

Annual Report 2018 - 2019



University of South Florida

**Stand Out,
Get Involved,
Be AMAzing!**

Table of Contents

Executive Summary	01
Professional Development	02
Community & Social Impact.....	04
Fundraising	05
Membership	06
Communications	07
Chapter Operations	08
Budget	10

EXECUTIVE SUMMARY

The American Marketing Association at USF (AMA-USF) would like to thank the readers of this annual report. Our mission is to enhance members' professional development through practical marketing experience, social impact, and mutually beneficial relationships within the American Marketing Association, the Tampa Bay community, especially the professional chapter of AMA, and the USF Muma College of Business (MCOB). AMA-USF has worked to implement a culture within our organization that is inclusive, offer professional events and certifications that prepare our members for their careers, and emphasize the importance of giving back to the community.

This year, AMA-USF embodied our theme, "Marketing Ambitiously" by allowing our members to shape our organization on every level, and by creating lasting and impactful relationships with several Fortune 500 companies in the Tampa Bay Area. We provided our students with the opportunity to work with local businesses in the Tampa Bay area. They were able to apply an innovative mindset to recreating companies branding through marketing plans they created. This semester we ambitiously applied many changes to our organization to provide the opportunity for our organization to grow in years to come. The following are a few highlights that we believe place us alongside the elite collegiate chapters.

First, we leveraged committees as a platform to create spaces for learning and professional development by pursuing projects valuable to the membership. This has given our members the opportunity to work with the Muma College of Business at the University of South Florida, non-for-profits as well as local businesses to put together fundraising events and professional development events that have raised over \$1,000 for our organization.

Second, we have continued our mentorship of the Florida Collegiate Chapter at the University of Tampa as well as worked closely with the AMA Tampa Bay Professional chapter.

Third, we have refocused our efforts to provide members with influential and relevant speaker series and workshops. We have had 16 speakers to date between Spring and Fall semesters, most of which are considered to be from some of the most innovative advertising agencies in Tampa with customers such as Honda or Dunkin Donuts. Additionally, our speakers were asked to create an active experience for our members through workshops to keep our members.

Last, we have put in tremendous effort into our marketing groups, Charged Marketing Group, Events, and Communications Groups. Not only did we receive recognition and sought after partnerships within the Tampa Bay Community for marketing consulting services, from non-profit and private businesses alike, but were noted to be among the most innovative.

Thank you again for your time and consideration while reading this report. We hope you enjoy and see the value in all our chapter has accomplished this year. Our self-assessment system for all chapter accomplishments is outlined below, on a scale of 1-5.

Hannah Pierle, President
Sonia Durai, Executive Vice President

Results Far Exceeded Expectations/ Offered Great Value to Members



Results Exceeded Expectations/ Offered Reasonable Value to Members



Results Met Expectations/ Offered Some Value to Members



Results Fell Short of Expectations/ Offered Little Value to Members



Results Failed Expectations/ Offered No Value to Members or Did Not Occur



PROFESSIONAL DEVELOPMENT

Goal: 18 speakers, 50 members average attendance

Results: 13 speakers to date, 18 scheduled. Average of 46 member attendance

Professional Speakers



- Goal: 24 speakers (Nine in Fall, seven in Spring) with 50 members attending each. 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.
- Results: Nine in Fall semester, seven in Spring speakers with an average of 55 members attending. The eight other meetings consisted of workshops and committee breakouts.

Justine Burke, Metropolitan Ministries

Don't Just Plan an Event, Create a Brand Experience

Patrick Harrison, CMO of Visit Tampa Bay

Tourism Marketing

Glen Zimmerman, President Mad Bear Productions video agency

Storytelling in Productions

Stevan Ragan, Digital Media Supervisor at 22squared advertising agency

SEO/SEM

Marilyn Hulsey, Human Resource Executive at HR Strategy Consultants

Resume Workshop

Dave Adreakis, Chief Strategy Officer at Kobie Marketing

Business Development and Loyalty Strategy

Anne Myers, Account Executive at ChappellRoberts and Ally Gannon, Field Marketing Manager at PODS

Marketing VS. Advertising- What is the Difference?

