opportunities to further develop their future careers by expanding their **professional network**, molding **relevant skills**, and creating **leadership responsibilities**.
3. **CAB:** Through the **student-led marketing agency**, Consult-a-BULL (CAB), offer members an environment that emphasizes the value of **networking, speakers, and workshops**. Allow members to **explore diverse opportunities** in the marketing field and be able to enter the business world with agency experience.
4. **Regional Conference:** Provide both AMA USF members and general attendees with value through **networking opportunities, speakers, panels, collegiate competitions, and a career fair**.
5. **ICC:** Provide members with an opportunity for professional development and networking on an **international scale**, while **celebrating the conclusion** of the chapter's operating year and members' accomplishments. **Improve overall ranking** from 2022's placement of 14th and participate in AMA national competitions.
6. **Case:** Place among the **top 10 finalists** for the 2022-2023 AMA Collegiate Case Competition. Prepare a well-spoken group to present in front of the Case Sponsor. **Conduct extensive research** to collect data from diverse students to better **understand consumer insights** from various demographics. Prioritize both personal and professional growth with an **inclusive team-focused environment**.
7. **Social Impact:** Have members take an active role in the community by promoting **social responsibility**, both on campus and in the local community.
8. **Finance & Fundraising:** Fund AMA USF operations by creating and executing successful initiatives while also developing members' **business skills, creativity, and critical thinking**. Complete a thorough and accurate **budget** for the organization's activities such as fundraisers, tabling events, and general body meetings.
9. **Membership:** Increase AMA USF membership by **50%**, retain **70%** of members and increase engagement by **15%** through meeting and event attendance. Membership is currently at 117 students.
10. **Events:** Plan and execute **6 events for Marketing Week, 1 social** event per month, and a **banquet ceremony** for the end of each semester.
11. **Communications:** Use multiple forms of communication to **stay connected and organized** within the E-Board and general body to **increase engagement** across all communication platforms.
12. **Chapter Operations:** Foster a **growth-based environment** to ensure every member and committee is supported with resources necessary to successfully execute chapter goals and responsibilities, while developing students' **professional skills**.

Diversity, Equity, and Inclusion

Goal 1: Launch a committee to maximize the integration of DEI values into the chapter.

Strategy 1: Recruit 6-10 members with diverse identities, backgrounds, and roles who have a passion for DEI. A feedback form will be made and spread to the general body members for submitting ideas for the committee to discuss and implement. Organize biweekly committee meetings.

Goal 2: Conduct an internal audit of the chapter.

Strategy 2: The committee will conduct an audit of the current systems and norms (interviewing, performance assessment, meetings) and propose a plan for adjustments to the E-Board.

Goal 3: Have 2 professional speakers for a DEI breakout session during the Regional Conference.

Strategy 3: Reach out to leaders in the Tampa community through email and LinkedIn. Invite them to collaborate with the collegiate chapter and educate students on their experiences.

Goal 4: Collaborate with the VP of DE&I at the AMA Tampa Bay professional chapter and their events. Collaborate with other committees within AMA USF.

Strategy 4: Stay in regular contact with Yasmine Yafai, VP of DE&I at AMA Tampa Bay, through email.

Collaborate on in-person and virtual events. Plan an International Food Fest with the Fundraising committee.

Professional Development



Professional Speakers

Goal: Schedule 5 speakers per semester to discuss different marketing subsets. Assemble a calendar with a detailed General Body Meeting (GBM) schedule.

Strategy: Network with professionals in the Tampa Bay Area through LinkedIn, career fairs, networking events, and the AMA USF professional contact database. Bring speakers from different backgrounds.

Fall 2022 Speakers:

(8/23) Lisa Demmi - Motivational Speaker, Storyteller, & Change Artist

(8/30) George Zwierko - CEO @ Rumbo

(9/6) Brian Phillips - Vice President of Player Development @ Seminole Gaming / Hard Rock Casino

(9/20) Christopher Vaughn - Employer Brand Manager @ Knowbe4

Tal Zlotnitsky - Entrepreneur & CEO @ Tech & Payments Pioneer

ICC-Focused Workshops

Goal: Offer at least 2 workshops outside of GBMs with 20-30 participants to encourage authentic, hands-on learning, by giving members the chance to be prepared for real life experiences.

Strategy: Provide environments where students can develop new skills through free-to-use platforms with the help of a student expert.