Vanessa Williams, Advisor Choice Consultant and Raymond James Financial

Marketing in the financial sector

James Marzano, Director of PR and Marketing

Building Brand Awareness and Earning Trust at American Association of Physician Specialists

Bryce Williford, Senior Director of Commercial Sales at BlueGrace Logistics

Sales Techniques

Dr. Pat Nickinson, USF Biz Comm Director (Business Communication Center at USF)

Public Speaking as a Marketing Strategy

Alexander Abell, Senior Business Intelligence Analyst at Ashley Furniture Industries

Marketing Optimization: How to Optimize Any Marketing Budget

Loc Pham, Digital Media Platform Manager at McKay Advertising and Activation

How Google Ads can help you

Lorin Drake Consumer Insights Manager and Jason Anders Senior Manager Marketing Analytics at Publix Super Markets

Marketing Analytics and Consumer Insight

Alicia Waldner, Co-Founder of ADventure Marketing

Developing Marketing Content



Corporate Tours



- Goal: Six tours with 10 members attending each.
- Result: Completed four corporate tours at Nielsen Global Technology and Innovation Center, Buccaneers, Valpak and Visit Tampa Bay with an average of 10 members attending. Two more tours planned for Yuengling Brewing and Raymond James Financial.

PROFESSIONAL DEVELOPMENT

Marketing Week



- Goal: Four events with 10 members attending each.
- Result: From October 21st to the 26th, each day of the week there were activities relating to marketing from workshops to speakers and a regional conference. Each event, except for the regional conference, averaged 10-15 students.

Florida AMA Regional Conference at USF



- Goal: 30 USF members attending with 75 attendees in total. Four USF members to enter the Competitions.
- Result: Three competitions, three keynote speakers with 10 USF members for a total of 75 attendees. We made a profit of \$4,320 from total income of \$8,563.
- Hosted the 13th Annual Florida Regional Collegiate Conference on Oct. 1-2, 2018. USF-AMA hosted a mixer on Friday with food, refreshments, and networking opportunities for students from University of Florida, Florida International, UW-Whitewater, University of Tampa, and St. Leo University. Saturday's event featured a sales competition, perfect pitch, and marketing strategy case competitions, a career fair, and keynote speakers from Patric Abts, Director of Digital and Social Media, Tampa Bay Lightning hockey team in Tampa, Anne Myer, Senior Account Executive at Chappell Roberts advertising agency, and Gary Beemer, Tampa Bay AMA VP, Collegiate Chapters. The career fair companies were Enterprise Holdings, Raymond James Financial, Aflac, Target, Ama Tampa Bay, Sparxoo and GTE Financial. The chapter collaborated with GTE Financial to create a case that addressed the organization's social media marketing to millennials. Tickets were advertised on social media, promotional flyers, and email marketing. All collegiate chapters were invited via email and the event was posted on the AMA Collegiate website.

Student Organization Partnerships



- Goal: Three partnerships
- Result: Partnered with five other business organizations to create a more coherent schedule of events throughout each organization.

Charged Marketing Group (CMG)



- Goal: Generate \$1,200 over two semesters.
- Result: Gained a profit of \$600 and have \$700 of work in progress

Other Regional Conferences



- Goal: Send two Executive Board members.
- Result: Two executive board members were sent to two regional conferences, University of Wisconsin-Whitewater and the University of Cincinnati.

Hands-on Workshops



- Goal: 10 workshops with 50 members attending each.
- Result: Hosted six workshops including LinkedIn, Resume, and digital marketing. Four workshops with professional speakers are planned to take place during the remainder of spring semester

Employment and Internship Opportunities

- Goal: 10 employment and internship opportunities.
- Result: Connected 14 employers with students through advertising possible employment and internship opportunities at the general body meetings.

Washington Post Case Competition



- Goal: Be named a semi-finalist and have a committee of seven members.
- Strategy: Collaborate with a case faculty advisor to guide collaboration, develop a marketing strategy by researching consumers, discuss action plans to overcome obstacles, and deliver a final report to AMA National.