(11/1) Branding + Graphic Design Workshop & Competition

Mentorship Program

Goal: Launch mentorship program to give 30 student members opportunities to work individually with industry professionals with a focus on industry insights, career goals, and networking opportunities. Hold launch event on 10/27.

Strategy: Source mentors from alumni and community. Pair 30 mentors with mentees and encourage biweekly meetings, virtually and/or in person. Provide a biweekly content guide to each pair to structure their mentorship journey. Plan exclusive events and activities for mentors and mentees, focusing on resumes, LinkedIn, interviews, goal setting, and internship search.

Employment and Internship Opportunities

Goal: Provide at least 5 internship opportunities per month for active AMA members.

Strategy: Build a form on the AMA USF website where people can submit employment opportunities. Search for student employment opportunities on LinkedIn, Handshake, and other platforms. Relay all opportunities to AMA members through exclusive Slack channels.

Consult-a-BULL



Overall Goal: Have a minimum of 12 students actively involved. Fill the agency, shadowing, and podcast lead positions in the Fall semester.

Overall Strategy: Recruit members by participating in tabling events with the Membership committee and talking to potential new members at the GBMs. Appoint members to lead positions based on experience.

Agency

Goal 1: Provide real-world marketing agency experiences where students can apply and grow their marketing skills. Successfully work with one non-profit or barter organization and execute marketing plans for their business.

Strategy 1: Establish an open-learning environment. Structure agency with strategy, account, and creative teams. Complete client projects promptly by organizing weekly meetings with team members assigning tasks.

Strategy 2: Recruit clients through an application process to find the best match based on CAB agency principals. Practice effective client communication by keeping in contact at least every other week.

Professional Interactions

Goal 1: Launch shadowing program where students can connect with industry professionals and gain insights into different positions and industries. Generate at least 25 positions for students to shadow between 10 companies.

Strategy 1: Recruit AMA members by developing a marketing campaign through social media, emails, speaking at GBMs, etc. Construct an application for students with questions about their preferred positions and industries of professionals they would like to shadow. Use this information to match them with professionals they can shadow.

Goal 2: Create relationships between CAB and companies in the Tampa bay area. Plan at least 2 Lunch N Learns per semester for students.

Strategy 2: Connect with professionals through LinkedIn, professors, and the AMA USF Advisory Board. Collaborate with companies to find professionals for students to shadow. Develop opportunities such as Lunch N Learns, where speakers conduct exclusive workshops to engage with students.

(11/4) Shadowing Program Day
(9/2, 10/20, 11/16) Lunch N Learns

Podcast

Goal: Start the process of launching a podcast where students can practice their broadcasting and audio-editing skills.

Strategy: Research podcasting online and from people with experience in podcasting like USF BullsMedia (USF's in-house broadcasting studio), USF Muma podcast, AMA Tampa Bay Podcasting/ Production Panel.

Conference & Collegiate Relations

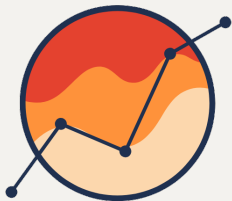


2022 Regional Conference (11/12)

Goal 1: Have 110-120 attendees overall and at least 55 AMA USF members attend the conference.

Have a representative from at least 3 different AMA collegiate chapters participate in the event.

Strategy 1: Tickets will be advertised through social media, promotional flyers, and email marketing. All collegiate chapters will be invited through email. The event will be posted on the AMA Collegiate website. Attendees will have the opportunity to: participate in one of three competitions, attend two panels, attend two of six breakout sessions offered, and receive exclusive internship, co-op, or entry-level position opportunities from companies participating in the Regional Conference Career Fair.



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University of South Florida
Regional Conference 2022

Goal 2: Have at least 10 speakers distributed in 2 panels and 6 break-out sessions.

Strategy 2: Reach out to marketing professionals from the Tampa Bay area by email, LinkedIn, and Advisory Board connections.

Goal 3: Have at least 15 companies participate in the career fair.

Strategy 3: Develop an email template to foster a network of companies offering internships and entry-level positions.

Goal 4: Develop three competitions: Marketing Strategy, Pitch, and Sales. Have at least 20 participants in each.

Strategy 4: Market personal and career development opportunities through competitions to participants. Give participants a sense of accomplishment by providing certificates and monetary awards to best performers.