Website Competition: November 7, 2018



- Goal: Become a finalist.
- Result: Got insight from marketing/advertising departments and AMA Tampa Bay. Focus on enhancing aesthetics, content/functionality, engagement, and required elements from AMA. Website judging has not been announced.

41st Annual International Collegiate Conference



- Goal: 20 members attend with four members entering competitions.
- Result: Five members designated to sign up for competitions, 16 members are currently set to attend the International Collegiate Conference

COMMUNITY AND SOCIAL IMPACT

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

Results: AMA USF helped use marketing to raise awareness for food security, raised money for multiple organizations including Feeding Tampa Bay, Feed-A-Bull Food Pantry, and donated non-perishables to those in need.

Feeding Tampa Bay



- Goal: Increase awareness for the Feeding America Tampa Bay location by getting ten members to volunteer, creating flyers and using social media channels to promote their mission within the community and USF.
- Result: We hosted three tabling events on campus at USF showcasing everything Feeding Tampa Bay does for the community. We also had at least ten members volunteer to help create flyers and social media posts.

Feeding Tampa Bay Food Drive



- Goal: Collect 500 non-perishable food items.
- Result: We raised \$248 through a bake sale and used the proceeds to purchase non-perishables in addition to donations from members. In total we collected 409 non-perishable items.



USF Organization Mentorship



- Goal: Mentor and advise one student organization at USF.
- Result: Mentored the National Society of Collegiate Scholars as well as provided as marketing plan resulting in a 24% increase in member retention rate.

Trinity Cafe



- Goal: Get seven members to volunteer at this free restaurant, serving more than 500+ hot meals a day to food insecure members of the community.
- Result: We had 10 members to volunteer at Trinity Cafe. We developed a promotional video that features the mission of Trinity Cafe, testimonials, and resources on how to give back. In addition, the chapter created informative flyers and provided volunteer opportunities for members.



Metropolitan Ministry



- Goal: Get 10 members to volunteer.
- Result: We helped spread Metropolitan Ministries' mission of focusing on serving the homeless and those at risk of becoming homeless in the community through services that alleviate suffering, promote dignity, and instill self-sufficiency. We used social media to promote their mission within the community and had 12 members volunteer at one of their locations by working in its warehouse for donated clothes.

Meals on Wheels



- Goal: Get seven members to volunteer.
- Result: We increased awareness for Meals on Wheels by creating informative flyers and offering volunteer opportunities to students. We had 10 people serve nutritious meals to the doorsteps of senior citizens all over the Tampa Bay area.



Be the Match Tabling Event



- Goal: Register five individuals to be bone marrow transplant donors.
- Result: Registered six individuals to become bone marrow transplant donors through tabling events throughout the university.



Charitable Marketing Campaign



- Goal: Increase awareness for a non-profit organization in the Tampa Bay Community.
- Result: We decided to support one major cause through the use of marketing skills, non-profit consulting, and bi-monthly volunteering efforts. The cause was food insecurity, and our non-profit was Feeding Tampa Bay. We hosted several tabling events for the organization and had a semester-long food drive. In addition, we created a social media campaign for this cause.

FUNDRAISING

Goal: Plan, organize, and execute successful marketing campaigns to fund the chapters annual operations.

Results: Hosted eight small fundraisers that raised \$772 in total.

Chapter Swag Store



- Goal: Start up the store on the website and gain \$60 in profit.
- Result: Generated \$80 in profit.

Local Restarant Give Back Nights



- Goal: Four give back nights at local restaurants
- Result: Held four give back nights at two at Fuzzy's Tacos, one at Chick-Fil-A, and one at Tijuana Flats. Each fundraising event earned us 15%-20% of the revenue earned that night, totally approximately \$62.

ScramBULL Golf Tournament



- We had to cancel this event, scheduled for February 24, that has been the largest fundraiser of our chapter for 17 years. The ScramBULL committee worked diligently seeking sponsors and donations in the fall semester and obtained raffle and silent auction items valued at \$ 2,700 However, by the first week of January, we had not found a title sponsor, or other sponsors for contests or golf holes. We had cart, lunch and beer sponsors. Few golfers had signed up and we knew that 16 golfers who play every year would not be able to play this year. The number of players has been dwindling for the last four years. We wrote our database of over 200 golfers to invite them to a reimaged event to be held at Top Golf, a high-tech driving range and entertainment venue. Not one person signed up. It was with great sadness we ended this tradition.