Goal 5: Boost overall professional development by selecting the best-placed AMA USF members in the regional conference competitions to represent the chapter in the equivalent contest at ICC.

Strategy 5: Provide AMA USF members with a marketing strategy development workshop during Marketing Week.

Goal 6: Raise \$1,500 to account for regional conference lunch expenses and \$1,000 for snack and drink expenses during the career fair.

Strategy 6: Sell a sponsorship package that entails: (1) inclusion in email and social media campaigns, which include an exclusive Instagram and LinkedIn

feed post, weekly Instagram stories shoutouts until the date of the event, and one “recap” TikTok and Reels of the whole conference; (2) company feature during the opening and closing keynotes; (3) promotional material inside the Regional Conference tote bag; (4) feature on the AMA USF website for 2 semesters.

2022 AMA Collegiate Summit (9/30-10/15)

Goal 1: Have at least 1 AMA USF member attend the Summit and actively participate.

Strategy 1: Advertise opportunity to all members, highlighting the value of the conference.

AMA International Collegiate Conference (3/30-4/1)

Goal: Have at least 15 AMA USF members attend. Have at least 10 members represent the chapter in competitions overall. Have 1 member apply for scholarships.

Strategy: Advertise professional development opportunities, keynote speakers, and other interactive experiences they can gain at the event. Use the points system to fund active members' expenses. Encourage member participation in competitions.

Case Competition

Goal 1: Place among the top 10 finalists for the 2022-2023 AMA Collegiate Case Competition. Prepare a well-spoken group to present in front of the Case Sponsor.

Strategy 1: Communicate with a case faculty advisor to guide collaboration. Create a comprehensive Gen-Z-focused marketing campaign for The Wall Street Journal that combines research with creativity and strategy. Have the committee meet twice a week.

Goal 2: Conduct extensive research to collect data from diverse students to better understand consumer insights from various demographics.

Strategy 2: Create a comprehensive survey to be distributed to students through social media sharing, tabling, and professors. Host 4 focus groups, each one focusing on a different component of the case challenge provided by The Wall Street Journal as well as the additional interests mentioned. To incentivise participation, ask professors to offer extra credit for focus group participation; other incentives such as gift cards and other prizes will also be considered.

Goal 3: Prioritize both personal and professional growth with an inclusive team-focused environment.

Strategy 3: Before assigning responsibilities, ask team members to vocalize personal preferences, questions, or concerns. Encourage members to give suggestions and feedback to unify the group.

Case Deadlines:

(11/16) Case Competition Intent To Participate

(12/14) Chapter Full Written Case Submission Due

Website Competition

Goal: After receiving 1st place in the 2021 AMA Collegiate Website Competition, remain in Top 3.

Strategy 1: Create a website team within the Marketing committee to evaluate the website and optimize features, design, and text to ensure a visually appealing and easily navigated website.

Strategy 2: Successfully develop the AMA USF e-Commerce platform to commercialize promotional items.

Website Deadline:

(11/2) [Website Competition Submission Deadline](#)

Best Recruitment and Social Impact Video Competition

Goal: Have the Membership and Social Impact committees produce videos to submit to the ICC competition. Have both videos rank at ICC with Honorable Mentions or higher.

Strategy: Work with AMA USF committee members for video creation. Develop creative briefs and production timelines. Connect and collaborate with film students to assist in production and editing.

Video Deadline:

(2/1) [Sign Up Deadline \(Tentative\)](#)

Power of One (11/19)

Goal 1: Organize a cross-chapter event emphasizing networking and collaboration using funding of \$1500 from AMA Tampa Bay.

Strategy 1: Meet with representatives from each collegiate chapter in the Tampa Bay area (University of South Florida, University of Tampa, Florida Southern College, St. Leo University) to plan the event. Locate a venue and create an event outline including presentations, activities, speakers, panelists, brunch, and a workshop.

Goal 2: Have 15 participants from the USF chapter, and 60 members attend overall.

Strategy 2: Market event to AMA USF members through social media and member-only channels, emphasizing the event benefits. Invite local chapters, both student and professional, and facilitate registrations.

Community and Social Impact



Volunteer Opportunities

Goal: Host a minimum of 3 traditional group volunteer opportunities offered by non-profits per semester, with one being a virtual event. Have at least 20 people sign up and volunteer overall.

Strategy: Create opportunities for members to participate in volunteering events revolving around a variety of different themes such as pet rescue, children's education, food insecurity, homelessness, and environmental protection. Promote all volunteer events on Slack, social media, and during GBMs. Require E-Board members and Social Impact committee members to attend at least one volunteer event each semester.

(9/16) [Humane Society](#)

SAIL Program at Children's Cancer Center

Goal: Volunteer with the SAIL (Students Achieving through Interactive Learning) Program at Children's Cancer Center (CCC) once each semester. (Fall - 10/22) The SAIL program is education-based and facilitates activities focusing on art, music, drama, sports, and science for sick children. Plan activities for children.

Strategy: Reach out to CCC at least 2 months in advance of the expected volunteer date to ensure proper time to plan and organize the activities. Brainstorm different arts and crafts to coordinate. Create budget to purchase all required items. Plan and execute a social media campaign to advertise the event, while highlighting what the CCC does and other ways to help them.

Food Drives

Goal: Collect at least 40 pounds of donations of canned goods and packaged goods in total for food assistance organizations. Facilitate donations during Thanksgiving week (11/15-11/22) and Easter week (4/4-4/11).

Strategy: Promote initiative during GBMs and through the USF AMA social media accounts. Produce an educational video highlighting the importance of food donations to increase participation. Use the point system as an incentive for AMA members in which for every canned good they bring in, they gain a certain amount of points.

Social Impact Marketing Campaigns

Goal: Create 1 marketing campaign each semester to raise awareness or promote a social cause.

Strategy: Research and pick a socially-relevant theme for the campaign. Develop a strategy involving different platforms to maximize awareness and visibility, such as social media, in-person tabling, and spreading flyers.

(9/10 - 9/16) [National Suicide Prevention Week](#)



Finance & Fundraising

Spook-a-Thon (10/21)

Goal 1: Create a Halloween event for the night of October 21st and attract 100 student attendees. Organize a haunted trail with volunteer actors to scare the participants. Facilitate pumpkin carving and costume contests. Organize sponsored themed games for participants.

Strategy 1: Market the event 3 weeks in advance by utilizing AMA USF's social media, tabling, flyers, and email list. After the event, send a feedback survey to attendees.

Goal 2: Get at least 2 sponsorships and raise \$500.

Strategy 2: Create marketing sponsorship packages with different levels, involving features on social media and university-wide emailing campaigns preceding the event, to be used in raffles or prizes. Create a costume contest for attendees to tag AMA USF and sponsors in Instagram Stories.

International Food Fest

Goal: Raise \$500 and have at least 2 event sponsors. Organize event to attract 80 students to experience new cultures while also raising campus awareness about AMA USF.

Strategy: Partner with AMA USF DEI committee to organize event where students can celebrate different cultures through food and activities. Collaborate with on-campus organizations such as the Brazilian Student Association and the Chinese Culture and Language Club. After the event, send a feedback survey to attendees.

Business Olympics

Goal: Develop a competition-based event between USF business student organizations. Raise \$500 and have a minimum of 3 sponsors. Have at least 3 organizations involved and attract 50 student participants. Enhance AMA USF relationship with the College of Business and strength relationships with other student leaders.

Strategy: Create a college-wide olympics event to stimulate fair-competition within students. Plan and execute at least 4 sponsored academic or sports-based contests over a specific week and award the organizations that best place.

Friends of Marketers Initiative

Goal: Get at least 3 companies to pay \$99 per month for 3 months in exchange for digital and physical presence on AMA USF channels.

Strategy: Create a sponsorship proposal presentation offering the company's logo to be featured on (1) the AMA USF website homepage, (2) the GBM slides, (3) university-wide email blasts, and (4) weekly GBM Instagram, LinkedIn and Facebook posts. Negotiate coupons and discount codes for people who click through the

website. Develop a Friends of Marketers certificate and digital badge for the sponsors.

GBM Recruiters

Goal: Have at least 2 speakers per semester book 10 minutes of a GBM for \$150 to advertise their business and recruit students.

Strategy: Track recruiters interested in AMA talent and communicate through email. Allow 10 minutes during the beginning of GBMs for recruiters to speak about their firms and what they are looking for in students. Send out surveys to measure how students feel about the business.

(9/13) Federated Insurance

ICC T-Shirt Competition

Goal: Partner up with at least 4 businesses to pay \$200 each to have their logo featured on the t-shirt designed for the ICC Competition.