Pizza Fundraiser



- Goal: Generate a profit of \$150
- Result: Set up a table at Bull Market and sold pizzas to students passing by, made a profit of \$134.



Chapter Business Cards



- Goal: Generate a profit of \$90.
- Result: Utilizing the chapter's business card template, members ordered business cards through the VP of Charged Marketing Group, which placed orders in bulk to receive a discounted rate. We raised \$80 from business card sales.

University of South Florida

Sonia Durai
Vice President of ScramBULL

usfama.vpscrambull@gmail.com
www.usfama.org
(813)-347-3962

soniadurai@gmail.com
linkedin.com/in/sonie
Tampa, FL 33613

AM> University of South Florida

ANSWERS IN ACTION™

Valentines Day Fundraiser



- Goal: Generate a profit of \$150.
- Result: Set up a table outside of the business building. Made a profit of \$236.

Silent Auction



- Goal: Generate a profit of \$1,000
- Results: Event has not been hosted yet.
- The donations obtained for the ScramBULL Golf Tournament will be auctioned prior to the International Collegiate Conference to raise funds for the International Collegiate Conference.

Halloween Baked Goods Awareness Fundraiser



- Goal: Generate a profit of \$100 and donate to Feeding Tampa Bay
- Result: Sold baked good at three different locations around campus, and profited \$248 and donated all the money to Feeding Tampa Bay.

Krispy Kreme Fundraiser



- Goal: Generate a profit of \$150
- Result: Sold Krispy Kreme donuts in front of the Muma College of Business and profited \$100

Cornhole Tournament



- Goal: Generate \$100 in profit
- Result: Generated \$223.50 in profit through 24 ticket sales, and food and drink sales

MEMBERSHIP

Goal: Drive member engagement up by 10% through committee and event attendance

Results: Member engagement increased by 15.2% based on meeting, committee, and event

Total Membership



- Goal: Maintain 75 chapter members within AMA-USF through utilizing a simple application as well as allowing members to attend three free members.
- Result: AMA USF maintained 70 chapter members through our registration and trial technique (3 free meetings).

Tabling Events



- Goal: Collect contacts from 50 potential members
- Result: Collected contacts from 84 potential members through Google forms, 43 of which attended our first meeting.

New Recruitment Video and Class Presentations



- Goal: Create a new recruitment video for 2018-2019
- Result: One new video created. 96 students signed up to get more information from officers pitching AMA-USF to classrooms as well as sharing the new recruitment video we have.

Referral Program



- Goal: 10 new members
- Result: Retained eight new members through the executive board and members networking and with friends, classmates, colleagues, and coworkers.

Membership Database



- Goal: Update membership database weekly.
- Result: Gained a membership database of 150 members, allowing the organization to properly analyze and reach out to members.

Alpha Mu Alpha



- Goal: Nominate one student each semester
- Result: Three students were nominated and accepted into Alpha Mu Alpha in the Fall semester. At least two students will be nominated this semester.

Member of the Month



- Goal: Recognize a Member of the Month every month of the semester.
- Result: 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 receives a gift bag with treats picked just for him or her.

Networking Socials



- Goal: Attend four AMA Tampa Bay networking events
- Result: Attended four AMA Tampa Bay events in the fall and attend an additional three events in the spring. At least two students and one advisor will attend the Fourth Annual AMA Tampa Bay Marketer of the Year awards on March 28. One faculty member has been nominated for Educator of the Year. Both of our advisors have won this in 2016 and 2017.

End of the semester banquet



- Goal: 30 attendees per semester
- Result: 32 guests attended our end of the Fall semester banquet. 35 guests set to attend spring banquet

Member Incentive Point System



- Goal: 15 active members with ten premier members each semester.
- Result: Motivated students through a point system and incentives resulting in 18 active members with eleven premier at the end of the first semester.

International Student Scholarships



- Goal: Give away two scholarships per semester to international students.
- Result: Provided two students in financial need scholarships to USF-AMA. USF-AMA pays the national and local professional chapter dues (\$50) and forgives the USF portion of the dues.

COMMUNICATIONS

Goal: Increase communication among general and executive members while building AMA at USF's brand as a professional and innovative student organization.

Results: AMA USF has successfully implemented the use of GroupMe for executive board communication and increased social media interaction.

G-Suite



- Goal: Maintain 100% Executive Board compliance and ensure that all AMA related information is documented to allow new Executive Board members to transition smoothly.
- Result: Provided every Executive Board member with a Gmail and mandating that all AMA material is downloaded to Google Drive.

Executive Board Facebook Group



- Goal: A private Facebook group was created and utilized by the Executive Board for communication each semester with 100% E-Board compliance. This was the secondary source of communication for all business matters related to AMA; primary means of communication was exchanged on the new GroupMe group chat application.
- Result: We have transitioned from Facebook groups to GroupMe group chat application for ease of use and more efficient communication. Facebook groups still utilized for event and project planning with 100% committee compliance.

LinkedIn Initiative



- Goal: 75% of members have an updated LinkedIn.
- Result: Promoted the benefits of having a LinkedIn during General Meetings, assisted members by leading a LinkedIn workshops and encouraged members to connect with each other and Executive Board leading to 80% of members updating LinkedIn.

Social Media Channels



- Goal: Use Facebook, Instagram, and Twitter to engage with members. Increase measurable interactions by 10% year-over-year.
- Result: 12% Increase in social media activity with current members throughout all platforms

Faculty News Letters



- Goal: Inform faculty about the successes and upcoming events that AMA at USF will host; two emails per semester.
- Result: Used MailChimp to create a newsletter targeted at the USF marketing faculty.

Website Updates



- Goal: Weekly updates.
- Result: VP of Technology updated the chapter website weekly with relevant news from the chapter and AMA national, creating a new cohesive design that maintains brand standards.



Professional Contacts



- 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.

General Meeting Newsletter



- Goal: Send one email per week and maintain a open rate of 25%.
- Result: Sent out one email per week with an average open rate of 48%

Student Resume Bank



- Goal: Upload 16 resumes on the website for employers.
- Result: Reviewed and critiqued executive board resumes and uploaded 25 to the resume bank on the USF-AMA website



CHAPTER OPERATIONS

Goal: 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.

Result: Member and Eboard survey showed a 92% satisfaction rate for communication

Weekly Advisor Meetings

- Goal: One meeting per week.
- Result: The President and Executive Vice President met with the faculty advisor weekly on Friday to discuss organizational strategy and tactics.

Weekly Executive Board Meetings

- Goal: One meeting per week.
- Result: Met weekly to discuss new challenges and how to integrate member feedback. Additionally met to talk about innovative new ideas on how to grow the organization as a whole.

Weekly General Meetings

- Goal: One meeting per week with an average of forty members per meeting.
- Result: Engaged with general members, updating everyone about upcoming events and bringing industry leaders to speak/conduct workshops during the meeting.

Member Feedback Surveys

- Goal: Two per semester.
- Result: Discovered optimal timing to host events as well as the overall member desire for weekly socials

One-On-Ones

- Goal: Conduct meetings with each Executive Board member two times a semester.
- Result: Scheduled meetings with each Executive Board member to track project progress and personal growth.

Bi-Annual Elections

- Goal: Elect new Executive Board members each semester.
- Result: Selected new Executive Board members through an application and interview process.