Strategy: Create a sponsorship package that spotlights AMA USF's accomplishment of placing 1st place nationally in the competition last year. First, reach out to current partners of AMA (example: Friends of Marketers) to offer them this type of sponsorship. Then, reach out to other companies might be interested.

E-Commerce Initiative

Goal: Develop the AMA USF e-commerce platform to commercialize promotional items. Launch 2 products and develop marketing campaigns for each. Raise over \$300 in revenues.

Strategy: Perform market research using a Google Form to identify the top 5 promotional items students are interested in buying and how much they are willing to pay. Work with the Marketing committee to develop the most efficient e-commerce platform. Source a portfolio of suppliers and carry out financial analysis to propose profit margins. Identify the best bulk quote and organize a pre-sale. Sell outstanding units through the online platform. Develop creative marketing campaigns to advertise current products. Create design competitions for future products between general members to increase community engagement.

Grants

Goal: Obtain at least \$1,000 in federal or state grants.

Strategy: Create a budget form and follow grant infrastructure requirements such as: utilizing an accounting system, maintaining a procurement process, creating grant compliance, and gaining grant management experience. With infrastructure in place, search and start to apply for grants by solicitation forms or RFAs (Request for Application), if needed, to obtain eligibility.

Membership

Tabling

Goal: Reach 200 potential members each semester.
Strategy: Engage with students at Bull Market, the university's weekly market showcasing vendors, students & not-for-profit organizations, the Muma College of Business, and Zimmerman School of Advertising to showcase AMA's involvement opportunities by tabling. Hand out flyers, merchandise, and student activities to prospective members at least once a month.

Tabling events:

Bull Market every Wednesday
(8/22, 8/23, 8/29, 8/30, 9/6) **Tabling at Muma College of Business**
(8/31) **Marketing Major Orientation**
(9/7, 9/8) **Week of Welcome**

In-Class Marketing

Goal: Promote AMA through in-class presentations at least 5 times a semester. Send messages to at least 15 professors via email and course messages, providing digital material for students to view after being shown in classes.
Strategy: Create a Google Sheet of sections of marketing classes offered at USF and assign members to reach out to their professors. Track presentations and emails that have been sent with Google Sheets. Provide points to members who participate in in-class marketing.

ProGO

Goal: Submit ProGo form for events and GBMs. ProGo is a platform that allows for the promotion of events through multiple university platforms, such as LCD Screens in the university hallways and online calendars.
Strategy: Create a weekly schedule of events to submit each Tuesday to maximize visibility.

Membership Database

Goal: Utilize a database that effectively tracks new, returning, and prospective members of AMA.
Strategy: Use BullsConnect to record each member in an extensive database that lists: when they joined, their major, their expected graduation date, and other metrics. Use Google Sheets to further track payment method and date of membership registration onto the AMA National database.

BullsConnect

Goal: Utilize features of USF's BullsConnect system for GBM purposes and recruitment. Email potential members about GBMs when they join BullsConnect. Increase members in BullsConnect by 100%, reaching 1200 members. At the conclusion of the spring semester, BullsConnect membership was at 600 students.
Strategy: Use BullsConnect to track attendance for weekly GBMs. Create email campaigns for current and prospective members, and market GBMs in the university-wide online calendar. Ensure proper updates by tracking all email clicks and open rates.

AMA Points System

Goal: Record engagement within the AMA USF chapter and reward members with points to exchange for rewards.

Strategy: Use BullsConnect and Google Sheets to track and record the points a member earns each semester by engaging with AMA USF. Distribute rewards including points and AMA merchandise to incentivize members. Increase communication with committee directors to properly record attendance.

AMA-zing People of the Month

Goal: Recognize one general member, one E-Board member, and one committee each month that exceeds expectations.

Strategy: Converse with committee directors to decide members and committees have made outstanding progress and reward them with AMA points and/or merchandise. Announce the members at the first GBM of each month (9/6, 10/4, 11/1, 12/6, 1/10, 2/7, 3/7, 4/4, 5/2).

Sponsorships

Goal 1: Award at least 20 member sponsorships each semester for students' AMA membership fee. Organize a sponsorship ceremony for students (Fall - 10/4).

Strategy 1: Reach out to potential sponsors, such as alumni or the Tampa Bay marketing community. Conduct an essay competition each semester for sponsorship applicants with the Fall prompt: If you could run a podcast, what would it be about, and who would your special guests be? Organize recipient selection and plan ceremonies to recognize students and sponsors.

Goal 2: Improve communication and relationship between sponsors and students.

Strategy 2: Organize sponsors' contact information on a spreadsheet and require students to express their thanks through email and a written letter.

Surveys

Goal: Gather feedback about AMA USF using mid-semester and end-of-semester surveys to adjust to member needs as an organization. Get a member response rate of least 50%.

Strategy: Use BullsConnect and Google Surveys to learn about members' experiences. Using this information, meet with committee directors and leadership to discuss opportunities for changes.

Email

Goal: Engage with current and prospective members through email. Reach out to projected 600 new BullsConnect members through email, providing information about meetings and how to get involved with AMA. Have a 25% open rate.

Strategy: Use BullsConnect and Gmail, promptly replying to emails within 1 business day. Answer questions and direct people to the appropriate personnel. Send out personalized email messages along with updates about AMA. Track opens, clicks, and subscriptions using BullsConnect.

Events

Marketing Week (10/3-10/7)

Goal 1: Have an average of 25 students at each event and 70 unique students attending Marketing Week overall.

Strategy 1: Host 6 events in one week all focused on the world of marketing. Promote the event to USF students through on campus television screens, email, and social media.

Goal 2: For logo competition, receive 18 completed submissions to send to BNG Hospitality.

Strategy 2: Highlight prize of \$350 Visa gift card. Host informational session. Organize submissions through Google Forms. Have sponsors choose the winner.

Goal 3: For entrepreneurship fair, have 5 small and/or student-owned businesses table their services and products.

Strategy 3: Reach out to small business owners through Facebook Groups, personal networks, BullsConnect, and Instagram. Provide a platform for networking with entrepreneurs and students.

Goal 4: Have at least 30 students participate in a bingo challenge throughout the week, called Passports. Include different actions relating to AMA and Marketing Week, and submit their final cards to enter a raffle.

Strategy 4: Promote the bingo at each event and on social media. Award swag bags for raffle winners.

(10/3) [Annual cake-cutting ceremony & Jeopardy](#)
(10/3) [BNG Logo Competition Overview](#)
(10/4) [Speaker Lauren Barbarossa - Private Events Director @ The Tampa Club](#)
(10/5) [Entrepreneurship Fair](#)
(10/6) [Marketing Strategy Workshop](#)
(10/7) [Breakfast & Bingo](#)
(10/7) [BNG Logo Competition Submissions Due](#)
(10/11) [GBM: BNG Logo Competition Winner Announced, Raffle Drawn](#)

Social Events

Goal: Plan and execute monthly social events, 5 each semester. Have an overall attendance of 40 students, with 10 prospective/ non-AMA members.

Strategy: Use semesterly surveys to determine specific event interests. Budget, plan, and carry out the events. Events will be announced at general body meetings and promoted on Slack, BullsConnect, and social media.

(9/1) [Board Game Social](#)
(10/14) [Howl-o-Scream Night](#)
[Tie-Dye Social, Bowling Night, Ice Skating, Craft Day](#)

Events Committee

Goal: Assemble a committee of at least 5 students to engage in and support orchestrating committee initiatives.

Strategy: Recruit members by promoting the events committee at GBMs and tabling. Retain and engage members by creating a friendly and valuable environment. Measure committee engagement by tracking tasks and attendance through spreadsheets.

Banquet

Goal 1: Host end-of-semester banquets to commemorate AMA student achievements throughout the semester. Have 50% of current members in attendance.

Strategy 1: Book venue and catering services, budget effectively for the event, create an itinerary of activities, and promote the event to students during weekly meetings and on social media.

Goal 2: Have 15 non-members attend the banquet.

Strategy 2: Invite mentorship program mentors, past AMA alumni, university professors, and local professionals parents of graduating seniors.

Goal 3: Create an engaging event for students to celebrate their semesterly achievements.

Strategy 3: Create personalized superlatives for each attendee and create an end-of-semester banquet video.

Internal Communication

Slack

Goal: Have 80% of general body members on the AMA USF Slack used for updates, events, and opportunities.

Strategy: Send exclusive updates, reminders, and internship and job opportunities to the #AllMembers Slack channel. Promote Slack on all social media platforms by emphasizing the importance of Slack and by including links through LinkTree and posts.