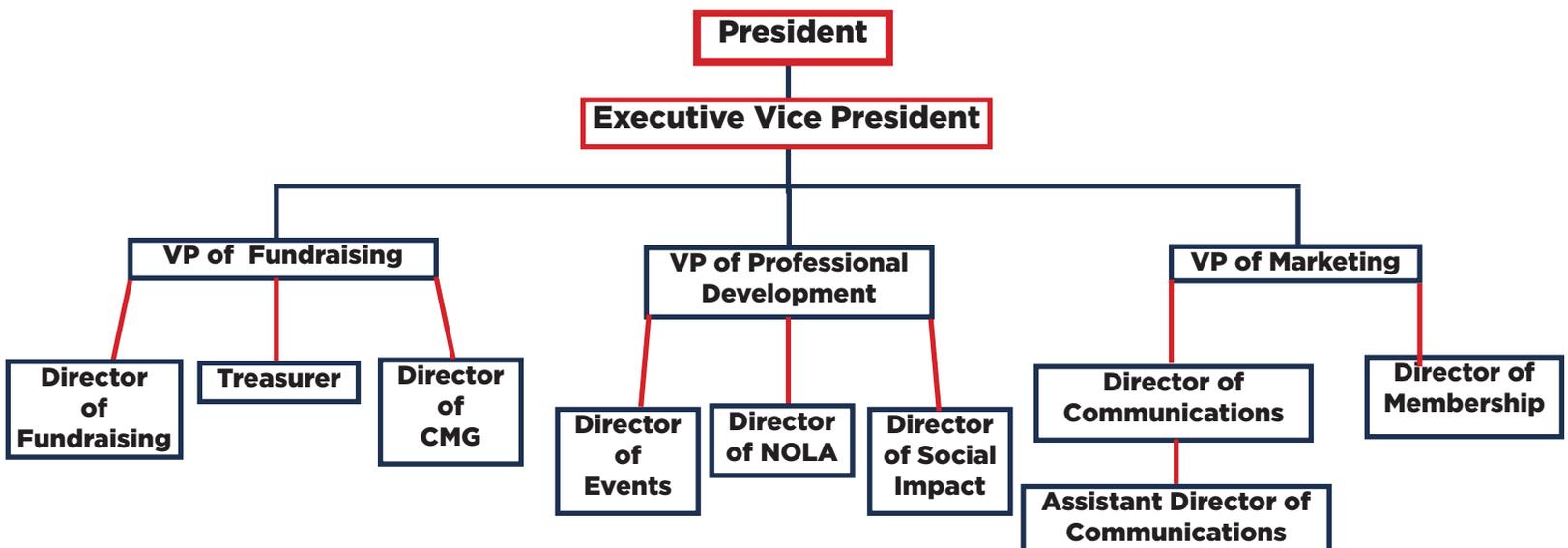
Bi-Annual Executive Board Retreat

- Goal: One retreat per semester
- Result: Hosted two retreats allowing the board to understand requirements as well as the organization's operations.

Weekly Committe meetings

- Goal: Average of seven members per committee.
- Result: Created committees to complete key chapter events and objectives while increasing engagement by encouraging members to participate in projects. Committees averages seven members per

ORGANIZATIONAL STRUCTURE



BUDGET

Opening Balance

\$ 2,000

Revenue

Membership

AMA USF Membership Dues

\$ 3249

Fundraising

Charged Marketing Group

\$ 225

Business Cards

\$ 80

Give Back Nights

\$ 62

Merchandise

\$ 200

ScramBULL Golf Tournament

\$ 0

Seasonal Fundraisers

\$ 400

Sponsorships

\$ 1000

Univeristy Funding

\$ 0

Professional Development

Regional Conference

\$ 8563

Total Revenue:

\$ 13806

Expenses

Membership

National Dues

\$ 839

AMA Polos

\$ 700

Banquet Subsidy

\$ 430

Point System Rewards

\$ 120

Meeting Refreshments

\$ 330

Fundraising

Business Cards

\$ 0

Merchandise

\$ 350

ScramBULL

\$ 0

Seasonal Fundraising

\$ 200

Promotions

Banquet Subsidy

\$ 0

Career Fair expenses

\$ 75

Events

AMA-USF Regional Conference

\$ 500

Conference SWAG

\$ 300

End of the Year Banquet

\$ 1800

Regional Conference Visits

\$ 449

International Conference Subsidy

\$ 1800

Fees

Square Transaction Fees

\$ 150

Misc. Bank Fees

\$ 20

Total Expenses:

\$ 8063

Net Income:

\$ 5743

Ending Balance

\$ 7743