Google Drive

Goal: Optimize the AMA USF Google Drive so it is easy to navigate. Include all important documents related to plans, projects, or campaigns. Share with all E-Board members. Use as a transition tool for future onboarding processes.

Strategy: Clearly label, organize, and update each folder for all the different committees or aspects of AMA USF.

External Communication

Social Media Channels

Goal: Increase followers, reach, and engagement on all social media platforms through innovative and engaging marketing strategies.

By the end of the academic year:

Instagram: Increase reach and followers by 20%; engagement by 15%

As of 9/21: current followers amount to 1,388, accounts reached in the past month amount to 7,066, and accounts engaged are 714.

LinkedIn: Increase reach and followers by 30%; engagement by 40%

As of 9/21: current followers amount to 377, accounts reached in the past month amount to 1,445, and accounts engaged in the past month equal 48.

Tik Tok: Increase views and followers by 30%; engagement by 15%

As of 9/21: current followers amount to 96, accounts reached in the past month amount to 1,024, and accounts engaged in the past month equal 19.

Strategy:

Prioritize the 3 major social media platforms that are most utilized by USF students and professional organizations: Instagram, LinkedIn, TikTok. Update analytics google spreadsheet monthly to track and analyze social media performance. Use Trello, a project management platform, to organize and plan all social media content on a calendar

Strategy per platform includes:

Instagram: Post 3 days a week, reserving Mondays for GBM announcements, and Wednesdays and Fridays for informational or engaging content

LinkedIn: Post at least once a week about professional event recaps and chapter accomplishments. Use Instagram and BullsConnect newsletter to promote LinkedIn page.

TikTok: Post at least once a week using trending audios that follow the AMA USF brand voice: fun and relatable, yet still professional.

Website

Goal 1: Maintain and improve an updated, interactive, and easily navigated website.

Goal 2: Increase clicks by 20%.

Strategy: Perform weekly website audits to add relevant information to match the AMA USF calendar. Develop a website team within the Marketing committee to improve the website design and text. Promote the website through social media platforms and newsletters by linking important information, such as upcoming event details, committee descriptions, and blogs to the website.

RemindMe App

Goal: Utilize the RemindMe app to send out personalized reminders to all members regarding upcoming events and important announcements through text and email.

Strategy: Send reminders before GBMs with a brief description (up to 140 characters) of what the GBM will be about. Post additional reminders regarding events and announcements as needed.

Newsletter

Goal 1: Send out a biweekly email newsletter highlighting upcoming events, internship opportunities, and marketing industry news.

Goal 2: Increase opens by 40% and clicks by 25%

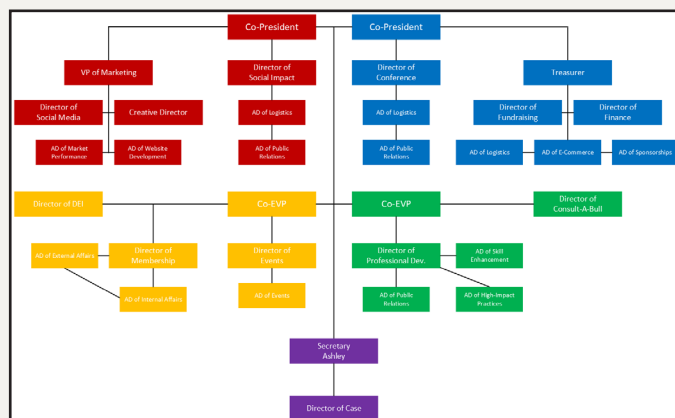
Strategy: Establish a newsletter team within the Marketing committee to research marketing news and internship opportunities. Develop a visually appealing template that efficiently displays information. Keep a consistent schedule by sending out a newsletter every other Monday. Track opens, clicks, and subscriptions through Bullsconnect to include in performance sheets.

Live Streams

Goal: Provide a live streaming meeting option for every GBM for virtual audiences.

Strategy: Utilize YouTube Live for every GBM to reach remote students to negate any in-person conflicts. Post links to join on all social media channels, including Slack and Instagram. Manage live chat when the audience asks questions.

Chapter Operations



The AMA USF governing team is composed of 2 Co-Presidents, 2 Co-Executive Vice-Presidents (EVPs), a Vice President of Marketing, a Treasurer, and a Secretary. These officers are responsible for overseeing and advising the committees under their jurisdictions, and planning chapter objectives before each semester.

Committees Meetings:

Marketing: **Thursday, 5-6 PM**

Social Impact: **Wednesday 6-7 PM**

Regional Conference: **Fridays, 2-3 PM**

Finance & Fundraising: **Thursdays, 11-12 PM**

DEI: **Fridays, 4-5 PM**

Membership: **N/A**

Events: **Thursdays, 6:30-7:30 PM**

CAB: **Wednesdays, 5-6 PM**

Case: **Thursdays, 5:30-6:30 PM**



The E-Board includes both Directors and Assistant Directors (ADs). Directors are responsible for leading each committee, setting annual goals, and developing business processes to accomplish them. ADs play task-specific roles. Part of the goal of the AD initiative is to train proficient candidates for future Director positions.

Goal: Onboard 8 candidates into E-Board positions.

Presidential Selection

Upon graduation or term-completion of a President, the Executive Vice President with higher qualifications steps up to fill the role. The current team will then interview and nominate a qualified member from the E-Board to step up as an EVP.

Director and AD Selection

Toward the end of the school year, all of the Directors' positions are reopened. Applicants fill out an application form, select positions of interest, and attach their resume and LinkedIn handle. All of the applicants are interviewed, offering equal opportunity for students. After the interviews, the governing team deliberates and appoints the most qualified applicants for best-fit roles.

Advisor Meeting

Have the governing team meet with the Faculty Advisor **every Tuesday at 9:30 AM** Share with the Faculty Advisor updates from the committees under their respective jurisdiction and receives guidance for further improvement.

Executive Board Meetings

Every Tuesday at 3:45 PM, the Executive Board meets following a biweekly alternation of style between Board of Directors Roundtables and Town Halls, as described below. A retreat is also carried out at the beginning of the semester to onboard and prepare officers.

Board of Directors Roundtables

Meet for 1 hour **every other Tuesday at 3:45 PM** with current Directors to discuss chapter-wide affairs, while fostering collaboration between different committee heads and providing them with resources to become strong AMA leaders.

Town Halls

Meet for 1 hours **every other Tuesday at 3:45 PM** with the whole E-Board, in alternation to the Board of Directors Roundtables. Each member of the governing team will meet specifically with the Directors and ADs of their jurisdiction, addressing operations in detail and providing proper support to the initiatives.

General Body Meetings

Goal: Average 50-60 members attending each meeting with a 50% retention rate.

Strategy: **Every Tuesday from 4:45 PM to 6:00 PM** the general body meets. In the first 15 minutes, the Co-Presidents go over updates on initiatives, events, and involvement opportunities. The Directors then pitch about their committees'

activities. The remaining 1 hour is allocated for an AMA-specific initiative, such as professional development guest speakers, workshops, or committee days.

Committee Meetings

Goal: Execute each committee's business plan and accomplish the objectives, having at least 6 active members per committee.

Strategy: Have each Director set a weekly meeting with their ADs and committee members. Develop specific meeting processes that fit each committee's operations, engaging members in the tasks to accomplish chapter goals.

Calendar of Events

AMA USF utilizes a Google Calendar for all events pertaining to the chapter. The calendar is available to everyone through social media, the AMA USF website and newsletter, etc.

Link: <https://bit.ly/AMAUSFCalendar>

Budget

Beginning Balance 02/22/22	
Checking	\$13,381.65
Savings	\$7,088.40
Cash Available	\$20,470.05
Revenue:	
<u>Membership</u>	
AMA dues	\$ 1,500.00
<u>Fundraising and Events</u>	
Fundraising	\$ 500.00
Promotional Items	\$ 600.00
Grants	\$ 2,000.00
Scholarships	\$ 2,400.00
Sponsorship Packages	\$ 5,000.00
Banquet	\$ 700.00
Total Revenues	\$ 12,700.00
Expenses:	
<u>Membership</u>	
National Dues	\$ 2,650.00
Meeting Refreshments & Supplies	\$ 900.00
ICC T-shirts	\$ 600.00
<u>Fundraising and Events</u>	
Conference	\$ 1,565.00
Mentor Program Event	\$ 700.00
Banquet	\$ 4,900.00
Marketing Week	\$ 110.00
Social Events	\$ 40.00
Total Expenses	\$ 11,465.00
Net Income	\$ 1,235.00
Current Balance 08/29/22	
Checking	\$13,172.66
Savings	\$ 7,090.15
Cash Available	\$ 20,262.81



SYKES

Regions